



**Course Aims**

The fashion design course focuses on creativity and contemporary fashion design practices, which is underpinned by cultural,

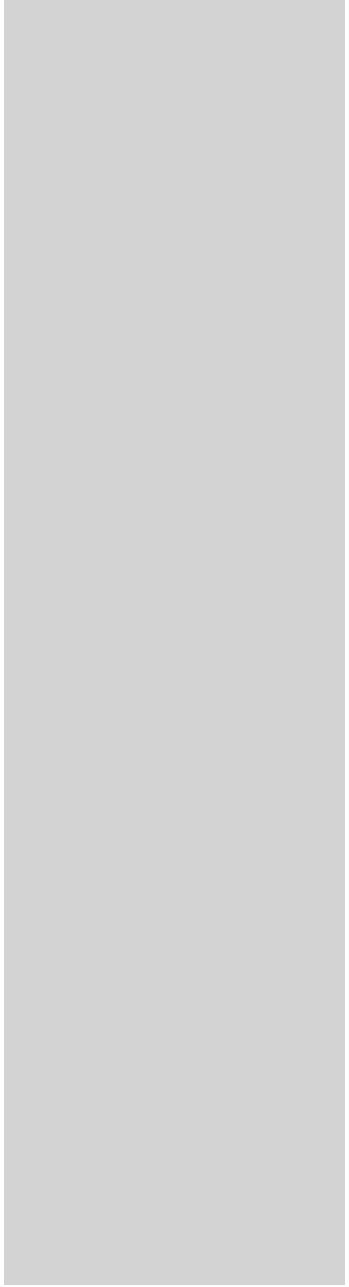
will develop your own fashion practice using our fashion studio in the historic Alexon House, the previous home to the Alexon fashion company. You will create fashion collections using our industry standard manufacturing facilities, as well as digital textile printing, laser cutting and 3D printing. As part of our Industry Speaker series, you will meet designers, artist, editors, curators and recruiters on a weekly basis. Through our close links with industry you will work on live briefs and competitions. Students will also get the opportunity to join our regular international trips to visit trade fairs and galleries as well as exploring world fashion with the Go Global programme run by the university.

Our graduates have entered many areas of the fashion industry and have worked with Alexander McQueen, Mary Katrantzou, Lulu Liu, Sophie Webster, Amanda Wakeley, Zandra Rhodes, Love Magazine and Denza International. Some of our graduates have started their own label, such as AAUGUST who won Young Designer of The Year at Africa Fashion Week London, or go on to develop their research as post graduate study.

The course focuses on the development of your abilities in the following areas: Enquiry The course will enable you to develop and use various academic enquiry skills from a range of key ideas in Fashion, Art and Design. You will also acquire personal and practice-based skills in areas of specific relevance contemporary fashion practice, notably management practice, communication and multi-agency working. All of this will move you forward towards a qualification that will enhance your prospects of a fulfilling career in the fashion design. Develop research material that is relevant both to Fashion Design generally and to your practice specifically. In order to inform and support your studio-based activities you will be encouraged to research material that is relevant to practical projects and workshops and which will help you to consider your emerging work in a relevant context. Wider contexts of understanding in visual practice To engage you in analytical and reflective thinking with a consideration of the artistic, critical and cultural contexts associated with Fashion Design so that you might understand the value of your work and make independent assessments of its progress and the learning in which you are involved.

Collaboration To provide a degree course in Fashion Design that, not only equips you with appropriate knowledge, experience and understanding to take a productive and critical place in a world that is increasingly affected by developments in fashion and textile design, but also provides you with the means by which to engage in further learning throughout your life. Including the team working skills needed in garment production and textile development, PR and marketing and haute/demi couture practice. Group discussion and critiques will help to draw your attention strengths and weaknesses of your courses of action. Maintaining your research portfolio will involve you in on-going self-reflection, analysis and evaluation. Enterprise The course provides an opportunity to shape your degree course in accordance with your personal preferences and future career aspirations. To promote professional practice, including self-marketing techniques, presentation skills and team working, so that you can gain insights into professional levels of practice that will prepare them for the world of work and employment

You will be encouraged to see your work in the context of public display. Student exhibitions will include professional marketing and planning to help develop the individuals



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Professional Behaviour: Exercise self-management skills in managing workloads, collaborative working, interpersonal communication, presentation, accommodating change and uncertainty to meeting deadlines

BA (Hons) Fashion Design (all routes)

To help a student to learn independently and take responsibility for their own learning, ~~the curriculum is organised to promote the progressive acquisition and entrenchment of the necessary concepts, skills, attitudes and knowledge associated with fashion design.~~

From Level 4 in the course, each student is encouraged to work independently, taking ownership of their creativity and its outcomes, whilst at the same time developing an understanding of range of contexts that affect fashion design.

Level 4 is underpinned with the acquisition of skills in art and design to build the confidence of the student. These skills give the backbone for Level 5 where critical reflection, experimentation and enquiry are central to the learning experience.

The course will offer a degree of choice (through briefs and outside competition briefs) and is flexible in its approach to student learning with an underlying educational philosophy of self-directed learning managed and supervised through close contact with the student.

An essential feature of the learning and teaching will be a student's involvement in practical learning activities that confront visual problems and ideas relevant to fashion design. At the same time learning activities will take professional and work-related practices into consideration.

The course aims to build a close relationship between practice and theory. This relationship informs level 6 where a creative project which is presented at the graduate fashion show - is informed by the students own particular insights into the critical, cultural and professional contexts in which their own work is placed.

Teaching and learning strategies include practical workshop sessions, personal study involving sustained practice in the studio or workshop, some work-related learning opportunities, one-to-one tutorials/supervision, seminars, demonstrations, and importantly the use of a reflective/contextual journal as a means of understanding and documenting your individual learning.

Research, and the mapping of research to practice, is important and seen as a means of continuous development, enabling the student to work as a reflective, developing practitioner.

Overall, the teaching, learning and assessment strategy is designed to support and enable students to achieve the learning outcomes of the course. Fashion display, production techniques and research, for example, appear at all levels of the course to link learning to real world

**Teaching, learning and assessment strategies**

	<p>Feedback on assessment is an essential part of the learning experience and the reflections made on the tutor comments will enable students to critically assess their learning and develop between briefs and tutor led studio critiques.</p> <p>Assessment</p> <p>A range of appropriate assessments will enable you to grow in confidence and demonstrate your acquisition of knowledge and skills. The formative and summative assessment methods used across the course include:</p> <p>Coursework to include examples of Fashion Design, research sketchbooks/portfolios, professional portfolio, research assignments, garment manufacture, 3-D development, essays, contextual writing and blogs.</p> <p>Assessments based on individual and group presentations.</p> <p>Portfolio reviews are a key means of assessing, but they are also important for collating work for a professional portfolio. This instils the right attitudes towards professional work whereby you can use your portfolio to promote yourself in professional contexts.</p> <p>Essays and reports feature in developing writing skills, helping you to express ideas in a variety of ways and styles and to develop academic writing skills that are of particular benefit in producing the final year contextual rationale for your major project.</p> <p>A midpoint Formal Formative Assessment to review all work in progress</p> <p>Key making skills are embedded in the teaching and learning of the course and will be taken into account in all assessments.</p> <p>The assessments will develop incrementally across the course and allow you to gain skills, confidence and knowledge, receive feedback and develop, thus allowing you to implement this knowledge and feedback into subsequent assessments.</p> <p>At the end of the course, completion of the assessments will demonstrate your ability to analyse current art and design practice in relation to Fashion Design - and communicate this, in both written and visual formats, as well as demonstrate a range of transferable skills relevant to your professional employability.</p>
<b>Learning support</b>	<p>The University's comprehensive student support service includes: Student Information Desk, a one-stop shop for any initial enquiries; Student Support team advising and supporting those with physical or learning needs or more general student well being; Study Hub team providing academic skills guidance; Personal Academic Tutoring system; a student managed Peer-Assisted Learning scheme; support from your lecturers</p>
	<p><a href="https://www.beds.ac.uk/entryrequirements">https://www.beds.ac.uk/entryrequirements</a></p>

<b>Admissions Criteria</b>	<p><b>Approved Variations and Additions to Standard Admission</b></p> <p><a href="https://www.beds.ac.uk/entryrequirements">https://www.beds.ac.uk/entryrequirements</a></p> <p>Approved Variations and Additions to Standard Admission:</p> <p>Applicants will be requested to submit an Art and Design portfolio for review.</p>
<b>Assessment Regulations</b>	<p><a href="https://www.beds.ac.uk/about-us/our-university/academic-information">https://www.beds.ac.uk/about-us/our-university/academic-information</a></p> <p><b>Note: Be aware that our regulations change every year</b></p> <p><b>Approved Variations and Additions to Standard Assessment Regulations</b></p> <p><a href="https://www.beds.ac.uk/about-us/our-university/academic-information">https://www.beds.ac.uk/about-us/our-university/academic-information</a></p> <p>Note: Be aware that our regulations change every year</p> <p>Approved Variations and Additions to Standard Assessment Regulations N/A</p>

**Section B: Course Structure**





Section C: Assessment Plan

The course is assessed as follows :

**W231- BA (Hons) Fashion Design**

<b>Unit Code</b>	<b>Level</b>	<b>Period</b>	<b>Core/Option</b>	<b>Ass 1 Type code</b>	<b>Ass 1 Submit wk</b>
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ART052-2	5	3SEM 2	Core	PJ-ART	15				
ART059-2	5	3SEM 2	Core	CW-PO	13				
ART051-2	5	4SEM 1	Core	CW-PO	13				
ART053-2	5	4SEM 1	Core	PR-OR	6	CW-ESS	15		
ART029-3	6	5SEM 2	Core	CW-PO	13	PJ-ART	13		
ART030-3	6	5SEM 2	Core	CW-OT	4	PJ-ART	13		
ART025-3	6	6SEM 1	Core	PJ-ART	13				

Course Coordinator

Adam Gefen