

UNIVERSITY OF
WESTMINSTER 

Programme Specification
BA (Honours) Fashion Design
May 2012
Course Director
Andrew Groves

Contents

Contents	2
Course Record Information	3
Admissions Requirements	3
Aims of the Course	4
SANDWICH WORK PLACEMENT YEAR.....	5
Employment and Further Study Opportunities	5
Learning Outcomes	6
Specific Skills.....	7
Key Transferable skills.....	8
Teaching, Learning and Assessment Methods	9
Course Structure	11
Progression Requirements	13
Quality Management and Enhancement	14
Course Management	14
Reference Points for the course.....	15

Course Record Information

Name and level of final & intermediate Awards	BA/BSc Diploma of HE Certificate of HE
Awarding Body	University of Westminster
Location of Delivery	Harrow
Mode of Study	Full time
UW Course Code	BFASPRM
JACS Code	W230
UCAS Code	W50 E230 and E231
QAA Subject Benchmarking Group	Art and design/ History of Art, Architecture and Design (2008)
Professional Body Accreditation	-
Date of initial course approval/last review	November 2004
Date of Programme Specification	January 2010

Admissions Requirements

To apply to the BA (Honours) Fashion Design course at The University of Westminster you will need to meet these minimum entry requirements:

A relevant Foundation Course Certificate (BTEC Art & Design Foundation)

or

Art & Design Certificate or Diploma (BTEC National Diploma in Fashion & Clothing)

In addition, all candidates must possess a minimum grade C in five subjects at GCSE including both English and Mathematics. We are not looking for students who have only completed their 'A' levels.

Access student applicants who have been studying on a relevant part-time course and students holding an Advanced GNVQ in Art and Design with a Distinction or predicated Distinction will also be considered.

These requirements may be waived if the applicant is mature and has work experience in a relevant field. The Fashion course is looking for highly motivated students with a strong creative focus and a clear determination to enter the world of fashion.

Applicants that meet these requirements will then be asked to submit 6 sheets copied from their current design portfolios and complete a questionnaire. These will be used to decide who we call to interview.

Entry onto the course is highly competitive and judgements will be made based on the quality of portfolio work that is presented if an applicant receives an invitation to attend an interview.

Due to the course being heavily over-subscribed, qualifications alone are not enough to gain an offer of a place on the course.

The Interview

Students must also be able to identify, through interview, how they feel studying at the University would benefit them as opposed to continuing their fashion education following other pathways. It is important that students reflect an open minded and sensitive approach to fashion trends and practices, and show they are prepared to work within a varied range of briefs both set and self-negotiated.

For their interview, applicants are asked to present a portfolio of their current work, including a finished garment if they have one. If they are applying from overseas, they can send an electronic portfolio of work.

The Portfolio

In the portfolio, we expect to see evidence of a range of creative experience showing a good grasp of shape, colour and texture and the ability to think around a subject brief and investigate less predictable avenues of research. There needs to be evidence from portfolio work and/or presented garment that students have critically engaged with their briefs and produced thoughtful and perceptive work.

The ability to work in different media and to reflect extended research of ideas through accompanying sketchbooks and visual diaries will constitute an important part of this assessment. Students for whom English is not their first language should normally have attained the equivalent of IELTS 6.0 Cambridge Proficiency, or TOEFL 550.

Aims of the Course

The BA (Honours) Fashion Design course aims to provide an intellectually challenging environment within which students will become equipped with the necessary vocational and personal skills to become creative practitioners within the context of current fashion design practice.

Graduates will have a strong and individual conceptual understanding and be able to sustain arguments and solve problems referencing ideas or techniques that are at the forefront of their discipline. They will have a thorough understanding of fashion in its broadest sense whilst also be equipped with a detailed knowledge of their chosen area that is informed by current industry practise.

The programme aims to ensure students interact with industry at every level to develop their engagement with all aspects of the fashion industry in all its manifestations, understand current practice from personal experience and relate their own work within the broader context of fashion.

Theory and practice are interlinked within the majority of modules so that students understand the reflective nature of their discipline. Design modules contain theoretical lectures that explore the complex issues relevant to a particular area of study.

Graduates will be equipped with the qualities and transferable skills to make complex decisions in unpredictable contexts and be able to use their initiative and take personal responsibility for their decisions. Further, more, they will possess the ability to undertake further training of a professional or academic nature.

Upon graduation, students will be able to enter into the fashion design industry in various roles including designers, stylists, art directors, forecasters, trend analysers, and production managers.

SANDWICH WORK PLACEMENT YEAR

Students are given the option of undertaking a year-long placement in industry between level five and six of their undergraduate degree, i.e. after students had studied for two years. Its purpose is to enhance the profile of placement within the framework of the student's undergraduate studies.

Those students that choose not to have a year out in industry will still have a placement opportunity in the first semester of their second year. They will have made their own personal decision that a year-long placement will either not further their own personal development or that they choose not to study over four years.

Work placement helps improve employability and offers learning experiences for students to further develop their subject specific skills, their career planning and transferable skills. Employers want graduates who can demonstrate interpersonal skills, communicate well, research and analyse information, identify and solve problems, make decisions and initiate action, and be self-managers and self-learners.

Placement provides students with the opportunity to:

- Develop understanding of the culture of the workplace
- Develop communication and interpersonal skills in the context of professional Practice
- Analyse and review their placement experiences and gains
- Place their discipline within a professional context
- Apply and develop knowledge gained during placement to their coursework when they return to university
- Gain practical experience that can be included in their C.V.
- Personal and professional development

Employment and Further Study Opportunities

Graduates from the fashion course at Westminster work at all levels and in all areas of the international fashion industry. Many alumni of the Fashion Design course now work successfully both in the UK and internationally as designers, stylists, consultants, freelancers, teachers, journalists, illustrators and retailers.

Many of our fashion graduates go on to work with important fashion design companies throughout the world, such as Burberry, Aquascutum, Pringle and Alexander McQueen in London, Marc Jacobs and Donna Karan in New York, and Bernard Wilhelm and Hermes in Paris.

Others have found work with international fashion magazines like Elle, Wallpaper*, Grazia and Vogue or in the fields of marketing or public relations. With our strong alumni connections together with our unparalleled relationships through our industrial work placements we have connections at all levels of the fashion industry.

The graduates from the BA Fashion Design will be able to work in a number of jobs relevant to their chosen discipline including:

- Professional Consultants to the International Fashion and Design Industries
- Freelance designers in the fashion design or fashion visual media environments.
- Entrepreneurs creating an enterprise, business or service.
- Practicing professional designers.
- Employed designer within an existing business
- A researcher / Masters student

Learning Outcomes

Knowledge and Understanding

Level 4 Certificate

At the end of Level 4, each student will be able to:

- Show a basic knowledge of fabric and textiles and recognise the relationship between fabric and design
- Understand principles of good practice for design translation and be aware of current industrial requirements.
- Reveal a developing critical insight into cultural constructions about the body and systems of adornment.
- Show a basic knowledge of the structure of the fashion industry and the role of the designer within the industry.
- Show an awareness and knowledge of the seasonal framework affecting the manufacture and production of the fashion industry is structured around.

Level 5 Intermediate

At the end of Level 5, each student will be able to:

- Show increased knowledge of their practice in terms of both design and design translation.
- Show developing creative curiosity, self-motivation and understanding of professional standards.
- Show increasing critical awareness and knowledge of the significance of cultural and period contexts for the understanding of clothing.
- Demonstrate an understanding of marketing, industrial and commercial practice and design management.
- Show an increased knowledge of effective business practice.

Level 6 Honours

At the end of Level 6, each student will:

- Be able to demonstrate a knowledge, understanding and a critical awareness of current trends and design ranges.

- Be able to demonstrate a refined understanding of the commercial possibilities of a chosen design or design ranges and be able to design for a particular market.
- Have a deep and thorough knowledge and understanding of the different career outcomes possible from their training and be equipped for entry into highly competitive world of fashion.
- Be able to communicate their own views and assimilate and assess the views of others.
- Be able to independently plan and manage their own resources and processes
- Be able to evaluate their performance and work in a critical manner.
- Be able to evaluate their own performance in the context of professional experience

Specific Skills

Level 4 Certificate

At the end of Level 4, each student will be able to:

- Demonstrate a range of design and practice methods.
- Undertake research and begin to take the initiative in thinking out new sources.
- Translate a basic design through into a finished garment.
- Show developing skill bases in drawing and two-dimensional presentation skills.
- Understand the basic pattern cutting skills required for the drafting and construction of garments such as shirts, jackets, dresses, trousers and skirts.

Level 5 Intermediate

At the end of Level 5, each student will be able to:

- Demonstrate a more sophisticated grasp of specialist cutting and tailoring techniques.
- Express their ideas in an increasingly confident and creative way both visually, whether two or three dimensionally, and verbally.
- Debate with growing confidence the relationship between design and market both in general and in the context of design practice.
- Express their ideas in written form with increasing coherence and fluency, and pursue a less narrative, more analytic approach to their work.
- Understand the use of advanced pattern cutting skills required for the drafting and construction of garments such as shirts, jackets, dresses, trousers and skirts.
- Demonstrate experiential development in formulating designs from a research base.
- Show increasing confidence in working with specialist materials
- Present and record appropriate research and the reflective process in a coherent format
- develop an area of appropriate practical and technical skill
- explore individual critical design processes

- develop their work within a conceptual framework

Level 6 Honours

At the end of Level 6, each student will:

- Have developed a clear and individual design personality.
- Be able to communicate their creative talent and versatility effectively both on the catwalk and through a varied portfolio of design work.
- Be able to make presentations of both their two and three-dimensional work to a professional industry standard.
- Be able to demonstrate an independent, critical stance towards their own work
- Be able to express written ideas in an articulate and persuasive manner that reflects comprehensive research and an assured critical and analytical approach.
- Be eligible to advance to postgraduate level.
- Be skilled in the use of all relevant IT to their practice
- apply the criteria they have developed for evaluation of their work
- engage in critical debate and produce detailed and coherent design proposals
- work autonomously and undertake independent research & analysis

Key Transferable skills

Level 4 Certificate

At the end of Level 4, each student will be able to:

- Understand creative design concepts
- Critically evaluate information
- Research and investigate a topic
- Manage own learning and work independently
- evaluate both qualitatively and quantitatively
- Work with others through negotiation and collaboration, in groups or teams
- Communicate appropriately and effectively, verbally, visually, and in writing and to select language according to context.
- Demonstrate basic use of some relevant IT

Level 5 Intermediate

At the end of Level 5, each student will be able to:

- Formulate concepts
- Critically evaluate information
- Research and investigate a topic
- Manage own learning and work independently
- evaluate both qualitatively and quantitatively
- Communicate appropriately and effectively, verbally, visually, and in writing and to select language according to context.
- use relevant IT programmes with competence
- to take and manage risk

Level 6 Honours

At the end of Level 6, each student will be able to:

- Assimilate and synthesis diverse ideas and concepts
- Read and analyse complex data
- develop a point of view based on fact and to argue this point to a positive outcome
- Show critical thought, analysis and interpretation
- organise and supervise others to carry out instructions and tasks
- source relevant service providers for specific tasks and to negotiate contracts
- independently plan and manage their own resources and processes
- perform complex skills consistently using a specific range of techniques
- evaluate their own performance in the context of professional experience

Teaching, Learning and Assessment Methods

The course utilises a number of teaching and learning methods of delivery:

- Lectures – from core staff members or through guest speakers from industry to inform and stimulate the students learning experience.
- Seminars – through discussion groups to question and analyse their work in the company of their peers.
- Workshops – to teach specialist vocational skills to small groups of students.
- Tutorials – one on one contact with a member of the teaching team to discuss on a more personal level a student's development and progress within a module.
- Independent assignment – student defined research and project work that is assessed to modular guidelines.
- Peer learning – through group activity and discussion, whereby students negotiate their learning experience and collectively create an environment from which to learn from each other.
- Industrial placement – all students undertake a sustained period of work placement at level five.

The assessment criteria combine the objectives of the aims and learner outcomes for each module as well as elements such as commitment, level and application of understanding, attitude and approach and quality of creative or intellectual judgement.

Assessments occur at both formative and summative stages of modular learning and use a variety of methods. What is common to these methods is that the module information will detail the assessment requirements, processes and marking criteria and students will be made aware of the relevance of these to the module's teaching methodology and learning outcomes.

The design of a module's assessment methods is related to the type of teaching and learning organised within the module, the learner outcomes, and the level of the module.

The course uses many different methods of assessment, and some modules may use a range of methods if several different pieces of coursework are required. The course generally uses methods from amongst the following:

- Oral/visual presentations – to seminar groups, to tutor groups
- Formal written reports/essays/dissertations
- Proposals
- Portfolio work
- Literature reviews
- Informal written material – notebooks, workbooks, logbooks
- Written self-evaluation
- Individual projects/portfolios
- Group projects
- Presentation of creative work to external specialists

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 or 8 modules per year.

Code	Level Four – Semester One		
2FAS410	Introduction To Form, Construction And Cut	15	Core
		credits	
2FAS411	Fashion Research For Design Development	30	Core
		credits	
2FAS405	Technology For Illustration	15	Core
		credits	
	Level Four – Semester Two		
2FAS406	The Concept Of Modernity	30	Core
		credits	
2FAS403	Introduction To Fabrication And Print	15	Core
		credits	
2FAS412	Introduction To Tailoring And Menswear	15	Core
		credits	
	Level Five – Semester One		
2FAS516	Design For Sportswear	15	Core
		credits	
2FAS512	Industrial Work Placement	30	Core
		credits	
2FAS505	Future Textiles Fabrication And Print	15	Core
		credits	
	Level Five – Semester Two		
2FAS501	Historical Research For Design Innovation	15	Core
		credits	
2FAS503	The Fashion Business Proposal	30	Core
		credits	
2FAS515	Plus One Of The Following: Research and Dress History	15	Option
		credits	
	Polylang	15	Option
		credits	
	Or Free Elective	15	Option
		credits	
	Level Six – Semester One		
2FAS601	Brand Identity And The Fashion Product	15	Core

2FAS602	Final Portfolio Project	credits 30	Core
2FAS610	Fashion Thesis	credits 15	Core
		credits	
	Level Six – Semester Two		
2FAS604	Major Project: Research	15	Core
		credits	
2FAS606	Major Project: Precollection	15	Core
		credits	
2FAS613	Major Project: Design And Realisation	30	Core
		credits	

Progression Requirements

The University has regulations that govern the progression through the course.

A pass in a module is achieved when the overall mark is at least 40% and the marks for aggregated components (e.g. coursework and exam) are individually at least 30%.

To progress from Level 4 to Level 5 in full time study, a student must achieve an average of 40% across 120 credits; to progress from Level 5 to Level 6 full-time study, a student must pass at least 165 credits, including 75 credits at Level 5. In addition students will not normally be able to undertake the work placement as well as retrieving modules.

To qualify for the award of the BA (Hons) Fashion Design a student must:

- a) Obtained at least 360 credits including:
 - passed 75 credits at Level Four or higher and achieved at least a condoned credit in each of the remaining modules worth 45 credits at Level 4; and
 - passed a minimum of 120 Credits at Level 5 or higher; and
 - passed a minimum of 120 credits at Level 6 or higher.
- b) attempted modules with a maximum value of 330 credits at Levels 5 and 6
- c) Satisfied the requirements contained within any course specific regulations for the relevant course Scheme.

The class of the Honours degree awarded is decided by two criteria: the average of the best 105 credits passed at Level 6 being in the range of the class to be awarded, and the average of the next best 105 credits passed at Levels 5 and 6 provided the next best 105 credits passed are no more than one classification below this.

Support for Students

On arrival, an induction programme will introduce students to the staff responsible for the course, the campus on which they will be studying, the Library and IT facilities and to the Campus Administration. Students will be provided with the Course Handbook, which provides detailed information about the course. Students are allocated a personal tutor who can provide advice and guidance on academic matters.

Learning support includes the Library which, across its four sites, holds printed collections of 412,000 books, 1,600 journal subscriptions and substantial audio visual collections. Access to over 6,500 electronic resources (databases, e-journals, e-books, exam papers and links to recommended websites) is facilitated through infoLinX, the library portal.

There are over 3,500 computers spread over the four University campuses available for students use. The University uses a Virtual Learning Environment called Blackboard where students can access course materials and communicate with staff and other students via message boards.

At University level, Services for Students provide advice and guidance on accommodation, financial and legal matters, personal counselling, health and disability issues, careers and the chaplaincy providing multi-faith guidance. The International Education Office provides particular support for international students. The University of Westminster Students' Union also provides a range of facilities to support all students during their time at the University.

Quality Management and Enhancement

Course Management

Course approval, monitoring and review

The course was initially approved by a University Validation Panel in 1990. The Panel included internal peers from the University and external subject specialists from academia and industry to ensure the comparability of the course to those offered in other Universities and the relevance to employers. Periodic Course Review helps to ensure that the curriculum is up-to-date and that the skills gained on the course continue to be relevant to employers.

The course is monitored each year by the School of Media, Arts & Design to ensure that it is running effectively and that issues that might affect the student experience have been appropriately addressed. Staff will consider the outcomes from each Course Committee, evidence of student progression and achievement and the reports from External Examiners to evaluate the effectiveness of the course.

The Campus Academic Standards Group audits this process and the outcomes are reported to the Academic Council of the University, which has overall responsibility for the maintenance of quality and standards in the University.

Student involvement in Quality Assurance and Enhancement

Student feedback is important to the University and student comment is taken seriously. The most formal mechanism for feedback on the course is the course committee. Student representatives will be elected to sit on the committee to represent the views of their peer group in the discussions held at the committee. The University and the Students' Union work together to provide a full induction to the role of the Course Committee.

Students are asked to complete an end-of module questionnaire at 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.

Students meet with Review Panels when the periodic review of the course is conducted to provide oral feedback on their experience on the course. Student meetings are also held on an annual basis with representatives of the Campus Academic Standards Group as part of the annual monitoring process.

Mechanisms for gaining student feedback on the quality of their teaching and their learning experience include:

Student Representation at Course Committee
Optically read end-module questionnaire
Course year end evaluation
Student tutorials
End of Semester review for each year group

Mechanisms for Ongoing Review, Evaluation of Teaching, Learning and Assessment include:

- Annual Self-monitoring system
- Audit of annual monitoring by CASG (with report via Academic Standards Working Group to Academic Council)

- Periodic Review/Re-validation involving external panel members
- External Examiner feedback
- Regular Course Team/Departmental Meetings
- System of internal moderation of assessed work
- Staff Development (including peer observation and appraisal)
- PSRB membership and recognition/accreditation (where appropriate)
- QAA Subject Review
- Industry Advisory Panel
- External advisory consultations

Staff Development priorities include:

- Enhancement of technical skills relative to the industry
- Scholarly work in relation to the fashion industry.
- Professional practice and consultancy within the industry.
- Networking within the fashion industry.
- Attendance at external conferences
- Making connections with industry

Reference Points for the course

Internally

- School of Media, Arts and Design Assessment Strategy
- School of Media Arts and Design Teaching and Learning Strategy
- EIC Guidelines for Skills in the Curriculum
- University Guidelines for Validation and Review
- University Quality Assurance Handbook
- Staff Research

Externally

- Industry Advisory Panel
- QAA Subject Benchmarks for Art and Design
- QAA Guidelines for Higher Education Framework in England
- SEEC skills policy
- A study of the UK Designer Fashion Sector by DTI/British Fashion Council
- Government White Paper on Higher Education

For more information about this course:

Course Director

Andrew Groves
 Course Director
 BA (Honours) Fashion Design
 University of Westminster
 Northwick Park
 Harrow HA1 3TP

Telephone: +44 (0)20 7911 5000
 Email: fashion@wmin.ac.uk

Admissions officer Nila Gandhi:

Nila Gandhi
Admissions & Marketing Officer
University of Westminster
Northwick Park
Harrow Campus
Watford Road
Harrow HA1 3TP

Telephone: +44 (0)20 7911 5903
Email: harrowadmissions@wmin.ac.uk

www.westminsterfashion.com

Please note – This programme specification provides a concise summary of the main features of the course and the learning outcomes that a student might reasonably be expected to achieve and demonstrate if s/he takes full advantage of the learning opportunities that are provided. This specification should be read in conjunction with the Course Handbook provided to students and Module Handbooks which provide more detailed information on the specific learning outcomes, content, teaching, learning and assessment methods for each module.