Programme Specification: Menswear MA and Menswear with Profession Experience MFA

UNIVERSITY OF WESTMINSTER⌗

Course record information

Name and level of final award	• Master of Arts - MA Menswear • Master of Fine Arts - MFA Menswear with Professional Experience The award is Bologna FQ-EHEA second cycle degree or diploma compatible
Name and level of intermediate awards	• Master of Arts (MA) - Menswear • Postgraduate Diploma (Pg Dip) - Menswear • Postgraduate Certificate (Pg Cert) - Menswear
Awarding body/institution	University of Westminster
Teaching institution	University of Westminster
Status of awarding body/institution	Recognised Body
Location of delivery	Primary: Harrow
Language of delivery and assessment	English
QAA subject benchmarking group(s)	Art and Design
Professional statutory or regulatory body	N/A
Westminster course title, mode of attendance and standard length	• MA Menswear, Full-time, September start - 1 year standard length • MFA Menswear with Professional Experience, Full-time, September start - 2 years standard length
Valid for cohorts	From 2022/3

Admissions requirements

There are standard minimum entry requirements for all postgraduate 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: https://www.westminster.ac.uk/courses/postgraduate/how-to-apply.

Aims of the course

The course will provide a learning environment that is supportive, challenging and defined by your application proposal in relation to either a projected or existing opportunity within fashion or the design related industry. In this way, you will generate original and contextualised ideas, technique and process that establish you as an influential and informed menswear design professional.We believe that is essential in this time of creative ambiguity to develop and empower the individual, and this entrepreneurial Menswear MA will recruit ambitiously envisioned designers to work on their creative expression through personal research, specialist process and informed professionalism.

The course aims to:

- Provide a learning environment that synthesises new perceptions and intellectual and critical potential

- Direct and encourage primary research as a process of investigation, both academic and practice-based, that enables new ideas, process and knowledge.

- Educate students to an advanced level of individual creativity and to develop their powers of enquiry and investigative analysis.

- Equip students with an advanced technical knowledge of the specialist skills required to translate their ideas into product.

- Foster students' critical understanding of the theoretical, cultural, sociological and economic context of menswear.

- Develop students' ability to communicate their work coherently and intelligently - Promote evaluative understanding and involvement with industry and design technology.

- Equip graduates with the curiosity, knowledge, understanding and academic judgement to continue study at Ph.D. level.

- Respond to the changing needs of an increasingly international industry by preparing motivated individuals with traditional, specialist and transferable skills who can both inspire and where appropriate challenge the professional demands of industry.

- Enable the fulfilment of students' aspirations by preparing them for careers within the international fashion industry that will fulfil them intellectually, professionally and personally.

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.

The University of Westminster continues to focus on the employability of graduates for the changing world of employment and is establishing a Centre of Excellence for Professional Learning from the Workplace. The remit of the Centre is to disseminate this excellence throughout all the courses in the University. It is important to the University that graduates are well prepared and equipped to succeed in employment and to contribute positively to society as a whole.

Industry work placements offer important experiential learning and are key to your continuing professional practice. Working with industry will deepen your understanding of design in context and add valuable contacts and the potential for sponsorships and future employment. The course will assist you in arranging a placement of approximately ten weeks between the first and second year of the course.

The MA Menswear Course is structured to foster skills appropriate to success in all areas of life and is adopting a culture of promoting and encouraging students to adopt a reflective and proactive approach to their career prospects and employability. Opportunities to experience, reflect upon and develop professional practices is embedded within the syllabus in order to perpetuate students' understanding and learning of the knowledge and behavioural | personal skills required for employability.

The MA Menswear PDP Policy will:

- Provide students with the ability to be reflective in terms of their learning.

- Enable and empower the students to adopt a proactive role in their learning.

- Ensure that the process in place for PDP encourages meaningful development.

- Cause students to reflect constructively and critically about what they are learning.

- Create behavioural patterning in student thinking, learning, and performance.

- Support the students in identifying their personal targets and goals.

- Help students identify strengths and weaknesses in order to identify and create purposeful development.

Other opportunities for professional development within the MA Menswear Course include:

- Non-Credited Industry works placements and internships - subject to availability.

- Fashion Shows and Industry Networking Events.

- Fashion industry executive and expert speakers.

- Specialised industry tutorial advice.

- Group work and peer-based activities (formal and informal).

It is the intention of the course team to broaden and enhance this programme for the future and to work hand-in-hand with the University, Industry, The BFC and other professional bodies globally to increase the opportunity for future planning and the development of the curriculum, including research, staff expertise and each student's goals and aspirations.

What will you be expected to achieve?

Course learning outcomes

Learning outcomes are statements of what successful students have achieved as the result of learning. These threshold

statements of achievement and are linked to the knowledge, understanding and skills that a student will have gained on successfully completing a course.

Upon successful completion of the the programme, students will have acquired the requisite knowledge and understanding to:

- KNU1 Issues, Opportunities and Threats - the value and potential of new approaches and thinking that address the challenges inherent in the global fashion industry. (KU)

- KNU2 Innovation, Technology and Craft - the development and exploitation of relevant traditional, craft-based and new and potential technologies and their influence on design, manufacture, and communication. (KU)

- KNU3 The Environment and social responsibility - encompassing a wide range of factors including how environmental, ethical, sociological and ideological issues affect the strategy, behaviour, and direction of the fashion industry. (KU)

- KNU5 Context - individual positioning within an increasingly internationalised industry whose boundaries are subject to economic, social, cultural & technological change. (KU)

- KNU6 Personal Practice - including theories, frameworks and the role of design as a tool for personal development and growth in relation to existing and potential opportunities. (KU)

- KNU7 Professional Practice - key principles and current challenges affecting the fashion industry including the development of core sustainability issues and those regarding human rights. (KU)

- KNU8 Fashion Markets - awareness of marketing and communication activities across the established & emerging fashion capitals in order to identify the origins of inherent change in order to comment upon and to profit from them. (KU)

- KNU9 Muse and Consumer - the representation of fashion menswear in the media; press, television, cinema, internet, politics, music industry, celebrity and promotional events including the expectations, behaviour and ideas around developing and maintaining brand loyalty. (KU)

- KTS1 Behavioural and Personal Transferable skills - powerful emotional quotient with a confident attitude and self-image. Motivating of others, able to visualize and communicate goals clearly with the ability to achieve with personable conviction. (KTS)

- KTS2 Resourcefulness - take responsibility for direction, goal setting and managing time and resources responsibly, reliably and with a persistent, persuasive presence. (KTS)

- KTS3 Negotiation - the aptitude to reach agreements and manage conflict with a clear understanding of how to achieve a win-win outcome and to negotiate compromise when necessary. (KTS)

- KTS4 Diplomacy - the persuasive capacity to find ways of reaching mutual agreements in aspects of decision making, including problem recognition, foresight, and coordinated delegation. (KTS)

- KTS5 Strategy - tactically able to see the wider picture and addressing what need to be done an active, thoughtful and responsible member of a team . Advanced ability to research, analyse, assess, judge and take responsibility for decisions made. (KTS)

- KTS6 Numerate - financial awareness and numeracy. (KTS)

- KTS7 Flexibility - the ability to manage change and adapt and employ new technology. (KTS)

- KTS8 Communication - developer of meaningful ways of involving people in the development and communication of the design process. (KTS)

Additionally, the students of the MFA Menswear with Professional Experience pathway will be able to:

- KNU4 The Industry - encompassing key aspects of the timelines for fares, manufacturing, shows and buying including the variation in structure and operation of individual designers, designer brands and high street companies and their varying impact on the industry. (KU)

- KTS Networking, Diplomacy & Negotiation- The expansion of your professional network taking to consideration key factors that impact culture, socio-economic, society and sustainability appropriate to the infrastructure relevant to the specific fashion community and understanding the positioning of your own professional practice. (PPP KTS)

- KU10 Professional Experience- Understanding your place in a defined industry as a design specialist able to adapt to wide range of studio environments and consultancies within the field through analysis of situation and implementation of acquired skills and knowledge. (KU PPP)

How will you learn?

Learning methods

The course responds to the rapidly changing landscape of the fashion industry, with the demand for creative, digitally literate and multi-skilled fashion business professionals. Our teaching and learning strategy is designed to reflect this, as the philosophy of the course is essentially interdisciplinary. We aim to provide you with a broad range of practical and conceptual knowledge and skills specific to the Fashion Marketing and promotion studies, and also applicable to the wider skills required in the workplace

Learning practices are wide ranging and the students will be exposed to the following pedagogical methods

Individual and Group Tutorials: where the students and tutor will discuss the detailed progress of a particular project, its problems and possibilities.

Lectures: supporting lectures in specialist topics delivered by invited visiting speakers.

Seminars: conducted in small groups to disseminate material from lectures and student material.

Task-based Project Workshops: project working provides both a focus and a structure against which the pedagogical demands of the course can be articulated.

Presentations, to course staff, peers and industry guests: students present their project work to date; such continuous assessment of the project base is by jury criticism only, affording students an opportunity to advocate their ideas directly to the assessment panel.

Self-Directed Private Study: students are expected to underpin their learning by private study. In order to assist students, the University provides a variety of support including libraries, workshops and computing facilities (see the appropriate sections in the Course Handbook). - Web-Based Distance Learning: This will be used where appropriate though an array of interactive tools such as Blackboard, wikis, blogs, etc. in order to add another integral part of the wider pedagogical offer.

Teaching methods

The course provides an inclusive learning environment delivered through a diverse range of teaching methods to support different learning styles including lectures, seminars, practical workshops, demonstrations, studio practice, online learning, critiques, formative assessments, group and individual tutorials, placements, fieldwork, external visits,students' exhibitions , and guided and self-directed independent study. Additionally, The course provides a practical and intellectually challenging environment in which to prepare students with the essential knowledge and skills required for the changing demands and needs of the global fashion industry. The course team believes in the integration of theory and practice, in critical and reflective methodologies and learning methods. Theoretical components are delivered both within practical and contextual studies units allowing students to contextualise their practice and prepare them for employment and/ or postgraduate study.

Equality and Diversity

As a University that is progressive, compassionate and responsible, EDI is in our DNA. Diversity, inclusion and equality of opportunity are at the core of how we engage with students, colleagues, applicants, visitors and all other stakeholders. These principles pertain to every area of our Being Westminster Strategy: our purpose, our vision, our mission, our values, our priorities, our objectives, our outcomes .We are fully committed to enabling a supportive and safe learning and working environment which is equitable, diverse and inclusive, is based on mutual respect and trust, and in which harassment and discrimination are neither acceptable nor tolerated. Our commitment to EDI makes us a stronger, more effective institution and community. We recognise that delivering that commitment entails ongoing cultural change, challenge and growth.

Assessment methods

Learning, teaching and assessment methods

Assessment within the course is focussed on the development of a range of advanced technical and professional skills which can be applied using your knowledge and understanding of business problems within the Creative Industries.

Assessments typically require substantial primary and secondary research to be undertaken, ensuring you progressively develop critical thinking and information literacy skills at each level of the programme. The assessment strategy ensures that you can access a range of formative opportunities for practice and feedforward designed to help them achieve their full potential in final (summative) assessment.

Assessment strategy

The assessment strategy reflects the philosophy of the course, aiming to develop the innovative fashion designers. The course offers a variety of assessment to students, which aim to develop both their creative, professional and transferable skills required for academic and industry professional success.Assessment is integral to the overall learning process, and we offer a range of assessment methods. This allows the student to demonstrate their skills and understanding in a variety of ways. The benefit is that this provides a range of activities in which to excel, so supporting and encouraging a variety of preferred learning styles.

Practical modules are typically assessed through a combination of crits (presentations of practical work to staff, normally with other students present), and submitted artwork and research material (e.g. portfolio). Theory modules (and some practice-theory modules) will be assessed by written work and presentations. Written feedback is received from all assessments, and this directly relates to the assessment criteria for each module with the opportunity to discuss the outcome with module staff.

The following methods of assessment are employed on the Menswear MA

Industry project/ live project

Design portfolio

3d artifacts

Individual project

Group projects

Reflective Creative Journal

Fashion events/show

Launching a capsule collection

Crit

The diversity in assessment tasks allows for inclusivity for all students. The assessment criteria are suitable for students from a range of language and cultural backgrounds. Inclusive practice of written assignment, presentations, research proposals, business project etc. allows for diversity of assessment methodology. For students to have access to professional working practice, business and industry practitioners are invited as guest speakers, allowing for networking opportunities and allows for live clients and projects.

Graduate Attribute	Evident in Course Outcomes
Critical and creative thinker	KTS, KU10
Literate and effective communicator	KTS
Entrepreneurial	KNU4, KTS, KU10
Global in outlook and engaged in communities	KTS
Socially, ethically and environmentally aware	KTS, KU10

Course Structure

This section shows the core and option modules available as part of the course and their credit value. Full-time Postgraduate students study 180 credits per year. Additional free text information on the choices may also be included, for example where students must choose one of two modules.. Course structures can be subject to change each academic year following feedback from a variety of sources.

MA Menswear

Level 7

The MA Menswear is a one year course, both 7FADE001W AND 7FADE002W must be passed.

Module Code	Module Title	Status	UK credit	ECTS
7FADE001W	Menswear 1	Core	60	30
7FADE002W	Menswear 2	Core	120	60

MFA Menswear with Professional Experience

Level 7

The first year students will take the module 7FADE001W and and 7FADE003W ; 7FADE003W does not count towards the degree classification.

The second year of the course students will take the modules 7FADE002W.

Module Code	Module Title	Status	UK credit	ECTS
7FADE001W	Menswear 1	Core	60	30
7FADE002W	Menswear 2	Core	120	60
7FADE003W	Menswear Industry	Core	60	30

Please note: Not all option modules will necessarily be offered in any one year. In addition, timetabling and limited spaces may mean you cannot register for your first choice of option modules.

Professional body accreditation or other external references

N/A

Course management

The course is taught by the University of Westminster. The host school for the course is The School of Art:

Prof David Finkelstein, Interim Head of School of Arts

Kienda Hoji, **Assistant Head of Westminster School of Arts**

Part of College of Design, Creative and Digital Industries, DCDI

- Professor Janet Jones, Head of College of Design, Creative and Digital Industries.

The course team comprises of:

In her capacity as course leader, Liliana Sanguino Ramirez (l.sanguinoramirez@westminster.ac.uk), is also responsible for day to day and general management of the course in all its delivery modes and

- Approving student study programmes.
- Organisation of tutorial, supervisory support and pastoral care.
- Co-ordination of marks for assessment boards.

Other core team members include:

Anthony Campbell, Design Tutor – a.campbell@westminster.ac.uk
Gulsun Metin, 3d Realisation Tutor- g.metcalf@westminster.ac.uk
Andrew Groves. Design Tutor – a.groves@westmnster.ac.uk

Module leaders oversee the delivery of all aspects of the module(s) they are responsible for. They consult students on matters relevant to their module.

For more information about this course: www.mamenswear.com

Academic regulations

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

Course specific regulations apply to some courses.

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 https://www.westminster.ac.uk/current-students/studies/your-student-journey/when-you-arrive/blackboard

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. Students1 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 https://www.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 https://www.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. University Panels normally include internal peers from the University, academic(s) from another university. a representative from industry and a Student Advisor.

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 evidence of student surveys, student progression and achievement and reports from external examiners, in order to evaluate the effectiveness of the course and make changes where necessary.

A Course revalidation 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 revalidation 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. Course 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 course representatives.
- There are also School Representatives appointed jointly by the University and the Students' Union who meet with senior School staff to discuss wider issues affecting student experience 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.

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