

School of Art & Design

Interviews

# International Fashion Business (one-year top-up) BA (Hons)



Your interview will help us to decide whether we feel you are suitable for the course, and will help you to decide if this is the right course for you. You will be interviewed individually and have the opportunity to go on a short tour of our facilities.

### During the interview we will be looking for:

Evidence that you have the ability to undertake the course e.g. an appropriate level of written, verbal and visual skills as a final-year student. International Fashion Business students come from diverse backgrounds of creative fashion, design marketing, and business. We would like to hear what qualities you can bring to the course, what positive contributions you can offer, and how you will use the opportunity if offered a place on the course.

#### Commitment

- A good knowledge of the nature and structure of the course, and an understanding of its specific features.
- Well informed reasons for your decision to study this course, a high level of enthusiasm for the subject, and ideas about your career goals.
- Evidence that you have the ability to undertake the course (references, predicted marks).
- An understanding of the content and nature of the course, and how it differs from your previous degree.
- Evidence of understanding of independence in learning and what challenges that might bring.

#### Critical understanding

- Evidence of understanding the structure of the fashion industry, both retail and supply chain brand awareness.
- Evidence of knowledge of current developments in the fashion and textiles industries.
- An awareness of the context in which fashion exists - economic, political, social and technical issues related to the subject.
- Evidence of the use of a variety of methods of research, relative to International Fashion Business topics.
- Evidence of the ability to be an independent and autonomous thinker.
- Evidence of your ability to manage your planning, learning and time management.

#### Communication skills

- An ability to articulate your ideas and opinions verbally and in writing.
- Examples of written work, such as essays, critical studies and or business reports.
- Examples in your written work of primary and secondary research evidenced through Harvard Referencing.
- A good command of spoken and written English to final year degree standard.
- Good interpersonal skills, such as listening and questioning.
- An ability to evidence an understanding of different cultural contexts and experiences.
- Evidence of analysis and quality in the selection and choice of images, illustrations, texts and examples presented.
- Team working, relevant work experience, internships, and placements.

Choose and select examples of your work such as portfolio, written essays or reports, plus project work relevant to the subject, and be prepared to discuss them at your interview. The most important thing to remember is that we want to hear responses that represent you as an individual. We have applicants from many backgrounds and we do not have an 'ideal perspective' or range of opinions in mind.