

# **BA (Hons) Fashion Design Technology: Menswear**

## **Programme Specification 21/22**

<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>	Fashion Programme: Directional design and realisation (L053)
<b>Course AOS Code</b>	LCFBAFTMF01
<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 2021
<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>	W293
<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>• 112 UCAS tariff points from two or more A Levels (preferred subjects include, Art, Design, English, Maths);</li> <li>• Distinction at Foundation Diploma in Art and Design;</li> <li>• Distinction, Merit, Merit at BTEC Extended Diploma in Art &amp; Design;</li> <li>• Merit at UAL Extended Diploma;</li> </ul>

	<ul style="list-style-type: none"> <li>• Access Diploma or 112 new UCAS tariff points from the Access to HE Diploma;</li> <li>• 112 new 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>	<p>The course team seeks to recruit students who can demonstrate:</p> <ul style="list-style-type: none"> <li>• A strong interest in fashion, visual imagery and an awareness of technology</li> <li>• An understanding of the need for a critical and analytical approach to the area of study</li> </ul>

	<ul style="list-style-type: none"> <li>• An approach suited to the demands of the course and the projected career futures</li> </ul>
<p><b>Scheduled Learning and Teaching</b></p>	<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. Scheduled learning and teaching activity may include lectures, seminars, studio and workshop briefings, tutorials, external visits and project briefings.</p>

## Awards and Percentage of Scheduled Learning

### Year 1

<b>Percentage of Scheduled Learning</b>	<b>35</b>
<b>Awards</b>	<b>Credits</b>
Certificate of Higher Education (Exit Only)	120

### Year 2

<b>Percentage of Scheduled Learning</b>	<b>29</b>
<b>Awards</b>	<b>Credits</b>
Diploma of Higher Education	240

### Year 3

<b>Percentage of Scheduled Learning</b>	<b>37</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:

<b>Aim/Outcome</b>	<b>Description</b>
Aim	Enable you to acquire knowledge and skills appropriate within your chosen field of specialist study and related to Menswear.
Aim	Encourage intellectual and personal development.
Aim	Provide opportunities for study and progression to all students.
Aim	Develop your ability so that you are able to enter employment, respond to professional opportunities or to undertake further study.
Outcome	A coherent and systematic knowledge of relevant menswear concepts and applications.
Outcome	Selection and deployment of an appropriate range of research methods within the design and development processes for menswear.
Outcome	The conception, organisation, development and realisation of creative ideas for menswear.
Outcome	An ability to formulate a project brief and to frame appropriate areas for investigation and evaluation.
Outcome	Communication, both visually and verbally, of ideas and design propositions to both specialist and non-specialist audiences.
Outcome	An ability to apply the methods and techniques learnt, to review, consolidate, extend and apply your specialist knowledge and understanding and to initiate and carry out projects within a Menswear environment.
Outcome	An ability to situate practice within cultural and historical contexts and debates.
Outcome	Evidence of engagement with relevant principles of the Creative Attributes Framework (CAF).

<b>Distinctive Features</b>	
1	The oldest stand-alone undergraduate Menswear course in the UK in high demand from around the globe with a culturally diverse student body and a commitment to sustainability.
2	The multi-disciplinary nature of the course facilitates a range of employment opportunities from technical to design for both menswear and womenswear. Graduates find work in all levels of the business from high end – e.g. Christopher Shannon, Bernhard Willhelm to more commercial companies such as Zara and Top Man.
3	The course has produced a range of high profile graduates who help to maintain our reputation and currency within the global industry. These include Baartman and Siegel, CMMN Sweden, JW Anderson, Rory Mooney, Adyn, Asger Larson, Jun Hu, Irene Lin, Carl Jan Cruz, John Skelton, Heejun Men, and Palomo (Spain).
4	There are opportunities for collaboration with a wide range of fashion related courses. This has been particularly significant in the well-established collaborations with BA (Hons) Fashion Textiles’ Knit, Print, Embroidery in years’ two and three, which has become a key USP of the course;
5	The course is committed to developing a wide range of creative and commercial responses to the realisation of contemporary menswear, through engagement with innovative cutting, construction and fabric research, underpinned with a sound knowledge of technical processes.
6	The creative process is underpinned by rigorous cross-disciplinary critical thinking and theory.
7	The course continues to work with and maintain working relationships with a range of global industry partners such as Neil Barrett, Zegna and Adidas.

## Course Detail

### Introduction

BA (Hons) Design and Technology: Menswear offers a creative approach to the design and realisation of contemporary menswear. Our students create work that is pushing boundaries through engagement with meaningful research, innovative design, problem solving, and technical experimentation.

Students use the subject to explore issues of identity such as gender and non-binary genders, class, subcultures, faith and global cultural diversity and engage with global issues such as sustainability, social responsibility, ethical and environmental awareness.

### What to expect

- The course provides a clearly structured, incremental curriculum to help foster critical thinking and lead to great independent learning.
- Defined developmental stages of the course move from the acquisition of core skills to the development and refinement of a strong personal aesthetic.
- The academic underpinning of the course will enable students to appreciate the cultural and historical context of their practice and help them to develop the ability to critically evaluate their work and the work of others.
- During the course students have the opportunity to undertake a placement in industry, providing the experience of working in a company and the chance to make contacts before graduation.
- On graduation, students will be fully equipped to succeed as a creative designer in the challenging international field of menswear.

### Work experience and opportunities

Students will be given the opportunity to undertake a short work experience placement during their second year of study. This provides increased industry awareness as well as crucial experience and valuable contacts within the industry. Industry-led projects form a key part of the course, and collaborations with students from other courses within the college are encouraged as part of the curriculum.

### Mode of study

BA (Hons) Fashion Design Technology: Menswear 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

### Year one

#### Introduction to Menswear

Introduction to Menswear aims to introduce you to your course and its subject specialism as well as to effective learning and studentship at undergraduate level. It will orientate you to the practices and knowledge base needed to understand your discipline and help you to develop your skills for independent & collaborative learning, reflection and your own self development. Students come from many diverse educational backgrounds and a part of this unit will enable to reflect on your own background and how that shapes the way you approach your course.

#### Design and Realisation

Design and Realisation introduces you to a variety of research approaches and explores their relevance and application within design and realisation. There will be a focus on the importance of research and creative concepts as the basis for design development. You will be encouraged to develop creative ideas that relate to and expand upon your visual references to inform the final outcomes, and you will be encouraged to nurture innovation in all areas. Effective visual communication skills will be integral to this unit. You will be introduced to ways of recording your work in a visually stimulating, exciting and informative way, using a variety of methods and media. You will be introduced to core practical skills through demonstration of pattern-cutting and garment construction culminating in a completed garment. Independent study will help to further enhance skills learnt within sessions.

#### Fashion Cultures and Histories

Fashion Cultures and Histories introduces the Cultural and Historical Studies approach to fashion and related areas. The unit provides a broad overview of the subject and introduces key concepts and ways of thinking that will form the basis of subsequent study. It will also inform decisions regarding the Cultural and Historical Studies unit that is chosen for future study.

#### Form and Structure

will develop your understanding of the principles involved in the realisation of structured and unstructured garments through the exploration of innovative cutting and construction techniques. There will be an emphasis on creative shape development and detailing. There will be consideration to the use of colour, fabric, proportion, shape and detail to develop design responses relevant to the project brief. Research will form the

basis of the project and presentation skills will be developed further to facilitate clear communication of design ideas. Emphasis will be placed on the use of 3D experimentation, to develop design responses relevant to the project brief. There will also be a focus on ethical and sustainable design practice.

### **Better Lives**

London College of Fashion, UAL (LCF) is a leader in fashion design, media and business education. We have been nurturing creative talent for over a century, offering courses in all things fashion. We encourage students to examine the past and challenge the present. To have inventive, assertive ideas that challenge social and political agendas. We give students the skills, opportunities – and above all, the freedom – to put those ideas into practice. By leading the way in fashion design, business, and the media, we influence culture, economics and our society. This unit will provide you with a solid understanding of LCF' core values and how they connect to your practice. As part of this unit, you will explore diversity, social responsibility and sustainability, themes which you will then apply to a selected project. At this stage, the emphasis is on how you apply your thinking across these important themes to your practice. Your thinking is more important than a finished piece of work at this point. Fashion can change lives. Through teaching, specialist research, and collaborative work, this unit will get you thinking differently. We want you to use fashion to examine the past, build a sustainable future and improve the way we live. That's why we call this unit 'Better Lives'.

### **Year two**

You will be able to study a Cultural and Historical Studies unit of your choice that will broaden or deepen your learning of areas relating to your interests in your chosen field. You will have the opportunity to participate in lectures, seminars and workshops with students from other courses within your School and will read relevant academic texts and complete a formal academic essay for assessment. Further information on the options available will be provided during Year 1 of your studies.

### **Range Development**

This unit will introduce you to designing in relation to a client – either simulated or actual. You will be introduced to a range of professional skills including negotiation, and further, develop those of presentation and professional communication. You will be required to analyse the client and establish independent working methods in order to identify and solve problems. You will research their design ethos, market level and brand values, and analyse this information to inform the development of a design proposal that will lead to a considered, co-ordinated range that is appropriate to the client. The importance of market levels, customer awareness and product knowledge will be highlighted and investigated. You will need to show critical awareness of the relevance

and overall quality of your design proposal. You will be encouraged to further develop your creative approach to design and realisation and to experiment with self-generated textile processes to help facilitate an understanding of how craft processes can add value and longevity to a fashion product.

### **Work Experience**

The Work Experience unit will provide you with the opportunity to further develop your skills and apply them in a professional environment. You will experience real industry challenges and working practice and will be able to examine the way in which a professional team respond to different situations. The unit will increase your awareness of the industry and the opportunities for career progression. You will be expected to take an analytical and reflective approach to the work experience and will produce written and visual evidence of your knowledge, based on a minimum 10-week period in industry. LCF Graduate Futures will provide career guidance in order to prepare you for your work experience. You will be expected to engage and be proactive in securing your own work experience, relevant to your skills and career aspirations, this means applying directly to companies. You will also be expected to provide feedback on your experience both during and after your work placement. The College Placement Handbook will provide additional support for this Unit.

### **Collaborative Project**

The Collaborative Project unit emphasises teamwork and will offer you the opportunity to work as part of a design team and will introduce you to a range of key employability skills. An understanding of team working, as well as the ability to communicate and present combined design concepts and products, are attributes that will help prepare you for the challenges of the creative industries. You will build on your knowledge of range development to create a coherent collection for a real or simulated client. You will develop an understanding of the client and their brand ethos and undertake critical analysis of the information gathered to propose design solutions. You will develop your ability to collate relevant information and expand upon creative concepts and theories related to this research. To prepare you for your Stage 3 process will be required to write a design proposal. You will use a variety of techniques to undertake a critical analysis of the information gathered from both primary and secondary sources. This will allow you to explore the role of research within a design proposal.

### **Final year**

#### **Contextualising Your Practice**

Contextualising Your Practice allows you to build on your historical and theoretical understanding of fashion through a research-led extended essay. You will identify a topic,

related to your field of practice, that you will investigate through design-led research methods and significant cultural and critical theories. It is an opportunity for you to undertake a substantial piece of structured research that examines fashion practise in context, and it will build on the critical debates and concerns raised through your course.

### **Pre-Collection**

The Pre-Collection unit will inform and prepare you for the Final Major Collection. You will be expected to negotiate a project brief that will support the development of a thorough body of work that evidences investigation and innovation in both design and realisation. You will identify your proposed market level, customer, brand ethos and core philosophy as a designer and undertake a practical journey culminating in a body of work that shows innovative design and technical experimentation with fabric, process and potential garment solutions. You will be expected to engage in prototype testing that will be evidenced through 2D and 3D investigation and sampling, within both your design and technical portfolios. The focus on this project is using your skills to show extensive creative experimentation, whilst considering the practical aspects of problem-solving, through fabric and trims sourcing. Extensive investigation into appropriate use of finish, detailing and manufacture will be documented alongside silhouette/shape development. The completed outfits will form the basis of your collection for your Final Major Collection.

### **Final Collection**

The Final Collection unit is the culmination of your undergraduate learning experience. Through the development of a final major project, you will be further demonstrating your innovative approach and deeper engagement, analysis and conclusions drawn from your Pre-Collection unit. You should refine and execute your design, design development and realisations established in through a process of design synthesis. Through practical application, you will be demonstrating your rigorous analysis in the exploration and development of your design ideas. This unit provides the opportunity to apply the findings established through your investigation of the challenges of your chosen brief. It evidences your ability to construct, direct and organise an overall professional outcome. This Final Collection is the vehicle by which you evaluate and reflect upon your own learning and skills in order to establish a potential career path. You will accompany your work with a career pack that will enable you to take up roles or pursue business objectives as soon as you graduate from London College of Fashion.

### **Showing your work**

All students are advised to set up a profile on [portfolio.arts.ac.uk](https://portfolio.arts.ac.uk), UAL's new portfolio platform, which can be done at any point during your time at LCF and will last for up to

12 months after graduation. This platform is often used to source student work for promotional use on the website, social media and for print and can be a great way of getting your work seen. You may also be asked to have a portfolio profile for the selection process when it comes to degree shows.

## Learning and Teaching Methods

*The following teaching and learning methods are employed to support the integrated achievement of the course outcomes using a blended learning mode of delivery:*

- Online lectures.
- Online seminars.
- Physical workshops and practical demonstrations.
- Online tutorials.
- Physical and online critiques.

## Assessment Methods

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

- Portfolios.
- Technical folders.
- Patterns and samples.
- Design research and experimentation.
- Written reports.
- Essays.
- Work experience.
- Set projects, external or simulated projects.
- Presentations.
- Toiles and final garments/outfits.

## 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/>
- Feedback from the fashion design technology industry (2017)
- UAL Tutorial Policy: <http://www.arts.ac.uk/study-at-ual/academic-regulations/tutorial-policy/>
- University of the Arts London Level Descriptors;

- 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-and-quality/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: <http://www.arts.ac.uk/about-ual/teaching-and-learning/careers-and-employability/creative-attributes-framework>

# Course Diagram

**BA (Hons) Fashion Design Technology: Menswear** – 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 Menswear</b> (20 credits)				S																														
<b>Design and Realisation</b> (40 credits)													S																					
															<b>Fashion Cultures and Histories</b> (20 credits)											S								
															<b>Better Lives</b> (20 credits)											S								
															<b>Form and Structure</b> (20 credits)														S					

Year 2 – If your placement is in Block 1 your structure is as follows:

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									
Critical Issues in Fashion Research (20 credits)											S																											
Range Development (20 credits)										S																												
Work Experience (40 credits)				E1							Work Experience (Block 1 placement) (40 credits)																											
																					Collaborative Project (40 credits)							E1	E2									

Year 2 – If your placement is in Block 2, your structure is as follows:

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								
Critical Issues in Fashion Research (20 credits)											S																										
Range Development (20 credits)										S																											
Work Experience (40 credits)				E1																Work Experience (Block 2 placement) (40 credits)							E2										
											Collaborative Project (40 credits)								S																		

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>Pre-Collection</b> (40 credits)										S																											
										<b>Final Collection</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*