

Nottingham Trent University Course Specification

Basic Course Information

1.	Awarding Institution:	Nottingham Trent University
2.	School/Campus:	School of Art and Design
3.	Final Award, Course Title and Modes of Study:	BA (Hons) Fashion Design Full Time
4.	Normal Duration:	3 years
5.	UCAS Code:	W230

6. Overview and general educational aims of the course

Fashion Design offers you a challenging career which reflects the complex and exhilarating nature of the global fashion and related industries. As a designer your role is one of creative direction, working within teams to develop innovative products relevant to consumer lifestyle.

You will undertake a dynamic Fashion Design course based on project and studio work which allows you to integrate design, technology and theory. The course has an established reputation, with exceptional national and international links within the Fashion Industry, as well as a recognised global presence. NTU fashion graduates are renowned within the industry for their creative, innovative and directional design skills, as well as a strong underlying awareness of commerciality, sustainability and technologies.

Fashion Design includes in-depth broad-ranging creative research, design development, fashion drawing and illustration, creative pattern cutting, and garment manufacture. Live work based projects with industry, promote your creative potential and the development of collaborative team working skills. These national and international partnerships e.g. British Fashion Council; IFFTI; FIT New York etc. enable an extensive understanding of the current competitive fashion industry landscape. The course aims to inspire and prepare you to develop an enterprising, creative mind-set and the ability to thrive in rapidly changing work and social environments.

The curriculum, which reflects contemporary thought and practice within an internationalised art and design course, also requires you to consider your design application and context in relation to design responsibility – process, materials and manufacture. You will work on industry led projects as an

essential component of the practice based core modules. Team working activities will allow you to experience real work simulations and reflect contemporary industry practice.

The 'big ideas' of history and theory in 20th and 21st century design, visual and material culture is explored and integrated with your practice at all levels through the Design, Culture and Context (DCC) modules. These modules will encourage you, through a series of tasks, which test your research, presentation and written skills, to be socially, culturally and environmentally aware when making decisions in theory and practice. This critical reflection of your own work and the work/ideas of others will enable you to cultivate your own design philosophy and help you to recognise your future potential as a creative practitioner within a local and/or global context. These modules will develop your transferable and employability skills through research, analysis, idea development and the communication of ideas.

We aim to develop your creative potential as designers through contact with visiting professionals working in industry, student exchange and work experience opportunities. All staff aim to develop your future potential as practitioners, nurturing your research, design and communication skills to develop and express your ideas.

The course aims to provide you with the opportunity for in-depth study of the fashion design process and the appropriate theoretical and practical knowledge and skills required to become a fashion designer. We encourage you to develop the communication skills to be able to engage confidently, professionally and successfully within the global fashion industry. During the course, you will also have the opportunity to engage in various industry and cultural activities to further develop your understanding of the international fashion landscape. Examples include flexible work experience placements, European and international student exchange, fashion shows and exhibitions.

The course is designed to enable you to incorporate critical and analytical problem solving skills together with general transferable skills (interpersonal skills, team working) and prepare you for a broad range of related employment opportunities and/or postgraduate study. We also encourage the promotion of values and attitudes that demonstrate awareness of 'design responsibility' and an understanding of social and ethical issues surrounding the fashion business.

As part of the course, you may be able to undertake a short work experience or industrial placement that occurs during term time. The School's Work Experience Placement Policy supports your course in developing a flexible approach that enables some work experience activity to occur within modules. This is to be negotiated with your tutors. This experience can be with fashion design, textile and related creative design companies or as volunteers within educational or community contexts. Tutorials will encourage you to reflect on personal development planning throughout the course and develop your awareness of work experience opportunities. The course presents regular opportunities to participate in external competitions, industry-linked/live projects and national/international trips. You are also supported in overseas exchange programmes through ERASMUS.

Preparing for the world of work

We aim to support you to develop your employability through introducing you to current practices in the industry to acquire the skills and creativity to compete for opportunities in a range of design and related industry roles. Our aims are achieved through a dynamic curriculum, which encourages you to make the best of every opportunity on the course. These include the following:

Exchange / Study visit opportunities and collaborations

- Opportunities to participate in exchange study visits to the Fashion Institute of Technology in New York, Bunka Fashion College in Tokyo and European ERASMUS exchange programmes.
- An international perspective is embedded within the modules and reinforced by optional structured overseas visits to major fashion capitals.

Transfer Opportunities

- There is an option for Fashion Design students to transfer to BA (Hons) Fashion Accessory Design in Year 2 through a skills bridging project. There is also an option for Fashion Design students to transfer to BA (Hons) International Fashion Business top-up degree in final year, graduating with the aforementioned award title.

Collaborative Projects

- There is opportunity for collaboration with other courses e.g. BA (Hons) Textile Design, BA (Hons) Fashion Knitwear Design & Knitted Textiles and BA (Hons) Fashion Accessory Design.
- In the final year, there is an opportunity to add greater weighting to your negotiated research project which connects with the Design, Culture and Context modules from previous levels. You will develop a professional understanding of the wider context of your research and will have a choices as to how to present it.

Industry and Professional Opportunities

- Experience industry led projects in Level 4 and 5 modules with a focus on professional practice where relevant.
- Collaboration with industry for direct recruitment opportunities across different sectors of the industry, both national and international, in Level 6.
- Unique opportunities to work collaboratively on team-working projects for promotional and live events e.g. catwalk shows and exhibitions with a national or international audience.
- Opportunities to engage with the flexible Work Experience Programme and internship opportunities.
- Work in collaboration with local cultural centres e.g. museums, galleries and other cultural venues and media agencies.

Competitions

You will be encouraged to participate in national and international competitions through opportunities from The British Fashion Council, professional bodies, external agencies and through professional links with industry led projects.

<p>7. Course outcomes</p>
<p>Course outcomes describe what you should know and be able to do by the end of your course if you take advantage of the opportunities for learning that we provide.</p>
<p>Knowledge and understanding By the end of the course you should be able to:</p>
<ul style="list-style-type: none"> • Critically analyse fashion design (social, political, economic and industrial) and the impact on contemporary consumer culture and apply to your work. (B) • Evaluate the industry structure and apply relevant skills and principles to your work (B) • Develop research skills and methods of analysis in order to produce fashion products relevant to design briefs. (B) • Evaluate fashion products, markets and issues that surround the creation of fashion brands and apply to your own product development. (B) • Critically analyse the application of contemporary design and imagery in relation to your own practice (B) • Evaluate 'fashionability' in the global market and assess how this has influenced your designs (B) • Evaluate design responsibility attitudes and values in your practice, including social and ethical ideals. (B)
<p>Skills, qualities and attributes By the end of the course you should be able to:</p>
<ul style="list-style-type: none"> • Create concepts appropriate to design briefs and develop in the form of 2D and 3D fashion products using appropriate technologies. (B) • Develop innovative and creative responses to problem solving in relation to the design brief, market level and technologies, either as an individual or as part of a team. • Justify your design methods employing creative and questioning approaches to trends and influences. (B) • Evaluate and manage your own learning as an individual and as part of a team. • Evaluate your professionalism and interpersonal skills, demonstrating the use of decision-making and design responsibility in support of your career development. (B)

- Critically evaluate the use of appropriate technologies, using 2D and 3D skills to create your design work. (B)

B = Benchmarked against the QAA subject statements – Art & Design 2017

8. **Teaching and Learning Methods**

Teaching on the course involves a range of teaching and learning experiences, which build through from first to final year with the aim of ensuring that you become an independent practitioner.

Fashion Design requires a broad approach to teaching and learning, as reflected by the following learning activities:

- Lectures and briefings
- Studio workshops
- Textile workshops
- Seminars
- Tutorials
- Peer and self-evaluations
- Verbal and visual presentations
- Teamwork
- Industry led projects
- Personal Development Planning
- External Visits
- NTU's Online Workspace (NOW)

The course encourages you to recognise the need for designers to use their initiative and to be well organised. Problem solving, team working and critical awareness are developed through a mainly project-based approach to practical and theoretical work.

Teaching and learning is conducted in an atmosphere which is informed by professional practice, creative awareness and respect for personal viewpoints. Visiting speakers complement a comprehensive lecture programme, which offers insights into contemporary practice from differing perspectives. External visits include international trade fairs, companies, exhibitions, and sites of cultural interest.

Learning is a reciprocal process, based on shared discussion between students

and staff. Consequently, working in small and multi-disciplinary groups is an important aspect of the teaching and learning approach for tutorials and interim assessments.

The University also provides a framework of support for independent learning and the achievement of goals through the NOW and Professional Development (PD) tutorials. This helps you to take responsibility for your learning and development through a number of staff supported and self-directed activities.

9. **Assessment Methods**

The Course teaching, learning and assessment strategy is informed by the principles, policies, practices and regulations detailed in the University's Quality Handbook, and is also supported by the School's Assessment and Feedback Principles and Guidelines. The synoptic assessment, which will occur at the end of the module brings together all of your learning, and the structure and sequential design of the curriculum ensure that you reflect on your own practice and identify aims for your learning in relation to career development and preparation for employment.

The course is designed so that you will receive continuous feedback on your progress. Continual assessment is one of the most important learning and teaching strategies within the course, enabling you to develop as an independent learner. You will be encouraged to reflect on your work and undertake self and peer assessment, developing a clear understanding of the assessment criteria. The purpose of assessment is to enable you to demonstrate that you have met the learning outcomes of the course and reached a specified standard to attain the award.

For assessment you are expected to complete all components of the module. Options are available to you and based on preferences and experience relevant to your chosen route through the course. The amount of work and development of learning outcomes will be determined by the percentage of your chosen option.

You will be introduced to ethics in relation to the Research and Ethical Governance Framework and will be required to complete the available documentation.

Summary of Assessment Methods

- Assessment criteria are linked to module learning outcomes.
- Assessment is 100% coursework, which may involve, in various design modules, the presentation of research, design development, resolution and application.
- Assessment methods for Design, Culture and Context include essays (written and visual), presentations and a final individual research project.
- The degree assessment is 100% Level 6 work.
- To obtain the degree award with Honours, progression through the course requires successful completion of 120 credits at each of the three levels.

Within the design modules, assessment is 100% coursework. Recognising the theoretical, technical and practical resolution in relation to research, development and evaluation, presentation skills, written and verbal communication is also assessed.

At certain points during and at the end of the year you will be asked to present your work which might consist of 2D visual research, sketchbooks, and design development work, 3D development work, toiles and final product, portfolio work, reports and evaluations, essays, dissertation or alternative projects, visual and verbal presentations

10. Course structure and curriculum

The course is offered in full-time study mode only and all students must complete 120 credits at each level to achieve 360 credits for the BA Honours Fashion Design award.

Levels and modules are designed thematically to focus learning outcomes against the School guidelines.

Course structure diagram:

Y1	Fashion Process: Concept & Form (100 credits)
	Design, Culture and Context 1 (20 credits)
Y2	Fashion Context: Market & Innovation (100 credits)

	Design, Culture and Context 2 (20 credits)
Y3	Fashion Realisation: Research, Design & Technology (120 credits)

Year One (Level 4) is equivalent to a Certificate in Higher Education worth 120 credits and consists of the following 2 modules:

- Fashion Process: Concept & Form (100 credits)
- Design, Culture & Context 1 (20 credits)

Fashion Process: Concept & Form - 100 credit points

During the first year, you will be introduced to the core aspects of fashion design with the prime aim of developing skills and confidence in the principles of the design process. This includes concept initiation, research, 2D/3D translation, structural/form experimentation, design development, colour analysis, drawing, illustration, pattern cutting, garment construction and associated technologies including CAD.

You will also be introduced to the structure of the fashion industry in order to develop an appreciation and awareness of the roles and responsibilities within your chosen profession. It is key to your future career prospects that you are aware of current practices and design responsibility at an early stage of your studies. This understanding will help you to develop new skills and attributes that reflect the employability skills essential for a successful transition into the world of work.

To facilitate this approach, a series of careers lectures and workshops are integrated into the curriculum; delivered by visiting practitioners. The topics explore the diverse range of career options open to you encouraging you to recognise your transferrable skills and their application to many career choices.

Design, Culture & Context 1 – 20 credit points

The Design, Culture and Context module will introduce you to the 'big ideas' of history and theory in 20th and 21st century design, visual and material culture, as well as debates, which cover international perspectives. Further to this you'll be undertaking image, object and material analysis and learning to use specialist vocabulary for discussing design in context, which includes your own

design work. Your research methods, idea development and presentation skills, as well as your personal reflections, writing skills and Harvard referencing, will all be tested on this module.

Year Two (Level 5) is equivalent to a Diploma in Higher Education worth 240 credits and this year of study also consists of 2 modules;

- Fashion Context: Market & Innovation - 100 credit points
- Design, Culture & Context 2 – 20 credit points

Fashion Context: Market & Innovation - 100 credit points

During Level 5 you will focus on professional design practice. The projects you will work on integrate design with technology and concentrate on the development of ideas through an understanding of the fashion industry. Projects are constructed with fashion companies and are concerned with commerce, manufacture and 'live' situations. Influences of production in the market and the business world underpin the design work, whilst innovation and creativity are encouraged. A bridging project is also in place to allow for potential transfer from this course for students wishing to study a focused BA(Hons) Fashion Accessory Design course.

During Level 5 industry led projects continue to develop ~~the~~ your awareness of professional careers and approaches, with team working activities reflecting contemporary practice in the industry. If you wish to pursue a career in fashion buying, brand marketing and promotion, you have the opportunity to transfer to the BA (Hons) International Fashion Business one year top up course for Level 6.

Design, Culture & Context 2 – 20 credit points

The Design, Culture and Context module will build on the knowledge and skills you have gained at Year One (Level 4) and explore the relationship between commerce, culture and design since the Industrial Revolution. You will be focusing on the developments in commerce and culture through the 20th and 21st centuries and the 'big ideas' and/or theories which have tried to evaluate and explain them. Further to this, you will be looking at contemporary trends and emerging cultural issues, which cover international perspectives, and selecting a topic for your final year research project. These projects also extend your communication, professional and presentation skills by considering a

range of potential audiences.

Year Three (Level 6) is the final year of the course and comprises one 120 credit point module:

- Fashion Realisation: Research, Design & Technology (120 credits)

Fashion Realisation: Research, Design & Technology – 120 credit points

For your final year, in Level 6, you will negotiate your workload and determine a design brief. This includes completing a design portfolio for chosen projects; a collection/fashion products and a research project, a portfolio with supporting research/design development that represents a year's work. Building upon your skills and knowledge achieved in Level 4 & 5 you will develop research and produce a Statement of Intent to focus on your intended objectives for the year and career aspirations. Your problem solving and design development skills gained in previous modules will be applied through the evolution of a range of fashion products and collections.

There is a greater focus on individual development and autonomy during Level 6 through independent learning. To facilitate this approach a series of lectures are integrated into the curriculum and delivered by specialist careers advisors on job hunting strategies, preparation for employment and recruitment agencies relevant to Fashion Design. You are encouraged and supported to develop your skills and attributes to demonstrate extensive understanding of your discipline in preparation for employment.

You are exposed to a number of national and international competitions; industry led projects and collaborations where you are encouraged to be strategic when selecting design options. This is to ensure your work represents your current strengths and demonstrates a directional personal identity in terms of creative inquiry, use of technologies and an appreciation for social and sustainable issues. This ensures that you are in a competitive position to maximise on employment opportunities upon graduation.

You will also actively engage with industry professional bodies e.g. Graduate Fashion Week, British Fashion Council, EMTEX Designer Forum, Ethical Fashion forum etc. and in networking with fashion related companies to investigate potential links and sponsorship. You also have the opportunity to work

alongside visiting practitioners developing your individual projects to ensure your portfolios are contemporary and current for industry needs.

Design, Culture & Context Element

The Design Culture and Context (DCC) final year research project is an integrated element of this module that aims to consolidate the links between theory and practice. You will have a choice as to how to present this research and how it is weighted against your other practical design projects by choosing one of the following options:

Option 1 : 80% practical design work
20% written dissertation or visual product

Option 2: 65% practical design work
35% written and visual outcomes

11. Admission to the course

For current information regarding all entry requirements for this course, please see the 'Applying' tab on the NTU course information web page.

12. Support for Learning

The School is committed to assisting you to achieve the best results possible during your studies and provides a wide range of academic help and advice. A comprehensive learner support system is adopted by the School, which also can include input from the university and student union, and can be tailored to meet your needs. A named personal tutor will also be assigned to you at the start of your year who can act as a guide in more personal matters.

Your Course Handbook will contain details of the support available to you. Should there be an interruption in your studies, due to circumstances outside of your control, or through other factors affecting your academic performance; the School provides three options for requesting consideration and these are found in the section on extenuating circumstances.

The School has a structured induction course as part of the university induction schedule allowing the orientation of the campus. This also allows inductions into your courses, resources with opportunities to meet your tutors and peers

on the course. This is also supported by the 'welcome week' social calendar organised by the Students Union.

The Course has an induction session at the beginning of Level 4 where you will undertake a range of group and individual activities which foster a sense of community to develop an understanding of Nottingham Trent University graduate attributes. Students will also receive an induction to student services, should they require any further support, guidance or information on any general non-academic concerns, which may have a detrimental effect on studies.

NTU's Online Workspace (NOW) is used across all modules on your course and allows key information to be accessed and shared within modules. You can also access your results through NOW.

You will be directed to use the NOW system which encourages you to take responsibility for your own learning through directed module activities. All related module information can be accessed through NOW in support of your learning. A shared space through the NOW portal is also available to support team working and blended learning opportunities.

The School is keen that all students, irrespective of background and characteristics such as age and nationality, have equal opportunities of success with your studies, we therefore have a Learner Development Coordinator who works with staff and students to improve your study skills. Sessions are available to you to improve a number of skills, for example, planning and structuring written work and preparing more effectively for verbal presentations.

The school has a framework to train Level 5 and 6 students to become Student Mentors enabling them to support Level 4 students. The Fashion Design Student Mentors will be identified during induction and opportunities to meet with them promoted and integrated within key sessions. Mentors offer support and advice from both academic and practical perspectives.

During the induction period each academic year new students shall be made aware of the university's student safety handbook and the school safety code of practice. Those parts relevant to the course will be discussed as part of the

Health & Safety Induction.

The course will support and develop you as an employable, entrepreneurial and skilled graduate and is delivered through a number of integrated extra curricula such as fund raising events at all levels to fund shows, and the interaction with external agencies to produce and stage them.

Course teams and staff have a great deal of experience in pastoral support and the monitoring of progress is enhanced through regular face-to-face contact with tutors in group or individual tutorials. Progress tutorials at key stages of modules are also a regular feature throughout the proposed course.

You will be supported and guided through your studies and learning experience by course leaders, module leaders, year and personal tutors. You will also receive regular formative feedback on your progression through tutorials and written feedback at the end of the module.

Lecturing and technical staff involved in the course are aware of the high numbers of students with dyslexia within the subject areas of art and design and support is in place to identify any learning issues and refer you to the appropriate staff.

Specialist international student support provided by the University as an appointment and drop-in service for issues on visa and immigration, employment law and academic and financial concerns etc. Language and academic support is also provided by the school for both international and recommended home students who require additional study support.

Support for student's cultural and creative development includes course teams organising and accompanying students on optional overseas visits to a major fashion capital relevant to the course, such as Paris for Fashion Week. These arrangements are particularly appreciated by international students as a valuable experience. Such visits are an optional enhancement to the course and not essential.

13. Graduate destinations / employability

Employability is a key element of most compulsory modules and the content of the modules are designed to enable you to compete for job opportunities in the fashion sector. These include designers, creative pattern cutters, product developers, buyers and merchandisers, production managers, stylists, journalists and trend forecasters. You will also develop transferable skills for alternative careers in teaching, retailing, media and freelance design. Some opt for further specialised postgraduate study in Fashion Design or a related subject.

You are also encouraged to engage in a variety of additional competitions and employer led briefs with industry requiring a professional approach and allowing exposure to industry professionals. Access to additional events and workshops held by outside organisations such as Designer Forum and Trend Boutique continue to develop your awareness with regards to potential careers. Flexible work experience opportunities are also a feature that you may wish to take advantage of during the course of your study.

Career Planning and Development

NTU has a dedicated Employability Team that has a strong record of guiding students and graduates through the marketplace into successful careers and further study. Working with a diverse body of students, employers and vacancies the careers service has a tailored approach to individual students.

14. Course standards and quality

Student feedback is valued by the course.

You will have an opportunity to put yourself forward to be considered as a course representative at the beginning of each of your years of study. As part of this role you will be invited to attend the staff/student liaison/course committee meetings that occur three times a year and contribute to the conversations and debate to support the continuing health of the course. Any issues brought up at the Course Committee Meetings are reported to the School Academic Standards and Quality Committee and actions identified from thereon in with responses reported back to you either via the next course committee meeting or via NOW.

At the end of each year, the course team write an evaluative document on course standards and quality (Interim Course Report - ICR) which is received at School level and contains an action plan to ensure that the course continues to reflect and develop.

The experience that you have whilst studying on the course is important to us and you will be required to give feedback on individual modules through EVASYS at all Levels, and the National Student Survey at Level 6.

An External Examiner is appointed whose job it is to make recommendations about the course and report on the standards achieved in relation to other comparable courses in the UK. Part of their role is to review samples of assessed work and confirm at the Board of Examiners that the internal assessment and moderation practices are fair and in line with the School's and NTU's policies. The external examiner also writes a report at the end of each academic year and this will be available to you via NOW, together with a response to this written by the course team and the Course Committee.

15. Assessment regulations

This course is subject to the University's Common Assessment Regulations (located in Section 16 of the Quality Handbook)

16. Additional Information

Collaborative partner(s):	<p><u>Hong Kong Design Institute (HKDI)</u> 1 year top-up BA (Hons), taught collaboratively by NTU and HKDI fashion staff at HKDI</p> <p><u>Management Development Institute of Singapore (MDIS)</u> BA (Hons) Fashion Design, taught at MDIS in Teach Out</p>
Course referenced to national QAA Benchmark Statements:	Course Outcomes are referenced to the Quality Assurance Agency's benchmark statements for subjects in Art and Design 2008
Course recognised by:	n/a
Date implemented:	SASQC confirmed PCR/CR modification changes 21.07.17

Any additional information:

Positive features of the course:

- We will nurture and challenge you in a supportive atmosphere. We have sound commercial awareness and a responsibility to design; our employability rates are one of the highest in the UK with employers actively seeking our graduates.
- You will graduate with a range of transferable, creative skills and a strong combination of subject specific and generic skills i.e. research, concept development, range planning, pattern cutting, manufacture, market awareness, organisational, networking and entrepreneurial skills.
- You will embrace new technologies to enhance teaching and learning strategies and approaches i.e. laser cutting, digital printing and Lectra System where relevant.