

# ual:

APPROVED

## BA (Hons) Fashion Design and Development

<b>Awarding Body</b>	University of the Arts London
<b>College</b>	London College of Fashion
<b>School</b>	School of Design and Technology
<b>Programme</b>	Product Programme (L054)
<b>Course AOS Code</b>	LCFBAFDDS01
<b>FHEQ Level</b>	Level 6 Degree
<b>Course Credits</b>	360
<b>Mode</b>	Full Time
<b>Duration of Course</b>	3 years
<b>Valid From</b>	September 1st 2020
<b>QAA Subject Benchmark</b>	Art and Design
<b>Collaboration</b>	N/A
<b>UAL Subject Classification</b>	Fashion design
<b>JACS Code</b>	W230 - Clothing/fashion design
<b>UCAS Code</b>	W241
<b>PSRB</b>	N/A
<b>Work placement offered</b>	Yes
<b>Course Entry Requirements</b>	<p>The standard minimum entry requirements for this course are:</p> <p>One or a combination of the following accepted full level 3 qualifications.</p>

	<ul style="list-style-type: none"> <li>• Two A Level Passes at Grade C or above (preferred subjects include English, Maths, Art, Design, Textiles and Science);</li> <li>• Pass Foundation Diploma in Art and Design;</li> <li>• Merit, Pass, Pass at BTEC Extended Diploma in Art &amp; Design;</li> <li>• Pass at UAL Extended Diploma; Access Diploma or 64 new UCAS tariff points from the Access to HE Diploma;</li> <li>• 64 new UCAS tariff points (equivalent to 160 old UCAS tariff points) from a combination of the above qualifications or an equivalent full Level 3 qualification;</li> <li>• <b>or</b> equivalent EU or non-EU qualifications such as International Baccalaureate Diploma;</li> <li>• <b>and</b> three GCSE passes at grade A*-C or grade 9-4.</li> </ul> <p>Entry to this course will also be determined by assessment of your portfolio.</p> <p><b>APEL (Accreditation of Prior (Experiential) Learning)</b></p> <p>Applicants who do not meet these course entry requirements may still be considered in exceptional cases. The course team will consider each application that demonstrates additional strengths and alternative evidence. This might, for example, be demonstrated by:</p> <ul style="list-style-type: none"> <li>• Related academic or work experience</li> <li>• The quality of the personal statement</li> <li>• A strong academic or other professional reference</li> <li>• OR a combination of these factors</li> </ul> <p>Each application will be considered on its own merit but we cannot guarantee an offer in each case.</p> <p><b>English Language Requirements</b></p> <p>IELTS level 6.0 with a minimum of 5.5 in reading, writing, listening and speaking. Please check our main <a href="#">English Language Requirements</a>.</p>
<b>Selection Criteria</b>	The course team seeks to recruit students who can demonstrate:

	<ul style="list-style-type: none"><li>• A current awareness of fashion for product in terms of material developments, new designers and fashion trends</li><li>• A potential to achieve a high standard of technical manufacture</li><li>• An ability to record and develop design ideas through the vehicle of drawing</li><li>• The ability to work as a member of a team</li><li>• The ability to work independently to develop your own knowledge and skills acquired on the course</li></ul>
<b>Scheduled Learning and Teaching</b>	<p>During your course you will engage with learning and teaching that includes both online and face-to-face modes. The advertised scheduled activity for the course will be delivered through a combination of live, synchronous and asynchronous on-line learning. This is often described as blended learning.</p> <p>Definitions of our learning and teaching modes can be found <a href="#">here</a>.</p>

## Awards and Percentage of Scheduled Learning

### Year 1

<b>Percentage of Scheduled Learning</b>	<b>31</b>
<b>Awards</b>	<b>Credits</b>
Certificate of Higher Education (Exit Only)	120

### Year 2

<b>Percentage of Scheduled Learning</b>	<b>32</b>
<b>Awards</b>	<b>Credits</b>
Diploma of Higher Education (Exit Only)	240

### Year 3

<b>Percentage of Scheduled Learning</b>	<b>27</b>
<b>Awards</b>	<b>Credits</b>
Bachelor of Arts	360

## Course Aims and Outcomes

The Aims and Outcomes of this Course are as follows:

Aim/Outcome	Description
Aim	Advance your knowledge in design strategies and technical skills appropriate to Fashion Design and Development.
Aim	Challenge your intellectual and critical approach through rigorous research enquiry, evaluation and application.
Aim	Nurture your personal creative identity and strategic self-reliance, through self-evaluative learning and peer activities.
Aim	Increase your awareness, as a critically reflective practitioner, of the broader aspects of the creative apparel industries, from design, production, product brand identity and marketing contexts through cultural contexts.
Aim	Develop your confidence and abilities to prepare you for employment, entrepreneurial and professional opportunities or to access postgraduate study or research.
Aim	Provide industry relevant, collaborative and or team working opportunities to enhance your awareness of industry and professional development.
Outcome	Research through enquiry, exploration and investigation using multiple design, commercial and cultural resources;
Outcome	Ability to evaluate and critique selected sources to deepen your understanding of fashion design related to a specific fashion apparel market.
Outcome	Informed decision making and contributions in industry by synthesising your knowledge.
Outcome	The application of creative, strategic and practical principles and techniques involved in design and development within Fashion Design and Development.
Outcome	Articulation and communication through your personal visual language, the aesthetic awareness of materials, brands, form and processes at specified market levels.
Outcome	An awareness of issues affecting economical sound and sustainable outcomes in relation to the fashion design and development and lifestyle industries.

Outcome	An ability to situate practice within cultural and historical contexts and debates.
Outcome	Critical reflection and evaluation of your own personal, professional development within the wider social, educational and professional contexts.
Outcome	The relevant skills required these in order to make an impact as a creative product designer/developer and practitioner.
Outcome	Evidence of engagement with principles of the Creative Attributes Framework (CAF) by developing, analysing and reflecting on personal practice.

<b>Distinctive Features</b>	
1	Core skills delivery in the first year in line with current industry standards and practices.
2	Live industry units in Stage 2 that emphasises the philosophy 'Design for Purpose'.
3	Students approach design for various market levels and challenged to design to meet the needs of various types of consumers, such as customers with disabilities and plus sizes.
4	The focus on the development of products for a specified market level, taking into account global commercially viable solutions.
5	New alternatives to current production methods and footprints including, digital design and 3D rendering, on-time manufacturing and innovative manufacturing techniques for clothing.

## Course Detail

### Introduction

BA (Hons) Fashion Design and Development will provide students with a comprehensive understanding of the fashion design process. They will be prepared for a career within the fashion industry and actively encouraged to think about their own individual design language. The course provides creative, practical and strategic skills, enabling students to become successful designers and developers.

### What to expect

- The course produces graduates who are fully equipped with an industry skillset that enables them to be creative and innovative whilst communicating their ideas effectively.
- There will be opportunities to collaborate throughout the course.
- Students will learn essential skills and techniques alongside gaining a comprehensive understanding of the fashion industry.
- In the final year students will make a collection, where they will research, design and develop their ideas into fully realised garments that show their aesthetic and creative vision for a specific area of the fashion industry.

### Work experience opportunities

Students will be given the opportunity to work collaboratively with industry through set briefs during their second year. There is also an opportunity to undertake an optional industry placement year between the second and final year of the course which will enhance the employability of students by offering valuable experience and contacts within the industry as well as earning an additional Diploma in Professional Studies qualification. Previous students from this course have gained placements at Marc Jacobs, Tommy Hilfiger, ASOS, Erdem, Christopher Raeburn, Christopher Kane and Roksanda Illincic.

### Mode of study

BA (Hons) Fashion Design and Development runs for 90 weeks in full time mode. It is divided into 3 stages over 3 academic years. Each stage lasts 30 weeks.

## Course Units

**In Stage 1 you are required to complete 120 credits at level 4 in order to progress to Stage 2.**

- Introduction to Fashion Design and Development; 20 credits
- Product Technology, Creative Techniques; 40 credits
- Fashion Cultures and Histories; 20 credits
- Creative Product Development; 20 credits
- Better Lives; 20 credits

**In Stage 2 you are required to complete 120 credits at level 5 to progress to Stage 3.**

- Critical Issues in Fashion Research; 20 credits
- Professional Practice Initiation, 40 credits
- Industry Specialised Project, 40 credits
- Fashion Production Future Technologies; 20 credits

**In Stage 3 you are required to complete 120 credits at level 6.**

- Contextualising Your Practice; 20 credits
- Concept Development; 40 credits
- Product Design and Realisation; 60 credits

A 20-credit unit is approximately equivalent to 200 hours of learning time, which includes a mixture of taught time, independent study and assessment.

On successful completion of Stage 2 students are offered the option of a professional placement leading to an extra qualification; the Diploma in Professional Studies.

**The Diploma in Professional Studies carries 120 credits, and constitutes an independent award. Credits achieved on the Diploma are not part of the final degree award.**

The Diploma year is a single unit, undertaken as a form of full time study, with placement activity at its core. For those who take up the option of studying the Diploma, the experience is designed to be an integrated and assessed part of a student's journey through the course. It allows students the opportunity to experience the atmosphere, pace and discipline of working in the industry, through total involvement in the day-to-day activities of a company. It will build on the knowledge gathered through course work to practically demonstrate the roles and functions, and operations typical of the fashion industry and the student's chosen specialism.

**All students are entitled to a tutorial package that comprises:**

- one induction tutorial (group or one-to-one);
- one tutorial per term for the duration for their course of study at LCF;
- group tutorials as required;

- an appropriate level of confidentiality.

## **Learning and Teaching Methods**

*The following blended teaching and learning methods are employed to support the integrated achievement of the course outcomes. There will be a combination of physical and virtual online delivery:*

- Lectures.
- Seminars.
- Critiques.
- Group presentations.
- Studio based workshops.
- Open access work.
- Visiting speakers.
- Field trips.
- Experimentation.
- Demonstrations.
- Self-directed study.
- A process of enquiry and exploration using multiple research resources and tools, to deepen understanding of a subject, task or field.

## **Assessment Methods**

*The following assessment methods are employed to support the integrated aims of the course outcomes:*

- Portfolio presentation.
- Written reports.
- Live or simulated industrial projects.
- Written assignments.
- Presentations to specialist audiences.
- 3D outcomes.
- prototypes.

Each stage of the programme represents a step in your academic and personal development. The level and content of assessment reflect the product development model, your research enquiry and exploration; and your knowledge and understanding as you move towards an integrated subject approach that reflects the holistic nature of product development. As the course progresses, assessments introduce more complex issues that require the development of critical judgement, evaluative and problem-solving skills. The final stage of assessment aims to provide a framework for the synthesis of subjects and disciplines through a final major project which reflects creative, technical,

analytical and strategic skills in a seamless coherent manner for academic scrutiny and industrial presentation.

## Reference Points

The following reference points were used in designing the course:

- UAL Learning, Teaching and Enhancement Strategy 2015-2022: <https://myintranet.arts.ac.uk/media/arts/about-ual/teaching-and-learning-exchange/2015---2022-Learning,-Teaching-and-Enhancement-Strategy.pdf>
- UAL Assessment Strategy: <https://myintranet.arts.ac.uk/staffonly/ual-strategy-2015-22/>
- LCF Credit Framework (various updates).
- Feedback from the fashion design technology industry, alumni and students.
- UAL Tutorial Policy: <http://www.arts.ac.uk/study-at-ual/academic-regulations/tutorial-policy/>
- Framework for Higher Education Qualifications (FHEQ) <http://www.qaa.ac.uk/en/Publications/Documents/Framework-Higher-Education-Qualifications-08.pdf>
- QAA Art and Design subject benchmark statements: <http://www.qaa.ac.uk/assuring-standards-andquality/the-quality-code/subject-benchmark-statements>
- UK Quality Code: <http://www.qaa.ac.uk/assuring-standards-and-quality/the-quality-code>
- UAL Creative Attributes Framework Overview and Guidance for Course Teams : <http://www.arts.ac.uk/about-ual/teaching-and-learning/careers-and-employability/creative-attributesframework>

## Course Diagram

**BA (Hons) Fashion Design and Development** – PLEASE NOTE DUE TO VACATION DATES, SPECIFIC DELIVERY WEEKS MAY CHANGE.

S=summative assessment

E1, E2=summative element assessment

LEVEL 4 – Stage 1																														
BLOCK 1															BLOCK 2															
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	
<b>Introduction to Fashion Design and Development</b> (20 credits)					S																									
<b>Product Technology, Creative Techniques</b> (40 credits)												S																		
															<b>Fashion Cultures and Histories</b> (20 credits)										S					
															<b>Better Lives</b> (20 credits)										S					
															<b>Creative Product Development</b> (20 credits)										S					

LEVEL 5 – Stage 2																													
BLOCK 1															BLOCK 2														
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
<b>Critical Issues in Fashion Research</b> (20 credits)											S																		
<b>Professional Practice Initiation</b> (40 credits)													S																
													<b>Industry Specialised Project</b> (40 credits)															S	
													<b>Fashion Production Future Technologies</b> (20 credits)															S	

**OPTIONAL DIPLOMA YEAR – LEVEL 5**

LEVEL 6 – Stage 3																													
BLOCK 1															BLOCK 2														
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
<b>Contextualising Your Practice</b> (20 credits)											S																		
<b>Concept Development</b> (40 credits)							S																						
							<b>Product Design and Realisation</b> (60 credits)																						S

*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*