

**Programme Specification**

**BA (Hons) Fashion**

**2023-2028**

## PROGRAMME SPECIFICATION

The Programme Specification provides a summary of the main features of the **BA (Hons) Fashion** programme and the learning outcomes that a ‘typical’ student might reasonably be expected to achieve and demonstrate if they pass the programme.

Further detailed information on the learning outcomes, content and teaching and learning methods of each module may be found within the Programme Handbook and the online Module Information, which is available on the VLE.

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| Key Course Information | | |
| Final Award | BA (Hons) | |
| Programme Title | BA (Hons) Fashion | |
| Award Title | BA (Hons) Fashion | |
| Teaching institution | The Northern School of Art | |
| Awarding Institution | Arts University Bournemouth | |
| Professional accreditation | N/A | |
| Length of programme / mode of study | 3 years full-time | |
| Level of final award (in FHEQ) | Level 6 | |
| Subject benchmark statement | Art and Design | |
| UCAS code | W211 | |
| Language of study | English | |
| External Examiner for course: |  | |
| *Please note that it is not appropriate for*  *students to contact external examiners*  *directly* | | TBC |
| Date of Validation | May 2023- May 2028 | |
| Date of most recent review | May 2018 | |
| Date programme specification written/revised | May 2023 | |

### Programme Introduction

The BA (Hons) Fashion programme has been designed to provide graduates the tools to become innovative fashion practitioners, incorporating entrepreneurship, modern craftsmanship and design practice to establish their own personal design identity. Design modules will be at the core of the programme, with projects designed to challenge and develop their creative design theory and practice. Within this, students will learn practical skills and theories that will provide them with the abilities, techniques and tools to create innovative fashion product, digitally intuitive solutions, and fashion communication outcomes. The programme will focus on their understanding of the creative process of a product from concept, to visualisation, to communication, with modules that cover the fundamental skills needed to initiate and realise this journey. The core modules in design will embed an understanding of how fashion is realised through research, design development, practical understanding and technical skills in; drawing, pattern cutting, garment construction, visualisation and communication.

The programme will provide learners with a critical understanding of the fashion industry and future industry needs, through underpinning modules that cover fashion marketing, communication and collaboration. Intellectual development will be fostered in creative discussion modules where students will develop a conscientious understanding of consumer, lifestyle, trend and culture and their impact on fashion product development. This BA (hons) Fashion framework will give learners a wider understanding of opportunities in the industry for employment and creative enterprise.

Understanding the ever-evolving fashion landscape, this programme will cultivate both the creative and practical skills needed to produce contemporary or commercial fashion products, whether this is for a small business start-up, luxury global brands, or the widening fashion market. Insight into the relationship between design and purpose will be explored through trend analysis, developing digital technologies, and conceptual and commercial development.

Across the three years, projects will be aligned with sustainable design consideration, understanding, and production, enabling learners to position themselves relevantly within the competitive fashion industry. This programme will offer the opportunity to engage with industry through client-led briefs, global competitions, and the experience to collaborate their practice across multiple art-based disciplines throughout the school. Live industrial briefs will be a core focus of the programme, where students will apply their creative skills through industry-led assignments in both level 4 & 5.

The structure of the programme will be centred around the enhancement of your knowledge and skills needed for industry in both current and emerging digital technologies. You will develop advanced skills in Adobe software packages and their uses for presentation and visual articulation methods in portfolio and production. Virtual 3D prototyping software will be explored to an advanced level throughout the programme, developing digital skills in design and digital pattern cutting, generating final outcomes and extending your practical abilities.

During the degree, learners will be encouraged to seek work experience opportunities and partake in educational visits and international trips. Collaborative projects and placement opportunities are encouraged during study to establish themselves as emerging designers and specialist practitioners.

The programme aims to produce graduates with relevant transferable skills and knowledge to range of disciplines, and the ability to seek employment in mainstream fashion industries or in an entrepreneurial capacity as self-employed designers and practitioners. This programme is designed to prepare you for the fast pace of industry.

### Programme Aims

PA1 To enable you to review, consolidate and extend your knowledge and understanding of your field of study and apply this to a range of contexts

PA2 To provide opportunities for individually-focused research and investigation that informs your creative practice and personal development

PA3 To enable you to identify, analyse, interrogate and integrate the relationship between theories and practice

PA4 To encourage independent approaches to creative practice and project management, including planning and organisation, investigation, evaluation and collaboration

PA5 To enable you to produce work to a standard appropriate to the professional context of your field of study, informed by research and experimentation

PA6 To enable you to communicate effectively in a variety of forms appropriate to a range of contexts and audiences

### Programme Outcomes

By the end of the programme you will be able to:

PO1 Demonstrate a systematic understanding of key areas of your field of study and its cultural, ethical and professional contexts

PO2 Synthesise, evaluate, reference and apply research from appropriate sources to make independent judgements and to initiate and carry out projects

PO3 Demonstrate conceptual understanding that enables you to devise and sustain arguments, solve problems, and use ideas and techniques appropriate to your field of study

PO4 Manage your own work and learning as an autonomous practitioner and collaborate with others in preparation for employment, continuing professional development and/or postgraduate study

PO5 Apply an appropriate range of practical and technical skills to produce solutions and outcomes relevant to your field of study and related professional practice

PO6 Communicate information, ideas, problems and solutions in a range of appropriate formats to specialist and non-specialist audiences, including potential employers and professional networks

### Reference Points

UK Quality Code for higher education, including:

* Subject Benchmark Statement: Art and Design December 2019
* Framework for Higher Education Qualifications (FHEQ) 2014

AUB Undergraduate Regulatory Framework and Assessment Regulations 2022-2023

The Northern School of Art Strategic Plan 2019-2024

The Northern School of Art Academic Strategy 2021 - 2024

### Learning, Teaching and Assessment Strategies

### Learning and Teaching Strategies

Your programme has been designed to give you a clear and logical learning experience, which encourages you to take an active part in the learning process. Each Level of the programme has explicit learning outcomes that indicate the range of your knowledge and understanding, including intellectual, practical, professional, and transferable skills.

The programme helps you to develop the ability to plan, manage and evaluate your learning, which is vital to the process of becoming an independent and professional practitioner. It also encourages you to take a more questioning approach, so that you can resolve problems with increasing confidence in your own judgments.

Formative feedback throughout modules helps you to evaluate your progress and identify your individual strengths and areas for development, based on feedback from tutors, other students, and your own self-evaluations.

The programme objectives are met by deploying a wide variety of teaching and learning methods including assignments, projects, lectures, seminars, group critiques, and tutorials. In consultation with the Faculty leader, academic staff are responsible for coordinating individual modules of study, and for selecting appropriate methods of delivery according to the subject matter and the student experience.

The learning and teaching methods used to enable you to develop the skills, knowledge and critical awareness required to become a creative practitioner and promote the development of transferable skills, which are essential for employability.

The study time allocated to each module in the programme incorporates a balance of formal teaching, tutorial support and independent learning. The programme is structured progressively to provide increased opportunities for independent learning as you reach the later stages of the programme. The promotion of independent learning reflects your anticipated maturity as a student and allows you to direct your learning towards individual goals.

The integration of theory and practice is crucial in your development as a well-rounded and informed creative practitioner. This is promoted and reinforced through a team-teaching approach in both practical and written modules. Lectures, seminars and tutorials may be delivered by academic staff, as appropriate, in the creative environment of the studio, lecture theatre and seminar rooms.

### Level 4 – Foundation and Orientation

Level 4 provides you with an introduction to the concepts, skills and knowledge associated with your subject area. You can access guidance and support from tutors during teaching sessions, but you are also expected to use independent study time to develop your skills further. Verbal and written formative feedback in tutorials and teaching sessions provides you with a clear indication of your progress, and you can use formative self and peer evaluation to help you to develop your critical and evaluative abilities.

### Level 5 – Development and Exploration

The learning and teaching strategies used in Level 5 encourage you to take more responsibility for your learning and personal development, underpinned by formative self and peer evaluation. You are provided with opportunities to extend your subject knowledge and associated skills, and to study specific areas in greater depth. As you progress through Level 5, you are able to focus increasingly on your individual areas of interest and specialism. This is determined through the introduction of Learning Agreements, in which you can negotiate your own routes of inquiry, including research, development and realisation, in response to module learning outcomes. Elements of work-related learning, such as live projects, enable you to develop your professional practice and experience of working in a commercial context. Throughout Level 5, you are also encouraged to seek and negotiate your own work experience, if suitable opportunities are available.

### Level 6 – Consolidation and Expertise

In Level 6, you are encouraged, within a supportive environment, to interrogate your specialism, consider your future direction and use the opportunity to effectively and meaningfully plan, prepare and move forward. Through analysing and defining your individual direction, you will develop a range of intellectually and practically challenging work that helps you to consolidate your prior experience, knowledge and skills to a higher level of expertise. Emphasis is placed on self-initiated projects and your ability to plan and manage your own learning within all modules. You are expected to work with a considerable degree of independence and to exercise effective critical analysis, evaluation and professional practice. However, specialist academic tutors will give you guidance throughout Level 6 in order to provide a structured and supportive learning environment, promoting a manageable level of student autonomy, while continuing to address any potential issues. Individual student-initiated projects are developed, negotiated, and undertaken within the module framework to assist you in the realisation of your creative aspirations as an independent practitioner.

### Methods of Learning Glossary

A variety of methods are used to help you to engage with your learning, both by you as a student and by your tutors – some of these methods are described below.

### Timetabled teaching sessions

Your student timetables indicate the teaching sessions that have been arranged for you across the modules that you are studying, and are available to you on the VLE. Within your teaching sessions, you will take part in a variety of activities that will help you to learn and develop as appropriate to each module and assignment. Specific learning and teaching strategies used in teaching sessions can include:

* Projects and assignments - covering a range of learning areas
* Tutorials - for appraisal and development as an individual or in groups
* Critiques - to provide formative feedback and to develop your presentation skills
* Lectures - formal and informal
* Seminars - discussions that develop your critical responses
* Flipped Learning – introduced to the learning material before class, with classroom time then being used to deepen understanding through discussion with peers and problem-solving activities
* Demonstrations - practical and workshop-based activities

### Independent study

In addition to teaching sessions, the development of your skills and knowledge requires extra individual input defined as independent study. This will appear on your timetables and is an important part of the learning hours required for each module.

During these periods, tutors are not timetabled to teach you, but creative technicians and library staff are available to help you to undertake research and the development of ideas and practical work. It is your responsibility to make good use of independent study time and the facilities available. It is essential that you access the specialist workshops during this time to develop your skills with materials, equipment and processes. The School's opening times and access to resources are intended to provide extra opportunities for you to benefit from your studies and to achieve your goals.

### Assignments

A strategy based on practical and/or written work, ranging from staff-initiated activities.

### Live assignments or live briefs

An assignment negotiated between a tutor and a relevant external agency provides an opportunity for you to work within the constraints of a commercial brief. Live assignments/live briefs can also include competitions and awards.

### Projects

An activity initiated by you as a student in which the emphasis is on student-centered learning. The tutor acts as a supervisor, negotiating the choice of topic with you through the Learning Agreement (see below), and supporting you throughout the project, including ethical considerations, which will be undertaken on an individual basis and/or in groups.

### Lectures

A structured presentation of ideas, concepts and content knowledge by academic staff and visiting lecturers to groups of students, followed by feedback, questions and answers.

### Academic tutorials

A meeting with an academic tutor or tutors either to discuss the progress of your work on a formative basis or to give summative feedback about your achievement in individual modules or the programme in general. Academic tutorials can take place on an individual basis, or with a group of students.

### Seminars

A group activity involving the open discussion and analysis of topics – seminars may be tutor-led or student-led and can include short presentations.

### Group critiques

These involve students in presenting and discussing work with tutors and the peer group within modules, giving you the opportunity to evaluate and respond to feedback.

### Workshops

Specific activities within specialist modules that provide the skills required for assignments and can be delivered by tutors and/or technician/demonstrators. Technical and practical skills are developed in a range of techniques, processes and materials relevant to your area of study and specialism.

### Educational visits

Educational visits to a range of external venues provide opportunities for you to broaden your field of research and knowledge related to your area of study. You will be given information about your programme’s planned educational visits throughout the academic year.

### Personal Development Planning

Personal Development and Planning [PDP] are linked to all Levels of the programme through methods of reflective practice and planning which are integral to each module and help you to plan, integrate and take responsibility for your personal, academic and career development. In dialogue with tutors through formative feedback, you are encouraged to identify strengths and areas for development and establish learning goals that might improve perceived weaknesses and enhance your strengths.

### Learning Agreements

As you progress through the programme, there are increasing opportunities for you to negotiate your own learning. Learning Agreements are introduced at Level 5 as a mechanism to support you in defining your individual learning in the context of the programme. Within the Learning Agreement, you will outline how you intend to fulfill the module aims and outcomes and how you plan to achieve this. This enables you to vary the work you produce according to your own personal and professional goals and aspirations whilst meeting the specified aims and learning outcomes of the module. The Learning Agreements contribute towards evidence of your Personal Development Planning. At level 6, the learning agreement includes an ethical approval process showing evidence of ethical awareness processes to overcome issues.

### Assessment

Each unit is assessed separately, and the assessment forms part of the unit. Assessment both provides a measure of your achievement, and also gives you regular feedback on how your learning is developing.

For every unit of your course, we will inform you of what you are expected to learn; what you have to submit; how your work will be assessed; and the deadline for presenting your work for assessment. This is made available through Unit Information, which is on your course blog.

You will receive a final mark for each unit in the form of a percentage, which will be recorded on your formal record of achievement (transcript). Each component of assessment is graded using a notched marking scale, whereby only certain marks are used within each grade. The only marks available within any ten-point band are \*2, \*5 and \*8 (e.g. 62, 65, 68). These marks correspond to a low, mid, and high level of achievement within each grade band.

All learning outcomes must be passed to successfully complete the unit.

On successful completion of your Honours degree course, you will be awarded a degree classification based on your unit marks. The final classification is determined using all unit marks at Levels 5 and 6 using a single algorithm, which is detailed in the Regulatory Framework and Undergraduate Assessment Regulations.

If you have joined Level 6 through either the Recognition of Prior Learning (RPL) route or having completed a Foundation Degree (FdA), the final classification is determined using only your unit marks at Level 6.

For further information on assessment, progression, awards and classifications, please review the Regulatory Framework and Undergraduate Assessment Regulations.

### Programme Structure

All students are registered for the award of BA (Hons); however, exit awards are available if you leave the programme early, having successfully completed one or two levels. If you successfully complete a level of the programme, you will automatically be entitled to progress to the next level.

For the award of a Certificate of Higher Education (CertHE), you must have achieved a minimum of 120 credits at Level 4. This qualification may be awarded if you leave the University following successful completion of the first year of your programme.

For the award of a Diploma of Higher Education (DipHE), you must have achieved a minimum of 240 credits of which a minimum of 120 must be at Level 5. This qualification may be awarded if you leave the University following successful completion of the second year of your programme.

For the award of a BA (Hons) you must have achieved a minimum of 360 credits of which a minimum of 240 must be at Level 5 or above, of which a minimum of 120 credits must be at Level 6. This qualification will be awarded upon successful completion of your programme.

A BA without Honours may be awarded if you have achieved 300 credits, at least 180 of which are at Level 5 or above, and at least 60 of which are at Level 6.

### Programme Content

The programme is structured to provide you with the skills, knowledge and abilities that will help you to become increasingly independent as a creative practitioner in fashion, and to develop the skills required for employment, entrepreneurship and professional practice within the industry, or for progression to postgraduate study.

The programme’s modules have been designed and organised to provide opportunities for you to develop, integrate and consolidate a wide range of knowledge and expertise. The practical and digital-based modules enable you to develop the skills and abilities you will need to produce creative solutions, underpinned and enhanced by the theoretical modules through integrated activities and the development of knowledge and key transferable skills. The module structure provides you with a holistic and coherent learning experience and a comprehensive framework for assessment and progression that will enable you to gain recognition for your progress and achievement.

The programme consists of three Levels (4, 5 and 6), each lasting one academic year of full-time study. Each Level is divided into modules, which may vary in size. A standard module represents 200 hours of study and is worth 20 credits. However, to accommodate the complexity and shifting nature of live projects and competitions, the Industry Specialism module is 40 credits. This will enable you to better appreciate the holistic nature of the subject. At Level 6 in particular, it will also promote a deeper exploration of your individual interests within the discipline.

### Level 4

### The structure of Level 4 modules introduces progressive aspects of fashion design and production processes for the fashion design industry. The following modules are underpinned with fundamentals of fashion promotion and communication, providing the foundation of skills and knowledge required for you to extend and develop as you progress through the programme. The first three practical Level 4 module are 20 credits in value and is delivered in seven-week blocks throughout the academic year to help to orientate you to the principles of the discipline. The final level 4 design-based modules is 40 credits in value to allow you to explore a range of design processes with more depth and investigation. The 20 credit modules are supplemented with a concurrent module of 20 credits that will introduce fashion marketing.

This **Materials and Processes** module (20 credits) explores core practices and is delivered through a series of introductory workshops in which you will have the opportunity to develop essential idea generation, experimentation, technical ability, and core skills. You will be introduced to the principles of design by working to an experimental design brief to create a fashion outcome. Creative methodologies and experimental processes are central to this module, where explorative play with fabric, form and function will be at the core of your development and how these can be applied to the design development process. Core pattern cutting and garment construction methods will be introduced within technical workshops that support the practical aspects of the module. The module will encourage you to connect with your creative process, through the analysis and synthesis of your experimentation.

Within the **Redesign and Style** module (20 credits) you will continue to develop your technical competency with a specialist focus on sustainable practice. Through workshops, practical sessions and lectures, you will apply a range of practical and technical skills and processes. This module is designed to challenge you, as practitioners, to create a fashion solution that responds to the ethical and environmental challenges currently facing the production and consumption of the clothing industry. You will be introduced to the concept of a ‘circular fashion economy’, examining the opportunities and limitations of this approach to sustainable design practice, supported by industry specialists within this field of innovation. The core of this module is centred around ethical and environmental issues challenging the current fashion industry. Through lectures and seminars, you will be introduced to the theory of a circular fashion economy model that enforces the concept of ‘reduce and re-use' in the redesign and style of a fashion product.

Within the **Fashion Marketing** module (20 credits) you will critically examine the principal theoretical approaches to fashion marketing, and how these can be used as a tool to understand its functionality as a core component within the fashion industry. Through a series of lectures, you will be introduced to fundamental marketing principles, concepts and theories and how they inform the development and implementation of contemporary fashion products. The module will give you the foundation of understanding of how fashion products are produced, circulated and consumed. You will examine a global view of fashion marketing and consider how consumers connect with brands. Research into cultural patterns in society, trend, historical and ethical matters, will develop your understanding of what influences consumer behaviour and consumption of products in today’s fashion landscape.

The **Fashion Product** module (20 credits) focuses on product design, intended to build your understanding of creative process and conceptual development. The module mirrors industry practice taking you from design concept to realisation. You will apply knowledge of understanding target markets, use research to generate ideas and inform your design concept, explore materials, and consider 3D sampling and prototyping as you prepare your fashion product ready for production. You will be imaginative and explorative in your design process, creating informed responses to your concept, evidencing all the elements fundamental to fashion design aesthetics. Within this module you will begin to define yourself as a designer and challenge yourself to align your creative investigation with consideration for the fashion market.

This **Fashion Visualisation** module (40 credits) builds and consolidates the skills developed during level 4 to enable you to creatively construct your final fashion outcome and visualise your product ready for its intended audience. Applying technical skills, you will engage with the final construction of your fashion outcome, in which your final design will be realised. You will continue to develop and consolidate your technical proficiency as you reflect and evaluate on your final construction process and realise your intended design. As you prepare to visualise and communicate your finished product for its intended commercial audience, you will use problem solving skills to consider the most appropriate methods for styling and/ or branding your final product ensuring its appropriateness for its commercial or contemporary market for your final outcome.

### Level 5

Level 5 modules have been designed to enable you to explore and study specific subject areas in greater depth and to extend your understanding of future career routes.

The Learning Agreement is introduced in Level 5 to enable you to take more responsibility for your learning through negotiation with your tutors. It is used to help you to identify and plan your individual focus within specific modules and supports the progression of independent learning.

In Level 5 the design-based modules enable you to explore the design process in greater depth. The final module enables you to negotiate a personal route of inquiry and development in which you can produce design outcomes appropriate to your individual and increasing specialism in preparation for Level 6.

During Level 5, you will be encouraged to seek and negotiate work experience of up to two weeks, which should be appropriate to your individual development and areas of interest within the fashion industries. However, whilst the School can give you help and support in finding work experience, it cannot guarantee that suitable opportunities will be available. It is your responsibility to organise your work experience, which will be negotiated and approved with the framework of the *Undergraduate Work Experience Release Procedure.* This enables you to apply for extensions to assessment submission deadlines of up to two weeks to correspond with the length of the work experience for modules being studied during your period of absence from the School; and also requires that rigorous risk assessment procedures are followed to ensure your health and safety.

The **Digital Product and Promotion** module (20 credits) extends and develops your product design and promotion understanding, introducing digital prototyping and digital proficiency in industry standard software. You will consider the importance of trend setting and future trend predication within the role of a fashion brand and recognise the importance of product analysis, brand image, commercial platforms, traditional/digital retail, marketing and promotion within a set brief. Taking your 2D concepts into digital prototyping, this module will introduce you to advanced digital process of digital fashion technology, in which you will be introduced to industry standard software and digital technologies in the garment production industry. Through 2D to 3D modelling, you will be able to bring your designs into a 3D avatar digital environment using Virtual 3D prototyping software, to enhance your technical ability and computerised pattern drafting.

The **Creative Discussion** module (20 credits) extends your knowledge and awareness of issues and current debates that shape, define and influence contemporary fashion culture and design practice, based on a series of thematic lectures. Research seminars will enable you to relate the theories of design. This module is designed to extend your knowledge and understanding of the issues, to form discussions that affect visual culture and how meanings within creativity evolve. Throughout the module, you will be encouraged discuss and apply the relevance of social and visual cultural theories to your own specialist studies of the fashion industries. The content of the module involves a wide range of sources and contexts with the creative sector, all of which are relevant to your own creative practice, and which underpin the production of a written and creative response to the theories explored in the lecture programme and the conclusions you make from the study of these.

The **Industry Specialism** module (40 credits) further encourages you to consider and develop your specialism within the fashion industry, focusing on employability skills and professional practice. This module will encourage you to further consider and develop your specialism as a creative practitioner in the fashion industry. Throughout this module you will consolidate and extend your skills and knowledge within live industry-set briefs or global fashion competitions. This module further consolidates and extends your skills and knowledge in design and innovative practice. You will be encouraged to develop your personal style and creative identity, whilst strengthening your skills and conceptual thinking in a particular aspect of fashion design. The outcome of this module will be defined from the competition or live client brief, where a diverse offer of fashion specialisms will be covered.

The **Fashion Futures** module (40 credits) is designed to develop your skills in problem-solving to challenge the ‘status quo’ of fashion design, production and communication. It aims to enhance and extend your skills as you explore the future of the industry and a sustainable economy and start to find your place within it. The module challenges you to be progressive in your problem-solving, using your critical thinking skills to develop your innovation in developing speculative design solutions. As a contemporary and ethical fashion practitioner, it is important for you to be aware of the fast-paced and ever-changing landscapes of the fashion industry. Here you will be exposed to advances in the industry; recognising developments, the potential and limitations of emerging technologies, advances in new materials, the future of consumer need or modernised methods of fashion promotion/communication - identifying how these will inform the predictions of future fashion trends, products and systems. The module will challenge you to consider the environmental and economic aspects of the sector on a local and global scale. You will continue to expand your knowledge of innovative approaches and sustainable ways of working, with consideration of the challenges we face in a changing world.

### Level 6

At Level 6, you are able to consolidate and demonstrate the knowledge, understanding and skills you have gained in Levels 4 and 5, and to develop increasing levels of expertise and independence in preparation for future professional practice or postgraduate study. Extended projects encourage in-depth study and sustained research towards the realisation and presentation of a substantial fashion focused portfolio to a professional standard.

The Level 6 modules have been devised to enable you to design your individual pathway through the final year, resulting in a focused package of skills which is supported by extensive critical and analytical research, and is demonstrated in your visual language. For students who wish to progress onto postgraduate study, the emphasis will be focused on the requirements of a successful application.

The structure of Level 6 modules is common to all undergraduate programmes at The Northern School of Art and consists of four consecutive modules that enable you to research, plan, undertake and conclude a pathway of study that is specific to your individual areas of focus and interest within your creative discipline. The common structure also provides opportunities to work collaboratively with students from other disciplines, and the potential cross-fertilisation of creative practice is intended to reflect the realities of the contemporary creative industries.

The modules are structured to promote the integration of theory and practice and to ensure that concepts are realised in a manner that will support your personal and professional development. The final module concludes with a degree show that will focus on your future intentions with relevant written and practical work. The dissertation or report will inform the work for your final portfolio and develop a self-identified written investigative study that relates directly to your creative practice.

Throughout Level 6, you will be provided with a curriculum that allows for individual progression and development, and is integrated with opportunities that enhance the realisation of your own vision to enable you to graduate as a professional and informed creative practitioner. Level 6 modules are either 20 credits or 40 credits in value.

In the **Project Research and Preparation** module (40 credits), you will identify, initiate and negotiate a personal project that will enable you to consolidate and demonstrate your individual creative identity. This should reflect the individual focus of your creative practice and career aspirations; and be underpinned by extensive research, analysis and development work that supports the realisation and production of your creative outcomes in the Final Major Project. You will be able to research, define and develop a complex project that challenges your existing practice, and to consider potential collaborations in preparation for working in the creative industries, or for postgraduate study. The research, planning and development that you undertake during the Project Research and Preparation module will include identifying and negotiating the topic of your written investigative study for the Dissertation / Report module, which will be devised to inform and enhance your practical work.

The **Dissertation / Report** module (20 credits) provides you with the opportunity for extended research and investigation into a negotiated individual topic based on an aspect of your creative practice. The choice of either a theoretical argument (dissertation) or a factual report (for example, on an aspect of potential entrepreneurial activity) should be determined by your individual aims and aspirations after graduation. Both options will equip you with a wide range of skills that can be applied to research, information retrieval and academic writing.

The **Final Major Project** module (40 credits) enables you to focus on your specialism and to apply the knowledge, skills and intellectual abilities acquired and developed throughout your programme. You will realise the conceptual, theoretical and professional inquiry identified in the Learning Agreement that you produced in the Project Research and Preparation module in order to bring your ideas to a reasoned conclusion, based on problem-solving, decision-making and critical evaluation. Your ability to manage a complex project with an independent and professional approach is a key aspect of this module. The final creative outcomes should be executed and presented to a standard appropriate to Level 6 Honours degree study and to their commercial or professional focus.

The **Final Show and Portfolio** module (20 credits) is a launch point for your commercial vision or progression to postgraduate study. You will present yourself and your work in a relevant professional context that highlights the progression you have made as a critical creative practitioner. The opportunity to create an outward-facing exhibition that showcases your creative practice and achievements is your chance to take the first steps into the creative industries. Working with a provided space, you will manage and deliver an individual show that promotes your final portfolio of work, supported by self-promotion and marketing tools directed at your own professional aspirations.

### Programme Units

## Programme Modules

**Module Code** **Module Title** **Credit Weighting**

**Level 4**

HFAS461 Materials and Processes 20 credits

HFAS462 Redesign and Style 20 credits

HFAS463 Fashion Marketing 20 credits

HFAS464 Fashion Product 20 credits

HFAS465 Fashion Visualisation 40 credits

**Level 5**

HFAS561 Digital Product and Promotion 20 credits

HFAS562 Creative Discussion 20 credits

HFAS563 Industry Specialisms 40 credits

HFAS563 Fashion Futures 40 credits

**Level 6**

HFAS661 Project Research and Preparation 40 credits

HFAS662 Dissertation / Report 20 credits

HFAS663 Final Major Project 40 credits

HFAS664 Final Show and Portfolio 20 credits

### Programme Diagram

This diagram indicates the proposed start and end dates for each module and shows teaching weeks only; holiday periods are not included. Further information on the structure of each module is included in your Module Handbooks. Dashed lines indicate assessment feedback points.

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| Level 4 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Week Numbers | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | | 8 | 9 | 10 | 11 | 12 | 13 | 14 |  | 15 | 16 | 17 | 18 | 19 | | 20 | 21 | 22 | | 23 | 24 | 25 | 26 | 27 | 28 |  |
| WELCOME WEEK AND INDUCTION |  | | | | | | | | | | | | | | | INTERIM |  | | | | | | | | | | | | | | | | WEEKS BETWEEN END OF TEACHING WEEKS AND END OF TERM: ASSESSMENT OF FINAL MODULES AND TUTORIALS |
| **Weeks 1 – 7**  **Materials and Processes**  (20 credits) | | | | | | | **Weeks 8 -14**  Redesign and Style  (20 credits) | | | | | | | | **Weeks 15 – 21**  **Fashion Product**  (20 credits) | | | | | | | | | **Weeks 22 – 28**  **Fashion Visualisation**  (40 credits) | | | | | | |
| Weeks 1-18  **Fashion Marketing**  (20 credits) | | | | | | | | | | | | | | |  | | | | |  | | | |
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| Level 5 - Week Number | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 0 | 1 | | 2 | | 3 | | 4 | | 5 | | | 6 | | 7 | | 8 | | 9 | | | 10 | | 11 | | 12 | | 13 | | 14 | | **INTERIM WEEK** | | 15 | | 16 | | 17 | | 18 | | 19 | | | 20 | 21 | 22 | | 23 | | 24 | | 25 | | 26 | | 27 | | 28 | |  | |
|  | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |  | | | | | | | | | | | | | | | | | | | | | | | | | | | **WEEKS BETWEEN END OF TEACHING WEEKS AND END OF TERM: ASSESSMENT OF FINAL MODULES AND TUTORIALS** | | |
| **Welcome Week/Induction** | Weeks 1 -7  **Digital Product and Promotion**  (20 credits) | | | | | | | | | | | | | | | Weeks 8-21  **Industry**  **Specialism**  (40 credits) | | | | | | | | | | | | | | |  | | | | | | | | | | | | | | Weeks 22-28  **Fashion Futures**  **(40 credits)** | | | | | | | | | | | | |  | |
| Weeks 1 -16  **Creative Discussion**  (20 credits) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |  | | | |  | | | | | | | | | |  | | | | | | | | | | | | |  | | |
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| **Level 6 - Week Number** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| **Welcome Week/Induction** | | **Weeks 1 – 9**  **Project Research and Preparation**  (40 credits) | | | | | | | | | | | | | | | | |  | | | | | | | | | | | **Weeks 15-23**  **Final Major**  **Project**  (40 credits) | | | | | | | | | | | | | | | | **Weeks 24 – 28**  **Final Show and Portfolio**  (20 credits) | | | | | | | | | | | **WEEKS BETWEEN END OF TEACHING WEEKS AND END OF TERM: ASSESSMENT OF FINAL MODULES AND TUTORIALS** | |
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|  | | | | | | | | **Weeks 4-14**  **Dissertation/ Report**  (20 credits) | | | | | | | | | | | | | | | | | | | |  | | | | | | | | | | | | | | | | | | | | | | | | | | |
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**Mapping of Module Learning Outcomes to Level Outcomes**

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| **Level 4 Outcomes**  **On successful completion of Level 4, you will be able to:** | **Materials and Processes**  **20 credits** | **Redesign and Style**  **20 credits** | **Fashion Marketing**  **20 credits** | **Fashion Product**  **20 credits** | **Fashion Visualisation**  **40 credits** |
| Gather, describe and apply research that informs the development of your investigation, identifying appropriate and relevant material. |  | **LO1** | **LO1** |  | **LO1** |
| Apply problem-solving skills through the research exploration and development of your ideas, generating solutions in response to a set design brief |  |  |  |  | **LO2** |
| Select and experiment with a range of materials, processes or environments in development of your ideas. | **LO1** |  |  | **LO2** |  |
| Reflect upon and evaluate your progress in order to identify your strengths and areas for development |  |  |  | **LO3** | **LO3** |
| Apply a range of practical and technical skills relevant to the development of core skills within fashion design | **LO2** | **LO2** |  | **LO1** |  |
| Communicate and apply fashion marketing principals in a structured and coherent commercial context |  |  | **LO2** |  | **LO4** |

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| **Level 5 Outcomes**  **On successful completion of Level 5, you will be able to:** | **Digital Product and Promotion**  **20 credits** | **Creative Discussion**  **20 credits** | **Industry Specialism**  **40 credits** | **Fashion Futures**  **40 credits** |
| Demonstrate knowledge and critical understanding and articulate relevant findings from research sources appropriate to your ideas and investigation |  | **LO1** |  | **LO1** |
| Apply and reflect on independent judgements, drawing on research and analysis, experimentation and generation of new ideas and/or solutions | **LO1** |  | **LO1** |  |
| Critically evaluate the appropriateness of different approaches to solving problems in the area of fashion in order to propose solutions |  |  | **LO2** | **LO2** |
| Apply reflective practice and evaluation to the negotiation and management of your own learning and the identification of individual routes of inquiry |  |  | **LO3** | **LO3** |
| Select and apply appropriate practical and technical skills relevant to fashion in order to develop existing skills and acquire new competences | **LO2** |  |  | **LO4** |
| Effectively communicate information, arguments, concepts and analysis in a variety of forms to specialist and non-specialist audiences |  | **LO2** | **LO4** |  |

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| Level 6 Outcomes  On successful completion of Level 6, you will be able to: | Project Research and Preparation  40 credits | Dissertation / Report  20 credits | Final Major Project  40 credits | Final Show and Portfolio  20 credits |
| Demonstrate a systematic understanding of key areas of your field of study and its cultural, ethical and professional contexts | LO1 |  | LO1 | LO1 |
| Synthesise, evaluate, reference and apply research from appropriate sources to make independent judgements and to initiate and carry out projects | LO2 | LO1 |  |  |
| Demonstrate conceptual understanding that enables you to devise and sustain arguments, solve problems, and use ideas and techniques appropriate to your field of study | LO3 | LO2 | LO2 |  |
| Manage your own work and learning as an autonomous practitioner and collaborate with others in preparation for employment, continuing professional development and/or further study | LO4 | LO3 | LO3 |  |
| Apply an appropriate range of practical and technical skills to produce solutions and outcomes relevant to your field of study and related professional practice |  |  | LO4 |  |
| Communicate information, ideas, problems and solutions in a range of appropriate formats to specialist and non-specialist audiences, including potential employers and professional networks |  | LO2 |  | LO2 |

## Level 4 Modules

**Module Title:**  **Materials and Processes**

Module Code:

Level: 4

Credit Points: 20

Weighting: 1.0

Study Time: 200 hours

**Description**

This module explores core practices and is delivered through a series of introductory workshops in which you will have the opportunity to develop essential idea generation, experimentation, technical ability, and core skills.

You will be introduced to the principles of design by working to a experimental design brief to create a fashion outcome. Creative methodologies and experimental processes are central to this module, where explorative play with fabric, form and function will be at the core of your development and how these can be applied to the design development process. Core pattern cutting and garment construction methods will be introduced within technical workshops that support the practical aspects of the module. The module will encourage you to connect with your creative process, through the analysis and synthesis of your experimentation.

Throughout this module, you will be introduced to creative strategies for idea generation and exploration to support the development of your ideas recorded within a process book to document your creative journey. You will explore the fundamentals of design by exploring and experimenting with shape, form, function, balance and composition, then applying this through the discovery of your own design aesthetic. Creative play is at the core of this module, where you will be introduced to fabric manipulation techniques, exploration of materials and experimental synthesis. Introduction into textiles print processes will benefit your exploration and understanding.

The technical workshops throughout the module will introduce you to the fundamentals of pattern drafting and garment construction techniques. Introductions to constructing basic blocks and using industry standard sewing machines for traditional garment making methods will induct you into the fashion design studio. Your development of technical skills will be documented in your technical journal, where critical reflection will assist in the progression of your skills.

**Indicative outline syllabus**

An indicative guide to the content covered by this module:

* Visual research and interpretation
* Exploration of the design process
* Technical skills and introduction to the fashion studios
* Idea generation and experimentation
* Material exploration; shape, form and function
* Textile screen printing and hand printing introductions
* Technical and experimental sampling
* Creative visualisation methods
* Health & safety inductions for use of workshops and equipment
* Methods for recording of the creative process
* Design boards and visual outcome presentation
* Development of reflective practice through introduction of the process book and self- evaluation

**Method of delivery**

Studio-based teaching, demonstrations, workshops, critiques, tutorials and independent learning through set assignment briefs and tasks. Educational visits and visiting speakers may be used, where appropriate, to support the module delivery.

**Aims**

LA1 To enable you to acquire and experiment with fundamentals and visual principles applied to fashion design

LA2 To enable you to explore creative practical and technical approaches to the initiation and development of concept in the context of fashion

**Learning outcomes**

On completion of this module, you will be able to:

LO1 Select and experiment with a range of materials, processes or environments in development of your ideas.

LO2 Apply a range of practical and technical skills relevant to the development of core skills within fashion design.

**Assessment components**

A body of work to include a creative and technical journal and visual solution and a 500-word\* evaluation of the work produced during the module 100%

***\*You can exceed the stated word count by up to 10% but you must not submit less than the stated word count.***

**All learning outcomes must be passed to successfully complete the module.**

**Reference material**

A list of reference material for this module, including key and recommended texts and online resources, is included in the Module Handbook.

**Module Title:**  **Redesign and Style**

Module Code:

Level: 4

Credit Points: 20

Weighting: 2.0

Study Time: 200 hours

**Description**

Within this module you will continue to develop your technical competency with a specialist focus on sustainable practices. Through workshops, practical sessions and lectures, you will apply a range of practical and technical skills and processes relevant to commercial frameworks.

This module is designed to challenge you, as practitioners, to create a fashion solution that responds to the ethical and environmental challenges currently facing the production and consumption of the clothing industry. Through lectures and seminars, you will be introduced to the theory of a ‘circular fashion economy’ model that enforces the concept of ‘reduce and re-use' in the redesign and style of a fashion product., examining the opportunities and limitations of this approach to sustainable design practice such as upcycling and redesign processes, supported by industry specialists within this field of innovation. The core of this module is centred around ethical and environmental issues challenging the current fashion industry.

You will investigate and apply research skills as you work to produce solutions to a sustainable future for the industry through innovative fashion design by creating a solution that uses wasted, upcycled or surplus material to redesign and reimagine fashion product. You will also develop knowledge in zero-waste construction methods in technical workshops that will continue to build core construction, pattern cutting processing and practical skills, while informing your curiosity for design and sustainable practicality within your design process.

The module will also begin your introduction to methods of communication of your ideas and concept to fashion audiences, by developing styling and promotion solutions in a creative way to present your final outcomes. You will experiment with how to visualise your circular fashion product in a finalised outfit, considering how you can tell your sustainable concept narrative through methods of styling. Applying research of past and current fashion editorial styling, photography and visual storytelling will support your development and understanding, using it to inform your visual experimentation with locations, models, lighting, props, hair and makeup for a 2D communication outcome for fashion.

**Indicative outline syllabus**

An indicative guide to the content covered by this module:

* Sustainable and environmental research
* Upcycling and Circular fashion understanding
* ‘Redesign’ workshops and concepts
* Experimentation and stylist exploration
* Exploring genres and target markets
* Technical workshops and core construction skills
* Fabric manipulation
* Visual messaging
* Presentation skills
* Garment construction methods
* Creative imaging, capturing imagery and photography
* Collaboration with photography programmes
* Styling consideration: lighting, models, location, props etc.
* Presentation of final outcomes through styling / ‘art direction’
* Introduction to digital software applications for image manipulation

**Method of delivery**

Studio based teaching, demonstrations, lectures, seminars, workshops, critiques, tutorials and independent learning through set assignment briefs and tasks. To support independent learning, links to demonstration videos may be included on the VLE. Educational visits and visiting speakers may be used, where appropriate, to support the module delivery

**Aims**

LA1 To enable you to acquire an understanding of appropriate historical, cultural research that informs your development in sustainable fashion

LA2 To provide opportunities to explore and develop conventional and experimental forms of fashion styling through development of core skills mand practical workshops.

**Learning outcomes**

On completion of this module, you will be able to:

LO1 Gather, describe and apply research that informs the development of your investigation, identifying appropriate and relevant material.

LO2 Apply a range of practical and technical skills relevant to the development of core skills within a body of work.

**Assessment components**

A body of work including a resolved outcome with supporting process book. A final 500-word\* evaluation 100%

***\*You can exceed the stated word count by up to 10% but you must not submit less than the stated word count.***

**All learning outcomes must be passed to successfully complete the module.**

**Reference material**

A list of reference material for this module, including key and recommended texts and online resources, is included in the Module Handbook.

**Module Title:**  **Fashion Marketing**

Module Code:

Level: 4

Credit Points: 20

Weighting: 1.0

Study Time: 200 hours

**Description**

Within the **Fashion Marketing** module you will critically examine the principal theoretical approaches to fashion marketing, and how these can be used as a tool to understand its functionality as a core component within the fashion industry. Through a series of lectures, you will be introduced to fundamental marketing principles, concepts and theories and how they inform the development and implementation of contemporary fashion products. The module will give you the foundation of understanding of how fashion products are produced, circulated and consumed.

You will examine a global view of fashion marketing and consider how consumers connect with brands. Research into cultural patterns in society, trend, historical and ethical matters, will develop your understanding of what influences consumer behaviour and consumption of products in today’s fashion landscape.

The module is designed to equip you with skills necessary in understanding how products are developed in the industry, and how to understand evolving markets in the sector. Lectures will encourage you to discover target marketing approaches in fashion advertising, branding, social media and promotion.

Within this module, you will learn to carry out independent study through methodical research, how to formulate ideas and articulate the subject through report writing. This includes selecting and organising information and initiating research findings according to recognised academic protocols and presenting an report to explain your findings and thoughts

**Outline syllabus**

An indicative guide to the content covered by this module:

* The business of fashion
* Methodologies and strategies for fashion marketing
* Seminars linking fashion marketing theory to creative practice
* Consumer theory
* Trend theory
* Business and employability consideration
* Analysis of fashion brands case studies that define effective marketing principles
* Discussions that link the board range of issues in fashion and culture
* The relationship between critical thinking and creative practice
* How to structure a research report
* Understanding and application of academic protocols and referencing in report writing

**Method of delivery**

Lectures, group seminars, research, tutorials, independent study. Educational visits and visiting speakers may be used, where appropriate, to support the module delivery.

**Aims**

LA1 To develop your knowledge of creative culture and the influences on its historical and contemporary development

LA2 To develop your skills in the selection and organisation of research and the use of academic protocols such as referencing, citing and presentation

**Learning outcomes**

On completion of this module you will be able to:

LO1 Gather, describe and apply research that informs the development of your investigation, identifying appropriate and relevant material

LO2 Communicate and apply fashion marketing principals in a structured and coherent commercial context within a referenced report.

**Assessment components**

A 2000-word\* report following academic protocols 100%

***\*You can exceed the stated word count by up to 10% but you must not submit less than the stated word count.***

**All learning outcomes must be passed to successfully complete the module.**

**Reference material**

A list of reference material for this module, including key and recommended texts and online resources, is included in the Module Handbook.

**Module Title:**  **Fashion Product**

Module Code:

Level: 4

Credit Points: 20

Weighting: 1.0

Study Time: 200 hours

**Description**

The Fashion Product module focuses on product design, intended to build your understanding of creative process and conceptual development. The module mirrors industry practice taking you from design concept to realisation. You will apply knowledge of understanding target markets, use research to generate ideas and inform your design concept, explore materials, and consider 3D sampling and prototyping as you prepare your fashion product ready for production.

You will be imaginative and explorative in your design process, creating informed responses to your concept, evidencing all the elements fundamental to fashion design aesthetics. You will advance your design drawing techniques and professional presentation to visualise your designs. Within this module you will begin to define yourself as a designer and challenge yourself to align your creative investigation with consideration for the fashion market. You will begin to segment your consumer product, with market readiness and harness your creative skills to create relevant and exciting fashion products appropriately. During the initial design stages, you will focus on how your design fits within the contemporary fashion market, as you explore cultural and commercial considerations.

The module builds on the essential technical skills built during the previous modules, putting into practice knowledge and responding with technical processes of pattern cutting, 3D sampling, garment construction and sewing techniques as you prepare for final production realisation in the following module.

Technical support and advanced demonstration will continue to develop your understanding of construction as you begin to generate and explore ideas through pattern-cutting techniques for fashion outcomes. Technical sampling, patterns cutting finalisation, material exploration and final design boards will consolidate the module.

**Indicative outline syllabus**

An indicative guide to the content covered by this module:

* Problem solving through design development
* Exploration of ideas, materials and processes
* Cultural consideration and market research
* Commerical considerations
* Development and application of market contexts
* Practical exploration and application of ideas.
* 2D visual process and drawing techniques
* Professional presentation techniques
* 3D product sampling and preparation
* Conceptual and visual narrative
* Sequential design for production
* Synthesis and analysis of technical processes
* Advanced technical demonstrations
* Consideration of brands and intellectual property
* Identifying strengths & self-reflection

**Method of delivery**

Studio-based teaching, demonstrations, workshops, critiques, tutorials and independent learning through set assignment briefs and tasks. Educational visits and visiting speakers may be used, where appropriate, to support the module delivery.

**Aims**

LA1 To enable you to acquire and apply problem solving skills, through research and exploration of cultural and commercial contexts of fashion product

LA2 To provide opportunities to research and creatively develop visual communication in the context of a fashion product

LA3 To develop your ability to reflect on your progress and identify your strengths and areas for development and improvement in the design of a fashion product

**Learning outcomes**

On completion of this module, you will be able to:

LO1 Apply problem-solving skills through the research exploration and development of your ideas, generating solutions in response to a set brief

LO2 Select and experiment with a range of ideas, materials and processes in the development of your practice

LO3 Reflect upon and evaluate your progress in order to identify your strengths and areas for development

**Assessment components**

A body of work including a resolved design outcome and a process book and a 500-word\* evaluation 100%

***\*You can exceed the stated word count by up to 10% but you must not submit less than the stated word count.***

**All learning outcomes must be passed to successfully complete the module.**

**Reference material**

A list of reference material for this module, including key and recommended texts and online resources, is included in the Module Handbook.

**Module Title:**  **Fashion Visualisation**

Module Code:

Level: 4

Credit Points: 40

Weighting: 2.0

Study Time: 400 hours

**Description**

This module builds and consolidates the skills developed during level 4 to enable you to creatively construct your final fashion outcome and visualise and communicate your product ready for its intended audience.

Applying technical skills, you will engage with the final construction of your fashion outcome, in which your final design will be realised. You will continue to develop and consolidate your technical proficiency as you reflect and evaluate on your final construction process and realise your intended design.

As you prepare to visualise and communicate your finished product for its intended commercial audience, you will use problem solving skills to consider the most appropriate methods for styling and/ or branding your final product ensuring its appropriateness for its commercial or contemporary market.

You will develop your communication and visualisation techniques when considering the visual aesthetics of presenting your fashion product for a commercial audience. You will demonstrate commercial awareness within your visual outcome through photography, visual graphics, layout and presentation. Consideration and research of appropriate marketing channels will be explored to visually present your outcome; such as a fashion look book, social media, website or other appropriate visual communicative solutions. You will demonstrate your understanding of the commercial principals of fashion marketing throughout your research and within your final outcome.

**Indicative outline syllabus**

An indicative guide to the content covered by this module:

* Technical skills and proficiency
* Advanced making skills and technical support
* Problem solving and applying market research
* Marketing communication
* Product styling
* Communication technologies
* Branding and presentation techniques
* Contextual research
* Social media and digital platform development
* Engagement and building awareness though different medias
* Problem solving and ideation
* Identifying strengths & self-reflection

**Method of delivery**

Studio-based teaching, demonstrations, workshops, critiques, tutorials and independent learning through set assignment briefs and tasks. Educational visits and visiting speakers may be used, where appropriate, to support the module delivery.

**Aims**

LA1 To consolidate your technical skills in the realisation and visualisation of your final fashion product.

LA2 To enable you to acquire and apply an understanding of communication and commercial contexts in the development of your final outcomes.

LA3 To develop a reflective process to your practice and identify your strengths and areas develop as your progress into your study.

LA4 To provide opportunities to develop the key professional skills necessary for progression level 5 and future employment.

**Learning outcomes**

On completion of this module, you will be able to:

LO1 Apply a range of practical and technical skills relevant to the development of core skills within fashion design

LO2 Apply problem-solving skills through the research exploration and development of your ideas, generating solutions in response to a set brief

LO3 Reflect upon and evaluate your progress in order to identify your strengths and areas for development

LO4 Communicate and apply fashion marketing principals in a structured and coherent commercial context

**Assessment components**

A final solution, process book and visual communication outcome. You will also produce a 1000-word\* evaluative report 100%

All learning outcomes must be passed to successfully complete the module.

***\*You can exceed the stated word count by up to 10% but you must not submit less than the stated word count.***

**Reference material**

A list of reference material for this module, including key and recommended texts and online resources, is included in the Module Handbook. In addition, you should work with your tutors and Library staff to identify material that is appropriate to the individual nature of your research.

## Level 5 Modules

**Module Title:**  **Digital Product and Promotion**

Module Code:

Level: 5

Credit Points: 20

Weighting: 1.0

Study Time: 200 hours

**Description**

This module extends and develops the concepts and skills learnt throughout Level 4, developing digital knowledge and technical ability. You will explore digital production methods and technical skills throughout the module in a series of workshops, lectures and technical sessions.

The **Digital Product and Promotion** module extends and develops your product design and promotion understanding, introducing digital prototyping and digital proficiency in industry standard software.

You will consider the importance of trend setting and future trend prediction within the role of a fashion brand and recognise the importance of product analysis, brand image, commercial platforms, traditional/digital retail, marketing and promotion within a set brief. You will generate creative concepts for the design and production of key pieces from an identified ‘future trend predication’, based on research methods and creative exploration of idea generation.

Taking your 2D concepts into digital prototyping, this module will introduce you to the fundamentals of digital fashion technology, in which you will be introduced to industry standard software and digital technologies in the garment production industry. Through 2D to 3D modelling, you will be able to bring your designs into a 3D virtual avatar digital environment using appropriate software for virtual prototyping, to enhance your technical ability and computerised pattern drafting.

In the creation of a digital collection, you will consider the appropriate methods of digital promotion techniques introduced within seminars, exploring digital software (such as the Adobe Creative Suite) to develop digital promotional appropriate assets for your final outcomes.

**Indicative outline syllabus**

An indicative guide to the content covered by this module:

* Virtual prototyping software
* Introducing computerised pattern drafting
* Design development
* Advanced digital and practical production process
* Adobe Creative Suite digital promotion workshops
* Digital branding and digital platforms
* Project management
* Trend and market analysis
* Future desifgn trends
* 2D to 3D digital prototyping
* Digital Industry structures and specialisms

**Method of delivery**

Studio-based teaching, workshops, demonstrations, projects, critiques, tutorials and independent learning through a range of short assignment briefs and tasks. Educational visits and visiting tutors and speakers may be used, where appropriate, to support the module delivery. To support independent learning, links to demonstration videos may be included on the VLE.

**Aims**

LA1 To generate future trend design and enable you to develop efficient and effective working practices and project management relevant to the digital fashion industries

LA2 To enable you to develop appropriate practical and technical skills in line with industry standards in a digital prototyping

**Learning outcomes**

On completion of this module, you will be able to:

LO1 Apply and reflect on independent judgements, drawing on research and analysis, experimentation, and generation of new ideas and/or solutions

LO2 Select and apply appropriate practical and technical competency in a range of technical and advanced working methods in line with industry standards

**Assessment components**

A body of work including a resolved digital outcome and a process book and a 500-word\* evaluation 100%

***\*You can exceed the stated word count by up to 10% but you must not submit less than the stated word count.***

**All learning outcomes must be passed to successfully complete the module.**

**Reference material**

A list of reference material for this module, including key and recommended texts and online resources, is included in the Module Handbook.

**Module Title:**  **Creative Discussion**

Module Code:

Level: 5

Credit Points: 20

Weighting: 1.0

Study Time: 200 hours

**Description**

This module extends your knowledge and awareness of issues and current debates that shape, define and influence contemporary fashion culture and design practice, based on a series of thematic lectures. Research seminars will enable you to relate the theories of design. This module is designed to extend your knowledge and understanding of the issues, to form discussions that affect visual culture and how meanings within creativity evolve. Throughout the module, you will be encouraged discuss and apply the relevance of social and visual cultural theories to your own specialist studies of the fashion industries. The content of the module involves a wide range of sources and contexts with the creative sector, all of which are relevant to your own creative practice, and which underpin the production of a written and creative response to the theories explored in the lecture programme and the conclusions you make from the study of these.

**Indicative Outline syllabus**

An indicative guide to the content covered by this module:

* Contextual issues relating to the fashion and creative industry within the region and from wider global perspectives
* Analysis of contemporary key texts that define and review the social implications of specialist sectors and the creative industry
* Seminars that provide opportunities for broad discussions of creativity
* Connections between creative theory and design practice
* Advanced academic writing
* Advanced discussion and debate
* Communicating to appropriate audiences
* Ethics
* Referencing and academic protocols

**Method of delivery**

Lectures, group seminars, research, tutorials, independent study. Educational visits and visiting speakers may be used, where appropriate, to support the module delivery.

**Aims**

LA1 To extend your critical awareness of ethical requirements within visual and fashion culture and creative theory

LA2 To develop your ability to communicate a critical debate and form conclusions through independent research and essay writing with adherence to academic protocols

**Learning outcomes**

On completion of this module you will be able to:

LO1 Demonstrate knowledge and critical understanding and articulate relevant findings from research sources appropriate to your ideas and investigation.

LO2 Effectively communicate information, arguments, concepts and analysis in a variety of forms to specialist and non-specialist audiences, adherence to academic protocols

**Assessment components**

A 3000-word\* referenced essay. 100%

***\*You can exceed the stated word count by up to 10% but you must not submit less than the stated word count.***

All learning outcomes must be passed to successfully complete the module.

**Reference material**

A list of reference materials for this module, including key and recommended texts and online resources, is included in the Module Handbook.

**Module Title:**  **Industry Specialism**

Module Code:

Level: 5

Credit Points: 40

Weighting: 2.0

Study Time: 400 hours

**Description**

This module further encourages you to consider and develop your specialism within the fashion industry, focusing on employability skills and professional practice. This module will encourage you to further consider and develop your specialism as a creative practitioner in the fashion industry. Throughout this module you will consolidate and extend your skills and knowledge within live industry-set briefs or global fashion competitions. This module further consolidates and extends your skills and knowledge in design and innovative practice.

You will be encouraged to develop your personal style and creative identity, whilst strengthening your skills and conceptual thinking in a particular aspect of fashion design. The outcome of this module will be defined from the competition or live client brief, where a diverse offer of fashion specialisms will be covered.

The module potentially provides the opportunity to work with students from other disciplines within the faculty, such as real time development and production of fashion products in cross collaboration with students from the BA (Hons) Textiles and Surface Design provision.

Within the framework of the Learning Agreement, you will be expected to negotiate and develop your work by exploring a variety of design contexts. The development of your professional practice can be enhanced within this module through participation in optional work experience, which will be negotiated within the Learning Agreement if appropriate opportunities are available.

Technical workshops and skills will be continually developed through advanced technical workshops where skills and knowledge of emerging software in 3D Virtual Prototyping, Adobe Creative Suite and ProCreate. You will also be continually developing garment construction skills in pattern and sewing workshops to enhance your practice.

**Outline syllabus**

An indicative guide to the content covered by this module:

* Learning Agreement
* Live assignment and negotiated projects
* Client and end user/audience considerations
* Design for innovation
* Project research, planning, development and execution
* Time management
* Linking theory to fashion industry practice
* Design project management and client communication
* Opportunities for work experience and collaborative projects
* Professional portfolio and employability
* Opportunities and discussion around placement opportunities
* Self-reflection and analysis
* Advancing skills for self-development

**Method of delivery**

Negotiated assignments, including potential live assignments or collaborative projects, studio and workshop practice, practical workshops, lectures, seminars, independent study, research, tutorials and critiques. Educational visits and visiting speakers may be used, where appropriate, to support the module delivery.

**Aims**

LA1 To enable you to link theory with practice in commercial and cultural outcomes

LA2 To develop as reflective practice and identify your strengths and area for self-development as you continue your study.

LA3 To enable you to reflect critically on and develop your individual areas of interest and routes of enquiry in preparation for Level 6 of the programme

LA4 To develop communication skills to communicate information and the planning of a specialist brief in written, oral or numeric form.

**Learning outcomes**

On completion of this module you will be able to:

LO1 Apply and reflect on independent judgements, drawing on research and analysis, experimentation, and generation of new ideas and/or solutions

LO2 Critically evaluate and develop your individual interests and personal strengths through critical self-evaluation and decision-making.

LO3 Apply reflective practice and evaluation to the negotiation and management of your own learning and the identification of individual routes of inquiry

LO4 Effectively communicate information, arguments, concepts and analysis in a variety of forms to specialist and non-specialist audiences

**Assessment components**

Project work as defined in the Learning Agreement, a process book and a 1000-word\* evaluative report of your specialist fashion practice. 100%

***\*You can exceed the stated word count by up to 10% but you must not submit less than the stated word count.***

**All learning outcomes must be passed to successfully complete the module.**

**Reference material**

A list of reference material for this module, including key and recommended texts and online resources, is included in the Module Handbook.

With its emphasis on production methods, the module also encourages you to examine and respond to the role and place of digital designers and advertisers in a rapidly developing technological environment, with a focus on industry structures and employment possibilities. You will produce design proposals in response to a range of short workshops that will enable you to evaluate your specialisms and ambitions within the industry.

**Module Title:**  **Fashion Futures**

Module Code:

Level: 5

Credit Points: 40

Weighting: 2.0

Study Time: 400 hours

**Description**

The **Fashion** **Futures** module(40 credits)is designed to develop your skills in problem-solving to challenge the ‘status quo’ of fashion design, production and communication. It aims to enhance and extend your skills as you explore ta sustainable and future view of the industry and your place within it. The module challenges you to be progressive in your problem-solving, using your critical thinking skills to develop your innovation in developing speculative design solutions.

As a contemporary fashion practitioner, it is important for you to be aware of the fast-paced and ever-changing landscapes of the fashion industry. Here you will be exposed to advances in the industry; recognising developments, the potential and limitations of emerging technologies, advances in new materials, the future of consumer need or modernised methods of fashion promotion/communication - identifying how these will inform the predictions of future fashion trends, products and systems.

The module will challenge you to consider the environmental and economic aspects of the sector on a local and global scale. You will continue to expand your knowledge of innovative approaches and sustainable ways of working, with consideration of the challenges we face in a changing world.

You will be encouraged to develop your personal style and creative identity which will provide the foundation for employability and the basis of a professional portfolio. A core aim of the module is to expand your practice as you consider specialist skills and the future of work.

Throughout the module you will have opportunities to explore ways to communicate, collaborate, and form partnerships with peers or colleagues as you discover and reflect upon the significance of creating an industry presence as identified in a learning agreement.

**Indicative outline syllabus**

An indicative guide to the content covered by this module:

* Learning Agreement
* Critical self-evaluation
* Advanced research skills
* Future consideration and technology developments
* Employability, self-employment and professional practice
* Environmental considerations
* Technology, social media and communication skills
* Collaboration and networking
* The future of the creative industry
* Emerging and innovative technologies
* Social media
* Sustainable and ethical processes
* Environmental consideration

**Method of delivery**

Negotiated assignments, studio and workshop practice, practical workshops, lectures, seminars, independent study, research, tutorials and critiques. Educational visits and visiting speakers will be used, where appropriate, to support the module delivery.

**Aims**

LA1 To extend and develop your knowledge and awareness of the future of the industry, professional practices and future technologies.

LA2 To evaluate your practice and develop convergent thinking in the practice of developing your personal strengths and transferrable skills

LA3 To develop your creative inquiry and developing your own learning, workload and independence within your practice.

LA4 To extend your understanding of ethical and sustainable processes.

**Learning outcomes**

On completion of this module, you will be able to:

LO1 Demonstrate knowledge and critical understanding and articulate relevant findings from research sources appropriate to your ideas and investigation

LO2 Critically evaluate and develop your individual interests and personal strengths through critical self-evaluation and decision-making

LO3 Apply reflective practice and evaluation to the negotiation and management of your own learning and the identification of individual routes of inquiry

LO4 Select and apply appropriate practical and technical competency in a range of technical and advanced working methods in line with industry standards

**Assessment components**

Body of work, process book and final outcomes, including a 1000-word\* evaluative report of your specialist fashion project 100%

All learning outcomes must be passed to successfully complete the module.

***\*You can exceed the stated word count by up to 10% but you must not submit less than the stated word count.***

**Reference material**

A list of reference material for this module, including key and recommended texts and online resources, is included in the Module Handbook. In addition, you should work with your tutors and Library staff to identify material that is appropriate to the individual nature of your research.

## Level 6 Modules

**Module Title:**  **Project Research and Preparation**

Module Code:

Level: 6

Credit Points: 40

Weighting: 2.0

Study Time: 400 hours

**Description**

This module provides you with the opportunity to initiate, negotiate and research an in-depth and challenging project that you can extend, develop and consolidate throughout Level 6. The aim of the Project Research and Preparation module is to enable you to prepare and produce extensive concept development, research, planning and creative investigation that forms the basis for further development and consolidation throughout the subsequent Level 6 modules.

Your proposal will be subject-related and referenced for an identified output or market. This focus of study will highlight your individual areas of interest and require you to work with increasing independence and autonomy, supported by effective reflection and evaluation and your ability to generate ideas and proposals. You will identify, negotiate and agree the range of research required, resource implications for the agreed course of action and the personal skills required to plan a project, which will include the topic of your dissertation or report.

You are expected to demonstrate your awareness of the current and future requirements of your relevant market or chosen sector and direct your development appropriately to your own requirements. You should also indicate how the proposed topic for the Dissertation / Report module will inform and enhance your practical work.

This module, negotiated within a detailed Learning Agreement, should also challenge and extend your knowledge and critical understanding of specialist practice, including its cultural, ethical and professional contexts, through intellectual, contextual and creative inquiry. Your time-management plan should highlight areas of collaboration and define how you will project manage individual elements of your Final Major Project, Dissertation / Report and Final Show and Portfolio modules.

**Outline syllabus**

An indicative guide to the content covered by this module:

* Learning Agreement
* Visual, contextual and market research
* Research ethics, methodologies, sources and bibliographies
* Research evaluation and analysis
* Concept development
* Experimental investigation and development work
* Selection and application of appropriate media, materials, processes and techniques
* Project scope within an agreed timescale
* Resource implications for the agreed course of action
* Problem-solving techniques, eg. setting criteria to evaluate a solution
* Project planning and organisation, eg. action plans and setting goals
* Reflective and analytical approaches to initiating, researching and devising a project
* Business skills and methods as applicable to specific sector needs
* Funding applications and business plans (if appropriate)
* Presentation of work

**Method of delivery**

This module will draw on several teaching and learning strategies including lectures, one to one tutorials with academic staff, directed learning, independent research, independent learning and practical workshop skills.

**Aims**

LA1 To extend your knowledge and understanding of the cultural, ethical and professional contexts of your field of study

LA2 To enable you to identify, analyse and apply research that informs your creative and personal development

LA3 To enable you to develop ideas and devise concepts for an individual specialist application that will provide you with opportunities for sustained investigation

LA4 To extend and develop your ability to take responsibility for your learning and working in preparation for professional practice or postgraduate study

**Learning outcomes**

On completion of this module you will be able to:

LO1 Demonstrate a systematic understanding of key areas of your field of study and its cultural, ethical and professional contexts

LO2 Synthesise, evaluate, reference and apply research from appropriate sources to make independent judgements and to initiate and carry out projects

LO3 Demonstrate conceptual understanding that enables you to devise and sustain arguments, solve problems, and use ideas and techniques appropriate to your field of study

LO4 Manage your own work and learning as an autonomous practitioner and collaborate with others in preparation for employment, continuing professional development and/or further study

**Assessment components**

Project planning and development portfolio that consists of a Learning Agreement with a personal study plan for the Final Major Project and Dissertation / Report modules, creative development work and referenced research 100%

The component will enable you to critically review and evaluate the direction of your work whilst also demonstrating the breadth and depth of research and analytical skills supporting the planning of your Learning Agreement and project proposal.

**All learning outcomes must be passed to successfully complete the module.**

**Reference material**

A list of reference material for this module, including key and recommended texts and online resources, is included in the Module Handbook. In addition, you should work with your tutors and Library staff to identify material that is appropriate to the individual nature of your research.

**Module Title:** **Dissertation / Report**

Module Code:

Level: 6

Credit Points: 20

Weighting: 1.0

Study Time: 200 hours

**Description**

This module provides you with the opportunity for extended research and academic investigation into a self-initiated and negotiated topic, and equips you with a wide range of skills that can be applied to any area of information retrieval and analysis, and academic writing. The nature and content of the dissertation or report is intended to inform and enhance your individual creative practice in your specialist subject.

Within the Project Research and Preparation module, you will negotiate the topic of your dissertation or report with subject-specialist academic staff alongside the research and preparation for your Final Major Project proposal. The initial teaching sessions for the Dissertation / Report module focus on extending your ability to reference and research practical and theoretical issues associated with your specialist subject.

You can select from one of the two following options, both of which must demonstrate rigorous adherence to the required academic protocols, including referencing, bibliography, presentation and the ethical implications of how to research your chosen topic.

**Option 1 - Dissertation**

A dissertation is a theory-based discussion presented as the answer to a key question. Based on a self-initiated topic relevant to your specialist subject, you will produce a structured and focused argument of 5000 words that demonstrates appropriate levels of critical understanding, analysis and theoretical application. Research activity should identify appropriate primary and secondary reference material to support your theoretical argument.

**Option 2 – Report**

A report is an evaluation of facts or results of data-based research, presented as evidence on a key theme. You will produce a factual report of 5000 words on a negotiated topic with an industrial, entrepreneurial or technical focus which aligns to your individual creative practice and career aspirations. The report should inform and evaluate ideas that will underpin business and professional practice, based on extensive and well-researched supporting evidence.

**Outline syllabus**

An indicative guide to the content covered by this module:

* Structure of written work and development of academic writing skills
* Development of critical argument through the application of research (dissertation)
* Development of analysis and evaluative outcomes of research (report)
* Use of theoretical frameworks
* Application of academic protocols, including compiling a bibliography, research ethics, referencing and presentation
* Realisation of dissertation or report

**Method of delivery**

Supervisory tutorials, seminars, independent study, research.

**Aims**

LA1 To develop your ability to compile a coherent evidence base for critical evaluation by using appropriate research methods and sources

LA2 To extend your ability to analyse evidence and to synthesise ideas within a specific area of study, either in critical writing or a report

LA3 To develop your autonomy as a learner and your communication skills by producing and presenting a sustained piece of academic writing using appropriate academic protocols

**Learning outcomes**

On completion of this module you will be able to:

LO1 Synthesise, evaluate, reference and apply research from appropriate sources to make independent judgements and to initiate and carry out projects

LO2 Demonstrate conceptual understanding that enables you to devise and sustain arguments, solve problems, and use ideas and techniques appropriate to your field of study communicated in an appropriate format to specialist and non-specialist audiences.

LO3 Manage your own work and learning as an autonomous practitioner and collaborate with others in preparation for employment, continuing professional development and/or further study

**Assessment components**

A 5000-word\* written dissertation or report based on a negotiated topic and which adheres to appropriate academic protocols 100%

***\*You can exceed the stated word count by up to 10% but you must not submit less than the stated word count.***

**All learning outcomes must be passed to successfully complete the module.**

**Reference material**

Specialist reference material will be determined by the individual nature of your dissertation or report; guidance on primary and secondary sources and other appropriate material will be provided by your tutor or supervisor. A list of recommended texts about dissertation and report writing is included in the Module Handbook.

**Module Title:** **Final Major Project**

Module Code:

Level: 6

Credit Points: 40

Weighting: 2.0

Study Time: 400 hours

**Description**

The Final Major Project module provides you with the opportunity to apply and consolidate the knowledge, technical skills and intellectual abilities acquired and developed during the programme within the practical, theoretical, technical, ethical and professional contexts of your specialist subject. It is designed to challenge you and enable you to demonstrate your understanding of a complex body of knowledge and practice, some of which may be at the current boundaries of the discipline.

Based on the planning and specialist creative concept defined in the Learning Agreement\* produced in the Project Research and Preparation module, you will develop your work to its final conclusions through extensive investigation, evaluation and critical analysis to produce a significant body of work appropriate to the level of Honours degree study. This will require you to collaborate effectively with others and to apply your specialist and creative abilities in order to achieve your goals and to produce resolved creative outcomes.

The module is also designed to enable you to critically reflect on the work you have produced during the Final Major Project against your Learning Agreement\* and the finished body of work.

\*Your proposed work may have moved on from your original Learning Agreement negotiated in the Project Research and Preparation module due to further development or a change of plan. If this is the case, you will be required to rationalise the reasons for the changes to your original Learning Agreement as an introduction to the Final Major Project module before starting your final body of work.

**Outline syllabus**

An indicative guide to the content covered by this module:

* Individual investigation and practice as defined in the Learning Agreement
* Project management
* Critical reflection and evaluation
* Use and application of appropriate media and materials
* Specialist techniques, processes and technical skills
* Professional practice and collaboration
* Evaluation and presentation of final work

**Method of delivery**

Studio and workshop practice on a group and individual basis, independent study and research, tutorials and critiques.

**Aims**

LA1 To provide you with the opportunity to apply and enhance your knowledge and abilities in the development and realisation of a body of creative work appropriate to Level 6 study

LA2 To encourage you to learn from the increased complexity and rigour of creative production required for this module

LA3 To provide you with the opportunity to work independently, but with access to support as required, in order to develop your work in a way that reflects contemporary professional practice

LA4 To encourage you to experiment with and apply practical and specialist technical skills that will enable you to produce a body of technically competent work

**Learning outcomes**

On completion of this module you will be able to:

LO1 Demonstrate a systematic understanding of key areas of your field of study and its cultural, ethical and professional contexts

LO2 Demonstrate conceptual understanding that enables you to devise and sustain arguments, solve problems, and use ideas and techniques appropriate to your field of study

LO3 Manage your own work and learning as an autonomous practitioner and collaborate with others in preparation for employment, continuing professional development and/or further study

LO4 Apply an appropriate range of practical and technical skills to produce solutions and outcomes relevant to your field of study and related professional practice

**Assessment components**

Project work as defined in the Learning Agreement, including a 1000-word\* critical self-evaluation 100%

***\*You can exceed the stated word count by up to 10% but you must not submit less than the stated word count.***

**All learning outcomes must be passed to successfully complete the module.**

**Reference material**

You are expected to refer to books and journals appropriate to the individual nature of your investigation for this module. These could be available from the School Library, and it is your responsibility to work with your tutors and Library staff to identify material that is useful and appropriate for your research.

Online resources and websites should be based on individual research and specific to the specialist route of your Final Major Project.

**Module Title:** **Final Show and Portfolio**

Module Code:

Level: 6

Credit Points: 20

Weighting: 1.0

Study Time: 200 hours

**Description**

This module aims to consolidate your practice and knowledge of key aspects of self-promotion in developing, supporting and maintaining your future professional or postgraduate practice.

It is designed to provide you with the practical knowledge and theoretical understanding of the professional context of your specialist subject through the realisation of a final show and discipline-specific portfolio of work. These should be appropriate to your individual practice and aspirations, and will be supported by your own promotional or exhibition materials.

You will work individually and/or collaboratively to manage a final show from concept to preview night, and aim to deliver a professional exhibition or viewing that communicates your intentions and responds to audience expectations.

**Indicative outline syllabus**

An indicative guide to the content covered by this module.

* Reflection and evaluation of development
* Planning for progression to postgraduate study and/or engagement with the creative industries
* Production of individual promotional and business materials
* Portfolio building and networking
* Developing online presence, internet and social media
* Communication skills
* Professional and technical skills, specialist techniques and processes
* Planning and preparing individual or group exhibitions/viewings to professional standards as appropriate to your creative discipline

**Method of delivery**

Seminars, discussions, tutorials, research, independent study. Visiting speakers may be used, where appropriate, to support the module delivery.

**Aims**

LA1 To enhance your knowledge and understanding of professional practice within your field of study

LA2 To develop your skills in communication and presentation to a professional standard in the context of a public exhibition/viewing of your work

**Learning outcomes**

On completion of this module, you will be able to:

**Learning outcomes**

On completion of this module, you will be able to:

LO1 Demonstrate a systematic understanding of key areas of your field of study and its cultural, ethical and professional contexts

LO2 Communicate information, ideas, problems and solutions in a range of appropriate formats to specialist and non-specialist audiences, including potential employers and professional networks

**Assessment components**

A final portfolio of work specific to the professional context of your creative discipline with related promotional materials and the presentation of a final exhibition/viewing, including a 500-word\* personal statement 100%

***\*You can exceed the stated word count by up to 10% but you must not submit less than the stated word count.***

**All learning outcomes must be passed to successfully complete the module.**

**Reference material**

A list of reference material for this module, including key and recommended texts and online resources, is included in the Module Handbook. In addition, you should work with your tutors and Library staff to identify material that is appropriate to the individual nature of your research.