

BA (Hons) Fashion Design Course Specification



1. General information

UCAS code	W230
Course / Award Title	BA (Hons) Fashion Design
Awarding Institution	Leeds Arts University
Institution at which course is delivered	Leeds Arts University
Professional Accreditation (if applicable)	N/A
Relevant QAA Benchmark(s)	Art & Design 2017
Date of most recent review/approval (for new courses)	March 2018
Date of next review	2021-22

Awards	Credits	Duration	Mode of study
BA (Hons) Fashion Design	360 (180 ECTS)	3 years	FT
BA Fashion Design*	300 (150 ECTS)	3 years	FT
DipHE in Fashion Design*	240 (120 ECTS)	2 years	FT
CertHE in Fashion Design*	120 (60 ECTS)	1 year	FT
*Exit award only			

2. Course Aims

This course aims to provide you with:

- A specialised course of study in fashion design which explores design, pattern-cutting, and garment production through concepts, materials, methods and contexts;
- An academically rigorous course of study that reflects a wide range of fashion design practices;
- The ability to use intellectual and practical skills for independent professional fashion practices for employment and post graduate study;
- The opportunity to develop a professional understanding of fashion design within a range of contexts supported by competitions, and live projects;
- A high quality art and design education in a stimulating environment, appropriately resourced;
- The ability to develop creatively and vocationally relevant practical and intellectual skills with the capability to become independent learners;
- The opportunity for collaboration, collective endeavour and negotiation.

On successful completion of the course, you will be able to:

- Engage flexibly and creatively with the fast changing professional, contemporary, cultural and theoretical factors, which affect fashion design practice;

- Demonstrate creative and critical engagement with the contemporary practices of fashion to meet client needs through the production of a portfolio of resolved, imaginative and technically accomplished work;
- Demonstrate and integrate the abilities of independent thought, adaptability and critical analysis, and reflection on your own work and that of others;
- Research, plan, negotiate, resolve and evaluate ideas through the integration of learning from a range of sources, and apply these methods to employment or postgraduate study;
- Acquire, select and demonstrate a wide range of technical skills appropriate to specific areas of the fashion design industry;
- Realise both your positioning within the fashion design industry, and the motivation to advance it.

3. Distinctive Features

Distinctive features of the course:

The BA (Hons) Fashion Design course at Leeds Arts University is a three-year, full time course that is project-led; it is delivered through a set of modules in each semester and credit points are accrued, enabling progression into the next semester.

The course is vocationally oriented, preparing individuals for a range of careers within the broader fashion industry and producing commercially active, technically aware, culturally sensitive and independent fashion designers.

The BA (Hons) Fashion Design at Leeds Arts University has strong links with the Leeds fashion sector, as we value the importance of Leeds as a recognised, world class city of fashion expertise outside of London. The course is part of a Leeds-centric network of fashion professionals, who are all committed to retain the talents of our fashion graduates within the region, whilst working together to provide a platform for collaboration and growth of the fashion sector in the city.

Collaboration

Leeds Arts University is the only specialist Arts University in the North. As an Arts University, opportunities for collaboration across our courses will provide you with a distinct opportunity to develop a wider understanding of the possibilities of creative practice that is not limited by subject, but provides routes, methods and innovation in our approach to practice and employment. Being a relatively small institute, you will experience studying in a creative 'community', which we feel is the best environment in which to grow as a designer. Collaboration and inter-disciplinary working is encouraged through modules at L4, 5 & 6 and facilitated through the university facilities and technical support offered. You will also have the opportunity to work with students from other undergraduate courses.

Employability

Our focus on employability, through well-established industry links, live industry projects, competitions, and our network with the Leeds fashion sector, will open up exciting opportunities for you to showcase your work and volunteer to assist in events. The PPP modules will be a dedicated 'space' to prepare you for employment, alongside CV writing workshops, a Visiting Professional programme, and a consistent focus on portfolio development. Alongside design and technical skills, you will develop the qualities and transferable skills necessary for employment within the fashion sector through, for example, presentations, critiques (1:1 and group), peer-peer support, and group discussions; all of which encourage and facilitate a supportive and professional culture.

Menswear & the Heritage Craft of Tailoring

Menswear is forecast to be the fastest growing clothing subsector, with growth outperforming womenswear. With British menswear sales rapidly catching up with womenswear, this clearly highlights a current and future need for menswear designers, pattern-cutters, and garment technologists, in the industry.

Our Menswear module has its roots firmly established in tailoring, and links to Leeds's manufacturing history which is steeped in tailoring, particularly in menswear, offering students the opportunity to develop broad skills and engage with competitions and exhibition showcases in this arena.

Pattern Cutting as Design

There is a symbiotic relationship between fashion design and pattern cutting, often with pattern cutting and garment construction informing the design process, as part of the design process, rather than one of simply refining the design. As such, it is essential that our Fashion Design graduates have high level pattern cutting and garment construction skills, an attribute that is echoed by the industry. As such, pattern cutting and garment manufacture are integral throughout the course; experimentation, chance-based outcomes and, ultimately, innovative outputs are encouraged through creative pattern-cutting, such as moulage, subtraction cutting, zero-waste, and other techniques, and you will hone your technical skills through the precise nature of block-based pattern cutting and the garment production process.

Conscious Design / Diversity/ Individuality

An independent arts university ethos of artisanal approaches, communities of practice, individuality, and diversity, will enable you to gain a validated understanding of your individual design sensibilities, values and positioning. Relatively small cohorts foster a supportive and inclusive studio culture, and individual identities, rather than a 'one-size-fits-all' 'house-style'.

Throughout the course, you will be encouraged to respond to the sustainability agenda, highlight and celebrate diversity in the fashion industry, and gain a social and political awareness; all of which will enhance the ethos of 'fashion thinking', not only creatively, but responsibly, giving you greater leverage to find your position in this ever-evolving global industry.

4. Course Structure

4a. Module Framework

Level 4	Credit Points	ECTS	Learning Hours
LAUFD401 - Fashion Thinking in Context 1	20	10	200
LAUFD402 - Portfolio & Professional Practice 1 (PPP1)	20	10	200
LAUFD403 - Fashion Design Practice 1	40	20	400
LAUFD404 - Fashion Design Practice 2	40	20	400
Level 5	Credit Points	ECTS	Learning Hours
LAUFD501 - Fashion Thinking in Context 2	20	10	200
LAUFD502 - Portfolio & Professional Practice 2 (PPP2)	20	10	200
LAUFD503 - Menswear	40	20	400
LAUFD504 - Fashion Design Through Creative Pattern Cutting	40	20	400

Level 6	Credit Points	ECTS	Learning Hours
LAUFD601 - Fashion Thinking in Context 3	60	30	600
LAUFD602 - Major Project	60	30	600

4b. Course Map / Structure

Level 4		
Semester One	Fashion Thinking in Context 1 (LAUFD401) <i>20 credits</i>	Fashion Design Practice 1 (PPP1) (LAUFD403) <i>40 credits</i>
Semester Two	Portfolio & Professional Practice 1 (PPP1) (LAUFD402) <i>20 credits</i>	Fashion Design Practice 2 (LAUFD404) <i>40 credits</i>
120 credits (60 ECTS credits)		Certificate of Higher Education (Exit Award)

Level 5		
Semester One	Fashion Thinking in Context 2 (LAUFD501) <i>20 credits</i>	Menswear (LAUFD503) <i>40 credits</i>
Semester Two	Portfolio & Professional Practice 2 (PPP2) (LAUFD502) <i>20 credits</i>	Fashion Design Through Creative Pattern Cutting (LAUFD504) <i>40 credits</i>
120 credits (60 ECTS credits)		Diploma of Higher Education (Exit Award)

Level 6		
Semester One	Fashion Thinking in Context 3 (LAUFD601) <i>60 credits</i>	
Semester Two	Major Project (LAUFD602) <i>60 credits</i>	
120 credits (60 ECTS credits)		BA (Hons) Fashion Design (Exit Award)
*Students who fail to complete 360 credits but have accumulated no fewer than 300 credits will be awarded an Ordinary degree.		

5. Course Learning Outcomes

Learning is assessed at each level of the course. This develops from introductory work within the specialism of the course at Level 4, through development of skills and ideas at Level 5, progressing

to application and synthesis of skills, originality, and theory in practice at Level 6, as indicated by the FHEQ qualification descriptors.

Course Level Outcomes (CLOs) define what you are expected to be able to do on completion of each level. These values are defined as ‘expectations’ within each module.

Level 4

Level Learning Outcomes
<i>By the end of Level 4, you will be expected to:</i>
Demonstrate an awareness and understanding of the theoretical and practical contexts that are inherent to the discipline.
Apply knowledge and understanding of conceptual and contextual concerns within the production of practical outcomes.
Analyse and evaluate creative practices and processes used for the production of outcomes.
Apply an understanding of the discipline through practical ideas generation, experimentation and presentation, using a variety of techniques.
Produce a body of work using appropriate methods/practice that employs practical and theoretical research during the work process.
Demonstrate self-management skills and the ability to articulate, record and present opinions, observations and evaluations through appropriate methods of written, verbal and visual communication.

Level 5

Level Learning Outcomes
<i>By the end of Level 5, you will be expected to:</i>
Demonstrate an informed understanding of the relationship between research and the contextual and theoretical perspectives in relation to fashion design practice.
Demonstrate an understanding of the professional context of fashion design practice through the ability to engage in self-initiated and/or collaborative activity and external projects.
Demonstrate the ability to analyse source materials and develop solutions critically through appropriate methods of conceptual development, evaluation reflection and recording.
Demonstrate the ability to adjust to professional boundaries and interact through collaboration and negotiation with others.
Demonstrate, through practical and theoretical research and personal innovation, a critically informed application of visual language, materials, processes and concepts that engage and respond to the professional contexts and audiences relating to the fashion design practice.
Demonstrate the ability to clearly articulate and document individual opinions, observations and evaluations through appropriate methods of project management, written, verbal and visual communication, to a range of audiences, including professionals, markets and participants.

Level 6

Level Learning Outcomes
<i>By the end of Level 6, you will be expected to:</i>
Demonstrate a systematic understanding, specific knowledge and specialist understanding of the professional and contextual location of your practice.
Evidence the synthesis of their knowledge and understanding to generate effective creative solutions within fashion design practice in order to progress into employment or other progression opportunities.
Evidence a high level of process and professional skills that demonstrate a critically informed application of the materials and professional skills of fashion design practice.
Use information, experiences and a range of appropriate communication methods to present yourself as a professional fashion design practitioner.

6. Module Expectations

Module Expectations are expressed within the course modules as ‘what you are expected to do’. Module Expectations are defined in subject-relevant language and aligned with the Dearing Report recommendations (1997) commonly used in the UK HE sector, normally articulated in terms of:

- knowledge and understanding (KU)
- intellectual or cognitive skills (IC)
- practical and professional skills (P)
- key/transferable skills (T)

To fulfil course level learning outcomes you will be expected to:

Knowledge and Understanding	
KU1:	Demonstrate an awareness of the relationship between the aesthetic, cultural, historical, technological, social, political or other contexts, relevant to fashion design practice.
KU2:	Demonstrate an awareness of appropriate areas of fashion design practice within the creative industries and cultural environment.
KU3:	Demonstrate a broad awareness of concepts, technology, information, practical competences and techniques which are standard features of fashion practice.
KU4:	Make appropriate use of research to position your practice in relation to the critical, cultural or social context of fashion design.
Intellectual or Cognitive Skills	
IC1:	Evidence the ability to analyse and evaluate ideas from a range of primary and secondary sources, with a respect for the role and impact of intellectual property.
IC2:	Analyse, evaluate, and reflect on your strengths and areas for development in the context of fashion design practice.
IC3:	Explore different methods of recording information from a range of sources.
IC4:	Critically evaluate your creative processes and practice within the context of contemporary fashion design and peer group contexts.
Practical and Professional Skills	
P1:	Evidence the capacity for undertaking practical and theoretical research that demonstrates an awareness of critical, effective and testable processes.

P2:	Demonstrate the applications of material techniques, processes and practice in an appropriate form.
P3:	Demonstrate appropriate project time management skills in relationship to conducting research into academic and practical contexts of fashion design practice.
Key Transferable Skills	
T1:	Work to deadlines, setting realistic goals and schedules.
T2:	Organise and carry out self-directed projects and communicate outcomes through written, visual, oral and/or other appropriate forms.
T3:	Employ professional presentation skills in order to effectively communicate with others.
T4:	Communicate individual opinions in written, visual, oral and/or other appropriate forms.

7. Teaching, Learning and Assessment Strategies

7a. Teaching and Learning

Level 4

The first year of the course introduces you to the awareness of contemporary fashion design practice, in a variety of contexts, and the fundamental skillset used by a fashion design practitioner. The nature of fashion design practice, through both 2D and 3D development and realisation, involves a broad range of methodologies and techniques; as such, studio practice sessions are supported by technical workshops, both through the dedicated Fashion workshop, and the wider University. The development of your practice is underpinned by individual tutorial and group critique. To ensure you have an understanding of your strengths and areas for development, relative to your level of study, each module has a mid-point of recorded formal formative feedback.

The Fashion Thinking in Context series of modules establish the essential link between an academic understanding of the context of fashion design practice and the nature of the practice itself, providing a context within which critique, evaluation, research and analysis of practice can be developed, which attributes to a deeper level of criticality across Level 4 study. The first module of the series, the 20 credit **Fashion Thinking in Context 1** module, explores the context of historical and contemporary fashion and the wider influential factors, such as political, economic, societal, ecological, ethical, that influence fashion design thinking.

The Portfolio & Professional Practice (PPP) modules enable you to understand the roles and responsibilities of a fashion designer, and ultimately, your position as a professional within this multi-faceted, global industry. The first module of the PPP series, the 20 credit **Portfolio & Professional Practice 1** module, introduces you to competition work, live projects, talks by research active course tutors and visiting speakers, which will provide a platform to learn collaborative qualities and transferable skills. You will consolidate your Level 4 work into a portfolio gaining essential composition skills that you will continue to hone throughout your degree. This module also offers a space to evaluate your progress, recognising your strengths and areas for development, in terms of creative, technical, and transferable skills, all of which will give you an essential head-start in your career as a fashion designer.

Two 40 credit modules focus on design principles and garment production techniques through 2D and 3D methodologies, from initial research, through to design development, pattern-cutting as design, and industry standard garment production processes:

In Semester One, **Fashion Design Practice 1**, introduces you to the creative practice of fashion design through a series of sessions that explore the art of hand-rendered fashion design sketching

and illustration using experimental media techniques. The technical practice of fashion design will be introduced to you through a series of pattern-cutting workshops that will cover basic industry-standard pattern-cutting and garment construction techniques, and also familiarise you with the technical terminology commonly used in the industry. As the module progresses, you will become equipped with the skills required to develop and interpret your fashion concepts.

The Semester Two module, **Fashion Design Practice 2**, will develop your existing knowledge of fundamental fashion design principles through a series of pattern-cutting and CAD workshops, which will equip you with the skills required, as the module progresses, to explore, develop and interpret fashion concepts as designs. Throughout this module, you will engage in a series of industry standard CAD workshops, explore creative pattern cutting, interpret predicted trends into fashion design concepts, and further develop your garment construction techniques, along with an awareness of basic production data.

Level 5

You will spend the second year of study further developing your skillset and honing the application of your wider contextual understanding. Two 40 credit modules enhance your design thinking and technical skills in relation to specialist approaches to fashion design. Studio practice continues to be supported by the Fashion and CAD resource areas. The development of studio practice continues to be underpinned by individual tutorial and group critique, with recorded formal formative feedback, through which you will develop your ability to self-critique.

The 20 credit **Fashion Thinking in Context 2** module, the second in the series, explores 21st century factors that influence fashion design thinking, with a focus on the impact of globalisation, and sustainable design practices. This module offers an opportunity to develop critical thinking to a deeper level in the context of contemporary fashion and the wider influential factors that influence fashion design thinking. The focus being to develop your understanding of sustainable design practice as a design and production consideration, in response to the fashion industry's need for conscious designers. A number of leading fashion businesses are pioneering sustainability initiatives, motivated by both environmental concern and commercial opportunity.

The second module of the PPP series, the 20 credit **Portfolio & Professional Practice 2** module, further develops your professional awareness and the skillsets required, including collaborative practices and networking, by the fashion design industry through portfolio development and employer engagement; both of which will continue to be the focus of this module through competition work and industry informed design briefs. You will be supported in developing the skills required to secure first-hand industry experience, and a clearer understanding of the level of professionalism required by the industry through attendance to, for example, Graduate Fashion Week.

The Semester One 40 credit **Menswear** module responds to the growth in this sector. This module develops your understanding of menswear as a design discipline. The design process explores critical exploration into, and experimentation with, a variety of methods associated with menswear design, including trend research and analysis, story-boards, 2D and 3D design development, and fashion illustration. Your engagement with a series of workshops that enhance technical skills in pattern cutting and garment manufacture design, inform your own development of these processes through block-based and creative pattern cutting techniques, garment production design and finishing processes, and production data, such as specification drawings, lay-plans, costings and method-of-manufacture.

Throughout the Semester Two 40 credit module, **Fashion Design Through Creative Pattern Cutting**, you take a kinaesthetic approach to the design process, developing your knowledge of the interdependence that exists between design and pattern cutting. Sessions further build on skills acquired in Level 4 through a series of creative pattern cutting and design process workshops. Throughout this module, you will engage in a series of pattern cutting workshops that will facilitate

learning and develop an individual approach to design thinking through 2D and intermediate creative pattern cutting techniques.

Throughout the module delivery you will be encouraged to undertake independent study to supplement and consolidate what is being learnt and taught.

Level 6

The final year of the course takes your own negotiation of individual interests and aims as an emerging fashion design practitioner as its central theme in the learning and teaching dialogue between you and the tutorial staff. It is a development divided between two equally weighted modules. The first of which, the 60 credit **Fashion Thinking in Context 3** module, the final in the series, focuses intently on your positioning practically, theoretically, and professionally. This module offers a dedicated space to establish a synthesised academic understanding of both the context of your self-identified practice, enabling you to understand and your position as a professional within this multi-faceted, global industry and the nature of the practice itself, from which your major project will develop, and is supported through studio tutorial and peer reviews. Formative feedback is continuous throughout the first module in order to feed forward your development; you will complete this module mid-year, to ensure you have timely indication of your performance against the aims and expectations of the level, and to prepare you for the realisation of your major project.

The 60 credit **Major Project** module represents the culmination of the knowledge, skills and understanding acquired throughout the entirety of your study on the course through a self-initiated brief that forms your graduate portfolio, and the positioning of it. Throughout this final module of your degree, you will engender independence and professionalism through an individually negotiated portfolio that is targeted towards an identified area of fashion design specialism. This module enables the realisation of fashion design outcomes to a standard that demonstrates a sound basis for progression to professional practice or post-graduate study.

You will consolidate your professional awareness and the skillsets required by the fashion design industry through the completion of your graduate portfolio and continued employer engagement and market awareness.

As emerging professionals you will be have opportunity to collaborate with allied disciplines and external stakeholders to position and develop your practice.

Throughout the module delivery you will be encouraged to undertake independent study to supplement and consolidate what is being learnt and taught.

7b. Engagement Strategy

Methods for engaging with teaching and learning will typically include (without being limited to):

BRIEFINGS: To provide key information, approaches and expectations relating to module content, specific briefs, study tasks and assessment requirements.

CRITIQUES: To enable you to relate your work to a growing awareness of the link between theory and practice, and how this supports the evaluative process.

INDEPENDENT STUDY: To support the development of individual and autonomous approaches to research, development and the professional understanding of individual creative concerns, technical skills and module content.

INDIVIDUAL TUTORIALS: To provide an opportunity for individual discussion, formative feedback, workload management and action planning in response to module content, set briefs and study tasks.

PEER REVIEWS: To introduce, develop and support peer led formative feedback, reflective practice and communication skills relating to module content, individual practice and assessment requirements.

LECTURES: To introduce and explore key practices, principles and theories relating to module content, study tasks and the broader concerns of the discipline.

SEMINARS: To introduce, discuss and embed key practices, principles and theories relating to module content, study tasks and the broader concerns of the discipline.

PRACTICAL SESSIONS: To develop practice alongside other students.

WORKSHOPS: To develop technical skills that will enhance your creative process.

Additional / Enhancement Activities

There will be opportunities to engage with additional course-specific and university-wide enhancement activities, events and projects including:

- Visiting professionals programme
- Research visits and trips
- Live projects and external events
- Employability skills
- Collaboration

You will also be encouraged to identify and attend individually appropriate opportunities for external development and research activities.

7c. Assessment

The assessment of the modules is holistic. All material presented for assessment is taken as a whole and a single mark is given. Undertaking the staged tasks in the learning & teaching will encourage your acquisition of the skills and attributes expected for your graduate progress.

The aim of assessment is to inform you of your individual progress as you work through the course. Feedback is an essential element of assessment. You will be provided with written summative feedback on all of your module assessments at the end of each module. You will partake in continuous evaluation within the teaching and learning on the course, developing skills in reflection and dialogue and receive continuous formative feedback from the teaching staff and peers. Both summative and formative feedback approaches are designed to meet the 'assessment for learning' and 'feedforward' values espoused in the UK Quality Code. All the modules on this course contain formal formative feedback sessions using the assessment 'fields' where you will receive written feedback on your progress to meet this developmental aim. Assessment also continually ensures that you are meeting the required academic standards for the award.

Your performance of what you have learnt as a fashion designer is expressed through the art work you produce with any investigations, transcripts, research studies and test pieces you undertake in support of this. The Leeds Arts University Assessment strategy regards 'Performance' as the key term for the diverse creative outputs submitted in assessment across our provision. Your creative output / performance will demonstrate the extent to which you have learned, developed,

assimilated and mediated your knowledge, understanding and skills into appropriate forms for your submission requirements, and your work will be assessed as follows:

Your work will be assessed holistically through five assessment 'fields'. These are:

Field	Descriptor
Presentation	That which is seen by exhibition, portfolio, transcript, performance, relevant to tasks set.
Process	Evidence of the learning journey through method in haptic, physical practice based and textual applications.
Idea	Thought, concept or aim relevant to task, student centred and with clarity of vision.
Documentation	That which evidences the student's journey in and through research, technical experimentation, and/or creative endeavour. Could include: data; reflection; analysis; planning.
Technical	Quality and/or utility of the technical features employed; demonstration of skill / competence in media relevant to task.

7d. Feedback

BA (Hons) Fashion Design tutors will provide written and/or oral feedback, both in support of your ongoing development, as well as in direct response to student work formally within assessment contexts.

Provision of continuous feedback - defined as information communicated to students with the intention of improving learning - is a significant and distinctive strength of the course. It is particularly manifest within the iterative dialogue which takes place between tutor and student(s) in practical learning contexts.

Feedback is an essential element of assessment. You will be provided with written summative feedback on all of your module assessments at the end of each module. You will partake in continuous evaluation within the teaching and learning on the course, developing skills in reflection and dialogue and receive continuous formative feedback from the teaching staff and peers. Both summative and formative feedback approaches are designed to meet the 'assessment for learning' and 'feedforward' values espoused in the UK Quality Code. All the modules on this course contain formal formative feedback sessions using the assessment 'fields' where you will receive written feedback on your progress to meet this developmental aim.

Formative
<p>You will receive formative feedback on your progress throughout the module in a number of ways. These will include (without being limited to):</p> <ul style="list-style-type: none"> ● Peer Reviews ● Group Tutorials ● Individual Progress Tutorials ● Critiques
Summative

At the end of the module you will receive summative feedback represented by a grade with tutor comments on your work. This feedback will help you to understand your how you performed on the module, clarify your strengths and identify areas for further consideration.