BA (Hons) Fashion

Module Descriptors

July 2009
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## Module Descriptor

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<th>Creative Approaches to Fashion</th>
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<tr>
<td>Module Code</td>
<td>OUFC101</td>
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<td>Semester(s) in which taught</td>
<td>One</td>
</tr>
<tr>
<td>Name of Module Leader</td>
<td>Ian Smith</td>
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### Module Aims

This module explores the role of visual research in the design process and investigates the visual language of design in relation to designing for fashion.

Students will be introduced to a range of dry and wet media combined with Computer Aided Design skills and techniques in the context of creating fashion imagery and fashion design.

### Degree Programmes for which the module is intended:

<table>
<thead>
<tr>
<th>Compulsory module for:</th>
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<tbody>
<tr>
<td>BA (Hons) Fashion</td>
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</table>

| Optional module for: |

<table>
<thead>
<tr>
<th>Elective Module?</th>
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</thead>
</table>

### Pre-requisite Qualifications:

Standard Entry Requirements

(e.g., 'A' level background
Attendance at a previous module)

### Co-requisite Modules:

None

### This module replaces:

N/A

### This module is mutually exclusive with:

N/A
Learning Outcomes

At the end of this module students will have the ability to:

- identify personal strengths and needs;
- evaluate the appropriateness of different approaches to problem solving associated with fashion design and imagery;
- demonstrate a familiarity with the basic visual language, materials, and skills, which are standard features of Fashion;
- be able to communicate the results of their work visually;
- select and employ communication and information technologies.

Indicative Content

Please give a brief concise outline of the Module.

Using briefs to provide a fashion context to their work students will explore a variety of ways to engage in research activity (both collecting and recording) through the use of sketchbooks, notebooks, digital media, fabric sampling and stand work. Skills, particularly in CAD will be delivered at various points during the module so that skills can be applied to aid their research and presentation. (eg Photoshop, scanning etc).

Students will develop research using the visual language of design.

Students will apply hand rendered and Computer Aided Design techniques in order to develop creative fashion imagery

Students will evaluate their work in order to analyse the appropriateness of media.
**Total study hours for module**
(UGs = 100 hrs per 10 credits
PGs = 100 hrs per 10 credits)

200 hours

**Teaching Methods**
A variety of methods will be used to deliver the module.

- **Lectures**: to introduce the context aims of this module
- **Practical classes**: to develop students’ basic skills in research and visual experimentation. This will include CAD workshops as appropriate
- **Group Critiques**: to provide formative feedback and to encourage dialogue amongst peers and tutors

**Private Study Time**

**How spent**

- Brief analysis / interpretation
- Research collection & analysis
- Research development
- Practical skill development
- Evaluation

**Monitoring of progress**

- Review of research
- Small group tutorials
- Self evaluation

**Assessment**

- Research collection, recording and development 50%
- Portfolio of work demonstrating the Integration of image making and drawing techniques 50%
Bibliography:

**Essential**
(Selected reading from the following texts)


**Recommended**


Udale, Jenny and Sorger, Richard (2007), *The fundamentals of fashion design*, AVA Publishing, Lausanne, Switzerland

**Recommended Journals**

Vogue Italia
Collezioni Uomo
I.D.
Another Magazine
Surface

**Recommended Website**

[www.wgsn-edu.com](http://www.wgsn-edu.com)
[www.style.com](http://www.style.com)
[www.hintmag.com](http://www.hintmag.com)
## Module Descriptor

<table>
<thead>
<tr>
<th>Module Title</th>
<th>Creative Design Practices</th>
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<tr>
<td>Module Code</td>
<td>OUFC102</td>
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<td>Level</td>
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<td>Semester(s) in which taught</td>
<td>2</td>
</tr>
<tr>
<td>Name of Module Leader</td>
<td>Angie Coburn-Hough</td>
</tr>
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</table>

### Module Aims

Students will be introduced to fashion design and the industry through discussions and sessions on trend, market awareness. Using techniques and methods in FC101 students will be encouraged to experiment and develop an exploratory approach to visual research and design work. Working to a design brief students will apply techniques to arrive at a range of garments, which will be designed and illustrated in a format appropriate for the market selected.

### Degree Programmes for which the module is intended:

- **Compulsory module for:**
  - BA (Hons) Fashion

### Pre-requisite Qualifications:

(e.g., ‘A’ level background
Attendance at a previous module)

### Co-requisite Modules:

None

### This module replaces:

(if applicable)

N/A

### This module is mutually exclusive with:

N/A
Learning Outcomes

At the end of this module students will have the ability to:

- demonstrate a familiarity with the basic visual language, materials, processes and skills, which are standard features of Fashion;
- present a structured and coherent simple demonstration of the development of their ideas through to material outcomes;
- be able to interpret and evaluate underlying concepts and principles in Fashion;
- demonstrate the ability to generate ideas, using different approaches to problem solving including both convergent and divergent thinking;
- be able to communicate the results of their work visually to staff and peers.

Indicative Content

Please give a brief concise outline of the Module.

Within the module students will expand and evaluate their source material of research to encompass market levels and the relevance of trends to design practice.

Students will explore design principles and translate concepts from two dimensions into three dimensional outcomes.

Students develop visual presentation through the integration of a range of appropriate techniques.
### Total study hours for module

(UGs = 100 hrs per 10 credits  
PGs = 100 hrs per 10 credits)

| 200 |

### Teaching Methods

A variety of methods will be used to deliver the module.

- **Lectures**: to introduce the context and aims of the module
- **Seminar**: to discuss trend cycle colour/fashion forecasting
- **Workshops**: to develop research, design and visual presentation techniques
- **Practical classes**: to develop skills and experimentation
- **Group Tutorial**: to provide formative feedback.
- **Critique**: to provide formative feedback and to encourage dialogue amongst peers

### Private Study Time

<table>
<thead>
<tr>
<th>How spent</th>
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<tbody>
<tr>
<td>Research</td>
</tr>
<tr>
<td>Design development</td>
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<tr>
<td>Resolving design concepts</td>
</tr>
<tr>
<td>Visual presentation</td>
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</tbody>
</table>

### Monitoring of progress

| Group reviews                           |
| Work tutorials                          |
| Observation in studio sessions          |
| Presentation                            |

### Assessment

<table>
<thead>
<tr>
<th>A file of visual research with comment and analysis</th>
<th>25%</th>
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</thead>
<tbody>
<tr>
<td>Design development and realisation of concept</td>
<td>50%</td>
</tr>
<tr>
<td>A visual presentation</td>
<td>25%</td>
</tr>
</tbody>
</table>
Bibliography:

Essential

(Selected reading from the following texts)

Jones, Terry and Rushton, Susie (2005) Fashion now 2:i-D selects 160 of its favourite fashion designers from around the world, Taschen, Cologne


Stanley, Helen (1991) Flat pattern cutting and modelling for fashion, Thornes

Udale, Jenny and Sorger, Richard (2007) The fundamentals of fashion design, AVA publishing, Lausanne, Switzerland

Recommended

Sample: 100 fashion designers, 10 curators, cuttings from contemporary fashion, Phaidon Press Ltd, London


Mackrell, Dr. Alice (2005) Art and fashion, Batsford, London


Recommended Journals

Textile View
View on Colour
ID
Another Magazine
Collezioni UOMO
Drapers Record

Recommended Website

www.wgsn-edu.com
www.style.com
www.showstudio.com
Module Descriptor

<table>
<thead>
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<th>Module Title</th>
<th>Creative Design Realisation</th>
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<td>Module Credits</td>
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<td>Level</td>
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<tr>
<td>Semester(s) in which taught</td>
<td>2</td>
</tr>
<tr>
<td>Name of Module Leader</td>
<td>Angie Coburn-Hough</td>
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</table>

**Module Aims**

This module will explore the manufacturing processes and technical constraints affecting the realisation of design ideas from 2D to 3D through the introduction of selected machinery, equipment and techniques applicable in the realisation of fashion garments. Through workshops and studio sessions students will develop sampling techniques and skills to produce a basic prototype garment from a selected fashion image.

**Degree Programmes for which the module is intended:**

<table>
<thead>
<tr>
<th>Compulsory module for:</th>
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<tr>
<td>BA (Hons) Fashion</td>
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</table>

**Optional module for:**

**Elective Module?**

**Pre-requisite Qualifications:**

(e.g., 'A' level background Attendance at a previous module)

**Co-requisite Modules:**

None

**This module replaces:**

(if applicable) N/A

**This module is mutually exclusive with:**

N/A
Learning Outcomes

At the end of this module students will have the ability to:

- evaluate qualitative and/or quantitative data, through the selection, testing and appropriate use of materials, processes for fashion garments;
- demonstrate an awareness of Fashion as a professional activity, and of relevant health and safety requirements;
- study independently, set goals, manage your own workloads and meet deadlines;
- demonstrate a familiarity with the basic concepts, information, practical competencies and techniques which are standard features of fashion;
- demonstrate an awareness of professional and disciplinary boundaries.

Indicative Content

Please give a brief concise outline of the Module.

Students will practise a range of sampling detail using specialist machinery and professional techniques used in the realisation and construction of garments.

Practical sessions will be used to introduce professional and creative techniques in the methods of garment construction and the production of a prototype.

Through personal development of the basic techniques and methods of garment making students will compile a technical and analytical reference manual demonstrating their ability to problem solve, evaluate and practice these techniques and methods.

Practice the safe use of machinery in the workshop situation.
### Total study hours for module
(UGs = 100 hrs per 10 credits  
PGs = 100 hrs per 10 credits)

| Hours | 200 |

### Teaching Methods
A variety of methods will be used to deliver the module.

| Lectures: | to introduce the context aims and content of the module |
| Workshops: | demonstration of a variety of techniques, process and skills required for the realisation of a fashion garment |
| Practical sessions: | to develop skills and processes |

### Private Study Time
How spent

| Development of technical manual |
| Production of samples |
| Evaluation |
| Production of prototype garment |

### Monitoring of progress

| Observation in workshop sessions |

### Assessment

| Evaluation, Technical manual with notes on methods & processes | 50% |
| Prototype | 50% |
Bibliography:

Essential

(Selected reading from the following texts)


Martin Shoben and Janet Ward (1980) *Pattern Cutting and making up. The Professional approach, volumes 1, 2 and 3* Batsford Academic and Educational Limited

Recommended


Recommended Journals

Dazed and Confused
Another magazines
Nylon
Tank
Wallpaper
Spruce
Surface
Vogue Italia.

Recommended Website

[www.bwgreyscale.com](http://www.bwgreyscale.com)
[www.showstudio.com](http://www.showstudio.com)
[www.style.com](http://www.style.com)
[www.wgsn.edu.com](http://www.wgsn.edu.com)
[www.firstview.com](http://www.firstview.com)
### Module Descriptor

<table>
<thead>
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<th>Fashion Art &amp; Culture</th>
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<td>Credits</td>
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<td>Level</td>
<td>1</td>
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<tr>
<td>Semester(s)</td>
<td>2</td>
</tr>
<tr>
<td>Leader</td>
<td>Ian Smith</td>
</tr>
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</table>

#### Module Aims
This module introduces students to the investigation of innovative cross disciplinary approaches to fashion, art and culture. Students will be encouraged to research and debate the influences and working practices of designers past and present. They will design, develop and realise an artefact/fashion piece which will be presented as part of an exhibition.

#### Degree Programmes for which the module is intended:

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<thead>
<tr>
<th>Compulsory module for:</th>
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<tbody>
<tr>
<td>BA (Hons) Fashion</td>
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<tr>
<th>Optional module for:</th>
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<tbody>
<tr>
<td>Elective Module?</td>
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</table>

#### Pre-requisite Qualifications:
(e.g., ‘A’ level background Attendance at a previous module)

<table>
<thead>
<tr>
<th>Standard Entry Requirements</th>
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#### Co-requisite Modules:

<table>
<thead>
<tr>
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#### This module replaces:
(if applicable)

<table>
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<th>N/A</th>
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#### This module is mutually exclusive with:

<table>
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<tr>
<th>N/A</th>
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</thead>
</table>
Learning Outcomes

At the end of this module students will have the ability to:

- present a structured and coherent simple argument and be able to interpret and evaluate the underlying concepts and principles of the discipline;
- articulate ideas and information comprehensibly in visual, and written forms;
- demonstrate an awareness of Fashion as a professional activity, of its critical and contextual dimensions;
- be able to communicate the results of their work.

Indicative Content

Please give a brief concise outline of the Module.

Through a series of lectures and seminars students will study the main social/ cultural and economic influences on fashion in the 20th Century and significant influences that are informing contemporary designers’ work.

Through a design brief students will be asked to research and develop an artefact/fashion piece which has been informed by social/cultural/ economic trends resulting in a distinctly personal response. Their final work will be exhibited to staff and peers as an exhibition.

At the end of the module students will be required to evaluate the approach they have taken in their research and reflect on their learning.

.
Total study hours for module
(UGs = 100 hrs per 10 credits
PGs = 100 hrs per 10 credits)

Teaching Methods
A variety of methods will be used to deliver the module.

Lectures: to introduce the context, aims and content of the module
Seminars: to discuss content of lectures and contextualise
Group tutorials: to provide formative feedback and develop critical dialogue amongst peers
Practical studio sessions: to develop skills and experimentation in applying appropriate concepts, processes, principles and media

Private Study Time
How spent
Research (visual & theoretical)
Preparation for seminars
Production of finished artefact
Preparation for evaluation

Monitoring of progress
Group Tutorials

Assessment
Evaluation (500 words) File of research with comment and analysis 50%
Finished artefact communicated/presented as part of an exhibition 50%
Bibliography:

(Selected reading from the following texts)

Essential


Recommended


Recommended Journals

Fashion Theory: The Journal of Dress, Body & Culture
Journal of Material Culture
The Journal of Cloth & Culture
Selvedge
Frieze
Surface

Recommended Websites

www.designmuseum.org
www.tate.org.uk
www.showstudio.com
www.vam.ac.uk
## Module Descriptor

<table>
<thead>
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<th>Interdisciplinary Processes</th>
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<td>Semester(s) in</td>
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<td>which taught</td>
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<tr>
<td>Name of Module</td>
<td>Angie Coburn-Hough</td>
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<tr>
<td>Leader</td>
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</table>

### Module Aims

This module will introduce students to the integration and exploration of a range of art and design working methods with a fashion context. Through the combining of a variety of research and design methods students will develop a body of work personal to them resulting in the realisation of a garment/outcome. Students will reflect on the module and identify their strengths and weaknesses in order to inform their choice of pathway in level 2.

### Degree Programmes for which the module is intended:

- **Compulsory module for:**
  - BA (Hons) Fashion

### Pre-requisite Qualifications:

(e.g., 'A' level background
Attendance at a previous module)

### Standard Entry Requirements

- None

### Co-requisite Modules:

- None

### This module replaces:

(if applicable)

- N/A

### This module is mutually exclusive with:

- N/A

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Learning Outcomes

At the end of this module students will have the ability to:

- demonstrate an ability to evaluate the appropriateness of different approaches to problem solving associated with the discipline of fashion;
- interact effectively with others, through collaboration, collective endeavour and negotiation;
- evaluate qualitative and/or quantitative data, through the selection, testing and appropriate use of materials and processes and environments;
- appreciate their strengths and weaknesses as learners.

Indicative Content

Please give a brief concise outline of the Module.

Students will explore and investigate the ways that different art and design discipline interact, overlap and conflict. Through a series of workshops students will develop their creative skills using 2D and 3D experimentation. The use of CAD, drawing, fabric development, other methods and techniques. Students will produce a body of exploratory design work leading to a personal direction. This will then provide the students with the foundation from which they will develop a fashion brief and a final piece normally a garment.
**Total study hours for module**
(UGs = 100 hrs per 10 credits
PGs = 100 hrs per 10 credits)

200

**Teaching Methods**
A variety of methods will be used to deliver the module.

- **Lectures**: to introduce the context and aims of the module
- **Seminars**: to discuss the nature of the pathways
- **Practical sessions/workshops**: to develop interdisciplinary skills and approaches to fashion projects
- **Individual tutorials**: to provide formative feedback and use as diagnostic directional tool

**Private Study Time**

- **How spent**
  - Experimentation & research
  - Development and realisation of final garment
  - Evaluation

**Monitoring of progress**

- **Tutorials**
- **Observations**

**Assessment**

- **Evaluation and direction, Research manual with experimentation/technical notes and analysis** 60%
- **Final design work/material outcome** 40%
Bibliography:

**Essential**

*(Selected reading from the following texts)*


**Recommended**


**Recommended Journals**

Creative Review
Surface

**Recommended Website**

www.showstudio.com
Module Title: Personal and Professional Development 1

Module Code: OUPD101

Level: 1

Module Credits: 10

Semester(s) in which taught: 1&2

Name of Module Leader: Ian Smith

Module Aims:
The module encourages students to take responsibility for development of their own practice. Students will research, produce and reflect on work that relates to their own interests and needs as a developing practitioner and communicate the outcomes of this reflection to staff and peers.

Degree Programmes for which the module is intended:
- Compulsory module for:
  - BA (Hons) Fashion
  - BA (Hons) Visual Communication
  - BA (Hons) Printed and Surface Textiles
  - BA (Hons) Three Dimensional Design (Furniture)
  - BA (Hons) Interior Architecture and Design
  - BA (Hons) Art & Design (Interdisciplinary)
  - FD Creative Advertising
  - FD Furniture Making

- Optional module for:
  - NA

- Elective Module?
  - NA

Pre-requisite Qualifications:
(e.g., 'A' level background
Attendance at a previous module)

Standard Entry Requirements

Co-requisite Modules:

None

This module replaces:
(if applicable)

N/A

This module is mutually exclusive with:

N/A
Learning Outcomes

At the end of the module students will have the ability to:

- appreciate their strengths and weaknesses as learners;
- develop an ongoing personal and professional skills profile and action plan for further development at level 2;
- identify and report on their personal development with reference to contemporary practice and/or historical influences and how these influence their work;
- use oral and visual presentation skills effectively to communicate to staff and peers.

Indicative Content

Please give a brief concise outline of the Module.

Students will be introduced to the format and techniques to compile an extensive Personal Development Portfolio (PDP) which will include a personal development report and other evidence which enable them to reflect on their learning throughout the first year of their course and analyse how this informs their personal interest and emerging style. Facilitated through seminars with staff / peers and tutorials students will develop an understanding of their strengths and weaknesses, the interconnectivity between different modules on the course and develop skill to present themselves orally, visually and in writing to a defined internal and/or external audience.
Total study hours for module
(UGs = 100 hrs per 10 credits
PGs = 100 hrs per 10 credits)

100

Teaching Methods
A variety of methods will be used to deliver the module.

Lectures to introduce presentation and study skills
Group Tutorials to share ideas with peers and develop communication skill
Individual Tutorials to monitor and guide student progress
Seminar Presentations to staff and peer group

Private Study Time

How spent
Research
Preparation development report
Preparation for seminars

Monitoring of progress

Individual tutorials
Student self evaluation
Skills profile

Assessment

Personal Development Portfolio 50%
Presentation 50%

Bibliography:
An individual selection of book/journals and web based research to support a particular line of enquiry and research.
## Module Descriptor

<table>
<thead>
<tr>
<th>Module Title</th>
<th>CONTEXTUAL AND THEORETICAL STUDIES 1</th>
</tr>
</thead>
<tbody>
<tr>
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<td>OUCS 106</td>
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<tr>
<td>Module Credits</td>
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<tr>
<td>Level:</td>
<td>1</td>
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<tr>
<td>Semester(s) in which taught:</td>
<td>1 &amp; 2</td>
</tr>
<tr>
<td>Name of Module Leader</td>
<td>James Beighton</td>
</tr>
</tbody>
</table>

### Module Aims
To introduce and develop the skills required for conceptual and critical thinking within art and design. The module will enable students to develop and use study skills to communicate their growing understanding of cultural, historical, social, political, technological, and other appropriate art and design contexts.

### Degree Programmes for which the module is intended:
- Compulsory module for:
  - BA (Hons) Printed Textiles/Surface Pattern
  - BA (Hons) Fashion
  - BA (Hons) Visual Communication
  - BA (Hons) Interior Design
  - BA (Hons) Art and Design (Interdisciplinary)
  - BA (Hons) Furniture
  - BA (Hons) Fine Art
  - BA (Hons Graphic Design
  - FD Design for Digital Media
  - FD Photography
  - FD Advertising
  - FD Furniture Making

### Compulsory module for:
- BA (Hons) Printed Textiles/Surface Pattern
- BA (Hons) Fashion
- BA (Hons) Visual Communication
- BA (Hons) Interior Design
- BA (Hons) Art and Design (Interdisciplinary)
- BA (Hons) Furniture
- BA (Hons) Fine Art
- BA (Hons Graphic Design
- FD Design for Digital Media
- FD Photography
- FD Advertising
- FD Furniture Making

### Optional module for:

### Elective Module?

### Prerequisite Qualifications
(e.g., 'A' level background Attendance at a previous module)
- Standard entry requirements

### Co-requisite Modules
- None

### This module replaces:
(if applicable)
- N /A

### This module is mutually exclusive with:
- None
Learning outcomes

At the end of this module you will have the ability to:

- Critically evaluate works of art, design and/or media through consideration of image, object, context, process and text (Critical Awareness)
- Develop an understanding of artistic, cultural, historical, technological, social, political and other appropriate contexts, relevant to the subject discipline (Comprehension)
- Undertake research in order to develop an understanding and subject contextualisation of the writings and works of others (Research)
- Communicate effectively in oral and written forms, thus demonstrating effective time management, organisational skills and professionalism (Communication)

Indicative Content

Please give a brief concise outline of the Module.

This module provides an introduction to the critical and historical background to art, design and visual culture relevant to the subject discipline. The module comprises of a lecture and seminar programme which is supplemented by tutorials and students' independent studies.

The lecture and seminar programme will introduce the student to a variety of images and texts which may provide sources for further investigation in their own practice. Students will be encouraged to work independently and employ a variety of study skills which will assist in the production of written work and an oral presentation as required by briefs.
Total study hours for module
(UGs = 100 hrs per 10 credits
PGs = 100 hrs per 10 credits)

100

Teaching Methods
A variety of methods will be used to deliver the module

Lectures to introduce the main concepts and contexts, as well as to show examples of the work of selected artists and designers

Seminars to deepen the group understanding of concepts introduced and improve verbal communication skills using debate and argument.

Tutorials to reinforce individual understanding and ensure that the knowledge learnt is contextualised for the student’s individual subject area.

Private Study Time

How spent

Preparatory reading
Seminar development
Essay development
Working on a critical Diary

Monitoring of progress

Essay/ seminar progress tutorials
Seminar presentation on work in progress

Assessment

Essay (1500 words) 50 %
Oral presentation 25 %
Critical Notebook 25 %
**BA (Hons.) FASHION**

**CONTEXTUAL AND THEORETICAL STUDIES BIBLIOGRAPHY Level One**

**Recommended**

(The recommended texts below are examples of reading materials that could be useful to students for this module and are sometimes referred to by staff when introducing information. They are listed here to help you contextualise and deepen an awareness of the information provided alongside the critical studies level one module handbook.

<table>
<thead>
<tr>
<th>Author</th>
<th>Title</th>
<th>Publisher</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mendez, V.</td>
<td><em>20th Century Fashion</em></td>
<td>London, Thames and Hudson</td>
</tr>
<tr>
<td>Wilson, E.</td>
<td><em>Adorned in Dreams</em></td>
<td>London, I.B. Tauris</td>
</tr>
</tbody>
</table>
Pathway A
Fashion and Innovation
### Module Descriptor

<table>
<thead>
<tr>
<th>Module Title</th>
<th>Application of Design</th>
</tr>
</thead>
<tbody>
<tr>
<td>Module Code</td>
<td>OUFC201</td>
</tr>
<tr>
<td>Module Credits</td>
<td>20</td>
</tr>
<tr>
<td>Level</td>
<td>2</td>
</tr>
<tr>
<td>Semester(s) in which taught</td>
<td>1</td>
</tr>
<tr>
<td>Name of Module Leader</td>
<td>Caroline Riches</td>
</tr>
</tbody>
</table>

#### Module Aims
To develop students understanding of the contextual and professional location of their creative practice through the application of design skills to a defined market level. To encourage students to develop their design ideas and share this with a team to arrive at a unified collection of ranges. To further develop evaluation and presentation skills.

#### Degree Programmes for which the module is intended:
- **Compulsory module for:**
  - BA (Hons) Fashion

#### Pre-requisite Qualifications:
(e.g., ‘A’ level background
Attendance at a previous module)
- Standard Entry Requirements
- Successful completion of Level 1 (120 credits)

#### Co-requisite Modules
- None

#### This module replaces:
(if applicable)
- N/A

#### This module is mutually exclusive with:
- N/A
Learning Outcomes

At the end of this module students will have the ability to:

- study independently, set goals, manage own workload and meet deadlines;
- appreciate and employ key methods of research, ideas development and design in a
  fashion context, and critically evaluate the appropriateness of these methods;
- adjust to professional and disciplinary boundaries and interact effectively with others
  through collaboration, and negotiation;
- effectively communicate responses to briefs, through visual, oral and written forms
  of expression, to a range of audiences, including design professionals, clients and
  markets.

Indicative Content

Please give a brief concise outline of the Module.

Brief/s will focus on students producing design solution/s for a range as part of a collection
for a named brand. Students will work independently at the outset and produce a body of
personal research and development which they will then share with team members. The
concept of teamwork will be introduced by staff and students encouraged to form with team
members to share and define each members responsibility. Each member to take on a role
within the team to arrive at a collection of ranges that work together to the defined market
level. Towards the end of the module students will make a team presentation to peers and
staff and personally evaluate their learning experience.
**Total study hours for module**
(UGs = 100 hrs per 10 credits  
PGs = 100 hrs per 10 credits)

<table>
<thead>
<tr>
<th>Hours</th>
<th>200</th>
</tr>
</thead>
</table>

**Teaching Methods**

- **Lecture**: to introduce the context, aims and content of the module
- **Seminars**: to discuss research methods and the role of the designer working as part of a team
- **Group tutorials**: to provide formative feedback
- **Practical Classes**: to develop research/practices and a professional approach to design and visual presentation skills

**Private Study Time**

<table>
<thead>
<tr>
<th>How spent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal research and development of 2D work</td>
</tr>
<tr>
<td>Presentation of design work in a 2D format</td>
</tr>
<tr>
<td>Evaluation</td>
</tr>
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</table>

**Monitoring of progress**

<table>
<thead>
<tr>
<th>Methods</th>
</tr>
</thead>
<tbody>
<tr>
<td>Group tutorials/crits</td>
</tr>
<tr>
<td>Informal individual tutorials</td>
</tr>
<tr>
<td>Studio observation</td>
</tr>
</tbody>
</table>

**Assessment**

<table>
<thead>
<tr>
<th>Elements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Written evaluation, A file of visual research and development 60%</td>
</tr>
<tr>
<td>Portfolio of design work and visual presentation 40%</td>
</tr>
</tbody>
</table>
Bibliography:

Essential

(Selected reading from the following texts)


Recommended


Recommended Journals

Textile View
View on Colour
Drapers Record

Recommended Website

www.fuk.co.uk
www.wgsn-edu.com
www.fashioninformation.com
Module Descriptor

Module Title: Innovative Cut

Module Code: OUFC203
Module Credits: 10

Level: 2
Semester(s) in which taught: 1

Name of Module Leader: Caroline Riches

Module Aims
This module will focus on the development of directional fashion solutions through personal research and exploration of innovative cutting methods. The art of modelling and moulage methods will aid the development of new practical, analytical and innovative cutting skills. The module will investigate innovative manufacturing techniques in the realisation of an innovative prototype.

Degree Programmes for which the module is intended:

Compulsory module for:
BA (Hons) Fashion

Optional module for:

Elective Module?

Pre-requisite Qualifications:
(e.g., ‘A’ level background Attendance at a previous module)
Standard Entry Requirements
Successful completion of Level 1 (120 credits)

Co-requisite Modules:
None

This module replaces:
(if applicable)
N/A

This module is mutually exclusive with:
N/A
Learning Outcomes

At the end of this module students will have the ability to:

- study independently, set goals, manage own workloads and meet deadlines;
- appreciate and employ key methods of research, ideas development and production in the design of innovative garments and critically evaluate the appropriateness of these methods;
- demonstrate an understanding of the practical competencies and techniques required in the development of 3D and flat pattern methods essential for the creation of innovative prototypes;
- apply the design and production skills required to realise an innovative and appropriate prototype/garment in preparation for a career in Fashion.

Indicative Content

Please give a brief concise outline of the Module.

This module will be brief led to provide a framework for students’ technical and creative development. Students will be developing their existing pattern knowledge through the fusion of 3D and flat pattern making techniques used within innovative fashion. Through visual investigation, recording, using exploratory methods of creating complex and innovative prototypes students will translate a two dimensional design into a prototype/garment through physically working in three dimensions.

On completion of this module students will have the ability to make informed decisions in the selection of the most appropriate methods of advanced pattern making techniques through developed knowledge and understanding of innovative cutting.
<table>
<thead>
<tr>
<th>Total study hours for module</th>
<th>100</th>
</tr>
</thead>
<tbody>
<tr>
<td>(UGs = 100 hrs per 10 credits</td>
<td></td>
</tr>
<tr>
<td>PGs = 100 hrs per 10 credits)</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Teaching Methods</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Lectures and briefings:</strong> to introduce the context aims and content of the module</td>
</tr>
<tr>
<td><strong>Individual tutorials and group reviews:</strong> to provide formative feedback</td>
</tr>
<tr>
<td><strong>Practical classes and workshops:</strong> workshops will introduce innovative cutting and manufacturing techniques. Practical classes develop students research, design and visual experimentation skills</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Private Study Time</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>How spent</strong></td>
</tr>
<tr>
<td>Visual Research with comment and analysis</td>
</tr>
<tr>
<td>2D &amp; 3D experimentation</td>
</tr>
<tr>
<td>Prototype/garment</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Monitoring of progress</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Group reviews</strong></td>
</tr>
<tr>
<td><strong>Work tutorials</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Assessment</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>A file of visual reference with comment and analysis, Evidence of recording 2D &amp; 3D experimentation and design (patterns/toiles/photography analytical investigation)</strong></td>
</tr>
<tr>
<td>Prototype/garment</td>
</tr>
</tbody>
</table>
Bibliography:  
Essential 

(Selected reading from the following texts)  

Balenciage Paris, Pamela Golbin, Nicholas Ghesquiere, and Fabien Baron  


Recommended  


Recommended Journals  
Dazed and Confused, Another magazines, Nylon, Tank, Wallpaper, Spruce, Surface Vogue Italia.  

Recommended Website  
www.fuk.co.uk  
www.wgsn-edu.com  
www.fashioninformation.com  
www.showstudio.com
# Module Descriptor

<table>
<thead>
<tr>
<th>Module Title</th>
<th>Digital Realisation Techniques</th>
</tr>
</thead>
<tbody>
<tr>
<td>Module Code</td>
<td>OUFC205</td>
</tr>
<tr>
<td>Module Credits</td>
<td>10</td>
</tr>
<tr>
<td>Level</td>
<td>2</td>
</tr>
<tr>
<td>Semester(s) in which taught</td>
<td>2</td>
</tr>
<tr>
<td>Name of Module Leader</td>
<td>Ian Smith</td>
</tr>
</tbody>
</table>

## Module Aims
This module exposes students to a broader range of digital and lens based media skills within the context of fashion imagery. Students will explore various visual media, including CAD software, animation and video in order to develop their skills alongside the more traditional methods of image making. Through a range of practical projects students will explore innovative ways of communicating fashion in line with technology used by contemporary fashion professionals.

## Degree Programmes for which the module is intended:

<table>
<thead>
<tr>
<th>Compulsory module for:</th>
</tr>
</thead>
<tbody>
<tr>
<td>BA (Hons) Fashion</td>
</tr>
</tbody>
</table>

## Pre-requisite Qualifications:
(e.g., 'A' level background Attendance at a previous module)

| Standard Entry Requirements Successful completion of Level 1 (120 credits) |

## Co-requisite Modules:

| None |

## This module replaces: (If applicable)

| N/A |

## This module is mutually exclusive with:

| N/A |
Learning Outcomes

At the end of this module students will have the ability to:

- appreciate and employ the main methods of enquiry in the subject and critically evaluate the appropriateness of these in a fashion context;
- adjust to professional and disciplinary boundaries;
- select, analyse and make appropriate use of a range of digital techniques;
- select and employ communication and information technologies.

Indicative Content

Please give a brief concise outline of the Module.

Through a series of workshops students will explore the impact of new technology in communicating fashion. Traditional methods such as hand rendered drawing will be developed along with the use of CAD, photography, web design and animation in order to create innovative ways to communicate fashion.

Students will evaluate the different digital realisation methods in order to identify the relevance to their personal practice. They will then apply one or more of these methods in the Fashion Concepts and New Media module.
<table>
<thead>
<tr>
<th><strong>Total study hours for module</strong></th>
<th>100</th>
</tr>
</thead>
<tbody>
<tr>
<td>(UGs = 100 hrs per 10 credits</td>
<td></td>
</tr>
<tr>
<td>PGs = 100 hrs per 10 credits</td>
<td></td>
</tr>
</tbody>
</table>

**Teaching Methods**

- **Lectures:** to introduce the context and aims of this module and explain each of the disciplines contained in the module.

- **Seminars:** to discuss ways of developing two dimensional fashion drawing and design work into digital form with reference to contemporary practitioners.

- **Practical Classes:** demonstrate digital realisation technical using a series of different computer applications and time and lens based media

- **Group Tutorials:** monitoring progression of student’s development of ideas and personal solutions.

<table>
<thead>
<tr>
<th><strong>Private Study Time</strong></th>
<th><strong>How spent</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Brief analysis/interpretation</td>
</tr>
<tr>
<td></td>
<td>Development/evidencing of technical skill/exploration</td>
</tr>
<tr>
<td></td>
<td>Evaluation</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Monitoring of progress</strong></th>
<th><strong>Interim/group crits</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Self evaluation</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Assessment</strong></th>
<th>Technical file of methods and processes 20%</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Evaluation in the context of personal practice</td>
</tr>
<tr>
<td></td>
<td>Portfolio of outcomes showcasing how the digital techniques covered can be combined, applied and developed 80%</td>
</tr>
</tbody>
</table>
Bibliography:

Essential

(Selected reading from the following texts)


Recommended


Recommended Journals

Creative Review, London Centaur Communications Ltd

Design Week, London, Morag Arman-Addey

Recommended Website

www.igons.com
www.kctv.co.uk
www.showstudio.com
www.wgsn-edu.com
www.fuk.co.uk
www.blowpr.co.uk
Module Title: Fashion Concepts and New Media

Module Code: OUFC206

Module Credits: 20

Level: 2

Semester(s) in which taught: 2

Name of Module Leader: Ian Smith

Module Aims:
This module will develop student’s awareness of designing for a consumer market, brand or audience. This module explores the creative combination of traditional presentation methods with new technology. Students will design a range of fashion products for a specific consumer market, brand or audience.

A variety of fashion communication methods will be developed into a promotional campaign, evidenced through a visual and oral presentation for this chosen area.

Degree Programmes for which the module is intended:

<table>
<thead>
<tr>
<th>Compulsory module for:</th>
<th>Optional module for:</th>
<th>Elective Module?</th>
</tr>
</thead>
<tbody>
<tr>
<td>BA (Hons) Fashion</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Pre-requisite Qualifications:
(e.g., ‘A’ level background
Attendance at a previous module)

Co-requisite Modules:
None

This module replaces:
(if applicable)
N/A

This module is mutually exclusive with:
N/A
Learning Outcomes

At the end of this module students will have the ability to:

- employ key methods of research, ideas development in the design and communication of fashion, and critically evaluate the appropriateness of these methods;

- apply a diverse range of design skills to fashion, and the communication of fashion concepts through digital media and promotion.

- communicate in a professional manner, responses to briefs, through visual, oral and written forms of expression, to a range of audiences, including design professionals, clients and target markets;

Indicative Content

Please give a brief concise outline of the Module.

Through in-depth research students will identify current forms of fashion communication. From their research students will develop concepts in new and innovative ways in order to communicate fashion to a range of audiences. Students will further explore and apply a combination of digital/ hand rendered techniques to communicate their outcomes in a professional and contemporary context.
**Total study hours for module**  
(UGs = 100 hrs per 10 credits  
PGs = 100 hrs per 10 credits)  

<table>
<thead>
<tr>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>200</td>
</tr>
</tbody>
</table>

**Teaching Methods**

- **Lecture:** The aims of the module and exploring communication to different markets.
- **Seminars:** Discussions about appropriateness of design and presentation work for different markets and audiences.
- **Practical Classes:** Further exploration of traditional and technological presentation techniques.

**Private Study Time**

<table>
<thead>
<tr>
<th>How spent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Research</td>
</tr>
<tr>
<td>Design Development</td>
</tr>
<tr>
<td>Visual Presentation</td>
</tr>
<tr>
<td>Verbal Presentation</td>
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</tbody>
</table>

**Monitoring of progress**

<table>
<thead>
<tr>
<th>Review of research</th>
</tr>
</thead>
<tbody>
<tr>
<td>Small group tutorials</td>
</tr>
<tr>
<td>Self evaluation</td>
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</tbody>
</table>

**Assessment**

<table>
<thead>
<tr>
<th>A file of visual research with comment and analysis</th>
<th>30%</th>
</tr>
</thead>
<tbody>
<tr>
<td>2D design package, evidencing your design concept and direction.</td>
<td>40%</td>
</tr>
<tr>
<td>Professional oral and visual design presentation</td>
<td>30%</td>
</tr>
</tbody>
</table>
Bibliography:

Essential

(Selected reading from the following texts)


Recommended


Recommended Journals

Tank
Campaign
Creative Review
Textile View
International Textiles
View on Colour

Recommended Website

www.wgsn-edu.com
www.adbrands.net
www.fashionriot.com
www.fuk.co.uk

46
### Module Title
Research Practices

### Module Code
OUFC208

### Module Credits
10

### Level
2

### Semester(s) in which taught
2

### Name of Module Leader
Caroline Riches

### Module Aims
This module will allow students to combine their critical understanding with their creative skills and will encourage recording both visually and theoretically the development of their ideas by linking their critical studies work with studio practice. It will further develop students' understanding of integrating design with critical theory and will require students to analyse academic text in order to develop a personal approach to fashion design practice. Students will develop a body of personal research work from which they will design a range of garments and make up a single piece.

### Degree Programmes for which the module is intended:

<table>
<thead>
<tr>
<th>Compulsory module for:</th>
</tr>
</thead>
<tbody>
<tr>
<td>BA (Hons) Fashion</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Optional module for:</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Elective Module?</th>
</tr>
</thead>
</table>

### Prerequisite Qualifications:

<table>
<thead>
<tr>
<th>Standard Entry Requirements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Successful completion of Level 1 (120 credits)</td>
</tr>
</tbody>
</table>

### Co-requisite Modules:

| None |

### This module replaces:

| N/A |

<table>
<thead>
<tr>
<th>(if applicable)</th>
</tr>
</thead>
</table>

### This module is mutually exclusive with:

| N/A |

| (if applicable) |
Learning Outcomes

At the end of this module students will have the ability to:

- articulate ideas and information comprehensibly in visual, oral and written form;
- apply generic and subject specific intellectual qualities to standard situations outside the context in which they were originally studied employing the main methods of enquiry in the subject;
- demonstrate a broad understanding of the concepts, information, materials, processes, skills and critical discourses, which are standard features of fashion design;
- study independently, set goals, manage their own workloads and meet deadlines.

Indicative Content

Please give a brief concise outline of the Module.

Students will be required to select a text from their critical studies work and write their own brief based on the text analysis. They will then apply the design process to arrive at body of work showing research, development and final outcome. Students will organise and make up their design ideas through the production process, using technical support as required.
### Total study hours for module
(UGs = 100 hrs per 10 credits  
PGs = 100 hrs per 10 credits)

| 100 |

### Teaching Methods

| Lectures: to introduce aims and content of module |
| Seminar: to discuss content of lecture |
| Individual tutorial: to provide formal feedback to students |
| Practical sessions: to develop conceptual and practical work |

### Private Study Time

| How spent |
| Research and design work |
| Prep and production of design solution |
| Preparation of visual presentation of design outcome |

### Monitoring of progress

| Studio Observation |
| Individual Tutorial |
| Work Review |

### Assessment

| Personal brief/proposal informed by text analysis 30% |
| Research manual and design work 40% |
| Professionally realised design solution 30% |
Bibliography:

Essential
(Selected reading from the following texts)


Recommended


Recommended Journals

Textile View

View on Colour

Drapers Record

Recommended Website

www.designmuseum.org
www.vam.ac.uk
www.fuk.co.uk
www.wgsn-edu.com
www.fashioninformation.com
**Module Descriptor**

<table>
<thead>
<tr>
<th>Module Title</th>
<th>Personal and Professional Development 2</th>
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</thead>
<tbody>
<tr>
<td>Module Code</td>
<td>OUPD201</td>
</tr>
<tr>
<td>Credits</td>
<td>10</td>
</tr>
<tr>
<td>Level</td>
<td>2</td>
</tr>
<tr>
<td>Semester(s)</td>
<td>1&amp;2</td>
</tr>
<tr>
<td>Name of Module Leader</td>
<td>Caroline Riches</td>
</tr>
</tbody>
</table>

**Module Aims**

This module focuses on self evaluation and critical and conceptual awareness in relation to professional practice and career aspirations. Students will prepare for work placement or simulated work practice and develop self promotion material. They will research areas of professional interest in preparation for a career in their chosen field and hone presentation skills and other techniques in their discipline to a professional standard.

**Degree Programmes for which the module is intended:**

<table>
<thead>
<tr>
<th>Compulsory module for:</th>
</tr>
</thead>
<tbody>
<tr>
<td>BA (Hons) Fashion</td>
</tr>
<tr>
<td>BA (Hons) Visual Communication</td>
</tr>
<tr>
<td>BA (Hons) Printed and Surface Textiles</td>
</tr>
<tr>
<td>BA (Hons) Three Dimensional Design (Furniture)</td>
</tr>
<tr>
<td>BA (Hons) Interior Architecture and Design</td>
</tr>
<tr>
<td>BA (Hons) Art &amp; Design (Interdisciplinary)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Optional module for:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Elective Module?</td>
</tr>
</tbody>
</table>

**Pre-requisite Qualifications:**

(e.g., 'A' level background Attendance at a previous module)

<table>
<thead>
<tr>
<th>Standard Entry Requirements</th>
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<tbody>
<tr>
<td>Successful completion of Level 1 (120 credits)</td>
</tr>
</tbody>
</table>

**Co-requisite Modules:**

| None |

**This module replaces:**

(if applicable)

| N/A |

**This module is mutually exclusive with:**

| N/A |
Learning Outcomes

At the end of the module students will have the ability to:

Research, document and critically evaluate material related to their profession, identifying opportunities for employment and/ or further study or work placement

Manage own roles and responsibilities, develop organisational and reflective skills and meet deadlines;

Use presentation skills to effectively communicate their emerging practice and career aspirations in a professional context and in readiness for level 3 studies.

Develop and implement a personal promotion strategy to communicate to relevant organisations.

Indicative Content

Please give a brief concise outline of the Module.

Students will continue from level 1 developing their Personal Development Portfolio (PDP) with a focus on how they prepare for engaging in a professional context appropriate to their course. There will be an emphasis on research, self evaluation, and critical and conceptual awareness in relation to their existing or emerging career aspirations. Students will develop a personal promotion strategy in readiness for professional engagement which may include CV building, portfolio preparation and use of other communication tools. The module will culminate in a presentation to staff and peers summarising their career aspirations, their strategy to communicate with employers and their provisional focus for level 3 study.
Total study hours for module
(UGs = 100 hrs per 10 credits
PGs = 100 hrs per 10 credits)

100

Teaching Methods
A variety of methods will be used to deliver the module.

- Lectures to introduce presentation and study skills.
- Group Tutorials to share ideas with peers and develop communication skill.
- Individual Tutorials to monitor and guide student progress.
- Seminar Presentations to staff and peer group.

Private Study Time

<table>
<thead>
<tr>
<th>How spent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Research</td>
</tr>
<tr>
<td>Preparation</td>
</tr>
<tr>
<td>development report</td>
</tr>
<tr>
<td>Preparation</td>
</tr>
<tr>
<td>for seminars</td>
</tr>
</tbody>
</table>

Monitoring of progress

<p>| |</p>
<table>
<thead>
<tr>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual tutorials</td>
</tr>
<tr>
<td>Student self evaluation</td>
</tr>
<tr>
<td>Skills profile</td>
</tr>
</tbody>
</table>

Assessment

<table>
<thead>
<tr>
<th>Assessment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal Development Portfolio</td>
</tr>
<tr>
<td>Presentation</td>
</tr>
<tr>
<td>50%</td>
</tr>
<tr>
<td>50%</td>
</tr>
</tbody>
</table>

Bibliography:
An individual selection of book/journals and web based research to support a particular line of enquiry and research.
## Module Descriptor

### Module Title
CONTEXUAL AND THEORETICAL STUDIES 2

### Module Code
OUCS 206

### Module Credits
20

### Level
2

### Semester(s) in which taught
1 & 2

### Name of Module Leader
James Beighton

### Module Aims
The aim of the module is to extend the students critical and analytical skills in relation to art and design theory. The module also aims to develop an understanding of research methodologies as a preparation for dissertation writing at level three.

### Degree Programmes for which the module is intended:

**Compulsory module for:**
- BA (Hons) Printed Textiles/Surface Pattern
- BA (Hons) Fashion
- BA (Hons) Visual Communication
- BA (Hons) Interior Design
- BA (Hons) Art and Design (Interdisciplinary)
- BA (Hons) Furniture
- BA (Hons) Fine Art
- BA (Hons Graphic Design
- BA (Hons) Level 3 Design for Digital Media
- BA (Hons) Level 3 Photography
- BA (Hons) Level 3 Advertising Design
- BA (Hons) Level 3 Furniture Making

**Optional module for:**

**Elective Module?** No

### Pre-requisite Qualifications:
(e.g., 'A' level background Attendance at a previous module)

As those required for entry to level 2
BA (Hons) Programme
Learning Outcomes

At the end of this module students will have the ability to:

- demonstrate a broad understanding of the history and theory of art, design and media with particular reference to your own discipline; (Comprehension)
- organise and manage a personal programme of analytical research from primary and secondary sources; (Research)
- present the results of this research in clearly communicated written, oral or other appropriate forms; (Communication)
- identify, evaluate and employ appropriate critical methodologies to art and design case studies of your own choice. (Critical Awareness)

Indicative Content

Please give a brief concise outline of the Module.

- The second year critical studies programme builds on the knowledge and research skills that students have acquired during the year one module. It will focus on the understanding of critical and research methodologies, and their application to a particular subject relevant to their studio practice, by means of a negotiated study.

- The lecture and seminar programme is designed to support the in-depth study skills required by the introduction of contemporary methodologies in art and/or design theory, critical analysis and theoretical discourse.

- Students will reflect upon the academic nature of their studio work and construct an emerging personal understanding of the relationship between theory and practice. This understanding will be used to produce a proposal for in depth study at level three.
<table>
<thead>
<tr>
<th>Total study hours for module</th>
<th>200</th>
</tr>
</thead>
<tbody>
<tr>
<td>(UGs = 100 hrs per 10 credits</td>
<td></td>
</tr>
<tr>
<td>PGs = 100 hrs per 10 credits)</td>
<td></td>
</tr>
</tbody>
</table>

**Teaching Methods**

A variety of methods will be used to deliver the module

- **Lectures** to introduce the main concepts and contexts, as well as to show examples of the work of selected artists and designers
- **Seminars** to deepen the group understanding of concepts introduced and improve verbal communication and rhetorical skills using debate and argument.
- **Tutorials** to reinforce individual understanding and ensure that the knowledge learnt is contextualised for the student’s individual subject area.

<table>
<thead>
<tr>
<th>Private Study Time</th>
<th>How spent</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Preparatory reading</td>
</tr>
<tr>
<td></td>
<td>Seminar development</td>
</tr>
<tr>
<td></td>
<td>Essay development</td>
</tr>
<tr>
<td></td>
<td>Research for dissertation proposal</td>
</tr>
<tr>
<td></td>
<td>Dissertation proposal development and writing</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Monitoring of progress</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Essay / seminar tutorials</td>
</tr>
<tr>
<td></td>
<td>Seminar presentation on selected key texts</td>
</tr>
<tr>
<td></td>
<td>Tutorials / seminar dissertation proposal development</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Assessment</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>One essay (2500 words)</td>
<td>50%</td>
</tr>
<tr>
<td>One oral presentation</td>
<td>30%</td>
</tr>
<tr>
<td>One dissertation proposal</td>
<td>20%</td>
</tr>
</tbody>
</table>
Contextual and Theoretical Studies Level Two

Lectures and Bibliographies

The Contextual and Theoretical Studies 2 Module aims to develop your critical awareness and introduce you to some important methods of inquiry. You will attend both a shared lecture programme and a course specific seminar class.

The lectures cover twelve themes, incorporating a variety of theoretical positions; there will be the opportunity to discuss the content of these lectures both immediately following the lecture and with your seminar group.

The lectures are grouped into overarching headings and the bibliography is organized accordingly.

Using the Bibliography

At level two there is an emphasis on developing your fields of interest relevant to your own discipline.

Use the bibliography to select particular texts which are going to be useful to your own researches for the oral seminar presentation, the essay and wider research associated with your own practice.
BIBLIOGRAPHY

BA PROGRAMME: CONTEXTUAL AND THEORETICAL STUDIES YEAR 2

GENERAL – The references in this section are a good starting point from which to explore many of the issues introduced in the lecture programme.


www.theory.org.uk produced by The Institute of Communication Studies at Leeds University.
‘Fun’ guide to some cultural theorists and issues.
http://www.aber.ac.uk/media/Functions/mcs.html Aberystwyth University: ‘The Media and Communications studies site’. In particular the tabs on Gender / Film / Advertising / Visual Image (photography)

Useful Institutional websites:

Tate Gallery www.tate.org.uk
V&A Museum www.vam.ac.uk
Design Museum www.designmuseum.org
RIBA (Royal Institute of British Architects) www.riba.org
CABE (Architecture and the built environment) www.cabe.org.uk
INIVA (International visual arts) www.iniva.org

Collected Writings (Readers)


The following sections refer to different groups of lectures on the programme, additional references may be found on individual lecture handouts and recommendations from your seminar tutor.
MARX AND REACTIONS TO MARX (Lectures 1-3)

INTRODUCTORY


SPECIALIST

Baudrillard: Selected Writings, London, Polity
www.cultsock.ndirect.co.uk/MUHome/cshtml/ - Communication, Cultural and Media Studies

IDENTITY, THE BODY AND FEMINISM (Lectures 4-6)

INTRODUCTORY


SPECIALIST

Colomina, B. (1996) Privacy and Publicity, Princeton p.244-60

INSTITUTIONS, ETHICS AND POLITICS (Lectures 7-9)

INTRODUCTORY

McRobbie, A (1998) British Fashion Design: Rag trade or image industry, Routledge
Mau, B (2005) Massive Change, Phaidon
www.massivechange.com - Bruce Mau Design and the Institute without Boundaries

SPECIALIST

Borden, I (2001) Skateboarding, Space and the City, Berg
www.o2.org  Website of O2 - International network of green designers
www.biothinking.com  Website of Edwin Datschefski, green design consultant
www.cfsd.org.uk  Website of Centre for Sustainable Design, Surrey University
www.cat.org.uk  Website of Centre for Alternative Technology, Macchynleth, Wales
Module Title: Enterprise and Innovation

Module Code: OUCE255

Module Credits: 10

Level: 2

Semester(s) in which taught: 1 & 2

Name of Module Leader: Bridget March

Module Aims:
This module will explore the structure and context of organisations in the creative industries. It will also outline some of the laws and processes involved in running a small to medium sized creative business. The student will explore the basics of how to identify and define the market, the legal and financial obligations of running a small business, where to look for funding and how to plan and control finances.

Degree Programmes for which the module is intended:
Compulsory module for:
BA (Hons) Art and Design (Interdisciplinary)
BA (Hons) Fashion
BA (Hons) Fine Art (full time)
BA (Hons) Three Dimensional Design (Furniture)
BA (Hons) Graphic Design
BA (Hons) Printed Textiles and Surface Pattern Design
BA (Hons) Visual Communication
FD Design for Digital Media
FD Furniture Making
FD Photography

Optional module for: NA

Elective Module? No

Pre-requisite Qualifications:
Standard Entry Requirements
Successful completion of Level 1 (120 credits)

Co-requisite Modules:
None

This module replaces:
OUCE 252/253/254

This module is mutually exclusive with:
NA
Learning Outcomes

By the end of this module students will have the ability to:

- Demonstrate an understanding of a range of marketing principles.
- Use marketing tools to develop strategies.
- Demonstrate an understanding of the structures, strategies, methodologies and processes involved in the running of, or setting up of a small to medium sized creative business.

Indicative Content

Please give a brief concise outline of the Module.

- Organisational theory
- Managerial skills at different levels
- Business communications
- Corporate Social Responsibility
- Market analysis
- Defining / identifying and targeting market segments
- Business models (Ltd. Sole trader etc.)
- Legal obligations of different business types
- Governments agencies / funding organisations / professional and trade organisations.
- Taxation / PAYE/ Budgeting – cash flow forecasting
- Intellectual property law
- Insurance
- Using an accountant / basic book keeping
- Contract Law
- Residencies
### Total study hours for module

100

### Teaching Methods

A variety of methods will be used to deliver the module.

| Lectures to provide the underpinning theories of business |
| Seminars/workshops to develop communication and study skills |
| Tutorials to reinforce individual understanding and ensure that the knowledge learnt is contextualised for the student’s individual subject area |

### Private Study Time

| How spent |
| Reading for lectures |
| Preparation for presentation |
| Research and writing for final essay |

### Monitoring of progress

Learning will be checked through exercises during the sessions, practice presentations and tutorials.

### Assessment

1. Present your marketing plan in an appropriate business format to an audience of your peers and tutors

   35%

2. A 2000 word essay, business plan or case study, negotiated with your tutor, to demonstrate your understanding of the principles of modern business theory and practice in the creative industries.

   65%
Bibliography:

**Essential**
(Selected reading from the following texts)


**Recommended Reading**


**Recommended Websites**

[www.cardellmedia.co.uk](http://www.cardellmedia.co.uk)
[www.tompeters.com/freestuff](http://www.tompeters.com/freestuff)
[www.businessballs.com](http://www.businessballs.com)
[www.thedesigntrust.co.uk](http://www.thedesigntrust.co.uk)
[www.startups.co.uk](http://www.startups.co.uk)
[www.businesslink.gov.uk](http://www.businesslink.gov.uk)
[www.a-n.co.uk](http://www.a-n.co.uk)
Pathway B
Fashion and Design
## Module Descriptor

<table>
<thead>
<tr>
<th>Module Title</th>
<th>Application of Design</th>
</tr>
</thead>
<tbody>
<tr>
<td>Module Code</td>
<td>OUFC201</td>
</tr>
<tr>
<td>Module Credits</td>
<td>20</td>
</tr>
<tr>
<td>Level</td>
<td>2</td>
</tr>
<tr>
<td>Semester(s) in which taught</td>
<td>1</td>
</tr>
<tr>
<td>Name of Module Leader</td>
<td>Caroline Riches</td>
</tr>
</tbody>
</table>

### Module Aims
To develop students' understanding of the contextual and professional location of their creative practice through the application of design skills to a defined market level.
To encourage students to develop their design ideas and share this with a team to arrive at a unified collection of ranges.
To further develop evaluation and presentation skills.

### Degree Programmes for which the module is intended:

<table>
<thead>
<tr>
<th>Compulsory module for:</th>
<th>BA (Hons) Fashion</th>
</tr>
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<tbody>
<tr>
<td>Optional module for:</td>
<td></td>
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<tr>
<td>Elective Module?</td>
<td></td>
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</table>

### Pre-requisite Qualifications:
(e.g., 'A' level background Attendance at a previous module)

<table>
<thead>
<tr>
<th>Standard Entry Requirements</th>
<th>Successful completion of Level 1 (120 credits)</th>
</tr>
</thead>
</table>

### Co-requisite Modules
None

### This module replaces:
(if applicable)
N/A

### This module is mutually exclusive with:
N/A
Learning Outcomes

At the end of this module students will have the ability to:

- study independently, set goals, manage own workload and meet deadlines;
- appreciate and employ key methods of research, ideas development and design in a fashion context, and critically evaluate the appropriateness of these methods;
- adjust to professional and disciplinary boundaries and interact effectively with others through collaboration, and negotiation;
- effectively communicate responses to briefs, through visual, oral and written forms of expression, to a range of audiences, including design professionals, clients and markets.

Indicative Content

Please give a brief concise outline of the Module.

Brief/s will focus on students producing design solution/s for a range as part of a collection for a named brand. Students will work independently at the outset and produce a body of personal research and development which they will then share with team members. The concept of teamwork will be introduced by staff and students encouraged to form with team members to share and define each members responsibility. Each member to take on a role within the team to arrive at a collection of ranges that work together to the defined market level. Towards the end of the module students will make a team presentation to peers and staff and personally evaluate their learning experience.
**Total study hours for module**
(UGs = 100 hrs per 10 credits
PGs = 100 hrs per 10 credits)

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<table>
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<tbody>
<tr>
<td></td>
<td>200</td>
</tr>
</tbody>
</table>

**Teaching Methods**

**Lecture:** to introduce the context, aims and content of the module

**Seminars:** to discuss research methods and the role of the designer working as part of a team

**Group tutorials** to provide formative feedback

**Practical Classes:** to develop research/practices and a professional approach to design and visual presentation skills

**Private Study Time**

**How spent**

- Personal research and development of 2D work
- Presentation of design work in a 2D format
- Evaluation

**Monitoring of progress**

- Group tutorials/crits
- Informal individual tutorials
- Studio observation

**Assessment**

- Written evaluation, A file of visual research and development 60%
- Portfolio of design work and visual presentation 40%
Bibliography:

Essential

(Selected reading from the following texts)


Recommended


Recommended Journals

Textile View
View on Colour
Drapers Record

Recommended Website

[www.fuk.co.uk](http://www.fuk.co.uk)
[www.wgsn-edu.com](http://www.wgsn-edu.com)
[www.fashioninformation.com](http://www.fashioninformation.com)
Module Title: Design Realisation

Module Code: OUFC202
Module Credits: 10

Level: 2
Semester(s) in which taught: 1

Name of Module Leader: Caroline Riches

Module Aims:
This module will focus on the understanding, interpretation and realisation of the fashion product. It will include the combining of creative and practical approaches to design development with a strong commercial understanding. It will develop knowledge and understanding of the design process through ideas, generation, range planning and the production of a final garment.

Degree Programmes for which the module is intended:

Compulsory module for:
BA (Hons) Fashion

Optional module for:

Elective Module?

Pre-requisite Qualifications:
(e.g., 'A' level background
Attendance at a previous module)
Standard Entry Requirements
Successful completion of Level 1 (120 credits)

Co-requisite Modules:
None

This module replaces:
(if applicable)
N/A

This module is mutually exclusive with:
N/A
Learning Outcomes

At the end of this module students will have the ability to:

- study independently, set goals, manage own workload and meet deadlines.
- appreciate and employ key methods of research, ideas development and production in a design context, and critically evaluate the appropriateness of these methods;
- demonstrate a broad understanding of the concepts, information, practical competencies and techniques which are standard features in a range of aspects of the fashion design and visual presentation;
- apply generic and subject specific skills in order to establish an appropriate direction in design practice, in preparation for a career in Fashion whilst adjusting to professional and disciplinary boundaries.

Indicative Content

Please give a brief concise outline of the Module.

Students will develop their critical understanding of the design process through the principles of design research, analysis and the interpretation of design ideas, through 2D and 3D exploration, including analytical drawings.

Students will gain a practical insight into the methods for effectively developing design ideas that interpret current trends to arrive at fashion solutions for a defined market.

Technical skills will be developed further in this module particularly with regard to more advanced pattern making which will be applied to accurately respond to the commercial imperatives of the brief.
Total study hours for module
(UGs = 100 hrs per 10 credits
PGs = 100 hrs per 10 credits)

<table>
<thead>
<tr>
<th>Hours</th>
</tr>
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<tbody>
<tr>
<td>100</td>
</tr>
</tbody>
</table>

Teaching Methods

<table>
<thead>
<tr>
<th>Method</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lecture/Briefing</td>
<td>to introduce the context and aims of the module</td>
</tr>
<tr>
<td>Seminar</td>
<td>to explore industry case studies</td>
</tr>
<tr>
<td>Group Tutorials</td>
<td>to provide formative feedback</td>
</tr>
<tr>
<td>Practical sessions/workshops</td>
<td>to develop skills and techniques</td>
</tr>
</tbody>
</table>

Private Study Time

<table>
<thead>
<tr>
<th>How spent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Research file and design work</td>
</tr>
<tr>
<td>Preparation of patterns, technical file and brief</td>
</tr>
<tr>
<td>Finishing of final garment</td>
</tr>
</tbody>
</table>

Monitoring of progress

<table>
<thead>
<tr>
<th>Observation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Group tutorials</td>
</tr>
</tbody>
</table>

Assessment

<table>
<thead>
<tr>
<th>Assessment</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Research file/design work</td>
<td>20%</td>
</tr>
<tr>
<td>Patterns and technical package including technical brief</td>
<td>50%</td>
</tr>
<tr>
<td>Finished garment</td>
<td>30%</td>
</tr>
</tbody>
</table>
Bibliography:

Essential

(Selected reading from the following texts)


Recommended


Recommended Journals

Textile View
View on Colour
Drapers Record

Recommended Website

[www.fuk.co.uk](http://www.fuk.co.uk)
[www.wgsn-edu.com](http://www.wgsn-edu.com)
[www.fashioninformation.com](http://www.fashioninformation.com)
# Module Descriptor

<table>
<thead>
<tr>
<th>Module Title</th>
<th>Tailoring Processes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Module Code</td>
<td>OUFC204</td>
</tr>
<tr>
<td>Module Credits</td>
<td>10</td>
</tr>
<tr>
<td>Level</td>
<td>2</td>
</tr>
<tr>
<td>Semester(s) in which taught</td>
<td>2</td>
</tr>
<tr>
<td>Name of Module Leader</td>
<td>Angie Coburn-Hough</td>
</tr>
</tbody>
</table>

## Module Aims

Students will be introduced to bespoke and production tailoring processes through personal research and investigation into the origins and progression of the tailored garment. Students will practice tailoring processes, methods and techniques through workshops and studio sessions in order to develop an understanding of the principles of cut and construction for specific body types.

Students will develop a body of design work based on their research and newly acquired tailoring skill and will be encouraged to focus on the importance of cut in the development of contemporary and innovative tailored garments.

## Degree Programmes for which the module is intended:

- **Compulsory module for:**
  - BA (Hons) Fashion

## Pre-requisite Qualifications:

(e.g., 'A' level background Attendance at a previous module)

- **Standard Entry Requirements**
  - Successful completion of Level 1 (120 credits)

## Co-requisite Modules:

- None

## This module replaces:

(if applicable)

- N/A

## This module is mutually exclusive with:

- N/A
Learning Outcomes

At the end of this module students will have the ability to:

- study independently, set goals, manage your own workloads in order to meet deadlines within professional tailoring practices;

- appreciate and employ the main methods of investigation in the subject and origins of tailoring and critically evaluate the appropriateness of different methods of enquiry.

- select, analyse and make use of materials, processes, environments, and an appropriate range of techniques for tailored garments.

- demonstrate a broad understanding of the concepts, materials, processes, skills and critical discourses, which are standard features in the design of the tailored garment;

Indicative Content

Please give a brief concise outline of the Module.

Through research into the history of tailoring students will explore the relevance of bespoke tailoring in today’s fashion industry.

Taught workshops will introduce students to processes, methods and technical skills required for bespoke tailored garments.

Students will explore market trends in tailoring and current fashion with consideration being paid to the cut and fit suitable for men’s or ladies fashion tailored garments.

Students will practice these skills and submit a file of samples relating to tailored design work. From this they will select, design and communicate their ideas using analytical drawings and samples for a tailored garment with specific body shape in mind.
### Total study hours for module
(UGs = 100 hrs per 10 credits
PGs = 100 hrs per 10 credits)

<table>
<thead>
<tr>
<th>Total Study Hours</th>
<th>100</th>
</tr>
</thead>
</table>

### Teaching Methods

- **Lecture/s:** to provide overview of the history of tailoring in the context of the module
- **Seminar/s:** to discuss the lecture/s and approaches students may take
- **Practical sessions/workshops:** to develop skills and experimentation
- **Visiting lecturer:** to contextualise tailoring in contemporary fashion

### Private Study Time

<table>
<thead>
<tr>
<th>How spent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Research into history of tailoring</td>
</tr>
<tr>
<td>File of samples and notes of methods and processes of manufacture and development of samples</td>
</tr>
<tr>
<td>Design work</td>
</tr>
</tbody>
</table>

### Monitoring of progress

<table>
<thead>
<tr>
<th>Group review</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual tutorials</td>
</tr>
</tbody>
</table>

### Assessment

| Research file with comment and analysis and evaluation | 30% |
| Technical file of samples methods and processes and evidence of development. Design work | 70% |
Bibliography:

**Essential**

*(Selected reading from the following texts)*


**Recommended**


**Recommended Journals**

Contemporary fashion/design magazines

**Recommended Website**

[www.style.com](http://www.style.com)
[www.firstview.com](http://www.firstview.com)
Module Title: Applied Fashion Design

Module Code: OUFC207
Module Credits: 20

Level: 2
Semester(s) in which taught: 1

Name of Module Leader: Caroline Riches

Module Aims:
This module will focus on the development of student’s personal approaches to research to facilitate the generation of design ideas and expand on their current contemporary, commercial fashion awareness.
The role of trend prediction and its impact on fashion design and the global fashion industry will be explored in order to develop students understanding of designing for a specific market.
Students will be encouraged to cultivate a professional approach to the communication of design ideas through illustration, graphics and a variety of presentation techniques which will be developed into a trend prediction package evidenced through a visual and oral presentation.

Degree Programmes for which the module is intended:

- Compulsory module for:
  - BA (Hons) Fashion

- Optional module for:

- Elective Module?

Pre-requisite Qualifications:
(e.g., 'A' level background Attendance at a previous module)
Standard Entry Requirements
Successful completion of Level 1 (120 credits)

Co-requisite Modules:
None

This module replaces:
(if applicable) N/A

This module is mutually exclusive with:
N/A
Learning Outcomes

At the end of this module students will have the ability to:

- employ key methods of research and investigation into the global fashion industry and critically evaluate the appropriateness of these methods;
- apply a diverse range of creative design and practical skills in order to translate two-dimensional design ideas into garments.
- work within the professional boundaries of the global fashion industry.
- effectively communicate trend awareness through visual, oral and written articulation, to a range of audiences, including design professionals through the presentation of ideas and work appropriate for the target market;
- study independently, set goals, manage their workload and meet deadlines.

Indicative Content

Please give a brief concise outline of the Module.

Students will extend their knowledge of global and commercial fashion through extensive first and second hand research which will involve investigation into the trend cycle, trade fairs, yarn fairs etc. They will interpret their research and utilise their skills from previous modules in order to generate design ideas for a range of garments. Students will demonstrate a knowledge of designers’ roles within the context of the global fashion industry evidencing trend and market awareness through the reflection of the content of the module. At the end of the module students will present their design and trend package to their peers and tutors utilising professional presentation techniques.
**Total study hours for module**
(UGs = 100 hrs per 10 credits
PGs = 100 hrs per 10 credits)

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td></td>
<td>200</td>
<td></td>
</tr>
</tbody>
</table>

**Teaching Methods**

<table>
<thead>
<tr>
<th>Lectures:</th>
<th>to introduce the context, aims of this module.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Group critique:</td>
<td>to provide formative feedback to students.</td>
</tr>
<tr>
<td>Practical sessions:</td>
<td>to develop and embed students knowledge and skills in the applying of design principles.</td>
</tr>
</tbody>
</table>

**Private Study Time**

<table>
<thead>
<tr>
<th>How spent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Research</td>
</tr>
<tr>
<td>Design Development</td>
</tr>
<tr>
<td>Visual Presentation</td>
</tr>
<tr>
<td>Verbal Presentation</td>
</tr>
</tbody>
</table>

**Monitoring of progress**

<p>| |</p>
<table>
<thead>
<tr>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Group reviews</td>
</tr>
<tr>
<td>Work tutorials verbal &amp; visual</td>
</tr>
<tr>
<td>Group, presentations/critiques</td>
</tr>
</tbody>
</table>

**Assessment**

<p>| |</p>
<table>
<thead>
<tr>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>A file of visual research with comment, analysis and critical evaluation 30%</td>
</tr>
<tr>
<td>2D design package including trend prediction and fabric/yarn awareness 40%</td>
</tr>
<tr>
<td>Professional oral and visual design Presentation to peers and tutors. 30%</td>
</tr>
</tbody>
</table>
Bibliography:

**Essential**
*(Selected reading from the following texts)*


**Recommended**

Black, S (2005) *Knitwear in Fashion*, Thames and Hudson Ltd


**Recommended Journals**

Textile View

View on Colour

Drapers Record

**Recommended Website**

[www.fuk.co.uk](http://www.fuk.co.uk)
[www.wgsn-edu.com](http://www.wgsn-edu.com)
[www.fashioninformation.com](http://www.fashioninformation.com)
# Module Descriptor

<table>
<thead>
<tr>
<th>Module Title</th>
<th>Research Practices</th>
</tr>
</thead>
<tbody>
<tr>
<td>Module Code</td>
<td>OUFC208</td>
</tr>
<tr>
<td>Module Credits</td>
<td>10</td>
</tr>
<tr>
<td>Level</td>
<td>2</td>
</tr>
<tr>
<td>Semester(s) in which taught</td>
<td>2</td>
</tr>
<tr>
<td>Name of Module Leader</td>
<td>Caroline Riches</td>
</tr>
</tbody>
</table>

## Module Aims
This module will allow students to combine their critical understanding with their creative skills and will encourage recording both visually and theoretically the development of their ideas by linking their critical studies work with studio practice. It will further develop students understanding of integrating design with critical theory and will require students to analyse academic text in order to develop a personal approach to fashion design practice. Students will develop a body of personal research work from which they will design a range of garments and make up a single piece.

## Degree Programmes for which the module is intended:

<table>
<thead>
<tr>
<th>Compulsory module for:</th>
</tr>
</thead>
<tbody>
<tr>
<td>BA (Hons) Fashion</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Optional module for:</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Elective Module?</th>
</tr>
</thead>
</table>

## Prerequisite Qualifications:
(e.g., 'A' level background Attendance at a previous module)

Standard Entry Requirements Successful completion of Level 1 (120 credits)

## Co-requisite Modules:
None

## This module replaces:
(if applicable)
N/A

## This module is mutually exclusive with:
N/A
## Learning Outcomes

At the end of this module students will have the ability to:

- articulate ideas and information comprehensibly in visual, oral and written form;
- apply generic and subject specific intellectual qualities to standard situations outside the context in which they were originally studied employing the main methods of enquiry in the subject;
- demonstrate a broad understanding of the concepts, information, materials, processes, skills and critical discourses, which are standard features of fashion design;
- study independently, set goals, manage their own workloads and meet deadlines.

## Indicative Content

Please give a brief concise outline of the Module.

Students will be required to select a text from their critical studies work and write their own brief based on the text analysis. They will then apply the design process to arrive at body of work showing research, development and final outcome. Students will organise and make up their design ideas through the production process, using technical support as required.
### Total study hours for module
(UGs = 100 hrs per 10 credits  
PGs = 100 hrs per 10 credits)

100

### Teaching Methods

- **Lectures:** to introduce aims and content of module
- **Seminar:** to discuss content of lecture
- **Individual tutorial:** to provide formal feedback to students
- **Practical sessions:** to develop conceptual and practical work

### Private Study Time

**How spent**
- Research and design work
- Prep and production of design solution
- Preparation of visual presentation of design outcome

### Monitoring of progress

- Studio Observation
- Individual Tutorial
- Work Review

### Assessment

- Personal brief/proposal informed by text analysis: 30%
- Research manual and design work: 40%
- Professionally realised design solution: 30%
Bibliography:

Essential
(Selected reading from the following texts)


Recommended


Recommended Journals
Textile View
View on Colour
Drapers Record

Recommended Website
www.designmuseum.org
www.vam.ac.uk
www.fuk.co.uk
www.wgsn-edu.com
www.fashioninformation.com
## Module Descriptor

<table>
<thead>
<tr>
<th>Module Title</th>
<th>Personal and Professional Development 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Module Code</td>
<td>OUDP201</td>
</tr>
<tr>
<td>Module Credits</td>
<td>10</td>
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<tr>
<td>Level</td>
<td>2</td>
</tr>
<tr>
<td>Semester(s) in which taught</td>
<td>1&amp;2</td>
</tr>
<tr>
<td>Name of Module Leader</td>
<td>Caroline Riches</td>
</tr>
</tbody>
</table>

### Module Aims
This module focuses on self evaluation and critical and conceptual awareness in relation to professional practice and career aspirations. Students will prepare for work placement or simulated work practice and develop self promotion material. They will research areas of professional interest in preparation for a career in their chosen field and hone presentation skills and other techniques in their discipline to a professional standard.

### Degree Programmes for which the module is intended:

**Compulsory module for:**
- BA (Hons) Fashion
- BA (Hons) Visual Communication
- BA (Hons) Printed and Surface Textiles
- BA (Hons) Three Dimensional Design (Furniture)
- BA (Hons) Interior Architecture and Design
- BA (Hons) Art & Design (Interdisciplinary)

**Optional module for:**

**Elective Module?** No

### Pre-requisite Qualifications:
(e.g., 'A' level background  
Attendance at a previous module)

Standard Entry Requirements  
Successful completion of Level 1 (120 credits)

### Co-requisite Modules:

None

### This module replaces:
(if applicable)

N/A

### This module is mutually exclusive with:

N/A
Learning Outcomes

At the end of the module students will have the ability to:

Research, document and critically evaluate material related to their profession, identifying opportunities for employment and/ or further study or work placement

Manage own roles and responsibilities, develop organisational and reflective skills and meet deadlines;

Use presentation skills to effectively communicate their emerging practice and career aspirations in a professional context and in readiness for level 3 studies.

Develop and implement a personal promotion strategy to communicate to relevant organisations.

Indicative Content

Please give a brief concise outline of the Module.

Students will continue from level 1 developing their Personal Development Portfolio (PDP) with a focus on how they prepare for engaging in a professional context appropriate to their course. There will be an emphasis on research, self evaluation, and critical and conceptual awareness in relation to their existing or emerging career aspirations. Students will develop a personal promotion strategy in readiness for professional engagement which may include CV building, portfolio preparation and use of other communication tools. The module will culminate in a presentation to staff and peers summarising their career aspirations, their strategy to communicate with employers and their provisional focus for level 3 study.
### Total study hours for module
(UGs = 100 hrs per 10 credits
PGs = 100 hrs per 10 credits)

| Lectures to introduce presentation and study skills. |
| Group Tutorials to share ideas with peers and develop communication skill. |
| Individual Tutorials to monitor and guide student progress. |
| Seminar Presentations to staff and peer group. |

### Teaching Methods
A variety of methods will be used to deliver the module.

| How spent |
| Research |
| Preparation development report |
| Preparation for seminars |

### Private Study Time

| Monitoring of progress |
| Individual tutorials |
| Student self evaluation |
| Skills profile |

| Assessment |
| Personal Development Portfolio 50% |
| Presentation 50% |

### Bibliography:
An individual selection of book/journals and web based research to support a particular line of enquiry and research
# Module Descriptor

## Module Title
CONTEXTUAL AND THEORETICAL STUDIES 2

## Module Code
OUCS 206

## Module Credits
20

## Level
2

## Semester(s) in which taught
1 & 2

## Name of Module Leader
CHRISTOPHER BAMFORD

## Module Aims
The aim of the module is to extend the students critical and analytical skills in relation to art and design theory. The module also aims to develop an understanding of research methodologies as a preparation for dissertation writing at level three.

## Degree Programmes for which the module is intended:
**Compulsory module for:**
- BA (Hons) Printed Textiles/Surface Pattern
- BA (Hons) Fashion
- BA (Hons) Visual Communication
- BA (Hons) Interior Design
- BA (Hons) Art and Design (Interdisciplinary)
- BA (Hons) Furniture
- BA (Hons) Fine Art
- BA (Hons) Graphic Design
- BA (Hons) Level 3 Design for Digital Media
- BA (Hons) Level 3 Photography
- BA (Hons) Level 3 Advertising Design
- BA (Hons) Level 3 Furniture Making

**Optional module for:**

**Elective Module?**
No

## Pre-requisite Qualifications:
(e.g., 'A' level background
Attendance at a previous module)

As those required for entry to level 2
BA (Hons) Programme
Learning Outcomes

At the end of this module students will have the ability to:

- demonstrate a broad understanding of the history and theory of art, design and media with particular reference to your own discipline; (Comprehension)

- organise and manage a personal programme of analytical research from primary and secondary sources; (Research)

- represent the results of this research in clearly communicated written, oral or other appropriate forms; (Communication)

- identify, evaluate and employ appropriate critical methodologies to art and design case studies of your own choice. (Critical Awareness)

Indicative Content

Please give a brief concise outline of the Module.

- The second year critical studies programme builds on the knowledge and research skills that students have acquired during the year one module. It will focus on the understanding of critical and research methodologies, and their application to a particular subject relevant to their studio practice, by means of a negotiated study.

- The lecture and seminar programme is designed to support the in-depth study skills required by the introduction of contemporary methodologies in art and/or design theory, critical analysis and theoretical discourse.

- Students will reflect upon the academic nature of their studio work and construct an emerging personal understanding of the relationship between theory and practice. This understanding will be used to produce a proposal for in depth study at level three.
**Total study hours for module**  
(UGs = 100 hrs per 10 credits  
PGs = 100 hrs per 10 credits)  

<table>
<thead>
<tr>
<th>Hours</th>
<th>200</th>
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</table>

**Teaching Methods**  
A variety of methods will be used to deliver the module

- **Lectures** to introduce the main concepts and contexts, as well as to show examples of the work of selected artists and designers.

- **Seminars** to deepen the group understanding of concepts introduced and improve verbal communication and rhetorical skills using debate and argument.

- **Tutorials** to reinforce individual understanding and ensure that the knowledge learnt is contextualised for the student’s individual subject area.

**Private Study Time**

<table>
<thead>
<tr>
<th>How spent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Preparatory reading</td>
</tr>
<tr>
<td>Seminar development</td>
</tr>
<tr>
<td>Essay development</td>
</tr>
<tr>
<td>Research for dissertation proposal</td>
</tr>
<tr>
<td>Dissertation proposal development and writing</td>
</tr>
</tbody>
</table>

**Monitoring of progress**

| Essay / seminar tutorials                                               |
| Seminar presentation on selected key texts                              |
| Tutorials / seminar dissertation proposal development                   |

**Assessment**

<table>
<thead>
<tr>
<th>Type</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>One essay (2500 words)</td>
<td>50%</td>
</tr>
<tr>
<td>One oral presentation</td>
<td>30%</td>
</tr>
<tr>
<td>One dissertation proposal</td>
<td>20%</td>
</tr>
</tbody>
</table>
Contextual and Theoretical Studies Level Two

Lectures and Bibliographies

The Contextual and Theoretical Studies 2 Module aims to develop your critical awareness and introduce you to some important methods of inquiry. You will attend both a shared lecture programme and a course specific seminar class.

The lectures cover twelve themes, incorporating a variety of theoretical positions; there will be the opportunity to discuss the content of these lectures both immediately following the lecture and with your seminar group.

The lectures are grouped into overarching headings and the bibliography is organized accordingly.

Using the Bibliography

At level two there is an emphasis on developing your fields of interest relevant to your own discipline.

Use the bibliography to select particular texts which are going to be useful to your own researches for the oral seminar presentation, the essay and wider research associated with your own practice.
BIBLIOGRAPHY

BA PROGRAMME: CONTEXTUAL AND THEORETICAL STUDIES YEAR 2

GENERAL – The references in this section are a good starting point from which to explore many of the issues introduced in the lecture programme.


www.theory.org.uk produced by The Institute of Communication Studies at Leeds University. ‘Fun’ guide to some cultural theorists and issues.
http://www.aber.ac.uk/media/Functions/mcs.html Aberystwyth University: ‘The Media and Communications studies site’. In particular the tabs on Gender / Film / Advertising / Visual Image (photography)

Useful Institutional websites:

Tate Gallery www.tate.org.uk
V&A Museum www.vam.ac.uk
Design Museum www.designmuseum.org
RIBA (Royal Institute of British Architects) www.riba.org
CABE (Architecture and the built environment) www.cabe.org.uk
INIVA (International visual arts) www.iniva.org

Collected Writings (Readers)


The following sections refer to different groups of lectures on the programme, additional references may be found on individual lecture handouts and recommendations from your seminar tutor.
MARX AND REACTIONS TO MARX (Lectures 1-3)

INTRODUCTORY


SPECIALIST


IDENTITY, THE BODY AND FEMINISM (Lectures 4-6)

INTRODUCTORY


SPECIALIST


**INSTITUTIONS, ETHICS AND POLITICS (Lectures 7-9)**

**INTRODUCTORY**


[www.massivechange.com](http://www.massivechange.com) - Bruce Mau Design and the Institute without Boundaries

**SPECIALIST**

Borden,I (2001) *Skateboarding,Space and the City*, Berg


www.o2.org  Website of O2 - International network of green designers
www.biothinking.com  Website of Edwin Datschefski, green design consultant
www.cfsd.org.uk  Website of Centre for Sustainable Design, Surrey University
www.cat.org.uk  Website of Centre for Alternative Technology, Macchynleth, Wales
## Module Descriptor

### Module Title
Enterprise and Innovation

### Module Code
OUCE255

### Module Credits
10

### Level
2

### Semester(s) in which taught
1 & 2

### Name of Module Leader
Bridget March

### Module Aims
This module will explore the structure and context of organisations in the creative industries. It will also outline some of the laws and processes involved in running a small to medium sized creative business. The student will explore the basics of how to identify and define the market, the legal and financial obligations of running a small business, where to look for funding and how to plan and control finances.

### Degree Programmes for which the module is intended:
- Compulsory module for:
  - BA (Hons) Art and Design (Interdisciplinary)
  - BA (Hons) Fashion
  - BA (Hons) Fine Art (full time)
  - BA (Hons) Three Dimensional Design (Furniture)
  - BA (Hons) Graphic Design
  - BA (Hons) Printed Textiles and Surface Pattern Design
  - BA (Hons) Visual Communication
  - FD Design for Digital Media
  - FD Furniture Making
  - FD Photography

- Optional module for: NA

- Elective Module? No

### Pre-requisite Qualifications:
Standard Entry Requirements
Successful completion of Level 1 (120 credits)

### Co-requisite Modules:
None

### This module replaces:
- (If applicable) OUCE 252/253/254

### This module is mutually exclusive with:
NA
Learning Outcomes

By the end of this module students will have the ability to:

- Demonstrate an understanding of a range of marketing principles.
- Use marketing tools to develop strategies.
- Demonstrate an understanding of the structures, strategies, methodologies and processes involved in the running of, or setting up of a small to medium sized creative business.

Indicative Content

Please give a brief concise outline of the Module.

- Organisational theory
- Managerial skills at different levels
- Business communications
- Corporate Social Responsibility
- Market analysis
- Defining / identifying and targeting market segments
- Business models (Ltd. Sole trader etc.)
- Legal obligations of different business types
- Governments agencies / funding organisations / professional and trade organisations.
- Taxation / PAYE/ Budgeting – cash flow forecasting
- Intellectual property law
- Insurance
- Using an accountant / basic book keeping
- Contract Law
- Residencies
Total study hours for module

100

Teaching Methods
A variety of methods will be used to deliver the module.

- Lectures to provide the underpinning theories of business
- Seminars/workshops to develop communication and study skills
- Tutorials to reinforce individual understanding and ensure that the knowledge learnt is contextualised for the student’s individual subject area

Private Study Time

How spent

- Reading for lectures
- Preparation for presentation
- Research and writing for final essay

Monitoring of progress

Learning will be checked through exercises during the sessions, practice presentations and tutorials.

Assessment

3. Present your marketing plan in an appropriate business format to an audience of your peers and tutors

   35%

4. A 2000 word essay, business plan or case study, negotiated with your tutor, to demonstrate your understanding of the principles of modern business theory and practice in the creative industries.

   65%
Bibliography

(Selected reading from the following texts)


Recommended


Recommended Websites

www.businesslink.gov.uk
www.economist.com/research/articlesBySubject/
www.businessballs.com
www.cardellmedia.co.uk
## Module Descriptor

<table>
<thead>
<tr>
<th>Module Title</th>
<th>Extended Research Practices</th>
</tr>
</thead>
<tbody>
<tr>
<td>Module Code</td>
<td>OUFC301</td>
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<tr>
<td>Module Credits</td>
<td>30</td>
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<tr>
<td>Level</td>
<td>3</td>
</tr>
<tr>
<td>Semester(s) in which taught</td>
<td>1</td>
</tr>
<tr>
<td>Name of Module Leader</td>
<td>Susan Dillon</td>
</tr>
</tbody>
</table>

### Module Aims

This module will help formulate the direction of their final project. Students will combine both critical and creative skills and will be encouraged to record both visually and theoretically the development of their ideas.

Students will plan an individual programme of research and exploration of new or alternative fields relevant to today’s fashion industry requirements.

This module will allow the students to extend their previous research practices and students will be asked to identify and unravel complex problems of design through the development of their initial ideas/concepts. Students will produce a body of research work and a pre collection. Through evaluation and reflection students will produce a statement of intent from which they will use as the foundation for their final project.

### Degree Programmes for which the module is intended:

<table>
<thead>
<tr>
<th>Compulsory module for:</th>
</tr>
</thead>
<tbody>
<tr>
<td>BA (Hons) Fashion</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Optional module for:</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Elective Module?</th>
</tr>
</thead>
</table>

### Pre-requisite Qualifications:

(e.g., 'A' level background Attendance at a previous module)

<table>
<thead>
<tr>
<th>Standard Entry Requirements Successful completion of Level 2 (120 credits)</th>
</tr>
</thead>
</table>

### Co-requisite Modules:

<table>
<thead>
<tr>
<th>None</th>
</tr>
</thead>
</table>

### This module replaces:

(if applicable)

<table>
<thead>
<tr>
<th>N/A</th>
</tr>
</thead>
</table>

### This module is mutually exclusive with:

<table>
<thead>
<tr>
<th>N/A</th>
</tr>
</thead>
</table>
Learning Outcomes

At the end of this module students will have the ability to:

- source, select, evaluate, manipulate and manage information from a variety of sources;
- demonstrate a conceptual understanding which enables the development and sustaining of an argument. Make appropriate use of scholarly reviews and primary sources;
- generate ideas, concepts and proposals, using the visual language, materials, processes of fashion design and communication;
- appreciate the uncertainty, ambiguity and limitations of knowledge and value judgements with the discipline of Fashion;
- analyse information and experiences, formulate independent judgments, and articulate reasoned arguments through reflection, review and evaluation.

Indicative Content

Please give a brief concise outline of the Module.

Students will plan an individual programme of research and exploration in order to find personal solutions to their chosen area of enquiry. The selection, development and evaluation of a variety of subject matter will be a key element to this body of work to ensure an appropriate direction for their design work. Students will be encouraged to record their research – both visual and theoretical through a diverse range of research methodologies. Students in consultation with tutors will develop their ideas into a portfolio of design work and prototypes appropriate for the direction of their final project based on personal research.
Total study hours for module
(UGs = 100 hrs per 10 credits
PGs = 100 hrs per 10 credits)

300

Teaching Methods

Lectures: screenings to introduce the context,
aims and content of the module

Seminar: to discuss content of lectures

Individual tutorial: to provide formative
feedback

Practical classes and workshops: to support
skills and experimentation

Critiques/work review: to provide formative
feedback and to encourage dialogue amongst
peers and tutors

Private Study Time

How spent
Research
Design ideas/concepts
Presentation of ideas/concepts
Resolution of design ideas
Evaluation

Monitoring of progress

Informal individual critiques
Individual reviews of work
Discussion progress at tutorials
Proposal (statement of intent 1000 words)

Assessment

A file of visual research and development with
comment and analysis 40%
Visual presentation of design solutions 40%
Portfolio of designs produced as prototypes 20%

Bibliography:
An individual selection of book/journals and web based research to support a particular line of
enquiry and research.
## Module Descriptor

<table>
<thead>
<tr>
<th><strong>Module Title</strong></th>
<th>Final Major Project</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Module Code</strong></td>
<td>OUFC302</td>
</tr>
<tr>
<td><strong>Module Credits</strong></td>
<td>50</td>
</tr>
<tr>
<td><strong>Level</strong></td>
<td>3</td>
</tr>
<tr>
<td><strong>Semester(s) in which taught</strong></td>
<td>2</td>
</tr>
<tr>
<td><strong>Name of Module Leader</strong></td>
<td>Susan Dillon</td>
</tr>
</tbody>
</table>

### Module Aims

This module allows students to build on previously acquired knowledge and skills in order to produce a body of work which synthesises current theoretical practice/debate within the fashion sphere. This module will enable students to plan and produce a portfolio of work related to their progression route reflecting individual programme of study and personal investigation. The development and involvement of students work within the fashion and creative industries will enable students to position themselves within a professional context or further study. Students will produce a capsule collection of garments or a body of work that promotes their individual style and identity, both accompanied by a professional portfolio.

### Degree Programmes for which the module is intended:

<table>
<thead>
<tr>
<th>Compulsory module for:</th>
</tr>
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<tbody>
<tr>
<td>BA (Hons) Fashion</td>
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<table>
<thead>
<tr>
<th>Optional module for:</th>
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</tbody>
</table>

### Elective Module?

None

### Pre-requisite Qualifications:

(e.g., ’A’ level background Attendance at a previous module)

<table>
<thead>
<tr>
<th>Standard Entry Requirements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Successful completion of Level 2 (120 credits)</td>
</tr>
</tbody>
</table>

### Co-requisite Modules:

None

### This module replaces:

(if applicable)

N/A

### This module is mutually exclusive with:

N/A
Learning Outcomes

At the end of this module you will have the ability to:

- apply knowledge and understanding in order to initiate and carry out an extended piece of work or project;
- analyse information and formulate independent judgments, reflection, review and evaluation of research material;
- anticipate and accommodate change, and work within contexts of ambiguity, uncertainty, and unfamiliarity;
- generate ideas, concepts, proposals, solutions and / or arguments, using the visual language, materials, processes and techniques, which are standard features of design for fashion;
- demonstrate a conceptual understanding of Fashion and its contexts which will enable the development of Fashion ideas through to material outcomes whilst understand and demonstrate coherent and detailed subject knowledge and professional competencies informed by recent research in the discipline of fashion.

Indicative Content

Please give a brief concise outline of the Module.

Students will have the opportunity to produce work reflecting evidence of involved personal research and analysis relating to their chosen design concept and direction. They will focus on the planning, negotiation and realisation of an individual programme of study relating to and directed towards their chosen specialism and intended future career. They will demonstrate independence, professionalism and responsibility for an extended body of work including problem analysis through to their final design solutions with all elements evidenced. They will plan and produce a portfolio of design work through the analysis and evaluation of their work in consultation and negotiation with tutors. This will be directed towards their and intended career utilising self promotional skills and materials and will present themselves as professional fashion practitioners. The outcome of their work may take the form of a traditional capsule collection of garments or an alternative body of work that promotes their individual style and identity.
### Total study hours for module
(UGs = 100 hrs per 10 credits
PGs = 100 hrs per 10 credits)

<table>
<thead>
<tr>
<th>Hours</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>500</td>
<td></td>
</tr>
</tbody>
</table>

### Teaching Methods

- **Lectures**: screenings to introduce the context, aims and content of the module
- **Seminar**: to discuss content of lectures.
- **Individual tutorial**: to provide formative feedback
- **Practical classes and workshops**: to support skills and experimentation
- **Critiques/work review**: to provide formative feedback and to encourage dialogue amongst peers and tutors

### Private Study Time

**How spent**
- Research/ideas design and development
- Technical package and production of design concept
- Resolution and presentation of design concept (garments on models & stand of design content)
- Oral Presentation
- Portfolio of design content including evaluation and exhibition (all to present work as final exhibition)

### Monitoring of progress

- Individual critiques/reviews
- Tutorials
- Portfolio project proposal & evaluation

### Assessment

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>A file of visual research and development with comment and analysis</td>
<td>30%</td>
</tr>
<tr>
<td>Resolution of design concept</td>
<td>30%</td>
</tr>
<tr>
<td>Portfolio design content and visual presentation</td>
<td>40%</td>
</tr>
</tbody>
</table>

### Bibliography:
An individual selection of book/journals and web based research to support a particular line of enquiry and research.
## Module Descriptor

<table>
<thead>
<tr>
<th>Module Title</th>
<th>Personal and Professional Development 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Module Code</td>
<td>OUPD301</td>
</tr>
<tr>
<td>Module Credits</td>
<td>10</td>
</tr>
<tr>
<td>Level</td>
<td>3</td>
</tr>
<tr>
<td>Semester(s) in which taught</td>
<td>1&amp;2</td>
</tr>
<tr>
<td>Name of Module Leader</td>
<td>Ian Smith</td>
</tr>
</tbody>
</table>

### Module Aims

This module provides students with the opportunity to synthesise their professional/ contextual research, skills and creative intentions with their understanding of professional practice/ career ambitions and enterprise study developed during level 2. The module will enable the undergraduate to position themselves at a professional level for progression to employment/ self employment or post graduate study.

### Degree Programmes for which the module is intended:

#### Compulsory module for:
- BA (Hons) Fashion
- BA (Hons) Visual Communication
- BA (Hons) Printed and Surface Textiles
- BA (Hons) Three Dimensional Design (Furniture)
- BA (Hons) Interior Architecture and Design
- BA (Hons) Art & Design (Interdisciplinary)
- FD Creative Advertising
- FD Furniture Making

#### Optional module for:

### Pre-requisite Qualifications:

(eg 'A' level background
Attendance at a previous module)

- Standard Entry Requirements
- Successful completion of Level 2 (120 credits)

### Co-requisite Modules:

- None
Learning Outcomes

At the end of the module students will have the ability to:

demonstrate specific knowledge and specialist understanding of the professional and contextual location of their practice;

undertake research to identify and evaluate their personal and professional skills and the career/progression opportunities available to them;

develop and implement a clear strategy to further progress their employment/self employment/ further study intentions; (as appropriate)

present themselves as a professional practitioner to an internal/ external audience utilising a combination of communication tools appropriate to their ambitions.

Indicative Content

Please give a brief concise outline of the Module.

Through tutorial support and workshops students will be guided on research strategies to enquire into the opportunities available for their progression intention and to assist students in realising their progression intention. Students will be encouraged to identify the necessary skills and knowledge required to realise their intentions and map these against their existing skills and knowledge set. This is intended to inform a personal strategy in order to further develop existing skills or acquire new skills as appropriate. Communication tools developed in previous modules will be further developed and targeted as appropriate (eg targeted CV, self promotional material, portfolio) and will be utilised to present themselves as professional practitioners.
**Total study hours for module**
(UGs = 100 hrs per 10 credits  
PGs = 100 hrs per 10 credits)

| 100 |

**Teaching Methods**
A variety of methods will be used to deliver the module.

- Lectures to introduce presentation and study skills
- Group Tutorials to share ideas with peers and develop communication skill
- Individual Tutorials to monitor and guide student progress.
- Seminar Presentations to staff and peer group

**Private Study Time**

<table>
<thead>
<tr>
<th>How spent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Research</td>
</tr>
<tr>
<td>Development for Presentation</td>
</tr>
<tr>
<td>PDP Preparation</td>
</tr>
</tbody>
</table>

**Monitoring of progress**

| Individual tutorials |
| PDP Surgeries |
| Ongoing Self/Group Evaluation |

**Assessment**

| Personal Development Portfolio | 50% |
| Presentation                  | 50% |

**Bibliography:**
An individual selection of book/journals and web based research to support a particular line of enquiry and research.
**Module Descriptor**

<table>
<thead>
<tr>
<th>Module Title</th>
<th>DISSERTATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Module Code</td>
<td>OUCS 303</td>
</tr>
<tr>
<td>Module Credits</td>
<td>30</td>
</tr>
<tr>
<td>Level</td>
<td>3</td>
</tr>
<tr>
<td>Semester(s) in which taught</td>
<td>1 &amp; 2</td>
</tr>
<tr>
<td>Name of Module Leader</td>
<td>GARRY BARKER</td>
</tr>
</tbody>
</table>

**Module Aims**
To further extend the critical and analytical study of art and design contexts.
To develop skills in dissertation writing that reflect a theoretical understanding commensurate with BA (Hons) level three academic practices.

**Degree Programmes for which the module is intended:**

<table>
<thead>
<tr>
<th>Compulsory module for:</th>
</tr>
</thead>
<tbody>
<tr>
<td>BA (Hons) Printed Textiles/Surface Pattern</td>
</tr>
<tr>
<td>BA (Hons) Fashion</td>
</tr>
<tr>
<td>BA (Hons) Visual Communication</td>
</tr>
<tr>
<td>BA (Hons) Interior Design</td>
</tr>
<tr>
<td>BA (Hons) Art and Design (Interdisciplinary)</td>
</tr>
<tr>
<td>BA (Hons) Furniture</td>
</tr>
<tr>
<td>BA (Hons) Fine Art</td>
</tr>
<tr>
<td>BA (Hons) Graphic Design</td>
</tr>
<tr>
<td>BA (Hons) Level 3 Design for Digital Media</td>
</tr>
<tr>
<td>BA (Hons) Level 3 Photography</td>
</tr>
<tr>
<td>BA (Hons) Level 3 Advertising Design</td>
</tr>
<tr>
<td>BA (Hons) Level 3 Furniture Making</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Optional module for:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Elective Module? No</td>
</tr>
</tbody>
</table>

**Pre-requisite Qualifications:**
(E.g., 'A' level background
Attendance at a previous module)

| As those required for entry to level 3 BA (Hons) Programme |

**Co-requisite Modules:**

| None |

**This module replaces:**
(if applicable)

| N/A |

**This module is mutually exclusive with:**

| None |
Learning Outcomes

At the end of this module students will have the ability to:

- use appropriate primary and secondary research methodologies to produce an academic study relating to critical, cultural, technological, historical, social or other appropriate contexts relevant to your subject specialism;
- demonstrate an ability to evaluate and analyse appropriate primary and secondary information sources, in order to construct an argument using appropriate critical methodologies;
- demonstrate a knowledge and understanding of the conceptual interrelationship between art and/or design theory and practice, that acknowledges complexity and the limitations of knowledge;
- deploy appropriate academic conventions, relevant images, presentation and communication skills.

Indicative Content

Please give a brief concise outline of the Module.

Students will develop an extended formal study in response to the proposal developed during the later stages of the level two critical studies programme. This module will require the students to organise and undertake a personal programme of in-depth critical research, to collate and present a coherent argument based on investigation and analysis and presented in the form of an extended formal study. The chosen subject will be relevant to a student’s main course of study and will be used to support and inform their specialist practice. The extended formal study involves self motivated research but will be supported by individual tutorials aimed at helping the student to develop the appropriate scope and depth of subject matter required within such a project. The work undertaken will reveal the student’s appreciation and mastery of critical approaches and methodologies.
### Total study hours for module

(UGs = 100 hrs per 10 credits  
PGs = 100 hrs per 10 credits)

| 300 |

### Teaching Methods

A variety of methods will be used to deliver the module.

<table>
<thead>
<tr>
<th>Lectures</th>
<th>to introduce the structure, aims, methodologies and outcomes of the module</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seminars</td>
<td>to reinforce the contextual nature of the dissertation and to clarify the contexts for methodologies used and standards of research conventions</td>
</tr>
<tr>
<td>Tutorials</td>
<td>to give individual support in the structuring of academic writing, clarification of dissertation objectives, the use of research methodologies and the deepening of subject knowledge</td>
</tr>
</tbody>
</table>

### Private Study Time

<table>
<thead>
<tr>
<th>How spent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary and secondary research including visits and interviews</td>
</tr>
<tr>
<td>Dissertation structuring and concept development</td>
</tr>
<tr>
<td>Dissertation writing, illustrating and editing</td>
</tr>
</tbody>
</table>

### Monitoring of progress

| Seminars  
| Tutorials |

### Assessment

| Dissertation of 6,000-8,000 words or where appropriate in an equivalent format. | 100% |
Bibliography: Dissertation (OUCS303)

Recommended
(The recommended texts below are examples of reading materials that could be useful to students during the course of their dissertation writing and are sometimes referred to by staff when introducing concepts. They are listed here to help you contextualise and deepen an awareness of the information provided within the module handbook)


