

# COURSE SPECIFICATION - BA (Hons) Fashion Design



## 1. General information

Course Title	BA Hons Fashion Design
UCAS code	W230
Course / Award Title	BA (Hons)
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 Subject Benchmark Statement 2019
Date of most recent review/approval (for new courses)	April 2022
Date of next review	TBC

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 high quality, fashion design education in a stimulating environment, appropriately resourced.
- A specialised course of study in fashion design which explores visual research, drawing for fashion, design, pattern-cutting, garment production and portfolio with a balance of traditional and digital skills, through concepts, materials, methods and contexts.
- The ability to use intellectual and practical skills using critical, analytical and reflective approaches to fashion design practice.
- The opportunity to develop a professional understanding of fashion design within a range of contexts supported by competitions, and live industry focussed projects.
- A professional understanding of the role of the fashion designer in relation to the creative industries within a global context, through ongoing professional engagement with industry.
- An insight into the ethical principles of fashion design and the skills to explore the ethical and sustainable impact of your design practice.
- The ability to develop creatively with the capability to become an independent learner.
- The opportunity for collaboration, collective endeavour and negotiation.
- The ability to develop your key transferable skills such as academic literacy, problem solving and communication skills to benefit your transition into employment.

### 3. Distinctive Features

#### Distinctive features of the course:

BA (Hons) Fashion Design is a long-standing fashion community within a specialist arts university with a proudly fostered successful alumni network.

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.

It champions emphasis on practice, process and experimentation with a wide range of taught seminars and workshops, such as fashion illustration & drawing from life, design techniques, 3D stand work & creative cutting, tailoring to CAD and digital design.

The relationship between design, cutting and imagination is at the core of our approach to tailoring which we promote with a 21<sup>st</sup> century awareness of socio political and industry developments that move away from gender specificity.

Fashion specific technical skills are taught in small focused workshops to enhance knowledge and skillset enabling you to develop both traditional and digital fashion skills.

The course has strong links with industry, renowned brands, designers and local cloth manufacturers, including memberships with the British Fashion Council Colleges Council and Graduate Fashion Foundation.

Professional practice and industry awareness are embedded within course modules throughout each year of your studies and the focus on employability, competitions, industry projects and collaborations open up exciting opportunities to showcase your work.

Situated within a specialist creative arts university, the course has opportunities for collaboration across other disciplines exploiting the possibility of creative practices not limited by subject.

The course ethos is to promote 'fashion thinking', not only creatively, but responsibly, giving you greater leverage to find your position in this ever-evolving global industry. The course highlights and celebrates sustainability and diversity in the fashion industry to encourage the development of conscious designers and gaining of social awareness. Academic writing will be a continual part of your teaching and learning across the x3 years of study, enabling you to develop and improve these skills alongside your practice based work.

You will work in an independent arts university ethos of artisanal approaches, communities of practice, individuality, and diversity. This will enable you to gain a validated understanding of your individual design sensibilities, values and positioning.

BA (Hons) Fashion Design fosters a supportive and inclusive studio culture, and developing your own individual identity, rather than a 'one-size-fits-all' 'house-style' is a key focus throughout your studies.

## 4. Course Structure

### 4a. Module Framework

Level 4	Credit Points	ECTS	Learning Hours
LAUFD411 Fashion Thinking 1	20	10	200
LAUFD412 Skills & Process	40	20	400
LAUFD413 Fashion Design & Industry	60	30	600
Level 5	Credit Points	ECTS	Learning Hours
LAUFD511 Fashion Thinking 2	20	10	200
LAUFD512 Cut & Imagine	40	20	400
LAUFD513 Fashion Voice	60	30	600
Level 6	Credit Points	ECTS	Learning Hours
LAUFD611 Fashion Thinking 3	60	30	600
LAUFD612 Fashion Finale	60	30	600

### 4b. Course Map / Structure

Level 4		
Semester One	<b>Skills &amp; Process (LAUFD412)</b> <i>40 Credits</i>	<b>Fashion Thinking 1 (LAUFD411)</b> <i>20 credits</i>
Semester Two	<b>Fashion Design &amp; Industry (LAUFD413)</b> <i>60 credits</i>	
120 credits (60 ECTS credits)		Certificate of Higher Education (Exit Award)

Level 5		
Semester One	<b>Fashion Thinking 2 (LAUFD511)</b> <i>20 credits</i>	<b>Cut &amp; Imagine (LAUFD512)</b> <i>40 credits</i>
Semester Two	<b>Fashion Voice (LAUFD513)</b> <i>60 credits</i>	
120 credits (60 ECTS credits)		Diploma of Higher Education (Exit Award)

Level 6		
Semester One	<b>Fashion Thinking 3 (LAUFD611)</b> <i>60 credits</i>	
Semester Two	<b>Fashion Finale (LAUFD612)</b> <i>60 credits</i>	
120 credits (60 ECTS credits)		BA (Hons) Fashion Design

\*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 Learning Outcomes (CLOs) comprise the Level Learning Outcomes, which define what you are expected to be able to do on completion of each level. Level Learning Outcomes are achieved through successfully completing all modules at that level. Expectations for your learning are expressed within each module.

### Level 4 (CertHE)

Level Learning Outcomes	Modules
<i>By the end of Level 4, you will be expected to:</i>	
4.1 Use research to position your practice in relation to the critical, cultural or social context of fashion design.	LAUFD411 LAUFD413
4.2 Describe and discuss conceptual and contextual concerns within the production of practical outcomes.	LAUFD412 LAUFD413
4.3 Identify creative practices and processes used for the production of outcomes.	LAUFD412 LAUFD413
4.4 Generate and present practical ideas, through experimentation, using a variety of techniques appropriate to Fashion Design.	LAUFD411 LAUFD412 LAUFD413
4.5 Produce a body of work using appropriate methods/practice that presents opinions, observations and evaluations through appropriate methods of written, verbal and visual communication.	LAUFD411 LAUFD412 LAUFD413
4.6 Practice self-management skills and the ability to manage workload, study independently and meet required deadlines.	LAUFD411 LAUFD412 LAUFD413

### Level 5 (DipHE)

Level Learning Outcomes	Modules
<i>By the end of Level 5, you will be expected to:</i>	
5.1 Analyse and explain the relationship between research and the contextual and theoretical perspectives in relation to fashion design practice.	LAUFD511 LAUFD512
5.2 Engage in self-initiated and/or collaborative activity and external projects relevant to the professional context of fashion design practice.	LAUFD513

5.3 Analyse source materials and develop solutions critically through appropriate methods of conceptual development, reflection and recording.	LAUFD512 LAUFD513
5.4 Develop an application of visual language, materials, processes and concepts that engage and respond to the professional contexts and audiences relating to the fashion design practice.	LAUFD511 LAUFD512 LAUFD513
5.5 Articulate and document individual opinions, observations and evaluations through appropriate methods of written, verbal and visual communication, to a range of audiences.	LAUFD511 LAUFD512 LAUFD513
5.6 Employ self-management skills and the ability to manage workload, study independently and meet required deadlines.	LAUFD511 LAUFD512 LAUFD513

## Level 6 (BA Hons)

Level Learning Outcomes	Modules
<i>By the end of Level 6, you will be expected to:</i>	
6.1 Evaluate and explain specific knowledge and specialist understanding of the professional and contextual location of your practice including consideration of ethics, sustainability and intellectual property.	LAUFD611 LAUFD612
6.2 Synthesise your knowledge and understanding to generate effective creative solutions within fashion design practice communicated through a portfolio showcasing your skills and achievements as a fashion design graduate.	LAUFD611 LAUFD612
6.3 Employ a high level of process and professional skills that demonstrate a critically informed application of the materials and professional skills of fashion design practice.	LAUFD611 LAUFD612
6.4 Combine information, experiences and a range of appropriate communication methods to present yourself as a professional fashion design practitioner to external audiences.	LAUFD611 LAUFD612
6.5 Present a range of written responses and creative design outcomes appropriate to the professional and wider context of fashion design, clearly identifying the position of your individual practice within the creative sector.	LAUFD611 LAUFD612
6.6 Take ownership of your learning and professional development by proactively engaging in opportunities to undertake collaborative practice, entrepreneurial activities and/or live briefs, competitions and industry platforms.	LAUFD611 LAUFD612

## 6. Teaching, Learning and Assessment Strategies

Our overall approach to engagement is outlined in our statement on [Higher Education teaching & learning at Leeds Arts University](#).

### 6a. Teaching and Learning

#### Level 4

The first year of the course introduces you to contemporary fashion design practice, in a variety of contexts, and the fundamental skillset used by a fashion design practitioner. You will explore fashion design practice, through both 2D methods that includes drawing, design, collage and 3D development

such as garment realisation. The nature of fashion design practice involves a broad range of methods 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 series of modules progresses through all levels of the course and is designed to establish the essential link between an academic understanding of the context of fashion design and the nature of the practice itself, providing a context within which critique, evaluation and research can be developed. The first module of the series, Fashion Thinking 1, explores the context of historical and contemporary fashion and the wider influential factors, such as political, economic, societal, ethical that influence fashion design thinking.

You will engage with a programme of lectures and practice-based sessions to explore the value of research to inform design. This will include undertaking a variety of seminars and workshops focussed on creative responses to research, drawing skills and fabric sampling. Through fashion illustration workshops you will develop your awareness of the body, proportion and use of mixed media techniques. Where possible visits to a gallery and exhibition for primary research will be facilitated.

In Semester One, **Skills and Process** introduces you to the creative practice of fashion design through a series of sessions that explore design principles and processes. You will explore methodologies that range from sampling and experimentation, through to design development, pattern-cutting as design, and garment production processes and you will be familiarised 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 ideas into 3D garment outcomes.

The Semester Two module, **Fashion Design and Industry** will develop your existing knowledge of fundamental fashion design principles and will enable you to further understand the role of the Fashion Designer. Throughout this module, you will engage in a series of CAD workshops, explore experimental pattern cutting and sustainable processes such as deconstruction/reconstruction of existing garments. You will be introduced to industry standard Adobe design programmes in order to equip you with the skills required to produce a range of designs for a specific designer/brand market. You will consolidate your level 4 learning into producing a creative and cohesive fashion portfolio gaining essential composition skills that you will continue to hone throughout your degree. Alongside these sessions you will further develop your garment construction techniques through production of 3D samples and prototypes. Opportunities will be facilitated to enable you to collaborate with other courses such as BA (Hons) Fashion Photography to forge beneficial creative relationships to enhance your studies and experience.

## Level 5

You will spend the second year of study further developing your skillset and honing the application of your contextual understanding. You will also enhance your design thinking, technical and digital skills in relation to specialist approaches to fashion design. 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 Semester One **Cut & Imagine** module will develop your understanding of the fashion design discipline with a specific focus on tailoring in a 21st century context and outerwear design. The design process is developed as a way to explore critical exploration into, and experimentation with, a variety of methods including trend research and analysis, story-boards, 2D and 3D design development, design detail and fashion illustration. You will engage with a series of workshops to enhance your technical skills and inform your own development of processes such as pattern cutting techniques, garment production, and technical digital production data.

The module **Fashion Thinking 2** will explore 21<sup>st</sup> century factors that influence fashion design thinking including diversity, ethics, sustainable design and artisan practices. This module offers an opportunity to develop critical thinking in the context of contemporary fashion and the wider

influential factors that influence fashion design thinking in response to the industry's need for conscious designers.

In the Semester Two module, **Fashion Voice** you will introduce a kinaesthetic approach to the design process alongside an industry focussed design brief. You will be encouraged to work in contrasting ways to help you find or identify your design identity. Throughout this module, you will engage in a series of creative pattern cutting and design process workshops. You will work in both traditional and digital approaches that will facilitate learning and develop an individual approach to design thinking whilst further refining your presentation portfolio skills.

Lectures, seminars and visiting professional talks will further develop your professional awareness of the fashion industry and you will undertake your own research into roles of interest to start to build your own contacts and consider work experience opportunities.

## Level 6

Your own negotiation of individual interests and aims as an emerging fashion design practitioner is at the centre of the learning and teaching in the final level of the course. Your own project drives the dialogue between you and the tutorial staff. In Semester 1 you will undertake **Fashion Thinking 3**, the final module in the series. This asks you to focus intently on your positioning as a fashion designer, practically, theoretically, and professionally. **Fashion Thinking 3** offers a dedicated space to establish a synthesised academic understanding of both the context of your self-identified practice and the nature of the practice itself, from which your major project will develop. It is supported through studio tutorial and peer reviews. Formative feedback is continuous throughout this first module in order to feed forward your development toward your identified area of fashion design specialism; 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 final module of your degree studies **Fashion Finale** represents the culmination of the knowledge, skills and understanding acquired throughout the entirety of your study on the course. In the second semester you will establish a self-initiated brief that is informed by your learning experiences, research, and design development. This forms your graduate portfolio, collection and the positioning of it. Throughout this final module of your degree which is perceived as your major project, 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 industry engagement and market awareness. As emerging professionals, you will have the opportunity to collaborate with external industry showcases 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. Collaboration is facilitated and encouraged as an enhancement throughout your studies however it is the individual students work outputs that are assessed not the collaboration.

## 6b. Assessment

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 and explained in more detail in 6c. Assessment also ensures that you are meeting the required academic standards for the award.

Assessment reflects the teaching and learning content and is an integral part of the learning process. Specific assessment strategies and submission requirements are explained in the briefs that you will receive at the start of each module. Assessment is designed to reflect creative and academic practice

and is aligned with the appropriate level of study. As far as possible assessment will be authentic in simulating professional practices.

Your creative output therefore, is the application of your learning, and will demonstrate the extent to which you have learned, developed, assimilated and mediated your knowledge, understanding and skills into appropriate forms for submission requirements. You will evidence module expectations, as expressed as 'what you are expected to learn' in module specifications.

The assessment of the modules is holistic; all material presented for assessment in each module is taken as a whole and a single mark is arrived at. Most assessment is by portfolio submission, the exact nature and content of which is determined by the subject matter, content and learning expectations for each module and is specified in your module briefs.

Your work will be assessed holistically using the undergraduate Assessment Criteria and Marking Scheme. These are used to evaluate your learning against the learning expectations specified for each module. Levels are clearly differentiated by learning outcomes, module expectations, teaching and learning approaches and assessment design.

## 6c. Feedback

Tutors will provide feedback, both in support of your ongoing development, as well as in direct response to your work formally within assessment contexts.

Provision of ongoing feedback - defined as information communicated to students with the intention of improving learning - is a significant and distinctive strength of the course. It is demonstrated through frequent and ongoing discussions between staff and students.

### Formative

You will receive formative feedback on your progress throughout the module in a number of ways. You will partake in ongoing evaluation within the teaching and learning on the course, developing skills in reflection and dialogue and receive ongoing formative feedback from the teaching staff and peers. All the modules on this course contain formal formative feedback sessions using the assessment criteria where you will receive feedback on your progress to meet this developmental aim.

Examples of formative feedback include (without being limited to):

- Peer Reviews
- Group Tutorials
- Individual Progress Tutorials

### 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 how you performed on the module, clarify your strengths and identify areas for further consideration.