UNIVERSITY OF
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WESTMINSTER⌗

PROGRAMME SPECIFICATION

Course record information

Name and level of final award:	**BA (Hons) Fashion Design** The BA (Hons) Fashion Design is a BA degree that is Bologna FQ-EHEA first cycle degree or diploma compatible.
Name and level of intermediate awards:	Diploma of Higher Education Certificate of Higher Education
Awarding body/institution:	University of Westminster
Teaching Institution:	University of Westminster
Status of awarding body/institution:	Recognised Body
Location of delivery:	Harrow
Language of delivery and assessment:	English
Mode, length of study and normal starting month:	Three years full time, with additional, option sandwich year
QAA subject benchmarking group(s):	Art and Design (2008)
Professional statutory or regulatory body:	
Date of course validation/review:	February 2015
Date of programme specification approval:	February 2015
Valid for cohorts :	2016/17 level 4/5, 2017/18 level 4,5 and 6
Course Leader	Andrew Groves
UCAS code and URL:	W230, W232 http://www.westminster.ac.uk/courses/undergraduate

Admissions requirements

There are standard minimum entry requirements for all undergraduate courses. Students are advised to check the standard requirements for the most up-to-date information.

For most courses a decision will be made on the basis of your application form alone. However, for some courses the selection process may include an interview to demonstrate your strengths in addition to any formal entry requirements.

More information can be found here: westminster.ac.uk/courses/undergraduate/how-to-apply

Aims of the course

The BA Fashion Design course aims to:

- Enable the fulfilment of students' aspirations by preparing them for careers within the international fashion industry that will satisfy them intellectually, professionally and personally.
- Educate students to an advanced level of individual creativity within the discipline of fashion design and to develop their powers of enquiry and analysis.
- Encourage independent research, organisation and judgement and to promote critical self- awareness.
- Equip graduates with the knowledge, understanding and academic skills to continue to post- graduate study
- Respond to the changing needs of an increasingly international industry by preparing self- motivated students for design based careers, and to develop their capacity to exercise both specialist and transferable skills that satisfy the professional demands of industry.

What will you be expected to achieve?

Learning outcomes are statements on what successful students have achieved as the result of learning. These are threshold statements of achievement the learning outcomes broadly fall into four categories:

- The overall **knowledge and understanding** you will gain from your course (KU).
- **Graduate attributes** are characteristics that you will have developed during the duration of your course (GA).
- **Professional and personal practice learning outcomes** are specific skills that you will be expected to have gained on successful completion of the course(PPP)
- **Key transferable skills** that you will be expected to have gained on successful completion of the course. (KTS)

Level 4 learning outcomes
Upon completion of level 4 you will be able to:

L4.1   Perform a range of design and practice methods. (PPP)
L4.2   Undertake research and begin to take the initiative in thinking out new
          sources. (KTS)
L4.3   Translate a basic design through into a finished garment. (PPP)

L4.4   Show developing skill bases in drawing and two-dimensional presentation skills. (PPP)

L4.5   Show an increasing knowledge of fabric and textiles and recognise the relationship between fabric and design. (PPP)

L4.6   Understand principles of good practice for design translation and be aware of current industrial requirements. (PPP)

L4.7   Reveal a developing critical insight into cultural constructions about the body and systems of adornment. (KU)

L4.8   Show a basic knowledge of the structure of the fashion industry, the role of the designer within the industry. (PPP)

L4.9   Show developing skill bases in undertaking research and to be able to start to express ideas clearly in written form. (KTS)

Level 5 learning outcomes

This programme builds upon the skills previously learnt in level four to then apply them in a more personal, creative and reflective manner. Students analyse their practice against the demands of the fashion industry. Students focus their understanding of their acquired skills by examining them in a variety of historical, cultural, industrial and contemporary environments. A key component of this level is the students developing relationship with industry through a period of engagement via work experience to live industrial design projects.

Upon completion of level 5 you will be able to:

L5.1   Show increased knowledge of their practice in terms of design and design translation. (KU)

L5.2   Show developing creative curiosity, self-motivation and understanding of professional standards. (PPP)

L5.3   Demonstrate a more sophisticated grasp of specialist cutting and tailoring techniques. (KU)

L5.4   Show increasing critical awareness of the significance of cultural and period contexts for the understanding of clothing. (KU)

L5.5   Demonstrate an understanding of marketing, industrial and commercial practice and design management. (KU)

L5.6   Show an increased knowledge of effective business practice. (KU)

L5.7   Express their ideas in an increasingly confident and creative way both visually, whether two or three dimensionally, and verbally. (KTS)

L5.8   Understand with growing confidence the relationship between design and market in general and in the context of design practice. (PPP)

L5.9   Express their ideas in written form with increasing coherence and fluency, and pursue a less narrative, more analytic approach to their work. (KTS)

Level 6 learning outcomes

This programme will bring all students through the synthesis of technical, theoretical practical and intellectual activity to the point where their chosen career can be realistically contemplated. It will also enable them to express those competences through a body of practical and theoretical works to a standard of intellect, design and skill appropriate to degree level work.

Upon completion of level 6 you will:

L6.1   Have developed a clear, individual, design personality. (GA)

L6.2   Be able to communicate their creative talent and versatility effectively through a varied portfolio of design work. (PPP)

L6.3   Be able to demonstrate a knowledge and understanding with a critical awareness of current trends and design ranges. (KU)

L6.4   Be able to make professional presentations of both their two and three-dimensional work. (PPP)

L6.5   Be able to demonstrate a refined understanding of the commercial possibilities of a fashion range and be able to design for a particular market. (PPP)

L6.6   Be able to demonstrate an independent, critical stance toward their own work. (KTS)

L6.7   create a piece of sustained writing that clearly reflects the level of conceptual and critical thinking commensurate with this level of study. (KTS)

L6.8   Undertake critical thought with the application of the appropriate variety of theoretical viewpoints. (KTS)

L6.9   Have a deep and thorough knowledge and understanding of the different career outcomes possible from their training and be equipped for entry into the fashion industry. (GA)

Employment and further study opportunities

Today's organisations need graduates with both good degrees and skills relevant to the workplace, i.e. employability skills. The University of Westminster is committed to developing employable graduates by ensuring that:

- Career development skills are embedded in all courses
- Opportunities for part-time work, placements and work-related learning activities are widely available to students
- Staff continue to widen and strengthen the University's links with employers in all sectors, involving them in curriculum design and encouraging their participation in other aspects of the University's career education and guidance provision
- Staff are provided with up-to-date data on labour market trends and employers' requirements, which will inform the service delivered to students.
- Embedded into the course structure are a number of opportunities to engage with the international fashion industry through live briefs with companies such as Topshop, H&M, Max Mara, Abercrombie or ASOS. Additionally there are periods of internship in the second year and industry year that allow students to fully develop themselves in relation to current industry practice and to understand where they fit within this world

The course's exceptional links with the fashion industry ensure fast-track access to both cutting-edge and established designers. Students on their internship year are currently working with the following designers:

In London:
Alexander McQueen, Simone Rocha, Giles, Burberry Prorsum, Christopher Kane, Mulberry, and Celine.

In Paris:
Lanvin, Balmain, Christian Dior, Haider Ackermann, Chanel, Louis Vuitton, Givenchy and Balenciaga.

In New York:
Diane Von Fürstenberg, Proenza Schouler, Thom Browne, Marc Jacobs, Donna Karan, and Alexander Wang.

Our students gain an enormous amount of specific and transferable knowledge from working within the fashion industry, whether these are in the context of 'live' design projects at university or while they are out for an extended period of work placement.

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Graduates from the last few years have already gained design jobs with Burberry Prorsum, Thom Browne, Paul Smith, Jacquemus, Armani Exchange, Puma, Topshop, Max Mara, Preen, Mulberry, Givenchy, Roberto Cavalli, Aubin & Wills, Roksanda Ilincic, Abercrombie & Fitch, Gap, Marc Jacobs, Tom Ford and Harrods.

How will you learn?

A number of different teaching and learning methods are deployed to enable students to develop an imaginative and creative approach to their discipline based on an increasing knowledge of practice and transferable skills.

Tutorials
The most individual form of teaching you will experience apart from your one-to-one help in the studio will be through the tutorials you receive. As a form of teaching, tutorials are offered to help you with any aspect of the course you are finding problematic. Each module will allow time for these to take place, and at the end of the module, you will be given a tutorial as part of the feedback that will give you information on your assessment grading. You will be encouraged to talk about your perceptions of your own ability, and to consider the way you are working and to what effect.

Lectures
Some modules lend themselves well to the lecture format. Here you will take part in-group lectures in a lecture room or auditorium. You will be encouraged to participate, even within this more formal setting, by commenting on the lecture material, offering a view, or by preparing a short response paper for a session. During lectures, you are asked to keep notes in order to build up a file of information as preparation for the module assessment. Lecturers may be members of the course academic team or industry specialists and designers who will lecture about their specific area.

Group Discussion
Group discussions/seminars are important mechanisms for opening up project potential. Group discussions will examine the implications, influences, content and demands surrounding the requirements of the projects and try to identify the best way of tackling them. Active participation in the exchange of ideas is important in helping you to develop articulate, confident attitudes to your work.

Practical Demonstrations
Teaching also includes much practical demonstration. Here the specialist will demonstrate the techniques, skills, equipment and the variety of technical procedures you will need to know for successful completion of the module. Examples contained within the course are the introductory lessons for print and introduction to tailoring both modules within level four.

Group Criticisms

Completed projects are normally evaluated at group criticisms. You are requested to display your work in the studio where it is examined and discussed by tutors, visiting specialists and your fellow students. These are opportunities for you to evaluate your work in a group context, learn to explain your ideas coherently, look at them impartially and analytically – and change them where necessary! You learn to evaluate criticism, how to accept it and how to give it. Group Crits take place at regular intervals, involve all students and participation is mandatory.

How will you be assessed?

Assessment methods and processes are intended to identify and evaluate student learning for both students and staff and to encourage a self-reflective and critical appreciation by both students of their own development. Response to student work is a significant aspect of learning and all summative form of assessment will be accompanied by written feedback conforming to campus guidelines to ensure that students have the opportunity to apply this critique to their subsequent studies. Particular attention will be given to ensuring feedback on final modules to inform students' professional aspirations.

Assessment is intended to provide an indication of learning for students, staff, higher education authorities, professional bodies and other external organisations.

Assessment Procedures

The purpose of assessment is to enable students to demonstrate that they have fulfilled the objectives of their study programme and achieved the required standard for the award they seek. Assessment provides the students with a clear indication of their individual ability, development and achievement, and helps in establishing a process of critical self-evaluation.

A formal programme of assessment is also a way of evaluating a course's own performance and maintaining its academic standards.

Course structure

This section shows the core and option modules available as part of the course and their credit value. Full-time Undergraduate students study 120 credits per year. Course structures can be subject to change each academic year following feedback from a variety of sources.

Credit level 4				
Module code	Module title	Status	Credit	ECTS
4FADE001W	Design project 1: Skills	Core	40	20
4FADE002W	Design project 2: Sportswear	Option	20	10
4FADE003W	Design project 3: Outerwear	Core	20	10
4FADE004W	Design project 4: Modernity	Core	40	20
4FAMN009W	The Buying Process	Option	20	10
	Westminster Elective	Option	20	10
Award of Certificate of Higher Education available				

	Credit level 5			
5FADE001W	Collection 1: Cutting	Core	20	10
5FADE002W	Collection 2: Surface	Core	20	10
5FADE003W	Collection 3: Internship	Core	20	10
5FADE004W	Collection 4: Portfolio	Option	20	10
5FADE005W	Collection 5: Historical	Core	40	20
	Westminster Elective	Option	20	10
Award of Diploma of Higher Education available				

	Optional Sandwich year			
5FADE006W	Extended Fashion Industry Placement	Option	40	20
	Credit level 6			
6FADE001W	Thesis	Core	20	10
6FADE002W	Final collection 1	Option	20	10
6FADE003W	Final collection 2	Core	40	20
6FADE004W	Portfolio	Core	40	20
6FAMN007W	Global Sourcing Strategies for Fashion	Option	20	10
6FAMN008W	Fashion Consumer behaviour	Option	20	10
6FAMN002W	Trends and Change Implementation for Fashion Retail	Option	20	10
	Westminster Elective	Option	20	10
Award of BA Award of BA Honours				

Please note: Not all option modules will necessarily be offered in any one year.

Academic regulations
The current Handbook of Academic Regulations is available at
westminster.ac.uk/academicregulations

How will you be supported in your studies?

Course Management
The BA (Hons) Fashion Design course is managed by a Course Director. The Course Director will liaise with the course team, academic departmental representatives, academic administrators and support services to enhance the learning experience of the students and

to ensure the academic coherence and quality of the course. The Director of Undergraduate Studies holds responsibility for managing and monitoring the delivery and quality assurance of the suite of undergraduate degrees within the School and reports directly to the Dean.

Academic Support

Upon arrival, an induction programme will introduce you to the staff responsible for the course, the campus on which you will be studying, the Library and IT facilities, additional support available and to your Campus Registry. You will be provided with the Course Handbook, which provides detailed information about the course. Each course has a course leader or Director of Studies. All students enrolled on a full-time course and part time students registered for more than 60 credits a year have a personal tutor, who provides advice and guidance on academic matters. The University uses a Virtual Learning Environment called Blackboard where students access their course materials, and can communicate and collaborate with staff and other students. Further information on Blackboard can be found at westminster.ac.uk/blackboard.

Learning Support

The Academic Learning Development Centre supports students in developing the skills required for higher education. As well as online resources in Blackboard, students have the opportunity to attend Study Skills workshops and one to one appointments. Further information on the Academic Learning Development Centre can be found at westminster.ac.uk/academic-learning-development.

Learning support includes four libraries, each holding a collection of resources related to the subjects taught at that site. Students[1] can search the entire library collection online through the Library Search service to find and reserve printed books, and access electronic resources (databases, e-journals, e-books). Students can choose to study in the libraries, which have areas for silent and group study, desktop computers, laptops for loan, photocopying and printing services. They can also choose from several computer rooms at each campus where desktop computers are available with the general and specialist software that supports the courses taught in their College. Students can also securely connect their own laptops and mobile devices to the University wireless network.

Support Services

The University of Westminster Student and Academic Services department provide advice and guidance on accommodation, financial and legal matters, personal counselling, health and disability issues, careers, specialist advice for international students and the chaplaincy providing multi-faith guidance. Further information on the advice available to students can be found at westminster.ac.uk/student-advice. The University of Westminster Students' Union also provides a range of facilities to support students during their time at the University. Further information on UWSU can be found at westminster.ac.uk/students-union.

How do we ensure the quality of our courses and continuous improvement?

The course was initially approved by a University Validation Panel in *2015.* The panel included internal peers from the University, academic(s) from another university and a representative from industry. This helps to ensure the comparability of the course to those offered in other universities and the relevance to employers.

The course is also monitored each year by the College to ensure it is running effectively and that issues which might affect the student experience have been appropriately addressed. Staff will consider evidence about the course, including the outcomes from student engagement activities, including School Staff Student Exchange meetings, evidence of

student progression and achievement and the reports from external examiners, to evaluate the effectiveness of the course. Each College puts in to place an action plan. This may for example include making changes on the way the module is taught, assessed or even how the course is structured in order to improve the course, in such cases an approval process is in place.

A Course review takes place periodically to ensure that the curriculum is up-to-date and that the skills gained on the course continue to be relevant to employers. Students meet with review panels to provide feedback on their experiences. Student feedback from previous years is also part of the evidence used to assess how the course has been running.

How do we act on student feedback?
Student feedback is important to the University and student views are taken seriously. Student feedback is gathered in a variety of ways.

- Through student engagement activities at Course/Module level, students have the opportunity to express their voice in the running of their course. Student representatives are elected to expressly represent the views of their peers. The University and the Students' Union work together to provide a full induction to the role of the student representatives.

- There are also School Representatives who meet with Heads of School to enable wider discussions across the School. Student representatives are also represented on key College and University committees.

- All students are invited to complete a questionnaire before the end of each module. The feedback from this will inform the module leader on the effectiveness of the module and highlight areas that could be enhanced.

- Final year Undergraduate students will be asked to complete the National Student Survey which helps to inform the national university league tables.