

Programme Specification

Every taught course of study leading to a UAL award is required to have a Programme Specification. This summarises the course aims, learning outcomes, teaching, learning and assessment methods, and course structure. Programme Specifications are developed through course validation and are formally approved by UAL Validation Sub Committee (VSC). They are available to prospective students through the course web page, and must be reviewed on an annual basis to ensure currency of information (for example, following any modifications or local developments).

Awarding Body Professional, Statutory or Regulatory Body (PSRB)	University of the Arts London (UAL)
Teaching Institution	Central Saint Martins
Final Award	BA (Honours) Fashion (in the named pathway)
Length of Course	3 years or 4 year sandwich full time
UCAS code	Fashion Design with Knitwear Pathway: W228 Fashion Design with Marketing Pathway: W237 Fashion Design Menswear Pathway: W238 Fashion Design Womenswear Pathway: W234 Fashion Print Pathway: W239 Institution code: U65
Date of production/revision	June 2017

This section is available to provide any introductory information on the course. It might include explanation of the position of courses which form a named pathway within an 'umbrella' programme.

Fashion Design with Knitwear Pathway

Fashion Design with Marketing Pathway

Fashion Design Menswear Pathway

Fashion Design Womenswear Pathway

Fashion Print Pathway

Course Aims

The aims of the course identify the rationale underlying the student's educational experience and own personal achievement from studying on the course and its affect upon the student's long term achievement and career.

This course aims to:

- develop your creative identity, and intellectual, technical and professional skills so that you are able to understand the nature and relationships of different roles within the fashion industry, and to explore some of these through your choice of pathway;
- achieve an appropriate balance between imaginative ideas and professional considerations which will allow you to contribute effective ideas to international fashion design and related professions;
- understand the historical, social, cultural and economic factors which influence, and provide a context for, the development of fashion design;
- create a body of work to support entry into employment in an appropriate sector of the fashion industry or related professions and/or to prepare for access to postgraduate study or research

Course Outcomes

The course enables the student to demonstrate the following subject knowledge and understanding, intellectual and academic skills, practical subject skills, key attributes and transferable skills. Each outcome should be detailed below.

The outcomes that you will have demonstrated upon completion of the course, are:

Outcome:	Demonstrate acquisition and critical understanding of subject knowledge in relation to your chosen pathway.
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Outcome:	Demonstrate a personal approach in deploying a range of creative, problem solving and practical skills in generating and realising your ideas.
Outcome:	Apply flexible and imaginative approaches to your work and its design and communication context.
Outcome:	Evaluate, articulate and synthesise knowledge and understanding of fashion through both contemporary and historical perspectives.
Outcome:	Present ideas and information effectively using a range of skills appropriate to your chosen pathway and the demands of the curriculum.
Outcome:	Research, source, select, retrieve, evaluate and use the varied design, commercial and cultural resources available to you.
Outcome:	Demonstrate independent learning ability, the capacity to set goals and manage course work effectively.
Outcome:	Collaborate effectively in team and/or group work.
Outcome:	Evaluate critically the relevant professional, cultural and educational contexts in which your creative practice and personal strengths can be applied and developed.

Learning and Teaching Methods:

Provide a summary of the relevant learning and teaching methods for the course (i.e. lectures, seminars, independent learning).

The primary means of learning for each student is through studio practice. This is supported and developed through:

- workshop and studio tuition;
- project work;
- interdisciplinary group and teamwork;
- briefing documents and/or briefing meetings;

- seminars;
- lectures or studio talks;
- presentations;
- group critiques;
- studio demonstrations;
- field study visits;
- peer learning and feedback;
- independent study;
- self-evaluation;
- individual and group tutorials

Scheduled Learning and Teaching

State the notional learning hours and provide a percentage breakdown of timetabled teaching and learning activities per level.

Scheduled Learning and Teaching – this is the percentage of your time spent in timetabled learning and teaching. In each year you are expected to study for 1,200 hours over 30 weeks; below is the amount of time which is timetabled activity. The rest of your learning time will be self-directed, independent study.

BA (Hons) Fashion: Design With Knitwear:

Year 1 - 25

Year 2 - 12

Year 3 - 17

BA (Hons) Fashion: Design With Marketing:

Year 1 - 24

Year 2 - 31

Year 3 - 28

BA (Hons) Fashion: Fashion Design Menswear:

Year 1 - 23

Year 2 - 30

Year 3 - 23

BA (Hons) Fashion: Fashion Design Womenswear:

Year 1 - 24

Year 2 - 27

Year 3 - 26

BA (Hons) Fashion: Fashion Print:

Year 1 - 24

Year 2 - 36

Year 3 - 26

Assessment Methods:

Provide a summary of the relevant assessment methods for the course.

Assessment of achievement as demonstrated through:

- project outcomes (individual, collaborative or team);
- oral and visual presentations;

- portfolio reviews;
- essays/written assignments/reports/the dissertation;
- self-evaluation

Students are given formative assessments and feedback throughout the progress of their work and via the tutorial system.

All unit assessments are summative, as are Stage assessments and the final assessment.

Reference Points

List any policies, descriptors, initiatives or benchmark statements used in the development of the course.

The following reference points were used in designing the course:

- The Learning and Teaching policies of the University of the Arts London;
- College policies and initiatives;
- The QAA Framework for Higher Education Qualifications (FHEQ);
- The Art and Design Benchmark Statement

Programme Summary

Programme structures, features, units, credit and award requirements:

List the course details that constitute the agreed student entitlement for this course. This should include unit titles and credit, types of learning, and details of tutorial support. If the course includes a work or study placement (including Dip Professional Studies), the duration and a summary of expectations around arrangements must be highlighted.

The BA (Honours) Fashion Course framework comprises two modes of study, three years full time and four years sandwich. The course has five named pathways, all of which have the study of fashion as their core subject. All pathways are offered in both modes. If you have elected to follow the four-year sandwich

mode of study, your Course will include a period on placement during the third year for the award of the Diploma in Professional Studies.

Intermediate awards may be made to students wishing to withdraw from the course following successful completion of Stage 1 (the Certificate of Higher Education) or Stage 2 (the Diploma in Higher Education). The BA (Honours) degree is awarded following the successful completion of Stage 3. Sandwich students who successfully meet the approved requirements of the Diploma in Professional Studies, which accredits work placement in the third year of the four year programme, will qualify for the Diploma, with the award being confirmed by the Stage 3 Examination Board at the end of the course.

The named pathways are:

- Fashion Design Womenswear;
- Fashion Design Menswear;
- Fashion Design with Marketing;
- Fashion Design with Knitwear;
- Fashion Print

Stage 1:

Unit 1 (Fashion: Introduction to Study in HE) enables you to acquire and improve your skills, understanding and approaches to learning that will underpin your studies in Stage 1, in your course as a whole, and beyond. Emphasis is placed on the skills needed to locate, navigate and communicate information effectively and appropriately. You will be introduced to resources that support your studies.

Unit 2 (Research Creative Development and Technical Skills Part 1) and Unit 3 (Research Creative Development and Technical Skills Part 2) provide a foundation in the generation and development of design ideas through practical/technical workshops, grounding in the unique aspects of fashion design and an introduction to other related course pathways. An important function of this Stage is to encourage you to research, explore and develop your individual strengths and approaches to your subject.

Unit 4 (Cultural Histories, Theories and Practice of Fashion) offers a range of concepts used to critically analyse objects, images, spaces and practices in art,

design and popular culture. The unit introduces key research methods and approaches, building on basic skills acquired in Unit 1.

Stage 2:

Unit 5 (Research Methods and Approaches: Fashion) offers a range of research methods and approaches to equip you with skills to prepare for self-directed study. Cultural and historical concepts are employed by you to critically analyse objects, images, spaces, and practices in art, design or popular culture.

Units 6 (Further Development of Pathway Expertise Part 1) and 7 (Further Development of Pathway Expertise Part 2) through a combination of studio and formal tutorial guidance, seminar, external projects and competitions, project critiques, personal research, independent study and/or team projects, enable you to explore the breadth of your subjects and develop your individual talents in relation to them.

Unit 8 (Positioning and Professional Preparation) consolidates the skills necessary to develop and articulate your position in relation to both your own discipline and practice and the broader field of the creative industries. Through a series of lectures and seminars you will prepare to apply to placements and future employment or further study.

At the beginning of the summer term, students on the four-year pathways are involved in the planning and preparation for their work placement. Exceptionally, three-year full time students may apply to transfer to the four year mode to undertake placement. Such applications have to be made via the Placement Administrator by the end of the autumn term of Stage 2.

Stage 3:

Unit 9 (Degree Project Research and Development) provides you with an opportunity to demonstrate your ability to self-manage your own learning. You are given the opportunity to begin to define your individual creative identity as a designer. Initially you will do projects that will further enhance your research design, fabric selection, pattern-cutting, accessories design and making skills. Projects in this unit will also give you the opportunity to experiment with some design ideas that you might want to use in the realisation of your degree collection. By the end of this unit you will have completed the initial research and design phase of your degree collection. You will also work further on your portfolio to achieve a professional standard.

Unit 10 (Dissertation) supports the development of the dissertation itself in consultation with a support tutor. The dissertation represents the culmination of your Cultural Studies work for your degree. It consolidates research and writing skills, offering you the unique opportunity to develop a cultural study of your own. It is a written project involving structured analysis of a chosen aspect of visual, textual or spatial culture.

Exceptionally, you may wish to place greater emphasis on Cultural Studies in the final year. If you wish to take this option you must make an application to the Course Leader and Cultural Studies Co-ordinator by the end of Stage 2 of the course. Once confirmed, you will be undertaking the Cultural Studies Dissertation at 40 credits (Unit 10a, 33.33% of your degree award) alongside your Main Study Practice Unit 9 at 40 credits (33.33% of your degree award) and subsequently your Main Study Practice (Unit 11a) also at 40 credits (33.33% of your degree award). Please see the unit descriptions for more details. To have this study route agreed you must have demonstrated a strong track record in previous Cultural Studies Units.

Unit 11 (Degree Resolution and Presentation) supports your ability to manage your work in a professional manner, demonstrating both personal and professional development as you complete and present your degree collection and portfolio work for examination during the summer term. This involves personal discipline and time management. In translating your designs into finished garments you will greatly increase your pattern-cutting and making skills. You will also undertake extensive fabric research, making contact with potential sponsors from the fashion textiles industry. The end result will be your presentation of four to six finished outfits. This will be supported and contextualised by evidence of your research and design development and a portfolio presentation of your degree collection. Your knowledge of accessories and styling will also be increased through the presentation of your final collection.

Distinctive features of the course:

Identify and list those characteristics that distinguish your course from other, similar courses. Refer to both the student experience on the course and future possible career opportunities.

The Course framework offers a choice of five named pathways, all of which have the study of fashion as their core subject, offering a unique and synergistic combination of fashion design, historical and theoretical studies led by tutors who are expert practitioners. This choice of pathways enables students to study in

some depth a specific area of fashion practice encompassing different approaches to the subject and offering a range of creative opportunities within the industry.

The interdisciplinary nature of elements of the curriculum and its breadth and diversity provides a microcosm of the fashion design world which gives students a valuable perspective on their potential future role in relation to other designers, communicators and historians and encourages peer and independent learning.

The curriculum is also flexible and provides excellent scope for students to network with the fashion industry. Active learning through project-based enquiry is a cornerstone of the curriculum. Students may undertake collaborative and team projects that involve working together either in mixed pathway groups or teams as well as with outside professionals and sponsoring companies and organisations. This promotes inter-disciplinary peer learning enabling students to develop the ability to work with others, the capacity for independent learning, and greater awareness of the professional skills needed to further their career development.

The length of study for all pathways is three or four years. All students have the opportunity to apply to interrupt their academic studies after two years full time study to undertake a period of work placement (subject to academic approval). Students who meet the approved requirements of this work placement period will qualify for the additional qualification of the Diploma in Professional Studies.

Recruitment and Admissions

Selection Criteria

The criteria used to make a decision on selection must be fully listed. It must be clear how an applicant's suitability to study on the course as demonstrated at the pre-selection and/or interview stage will be judged (good practice examples are available through the Programme Specification Guidance). Procedures for selection must adhere to the Equal Opportunities Policy of UAL.

Full details can be found online:

<http://www.arts.ac.uk/csm/courses/undergraduate/ba-fashion/>

Your portfolio should demonstrate creative development, whether for a college project or in your personal work. By creative development, we mean ideas that have originated through your own experience and research and progressed towards potential visual and three-dimensional proposals. We are interested in seeing your ideas, visual research and experimentation and finished design solutions. It is important that the creative work you include reflects and

demonstrates your thinking, initiative and personal commitment to a particular project, theme or idea.

Both in your portfolio and at the interview we are interested in you as an individual, your personal interests, motivation, your creativity and initiative in finding out about your awareness of fashion and art and design.

Selection criteria

Applicants are selected according to demonstration of potential and current ability to:

- work imaginatively and creatively in two and three dimensional visual and material media;
- engage with experimentation and invention;
- show imagination and ambition in proposals for your work;
- take informed risks;
- demonstrate a range of skills and technical abilities;
- through your portfolio, demonstrate a range of approaches to design development, originated from personal experience or visual research and progressed through logical stages to a finished design solutions;
- evidence handling a material or medium with sensitivity to its qualities;
- demonstrate engagement and improvement in a recently learned technical skill;
- demonstrate an awareness of planning and time management skills;
- provide evidence of intellectual enquiry within their work;
- demonstrate relevant research skills;
- evidence your ability to critically reflect on and evaluate your achievements;

- demonstrate cultural awareness and/or contextual framework of their work;
- evidence an interest in contemporary fashion design communication and promotion;
- identify social and/or cultural influences on your work;
- articulate and communicate intentions clearly;
- discuss your work in individual and group situations;
- present your work appropriately and effectively;
- demonstrate commitment and motivation in relation to the subject and the course;
- develop your own ideas and address both set and personal project briefs;
- show willingness to collaborate;
- show initiative

Entry Requirements

List the academic entry requirements relevant to the course, noting any requirements that are above the UAL minimum, or any course specific grade requirements. Language requirements such as IELTS must also be provided. Entry requirements will constitute the standard, conditional offer for the course.

An applicant will be considered for admission to the Fashion Design Womenswear, Fashion Design Menswear, Fashion Design with Marketing, Fashion Design with Knitwear or Fashion Print Pathways of the course who has:

Minimum Entry Requirements

- A Foundation Course in Art and Design;
- Passes at GCSE level in three other subjects (grade C or above)

or

- A Foundation Course in Art and Design;
- A pass in one GCE A level;
- Passes at GCSE level or equivalent in three subjects (grade C or above)

or

- BTEC/National Diploma;
- Passes at GCSE level in three other subjects (grade C or above);

or

- UALAB Level 3 Pre-University Art and Design;
- Passes at GCSE in four other subjects grade C or above, at least one of which should be in an art and design subject (or the equivalent Level 2 qualification in an appropriate subject).

This educational level may be demonstrated by possession of equivalent qualifications; e.g. International Baccalaureate or High School Diploma.

Applicants who do not meet these course entry requirements may still be considered if the course team judges the application demonstrates additional strengths and alternative evidence. This might be demonstrated by, for example: related academic or work experience; the quality of the personal statement; a strong academic or other professional reference; or a combination of these factors.

English Language Ability

All classes are conducted in English. If English is not your first language you'll be asked to provide evidence of your English language ability in order to apply for a visa, enrol, and start your course. The standard English language requirement for entry to Fashion Design Menswear, Fashion Design Womenswear, Fashion Print, Fashion Design with Knitwear and Fashion Design with Marketing is IELTS 6.0 with a minimum of 5.5 in any one paper, or equivalent.

Applicants who will need a Tier 4 General Student Visa should check the Visa and Immigration page which provides important information about UK Visas and

Immigration (UKVI) requirements: <http://www.arts.ac.uk/study-at-ual/international/immigration-and-visas/>

Course Diagram

Insert a course diagram which includes; units and their credit values, plus credit values per year/level, category of units (i.e. core or specialist), progression routes, years/levels of the course, any other relevant characteristics that distinguishes the course

See below

Stage 1

										Xmas										Easter										Summer									
01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30										
20 credits Unit 1 Fashion: Introduction to Study in HE																				40 credits Unit 3										Research Creative Development and Technical Skills Part 2									
40 credits Unit 2 Research Creative Development and Technical Skills Part 1																																							
20 credits										Unit 4																				Cultural Histories, Theories and Practice (Fashion)									

Stage 2

										Xmas										Easter										Summer									
01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30										
20 credits Unit 5 Research Methods and Approaches																																							
40 credits Unit 6 Further Development of Pathway Expertise Part 1																				40 credits Unit 7 Further Development of Pathway Expertise Part 2																			
20 credits Unit 8 Positioning and Professional Preparation																																							

Stage 3: Standard Dissertation										Xmas										Easter										Summer																													
01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
40 credits Unit 9 Degree Project Research and Development																				60 credits Unit 11 Degree Project Resolution and Presentation																																							
20 credits Unit 10 Dissertation																																																											
STAGE THREE: Extended Dissertation										Xmas										Easter										Summer																													
01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
40 credits Unit 9 Degree Project Research and Development																				40 credits Unit 11a										Degree Project Resolution and Presentation																													
40 credits Unit 10a Extended Dissertation																																																											