

## **Information for offer holders: BA (Hons) Fashion: Fashion Design with Marketing**

This document contains important information from your course team about what to expect from your studies, including what kit you'll need to participate in your course.

We recommend visiting our [Coronavirus information](#) pages regularly for the latest advice and support to help you study safely.

We are looking forward to welcoming you to BA (Hons) Fashion: Fashion Design with Marketing in September. We want to tell you a little more about our plans for the 2021/22 academic year.

Covid-19 has presented challenges for everyone over the last year, but it has also presented opportunities to develop and reflect on our teaching and learning in relation to our disciplines in art, design and performance. We intend to use an informed learning approach that is led by pedagogic best practice.

Using student and staff feedback from this year we have developed our teaching principles to achieve the best blend of online and on-campus learning experiences appropriate to your subject discipline.

The majority of your teaching time will be timetabled on-campus. We know that the opportunity to learn face-to-face in groups is important to you and is also a great way to teach your subject discipline. You will be expected to attend these sessions on-campus. Where possible your on-campus teaching sessions will be timetabled on no more than two days to minimise your travel. Whilst you are on-campus, there will be study areas including our library for you to book space to work in.

We have a wide variety of guest lecturers who might be working outside of the UK, and by being online they can join us from anywhere in the world. Again, we encourage you to join these lectures even if they are not within your chosen discipline – broaden your horizons and listen to some amazing people!

Most of your interaction with tutors will be at tutorials and these will be mostly in college, one-to-one or in small groups. Meeting your tutor in person allows them to see your work in detail and give you feedback, then discuss your next steps. If your project requires some practical skills such as making fabrics or garments, this will happen in the college workshops /studios, working with tutors and technicians. Time will be limited to an average of 2 days per week, so we strongly advise you to be present at those times and benefit from the help and advice of your tutors.

Also, to meet your peers to share your knowledge and experiences. Critiques and Assessments will sometime be on-site and sometimes online depending on the nature of the project. You will also be expected to do lots of independent study work and this can be done in the college library, learning zones, studios or from home.

Each course unit is designed to be a blend of learning experiences for the subject discipline.

## Course units

Block	Unit name	Credits	Delivery mode
1 (Sept 2021 - Feb 2022)	Unit 1: Introduction to the Fashion Programme and to studying at CSM	20	Online briefings, lectures and seminars. You will be working in teams so you can meet your peers online or live (respecting social distancing). Critiques will also be online events in this unit.
1 (Sept 2021 - Feb 2022)	Unit 2: Research, Creative Development and Technical skills (Part 1)	40	Blended: Online Briefings, lectures and seminars, but on-campus workshops and studio work. Most tutorials will also be on-campus. Critiques/Assessments will usually be on campus for presentations but some work will be submitted digitally online.
2 (Feb 2022 - June 2022)	Unit 3: Research, Creative Development and Technical skills (Part 2)	40	Blended: Online Briefings, lectures and seminars, but on-campus workshops and studio work. Most tutorials will also be on-campus. Critiques/Assessments will usually be on campus for presentations but some work will be submitted digitally online.
2 (Feb 2022 - June 2022)	Unit 4: Cultural Histories and Theories	20	Cultural/Contextual Studies will be delivered as online lectures and seminars. Assessment will require work to be submitted digitally online.

Unit 1 (Introduction) and Unit 4 (Cultural Studies) are smaller units and these will mainly be delivered online.

Our 'main study' units in Fashion Design (Unit 2 and Unit 3) are taught by projects. There are usually about 3 projects per unit although this may vary. Projects Briefings will usually be online. We strongly advise students to engage with these 'live' (at the time of delivery) so they can interact with the tutor and peers, ask questions etc. But they will also be recorded so students can go back and listen again. Likewise, Lectures and Seminars will also be online.

There will be a programme of online and on-campus induction events called Big Welcome, so look out for emails telling you more about these. There will also be course induction events in your first week.

We know from experience that things can change very rapidly, so we have plans in place just in case we have to adapt to further restrictions or other events, and we have designed our timetables to make this possible. Your timetable will be published in early September. We are looking forward to welcoming you when term begins.

## Summer project

In preparation for the beginning of your first year, your course team would like you to complete a summer project and have this ready to share during the start of term.

The creative mind can find inspiration in the most unlikely places! Wherever you are this summer, be inspired by your surroundings.

Learn to look into, not just to glance at, by drawing, painting and photographing things which stimulate you.

Gather this information in your sketchbook and develop ideas for fashion from this inspiration. Although your inspirations can be as diverse and as abstract as you like, remember that the main and essential objective is to create a beautiful garment. Think of silhouette, design details, fabric, colour, trims, prints, surface decoration, etc.

Refine your ideas into 'roughs' for **12 outfits** and select **3 for illustration**. Of these, choose one garment or outfit to make.

Be creative regarding how you go about making your garment(s). As well as sewing, you could glue, safety pin, staple, knot. You can buy a pattern and adapt it, you can cut up an old garment and use that as a pattern, or reconstruct in a new way if appropriate to your research and design development.

Expected work outputs for the crit:

- Research (sketch book or other)
- Design development (sketch book or other)
- Garment or Outfit presented on a mannequin
- 3 Illustrations

You will **not** be marked on this project, but we will ask you to present your work in your first crit, so be as expressive as you can!

## Key contacts

More details about your curriculum can be found on our [BA \(Hons\) Fashion: Fashion Design with Marketing course page](#).

**Course Leader:** Sarah Gresty ([s.gresty@csm.arts.ac.uk](mailto:s.gresty@csm.arts.ac.uk)) is your main point of contact for any questions you may have about your course curriculum.

**Programme Administrator:** David Mansfield ([csm-fashionadmin@arts.ac.uk](mailto:csm-fashionadmin@arts.ac.uk)) will be able to help with any other matters.

Once term starts you should regularly check your course Moodle site where all your course information can be found – Timetables, Projects briefs, messages from tutors and much more.

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We suggest you do this daily. You should also check your UAL email daily, and please only use this email account to contact College staff. Staying in contact is very important so you know what is happening.

# ual central saint martins

## Your course kit list

We recommend waiting until you're notified you're eligible to enrol before purchasing your course kit.

### Digital kit

The minimum kit list to engage with UAL learning is:

1. Laptop or desktop computer (Mac or PC)
2. Stable internet connection
3. Ear/headphones which work with your laptop or desktop – preferably with an inbuilt microphone.
4. A standalone webcam if your laptop or desktop does not already have one.
5. Basic office software. You can download up to five free copies of the [Office365](#) suite.

### Other kit

#### Equipment list

You will need the following equipment for pattern cutting and sewing your White Project. These items **must be** bought in time for your first skills session (see timetable).

Items can be bought from the **college shop** or **Morplan** 56 Great Titchfield Street. London W1.  
(10% discount with your student card)

#### Cutting equipment

- Grader's set square or patternmaster
- Paper scissors
- Tape measure
- Tracing wheel
- Awl
- Magic tape or masking tape
- 2h mechanical pencil and eraser
- Pattern notchers

## Sewing equipment

- Sewing machine (plus knitting machine for Knit students – this can be purchased after starting the course and definitely should be 2<sup>nd</sup> hand)
- Fabric shears
- Zip feet (left and right)
- Pins
- Teflon foot
- Small scissors / snips
- Brother spool and spool case
- Small screwdriver
- Tailor's chalk / cloth marking pencils
- Quick unpick

Three useful books for your pattern cutting:

- **Designing patterns** – Hilary Campbell
- **Guide to fashion sewing** – Connie Amaden Crawford
- **Patternmaking** – Helen Joseph Armstrong

## Discounts and benefits

As a UAL student you have access to a range of educational discounts to assist with your studies. Read our [IT software and discounts](#) page to find out more.

### Adobe Creative Cloud UAL student deal

You can access Adobe Creative Cloud programmes for free whilst on site, however you may want flexibility and guaranteed access at other times.

The UAL student deal gives you a subscription to the full Adobe Creative Cloud suite, plus 100GB of cloud storage until Saturday 13 August 2022 for a single £48 payment.

You should check your course requirements and [information on alternative software](#) before purchasing. If you need access to more than two Adobe Creative Cloud applications or want to access them remotely, it's worth considering this offer.

The deal will be available on the [UAL eStore](#) from 14 August 2021 for all UAL students. Read our [Get Adobe Creative Cloud for £48](#) story for details.

### University Equipment Hardship Fund

If you think you may need financial support to purchase equipment to access online learning, the [University Equipment Hardship Fund](#) may be able to help.