# BA (Hons) Fashion: Fashion Print

<table>
<thead>
<tr>
<th><strong>Awarding Body</strong></th>
<th>University of the Arts London</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>College</strong></td>
<td>Central Saint Martins</td>
</tr>
<tr>
<td><strong>Programme</strong></td>
<td>Fashion (L028)</td>
</tr>
<tr>
<td><strong>Course AOS Code</strong></td>
<td>CSMBAFDPF01</td>
</tr>
<tr>
<td><strong>FHEQ Level</strong></td>
<td>Level 6 Degree</td>
</tr>
<tr>
<td><strong>Course Credits</strong></td>
<td>360</td>
</tr>
<tr>
<td><strong>Mode</strong></td>
<td>Full Time</td>
</tr>
<tr>
<td><strong>Duration of Course</strong></td>
<td>3 years</td>
</tr>
<tr>
<td><strong>Teaching Weeks</strong></td>
<td>90 weeks</td>
</tr>
<tr>
<td><strong>Valid From</strong></td>
<td>2020/21</td>
</tr>
<tr>
<td><strong>QAA Subject Benchmark</strong></td>
<td>Art and Design</td>
</tr>
<tr>
<td><strong>Collaborative Provision</strong></td>
<td>N/A</td>
</tr>
<tr>
<td><strong>UAL Subject Classification</strong></td>
<td>Fashion design</td>
</tr>
<tr>
<td><strong>JACS Code</strong></td>
<td>W230 - Clothing/fashion design</td>
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<tr>
<td><strong>UCAS Code</strong></td>
<td>W239</td>
</tr>
<tr>
<td><strong>PSRB</strong></td>
<td>N/A</td>
</tr>
<tr>
<td><strong>Work placement offered</strong></td>
<td>Yes</td>
</tr>
<tr>
<td><strong>Course Entry Requirements</strong></td>
<td>The standard entry requirements for this course are as follows:</td>
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</table>

**Approved**
One or a combination of the following accepted full Level 3 qualifications:

• Pass at Foundation Diploma in Art and Design (Level 3 or 4) and one A Level at grade C or above
• Merit, Pass, Pass (MPP) at BTEC Extended Diploma (preferred subjects include Art, Art and Design or Design and Technology)
• Pass at UAL Extended Diploma
• Access to Higher Education Diploma equivalent to 64 UCAS tariff points (preferred subjects include Art, Art and Design or Design and Technology)
• Pass at Foundation Diploma in Art and Design (Level 3 or 4) plus equivalent EU/International qualifications, such as International Baccalaureate Diploma

And three GCSE passes at grade 4 or above (grade A*–C).

Entry to this course will also be determined by assessment of your portfolio.

**AP(E)L – Accreditation of Prior (Experiential) Learning**

Exceptionally applicants who do not meet these course entry requirements may still be considered. The course team will consider each application that demonstrates additional strengths and alternative evidence. This might, for example, be demonstrated by:

• Related academic or work experience
• The quality of the personal statement
• A strong academic or other professional reference

Or a combination of these factors.

Each application will be considered on its own merit but cannot guarantee an offer in each case.

**English language requirements**
<table>
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<tr>
<th>Selection Criteria</th>
<th>We select applicants who can demonstrate current ability and potential to:</th>
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<tr>
<td></td>
<td><strong>Work imaginatively and creatively in 2D and 3D visual and material media:</strong></td>
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<td></td>
<td>• Engage with experimentation and invention</td>
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<td></td>
<td>• Show imagination and ambition in proposals for their work</td>
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<td></td>
<td>• Take informed risks.</td>
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<td></td>
<td><strong>Demonstrate a range of skills and technical abilities:</strong></td>
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<td></td>
<td>• Through the 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</td>
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<td></td>
<td>• Evidence handling a material or medium with sensitivity to its qualities</td>
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<td></td>
<td>• Demonstrate engagement and improvement in a recently learned technical skill</td>
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<td></td>
<td>• Demonstrate an awareness of planning and time management skills</td>
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<td></td>
<td>• Provide evidence of intellectual enquiry within their work.</td>
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<td></td>
<td><strong>Demonstrate relevant research skills:</strong></td>
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<td></td>
<td>• Evidence their ability to critically reflect on and evaluate their achievements.</td>
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<td></td>
<td><strong>Demonstrate cultural awareness and/or contextual framework of their work:</strong></td>
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<td></td>
<td>• Demonstrate an awareness of contemporary fashion design communication and promotion</td>
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<td></td>
<td>• Identify social and/or cultural influences on their work.</td>
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<td>Articulate and communicate intentions clearly:</td>
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</tbody>
</table>
• Discuss their work in individual and group situations.
• Present their work appropriately and effectively.

Demonstrate commitment and motivation in relation to the subject and the course:

• Develop their own ideas and address both set and personal project briefs
• Show willingness to collaborate
• Show initiative.

**What we are looking for**

BA Fashion is for the talented, self-motivated fashion enthusiast. Spirited, informed and mature enough to commit to a course that is demanding in its breadth and depth, you will thrive in the competitive atmosphere that has spawned many of fashion's brightest talents. In this fast-moving global industry it takes hard work, flexibility and passion to succeed.
Awards and Percentage of Scheduled Learning

### Year 1

<table>
<thead>
<tr>
<th>Percentage of Scheduled Learning</th>
<th>24</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Awards</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Certificate of Higher Education (Exit Only)</td>
<td>120</td>
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</tbody>
</table>

### Year 2

<table>
<thead>
<tr>
<th>Percentage of Scheduled Learning</th>
<th>36</th>
</tr>
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<table>
<thead>
<tr>
<th>Awards</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diploma of Higher Education (Exit Only)</td>
<td>240</td>
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### Year 3

<table>
<thead>
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<th>Percentage of Scheduled Learning</th>
<th>26</th>
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<table>
<thead>
<tr>
<th>Awards</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bachelor of Arts</td>
<td>360</td>
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</tbody>
</table>
### Course Aims and Outcomes

The Aims and Outcomes of this Course are as follows:

<table>
<thead>
<tr>
<th>Aim/Outcome</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aim</td>
<td>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.</td>
</tr>
<tr>
<td>Aim</td>
<td>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.</td>
</tr>
<tr>
<td>Aim</td>
<td>Understand the historical, social, cultural and economic factors which influence, and provide a context for, the development of fashion design.</td>
</tr>
<tr>
<td>Aim</td>
<td>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.</td>
</tr>
<tr>
<td>Outcome</td>
<td>Demonstrate acquisition and critical understanding of subject knowledge in relation to your chosen pathway. This should include issues around sustainability, environmental and ethical practices related to fashion;</td>
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<tr>
<td>Outcome</td>
<td>Demonstrate a personal approach in deploying a range of creative, problem solving and practical skills in generating and realising your ideas;</td>
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<tr>
<td>Outcome</td>
<td>Apply flexible and imaginative approaches to your work and its design and communication context;</td>
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<tr>
<td>Outcome</td>
<td>Evaluate, articulate and synthesise knowledge and understanding of fashion through both contemporary and historical perspectives;</td>
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<tr>
<td>Outcome</td>
<td>Present ideas and information effectively using a range of skills appropriate to your chosen pathway and the demands of the curriculum;</td>
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<tr>
<td>Outcome</td>
<td>Research, source, select, retrieve, evaluate and use the varied design, commercial and cultural resources available to you;</td>
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<tr>
<td>Outcome</td>
<td>Demonstrate independent learning ability, the capacity to set goals and manage course work effectively;</td>
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<tr>
<td>Outcome</td>
<td>Collaborate effectively in team and/or group work;</td>
</tr>
<tr>
<td>Outcome</td>
<td>Evaluate critically the relevant professional, cultural and educational contexts in which your creative practice and personal strengths can be applied and developed.</td>
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</tbody>
</table>
## Distinctive Features

<table>
<thead>
<tr>
<th></th>
<th>Description</th>
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<tbody>
<tr>
<td>1</td>
<td>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.</td>
</tr>
<tr>
<td>2</td>
<td>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.</td>
</tr>
<tr>
<td>3</td>
<td>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.</td>
</tr>
<tr>
<td>4</td>
<td>The length of study for all pathways is three or four years. After two years full time study all students have the opportunity to apply to study a Diploma in Professional Studies year, allowing students to complete an accredited award in the academic cycle between Stage 2 and Stage 3 through planned engagement with industry.</td>
</tr>
</tbody>
</table>
Course Detail

Fashion is a fast-moving and diverse international industry. It has historical and social and significance, often underpinning our cultural values. BA Fashion at Central Saint Martins recognises this climate of diversity and cultural importance. Encouraging innovation and originality, the course will support your creative, practical and intellectual development. It will enable you to take advantage of the wide range of opportunities the industry can offer.

BA Fashion offers five pathways: Fashion Design Menswear; Fashion Design Womenswear; Fashion Print; Fashion Design with Knitwear; and Fashion Design with Marketing. Each pathway offers a unique combination of design, historical studies and theoretical studies led by tutors who are expert practitioners in their field. The Fashion Print pathway will encourage you to develop your textile and silhouette together to create a complete individual fashion outcome.

The course creates a learning environment in which innovation is nurtured across five distinct but closely related pathways. Through this structure, we encourage versatile fashion specialists who can solve problems creatively. We aim to equip you with in-depth knowledge of your chosen field as well as a wider breadth of the industry. Alongside your specialism, you will learn about the social, economic and cultural factors which impact on the professional realm in which you will work.

The BA Fashion curriculum offers opportunities for interdisciplinary work and collaboration. This is formulated to provide a microcosm of the professional fashion design world. The nature of this work will give you valuable insight into your future role in the industry. The curriculum is also flexible and provides scope for professional networking. BA Fashion focuses on active learning through project-based enquiry. Collaborative projects may involve cross-pathway teams, as well as work with external professionals, sponsoring companies and organisations.

Course Units

Unlike other printed textile courses, BA Fashion: Fashion Print is very much part of fashion. It is fundamental to your development as a print designer that you have a thorough understanding of body proportions and the cut and construction of garments. You will learn about the performance of fibres and fabrics in relation to these.

This pathway aims to provide you with a varied and challenging experience of fashion. Your creative potential will be enhanced through the study of printed textile design and its application to fashion. You will be encouraged to explore and invent techniques, materials and processes which enable you to realise your ideas.
Stage 1

Unit 1: Introduction to the Fashion Programme and to Studying at CSM
Unit 2: Research Creative Development and Technical Skills Part 1
Unit 3: Research Creative Development and Technical Skills Part 2
Unit 4: Cultural Histories and Theories (Fashion)

In Stage 1, you will improve your skills, understanding and approaches to learning. You will focus on the skills needed to communicate information effectively. You will be introduced to resources which support your studies. Units 2 and 3 will provide a foundation in the generation and development of design ideas. Through practical workshops, you will learn the unique aspects of the Fashion Print pathway. You will also be introduced to other course pathways. In Unit 4, you will focus on a range of research methods used to analyse relevant objects, images, spaces and cultural practices.

Stage 2

Unit 5: Research Methods and Approaches (Fashion)
Unit 6: Further Development of Pathway Expertise Part 1
Unit 7: Further Development of Pathway Expertise Part 2
Unit 8: Positioning and Professional Preparation

Unit 5 offers a range of research methods and approaches which will support you in undertaking more self-directed study. This may include visual and material culture, social theory and media studies. In Units 6 and 7 you will explore the breadth of your subject, developing your individual talents. Learning includes studio and formal tutorial guidance, seminars, lectures, external projects and competitions, critiques, personal research, independent study and team projects. Unit 8 encourages you to consolidate the necessary skills to develop and articulate your own practice. You will further enhance your knowledge of industry with a focus on your future employability.

Stage 3

Unit 9: Degree Project Research and Development
Unit 10: Dissertation
Unit 11: Degree Project Resolution and Presentation

Stage 3 gives you the opportunity to manage your own learning. You will begin to define your individual creative identity as a designer. By the end of Unit 9, you will have completed the initial research and design phase of your degree collection.

Your dissertation represents the culmination of your cultural studies work for your degree. It extends your research, analytical and communication skills. You will focus on a selected aspect of visual, textual, material, social, media or spatial
In some cases, students may wish to place greater emphasis on the dissertation. There is a route in place to accommodate this which you must make an application for. This will allow you to demonstrate a focused study of your chosen subject. In the final unit of the course, you will complete and present your degree collection and portfolio of work.

**Diploma in Professional Studies**

Between Stage 2 and Stage 3 of the course there is an option for you to work with industry for the duration of an academic year (across three terms/two blocks) and complete a Diploma in Professional Studies. Whilst the Diploma is an optional aspect of the course, it is designed as an integrated and assessed part of your journey through the course, if you do take up this option. The Diploma results in a standalone qualification (rated at 120 credits), which involves researching, undertaking and reflecting on a 100 day/20-week (minimum) placement related to your professional interests and aspirations. The Diploma provides a valuable opportunity to make professional contacts and to develop your personal employability skills.

**Mode of study**

BA Fashion runs for 90 weeks in full-time mode. It is divided into three stages over three academic years. Each stage lasts 30 weeks.

You will be expected to commit 40 hours per week to study, which includes teaching time and independent study.

**Credit and award requirements**

The course is credit-rated at 360 credits, with 120 credits at each stage (level).

On successfully completing the course, you will gain a Bachelor of Arts with Honours (BA Hons degree).

Under the Framework for Higher Education Qualifications the stages for a BA are: Stage 1 (Level 4), Stage 2 (Level 5) and Stage 3 (Level 6). In order to progress to the next stage, all units of the preceding stage must normally be passed: 120 credits must be achieved in each stage. The classification of the award will be derived from the marks of units in Stages 2 and 3 or only Stage 3, using a dual algorithm.

If you are unable to continue on the course, a Certificate of Higher Education (CertHE) will normally be offered following the successful completion of Level 4 (or 120 credits), or a Diploma in Higher Education (DipHE) following the successful completion of Level 5 (or 240 credits).
**Learning and Teaching Methods**

During your course you will engage with learning and teaching that includes both online and face-to-face modes. Typically, this will include:

- Workshop and studio tuition
- Project work
- Interdisciplinary group and teamwork
- Briefing documents and briefing meetings
- Seminars
- Lectures or studio talks
- Presentations
- Group critiques
- Studio demonstrations
- Field study visits (external visits will be subject to availability due to distancing guidelines)
- Peer learning and feedback
- Independent study
- Self-evaluation
- Individual and group tutorials.

**Please note:** Whilst access restrictions are in place due to the Covid 19 pandemic, teaching will be a blend of in-college studio/workshop teaching and making (taking into account current UK government distancing guidelines), and online teaching and technical workshops. Some tutorials and seminars will be online and others, where your work needs to be handled and discussed, will be face-to-face.

**Assessment Methods**

- Project outcomes
- Oral and visual presentations
- Portfolio reviews
- Essays, written assignments, reports, dissertation
- Self-evaluation

**Reference Points**

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.
Course Diagram

BA (Hons) Fashion: Fashion Print – PLEASE NOTE DUE TO VACATION DATES, SPECIFIC DELIVERY WEEKS MAY CHANGE.

S=Summative assessment

<table>
<thead>
<tr>
<th>LEVEL 4 – Stage 1</th>
<th>BLOCK 1</th>
<th>BLOCK 2</th>
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<tbody>
<tr>
<td></td>
<td>1 2 3 5 6 7 8 9 1 2 3 4 5 6 17 18 19 2 0 1 2 2 5 2 6 2 8</td>
<td>2 9 3 0</td>
</tr>
<tr>
<td>Unit 1: Introduction to the Fashion Programme and to Studying at CSM (20 credits)</td>
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<tr>
<td>Unit 2: Research Creative Developmen and Technical Skills Part 1 (40 credits)</td>
<td>E</td>
<td>E</td>
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<tr>
<td>Unit 4: Cultural Histories and Theories (20 credits)</td>
<td>(20 credits)</td>
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<thead>
<tr>
<th>LEVEL 5 – Stage 2</th>
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<td>2 9 3 0</td>
</tr>
<tr>
<td>Unit 5: Research Methods and Approaches (Fashion) (20 credits)</td>
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<td>E</td>
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<tr>
<td>Unit 6: Further Development of Pathway Expertise Part 1 (40 credits)</td>
<td>S</td>
<td>Unit 8: Positioning, Professional Perspectives and Preparation (20 credits)</td>
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<tr>
<td>OPTIONAL DIPLOMA YEAR – LEVEL 5</td>
<td>(20 credits)</td>
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### LEVEL 6 – Stage 3

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</tbody>
</table>

#### Unit 9: Degree Project Research and Development
(40 credits)

#### Unit 10: Dissertation
(20 credits)

#### Extended dissertation option

**Unit 10a: Dissertation: Extended**
(40 credits)

#### Unit 11: Degree Project Resolution and Presentation
(60 credits)

#### Extended dissertation option

**Unit 11a: Degree Project Resolution and Presentation**
(40 credits)
The University will use all reasonable endeavours to provide the Course and the services described in this Output. There may be occasions whereby the University needs to add, remove or alter content in relation to your Course as may be appropriate for example the latest requirements of a commissioning or accrediting body, or in response to student feedback, or to comply with applicable law or due to circumstances beyond its control. The University aim to inform you of any changes as soon as is reasonably practicable.