

# Course Specification

## MA Digital Fashion



### 1. General information

Course Title	MA Digital Fashion		
Awarding University	Leeds Arts University		
University at which course is delivered	Leeds Arts University		
Relevant QAA benchmark(s)	Master's Degree Characteristics (2020), Sector Recognised Standards		
Date of most recent review	20 April 2023		
Date of next review	2027-28		
Awards	Credits	Duration	Mode of study
MA Digital Fashion	180	1 year / 2 years	Full time / Part time
PGDip in Digital Fashion *	120		Full time / Part time
PGCert in Digital Fashion *	60		Full time / Part time
*Exit Award only			

### 2. Course Aims

#### This course aims to:

This course aims to evaluate the diverse and experimental approaches that are at the forefront of the discipline of digital fashion, including sustainable and globally aware design-led practices. It promotes the use of established techniques of research and enquiry to encourage collaborative and interdisciplinary approaches to advanced digital fashion practice, alongside the development of advanced transferable skills. The course aims to enable you to progress into industry once you have graduated, or to move on to further study.

### 3. Distinctive Features of the Course

This course will allow you to explore the significant innovations in digital fashion design and production, and aims to prompt the creation of digital outcomes, in response to both fashionable and functional briefs.

The emergence of new methods of design and manufacturing, along with the increasing acceptance of smart and wearable technologies, allows you to push your ideas into new and exciting terrain.

The course will offer you the context within which to contribute to responsible design systems and practice in innovative and sustainable ways, for example by the digital sampling of garments.

Thanks in part to the reductions in fabric waste and transportation requirements that digital fashion practice offers, interest in this subject area is expanding rapidly. This means that graduates with such eco-critical digital fashion competencies skills are highly sought.

This course will encourage the development of a body of negotiated and self-directed work, you will be supported by an academic team with diverse research and practical skills. You will have the opportunity to develop a wide range of transferable skills for employment, and the course offers opportunities for multi-disciplinary projects and research which may include projects concentrating in: 3D / 2D fashion design, historical fashion, sustainability, 3D pattern cutting, functional fashion,

fashion design for gaming, or sizing and fit, for example. The course will encourage you to develop your individual career plans, and tailor your work to achieve these goals.

## 4. Course Structure

### 4a. Module Framework

Level 7	Credit points	ECTS	Learning hours
Techniques for Design	30	15	300
Innovation for Industry	30	15	300
Actualising Digital Fashion	30	15	300
Research Methods	15	7.5	150
Business Planning	15	7.5	150
Visualising Research	15	7.5	150
Digital Marketing	15	7.5	150
The Dissertation	30	15	300

### 4b. Course Map / Structure

Full Time Mode						
Trimester 1 (September - December)		Trimester 2 (January - April)		Trimester 3 (April - July)		
Techniques for Design (30 Credits)		The Dissertation (30 Credits)		Innovation for Industry (30 Credits)		
Visualising Research (15 Credits)	Business Planning (15 Credits)	Research Methods (15 Credits)	Digital Marketing (15 Credits)	Actualising Digital Fashion (30 Credits)	180 Credits	
Part Time Mode						
	Trimester 1 (September - December)		Trimester 2 (January - April)		Trimester 3 (April - July)	
Y1	Techniques for Design (30 Credits)		Research Methods (15 Credits)	Digital Marketing (15 Credits)	Innovation for Industry (30 Credits)	
Y2	Visualising Research (15 Credits)	Business Planning (15 Credits)	The Dissertation (30 Credits)		Actualising Digital Fashion (30 Credits)	
					90 Credits	90 Credits

## 5. Course Learning Outcomes

On successful completion of the following learning outcomes, you will be eligible for the award of MA Digital Fashion.

CLO 1 Research	Create specialised work outputs, which are informed by current practice, research and scholarship	Techniques for design (30) The dissertation (30) Innovation for industry (30) Research Methods (15) Visualising Research (15)
CLO 2 Analysis	Use, analyse, critique and evaluate a range of research methods, as you develop your specialist, subject and professional knowledge and practice.	Techniques for Design (30) Innovation for Industry (30) Research Methods (15) Visualising Research (15)
CLO 3 Subject Knowledge and Understanding	Evidence an in-depth knowledge and understanding of your specialist, subject and professional practice, including that of contemporary critical and conceptual debate, and practical developments.	Dissertation (30) Research Methods (15) Business Planning (15) Visualising Research (15) Digital Marketing (15) Actualising Digital Fashion (30)
CLO 4 Experimentation	Experiment with techniques, ideas and approaches to advance your specialist, subject and professional practice.	Techniques for Design (30) Innovation for Industry (30) Actualising Digital Fashion (30)
CLO 5 Techniques and Processes	Choose, apply and evaluate a range of techniques and processes appropriate to your practice.	Techniques for Design (30) Innovation for Industry (30) Research Methods (15) Business Planning (15) Visualising Research (15) Digital Marketing (15)
CLO 6 Personal and Professional Development	Work with autonomy, initiative and professionalism as you evaluate, revise and disseminate your practice.	The Dissertation (30) Actualising Digital Fashion (30) Research Methods (15) Business Planning (15) Visualising Research (15) Digital Marketing (15)

## 6. Learning and Teaching Strategies

The learning and teaching methods and strategies included in this course are aligned to the descriptor for master's degrees as defined by the Office for Students in the *Sector Recognised Standards* document (February 2018). Further information is available by following this link: <https://www.officeforstudents.org.uk/publications/securing-student-success-regulatory-framework-for-higher-education-in-england/>.

The *Characteristics Statement [for] Master's Degrees* (February 2020) has also informed the design of the award. In particular, the document notes the following:

*... all master's degree graduates have in-depth and advanced knowledge and understanding of their subject and/or profession, informed by current practice, scholarship and research. This will include a critical awareness of current issues and developments in the subject and/or profession; critical skills; knowledge of professional responsibility, integrity and ethics; and the ability to reflect on their own progress as a learner.* Further information is available here: <https://www.qaa.ac.uk/docs/qaa/quality-code/master's-degree-characteristics-statement.pdf>

Therefore, the learning, teaching and assessment strategies on this course have been designed to enable the student to become effective practitioners and researchers; to develop critical and analytical skills and to develop and evidence in-depth knowledge and understanding of their subject area. They also encourage and facilitate an experimental approach to practice and research and allow the student to extend their specialist technical knowledge. They are designed

to support and facilitate personal and professional development and allow the student to work with initiative and autonomy.

**Teaching and Learning:**

Teaching and learning strategies include the following approaches:

- Lectures and presentations
- Seminars and discussion groups
- Independent research and self-directed study
- Demonstrations including technical demonstrations and workshop inductions
- Peer group presentations and collaborative practice
- One to one tutorials
- Group tutorials and 'crits'
- Individual presentations
- Live projects

**Assessment:**

Assignment submissions are made in response to set briefs. The content of the submission is usually negotiated with your tutor, and related to, or derived from, your research interests.

The briefs and assignment requirements are informed by the module content and may include for example, subject specialist art-based practice work, written submissions, presentations, business and research plans, research books, sketch books and/or work books.