

# ual:

APPROVED

## MA Footwear

<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>	Craft Programme: Design through contemporary technique (L055)
<b>Course AOS Code</b>	LCFMAFOOF01
<b>FHEQ Level</b>	Level 7 Masters
<b>Course Credits</b>	180
<b>Mode</b>	Full Time
<b>Duration of Course</b>	15 months
<b>Valid From</b>	September 1st 2020
<b>QAA Subject Benchmark</b>	None
<b>Collaboration</b>	N/A
<b>UAL Subject Classification</b>	Accessories, Footwear and Jewellery
<b>JACS Code</b>	W230 - Clothing/fashion design
<b>UCAS Code</b>	N/A
<b>PSRB</b>	N/A
<b>Work placement offered</b>	N/A
<b>Course Entry Requirements</b>	Entry to this course is highly competitive: applicants are expected to achieve, or already have, the course entry requirements detailed below.

	<ul style="list-style-type: none"> <li>• An Honours degree at 2.1 or above in footwear design and/or production. Applicants with a degree in another subject may be considered, depending on the strength of the application;</li> </ul> <p><b>OR</b></p> <ul style="list-style-type: none"> <li>• Equivalent qualifications;</li> </ul> <p><b>OR</b></p> <ul style="list-style-type: none"> <li>• Relevant and quantitative industrial experience for a minimum of three years.</li> </ul> <p>All classes are conducted in English. The level required by the University for this course is IELTS 6.5 with a minimum of 5.5 in each skill.</p>
<b>Selection Criteria</b>	<p>The course seeks to recruit students who can demonstrate:</p> <ul style="list-style-type: none"> <li>• a strong commitment and motivation towards a career in an aspect of the creative industries;</li> <li>• awareness of contemporary footwear companies and designers, fashion, design, architecture, art and/or culture;</li> <li>• transferable skills from other disciplines.</li> </ul> <p><b>Admissions Procedures</b></p> <p>Selection for interview will be made on the basis of your application, including the personal statement, the reference, a digital portfolio, the supporting written assignment and project proposal. If you are selected for interview you will be asked to bring a portfolio of previous work, including developmental work where possible, and three footwear products you have made to evidence your skills.</p> <p>When you are submitting your application form, you will also need to provide the following pieces of documentation in support of your application:</p> <p><b>Curriculum vitae</b></p>

You will be required to submit a Curriculum Vitae (C.V.) in support of your application. This should include your full education and employment history.

### **Personal statement**

The personal statement is your opportunity to tell us about yourself and your suitability for the course that you intend to study.

Some key points to consider:

- Make sure that personal statement is your own work and is about you.
- Demonstrate your interest in design and specifically why you want to do a course in footwear design.
- Try to link your skills and experience required to the course.
- Demonstrate your interest and enthusiasm for the course and link these with your personality.
- Make sure it is organised and literate (grammar, spelling, punctuation check).

### **Study proposal**

Your study proposal should be titled and no more than 900 words (excluding research sources, bibliography and appendices).

It should:

- describe the context of the proposal;
- determine the precise area of study you intend to examine;
- be self-critical and analyse your studio practice;
- state the aspiration for the realisation of the study proposal; this could be a minimum collection of 8 fully working pairs of shoes, a site specific installation, performance, a film screening.

Your study proposal should have the following structure:

*Introduction*

Introduce your work. Briefly outline recent developments prior to application. Describe the anticipated programme of study in detail, demonstrating your knowledge of the historical and contemporary context of your area of study. Focus on specific areas or issues that underpin and frame the proposal.

#### *Programme of study*

Outline the sequence of practical, theoretical and research that you intend to follow. This will be vital to your programme of study in the development stage in which the Study Proposal will progress and take shape. For example, describe in detail the methodologies that you follow and their significance for the design process. (Advice and support will be offered by tutors on the course). Any supporting material should appear in the Appendices at the end of the proposal.

#### *Evaluation*

Evaluate your work to date. Draw any conclusions you are able to make.

#### *Research sources*

Give details of libraries, exhibitions, museums, galleries and special archives that you have visited as part of your research towards the proposal.

#### *Bibliography*

Keep a full record of all original and documentary material consulted. List appropriate material using the Harvard Referencing System.

#### *Appendices*

Insert any additional material that you consider relevant but not part of the core of the study proposal. This could include links to notes, drawings and additional research material.

#### **Portfolio**

	<p>You will be required to submit a digital portfolio with a maximum of 30 images that you consider would help support your application. Submit your portfolio via the university's digital portfolio tool, PebblePad. More details will be sent to you after you have submitted your application. Label and present any visual work with care, including dates and captions.</p>
<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>14</b>
<b>Awards</b>	<b>Credits</b>
Postgraduate Certificate	60
Postgraduate Diploma	120
Master of Arts	180

## Course Aims and Outcomes

The Aims and Outcomes of this Course are as follows:

Aim/Outcome	Description
Aim	Develop your ability to master a contemporary and speculative area of in-depth knowledge and independence by advanced critical research skills relevant to design thinking and practise in general and MA Footwear in particular.
Aim	Develop your intellectual, imaginative, and creative skills and innovative/ forward thinking through the synthesis of theoretical and practical approaches to learning relevant to MA Footwear.
Aim	Develop your independence of judgement and nurture an enquiring and analytical approach to the study and/or practice of footwear to interpret cultural, economic, technological and/or societal needs.
Aim	A collaborative approach to explore multiple perspectives and exchange knowledge to develop a personal and professional focus at postgraduate level within MA Footwear.
Aim	Enable you to define, extend and develop your knowledge, conceptual understanding and reimagining within MA Footwear.
Outcome	Work independently to conduct original research, identifying and utilising appropriate methodology, develop a critical approach and to build relevant networks for collaborative work.
Outcome	Apply a systematic and sophisticated understanding of contemporary context to make sound judgements for the existence of your design practise within an appropriate, or a range of appropriate, audiences.
Outcome	Evidence a high level of knowledge and advanced skills in footwear/product design and the utilisation of relevant technologies and materials to workshop briefs and MA practise.
Outcome	Identify, investigate, analyse and interpret complex issues with both an academic and vocational focus.
Outcome	Respond to market and technological demands and opportunities by identifying issues in design and proposing creative solutions.
Outcome	Clearly communicate ideas both in writing and orally and, through presentation to peer review, to reflect critically on your own practice and that of your peers.

Outcome	Realise a body of work through independent study which demonstrates critical analysis and an original and creative approach in a contemporary context of footwear and which will either be of direct value to the industry or education, or have the potential to be developed for research at higher degree level.
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<b>Distinctive Features</b>	
1	MA Footwear is one of two Footwear Masters course in the UK and the only Master's level course in the UK and Europe to have facilities and equipment that manufacture to industry standards.
2	MA Footwear is recognised for its student's research into digital technologies of rapid prototyping and innovative approach to footwear manufacture.
3	MA Footwear is the only course that is broad and open and focuses on the footwear industry at large and not only on the fashion industry and technology.
4	Links with Industry and education including the Future Footwear Foundation, Ecco Leather, Nike, Vivo Barefoot and Liverpool University which gives the students a breath of experience beyond just having traditional links with fashion brands.

## Course Detail

The MA Footwear course exists within the Craft Programme, in the School of Design Technology (SDT) at London College of Fashion. The Programme also includes MA Artefact, and BA (Hons) Cordwainers Footwear, BA (Hons) Cordwainers Fashion, Bags & Accessories and BA (Hons) Bespoke Tailoring. The SDT also includes MA Fashion Futures, which closely aligns to the MA Footwear course's making and theory elements and provide collaborative opportunities and shared resources.

MA Footwear benefits from close links with industry and with other educational institutions and has a strong focus on research. The course is one of only two MA Footwear courses in the UK and has built a unique core curriculum around a conceptual and innovative approaches to footwear, where footwear is defined as any design for the lower extremities.

## Course Units

The Course is divided into three 15-week blocks (full-time). The first block is 60 credits and students who successfully complete this block are eligible for the award of a PG Cert. The second block is a further 60 credits and students who complete blocks 1 and 2 are eligible for the award of PG Dip. The third and final block is the Master Project, this is a 60-credit unit and students who successfully complete this block are eligible for the award of an MA. The final award grading is based upon the MA project only.

### Block 1:

Collaborative Challenge (20 Credits)  
Critical Practice and Research (40 Credits)

### Stage 2:

Research Proposal (20 Credits)  
Innovation in Context (40 credits)

### Block 3:

Masters Project (60 Credits)

## Learning and Teaching Methods

The learning and teaching strategies on the course challenge students to develop innovative solutions through questioning and defining for themselves what footwear means.

The course emphasizes integration of learning from different cultural perspectives through knowledge sharing, and problem solving. Learning and teaching methods focus on critical studio practice where students are active participants in determining areas of investigation and deeper research enquiry.

Students resolve briefs using a range of methods inspired by contextual discourse and participate in a diverse range of experiences, including lectures, seminars, workshops, technical sessions, master classes, peer learning, seminars, individual and group tutorials, self-directed learning, guest speakers, study trips, and formative and summative assessment.

The course encourages collaboration allowing students to work with peers from other disciplines, or external partners and to learn critical professional skills to edit and peer reviewing their work and the work of others, in line with the Creative Attributes Framework.

The following learning and teaching methods are employed to support the integrated achievement of the course outcomes:

- Lectures; seminars; discussions; tutorials; workshops, demonstrations; critiques; peer review and engagement with the Creative Attributes Framework (CAF).

### **Assessment Methods**

Throughout the course students are given formative assessments and feedback via the tutorial system and peer group and staff reviews. All the unit assessments are summative, as are the block assessments, and final assessment.

The range of assessment methods includes: written assignments; individual and group oral presentations; presentations of 2D and 3D products and research materials; peer assessment and self-assessment.

The Masters Project is a 60-credit unit and students who successfully complete this block are eligible for the award of an MA. The final award grading is based upon the Masters Project only.

### **Reference Points**

The following reference points were used in designing the course:

- UAL Learning and Teaching Strategy
- UAL Assessment Strategy
- The Learning and Teaching Policies of UAL

- National Framework for Higher Education Qualifications

MA Footwear is designed and developed to be compliant with the QAA Framework for High Education Qualification – a level 7 Master's Degree.

Graduates of the MA Footwear will be expected to have the qualities and necessary transferable skills necessary.

Due to its innovative approach to footwear, the course is designed to support a range of students who want to develop different career pathways working collaboratively across a range of disciplines or progress on to PhD study. Those that progress into industry do so across a wide spectrum of careers that are less linear and obviously fashion related destinations.

The framework states that Master's degrees are awarded to students who have demonstrated:

- A systematic understanding of knowledge, and a critical awareness of current problems and/or new insights, much of which is at, or informed by, the forefront of their academic discipline, field of study or area of professional practice.
- A comprehensive understanding of techniques applicable to their own research or advanced scholarship.
- Originality in the application of knowledge, together with a practical understanding of how established techniques of research and enquiry are used to create and interpret knowledge in the discipline.

Conceptual understanding that enables the student:

- To evaluate critically current research and advanced scholarship in the discipline.
- To evaluate methodologies and develop critiques of them and, where appropriate, to propose new hypotheses.

Typically, holders of the MA Footwear qualification will be able to:

- Deal with complex issues both systematically and creatively, make sound judgements in the absence of complete data, and communicate their conclusions clearly to specialist and non-specialist audiences
- Demonstrate self-direction and originality in tackling and solving problems, and act autonomously in planning and implementing tasks at a professional or equivalent level
- Continue to advance their knowledge and understanding, and to develop new skills to a high level.

MA Footwear graduates will have the qualities and transferable skills necessary for employment requiring:

- The exercise of initiative and personal responsibility.
- Decision-making in complex and unpredictable situations.
- The independent learning ability required for continuing professional development.

<https://www.qaa.ac.uk/docs/qaa/quality-code/qualifications-frameworks.pdf>

## Course Diagram

**MA Footwear** – PLEASE NOTE DUE TO VACATION DATES, SPECIFIC DELIVERY WEEKS MAY CHANGE.

S=summative assessment

E1, E2=summative element assessment

LEVEL 7																																												
BLOCK 1															BLOCK 2															BLOCK 3														
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	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45
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*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*