Fashion Design with Fashion Management and Fashion Design with Fashion Management with Sandwich Year (This programme is no longer recruiting)

Final award	**BA (Hons) Fashion Design with Fashion Management** **BA (Hons) Fashion Design with Fashion Management with Sandwich Year**
Intermediate awards available	Cert HE, Dip HE, BA
Mode of delivery	UEL on campus
UCAS code	W2NG – 3 year Programme W2NF - 4 year Programme (with Sandwich year)
Details of professional body accreditation	No professional accreditation at present time
Relevant QAA Benchmark statements	Art & Design 2008
UEL Academic School	Arts & Digital Industries
Date specification last up-dated	20th May 2014

The summary - UCAS programme profile-

BANNER BOX:

A dynamic programme which develops Fashion Design and Fashion Management skills through a theoretical and practical underpinning. This is a creative course that facilitates creative outputs coupled with marketing applications.

ENTRY REQUIREMENTS

The minimum requirements for Level 4 entry are 240 UCAS tariff points from: A/AS level (Including 2 A2 passes), GNVQ, AVCE, Scottish Highers, International Baccalaureate. European Baccalaureate, BTEC / SCOTEC Diploma, Relevant Access Course or successful completion of the Level 3 Fashion Design. Other qualifications, including overseas, may be considered.

We also welcome applications from mature students who do not have formal qualifications but may have relevant experience. Students applying to this programme will be expected to demonstrate a specific interest in this area of study and should have a commitment to engaging with both theory and practice. Applicants may be invited for interview.

If you have the potential, commitment and enthusiasm to study for a degree but are unable to meet the entry requirements for your chosen degree programme you can apply for the Extended Degree programme route. An Extended Degree includes a Level 3 year, making the period of study 4 years or 5 years if the Extended Degree programme is taken on a part-time basis. The programme provides a supportive learning space for students to experience academic studies at university and helps develop confidence and academic skills in preparation for Levels 4-6. The programme is also highly rated by students who successfully complete the programme. Successful completion of the programme guarantees entry to a range of Single Honours programmes or a Combined Programme of study within the School of Arts and Digital Industries.

Students may be admitted through Accreditation of Experiential Learning (AEL) or Accreditation of Certificated Learning (ACL) processes.

The University's English Language requirements as detailed on the website at time of application must be met – see http://www.uel.ac.uk/international/application/english-language-requirements/ In the case of applicants whose first language is not English, then IELTS 6.0 (or equivalent) is required.

The University's English Language requirements as detailed on the website at time of application must be met – see http://www.uel.ac.uk/international/application/english-language-requirements/

At UEL we are committed to working together to build a learning community founded on equality of opportunity - a learning community which celebrates the rich diversity of our student and staff populations. Discriminatory behaviour has no place in our community and will not be tolerated. Within a spirit of respecting difference, our equality and diversity policies promise fair treatment and equality of opportunity for all. In pursuing this aim, we want people applying for a place at UEL to feel valued and know that the process and experience will be transparent and fair and no one will be refused access on the grounds of any protected characteristic stated in the Equality Act 2010.

ABOUT THE PROGRAMME

What is Fashion Design with Fashion Management?

Fashion Design with Fashion Management provides a construct where design is explored through the understanding of a prototype's critical path; which is underpinned by a theoretical underpinning. The theory enables the understanding of how designers operate, how products are costed and positioned in the market place.

Fashion Design with Fashion Management at UEL

Fashion Design with Fashion Management at UEL combines creative skills with business skills. Students gain a breadth of knowledge and understanding of the fashion industry

through the successful integration of studying fashion design practical skills with marketing principles.

Fashion is exciting, demanding and competitive. All aspects of design and marketing theory are taught by experienced staff that are practising designers, marketing specialists, researchers or theoreticians, who have a broad range of experience in the fashion and creative Industries.

Students are able to create a fashion prototype/ fashion solution as part of their final year project underpinned by management/ marketing theory. Students will explore market levels and gain an understanding of how to promote their product and assess their viability.

Students are involved in:

Creative design workshops

Pattern cutting workshops

Manufacturing workshops

Individual and group presentations

Marketing lectures/ seminars

CAD workshops

Programme Structure

The course duration is typically 3 years full time or 4 years, (with a sandwich year), and up to 8 years part-time. Upon a foundation of theory, history and practice, students choose from a wide prospectus of subjects and approaches, including two and three dimensional design and construction that revolves around work-based learning. Within the student's final year, the priority is to promote autonomy and allow the student to pursue their own direction, in reflection to the various skills, techniques and levels of knowledge they have required whilst studying at UEL.

Learning environment

BA (Hons) Fashion Design with Fashion Management students work alongside students from the other fashion/ textiles programmes in open plan refurbished studios spaces adjacent to the fashion production room and staff offices. The Fashion and Textiles subject area has excellent facilities including the fashion production room, textiles print and dye workshop and seminar space. The area also has a fully equipped Mac suite complete with projector, scanners and adobe software. The studios are multi functional and are used for creative design work, technical workshop demonstrations, presentations and group discussions/ critiques. This creative environment is echoed throughout the building where students from other art and design disciplines including fine art, graphic design, photography, illustration, film and architecture interact with you on a daily basis.

The University works very hard in order to facilitate a "design studio" environment within its designated spaces in order to facilitate collaboration and ownership in regards to the student's perspective of their working space. As students progress to their final year, they receive designated areas of study that are more suited to the fast pace of industry practice and allow them to become used to more professional environments. The facilities offered reflect a high level of specialist resource that aid students in the production of their final collections.

Teaching and learning methods in the Fashion & Textiles subject area are varied. Most modules include practical workshops and demonstrations, lectures, seminars, tutorials, and some also involve student-led seminars or other forms of group work. Visits to museums, galleries, studios and other relevant fieldwork play an important part in the Fashion Textiles curriculum.

Teaching methods and learning outcomes of all Fashion & Textiles modules are commensurate with the level of study. Descriptions of the individual modules provide information of teaching formats, learning outcomes, assessment methods and relevant criteria.

Assessment

All work is assessed regularly: summative assessment is given at the end of each module. Formative assessment is given in tutorials of each module, and in the studio environment within various formats created and facilitated by module leaders and supporting staff. Assignments are verified by an external examiner and double marked and moderated where necessary in reflection to the level of the year group. There are 'feedback and appraisal' mechanisms in place to encourage students to take responsibility for their own learning, reflect on their learning and progression and in order to advance understanding and promote experiential learning. There are no exams, but there are task based activities within particular modules in order to formally and informally benchmark student's learning.

Students with disabilities and/ or particular learning needs should discuss assessment arrangements with their module leader to ensure they are able to fully engage with all assessment points within the programme.

BA (Hons) Fashion Design with Fashion Management (Sandwich Year) – Industry Placement

Fashion Design with Fashion Management is available as a three year programme or as a four year sandwich programme, where the students spend a year in industry between levels 5 and 6. The aim of the module is to offer experiential learning within the industry. Students are expected to take on job roles within the industry for a total duration of 36 weeks.

Our students that choose to study on the BA (Hons) Fashion Design with Fashion Management (Sandwich Year) degree programme have the opportunity, (between levels 5 and 6), to take a full year industry placement schedule. They gain first-hand experience of the industry and develop their understanding of professional practice. The programme has an extensive and varied list of contacts that we utilise in support our students work placement opportunities. Our contacts cover a variety of roles such as:

Administrator

Buyer

Designer

Garment Technologist

Merchandiser

Trend Forecaster

Fashion Journalist

Fashion Promoter

Campaign Manager

PR Manager

The Placement year is appropriately facilitated by both a module leader and the 'student' themselves, with regards to the sourcing of companies relevant to the student's interests and aspirations. Students are bound by a code of conduct throughout the entire year as they represent the university in an external environment. Please see the link below for further information:

http://www.uel.ac.uk/qa/policies/policies/placement/

Students are advised to consider out of term activity within work experience placements. Our staff team offer assistance constantly, but not as formal curriculum tutorials, more as a friendly source of advice and guidance. For example, being available to work with companies as we approach London Fashion week can be extremely exciting for our students. In level 4 especially as it allows them to gain insight in to fashion as an industry and start to gauge what type of company they might like to apply to when taking part within the industry placement sandwich scheme if they have chosen this option.

Examples of Industry Placements undertaken by students studying on BA (Hons) Fashion Design with Fashion Management

Blue Nile Clothing

M&S

E PR

Wallpaper

Eskimo PR

TOPSHOP

John Galliano

Todd Lynn

Fabpad

IDOL Magazine

Hallett Retail

Duchamp

Work experience/placement opportunities

Students on level 6 in September 2014 have undertaken Placements – there are no formal Placements within level 6.

Project work

All assignments are theoretical, experiential and problem based. Projects are either practical i.e. answering a specific design brief responding to a given problem, (usually a visual outcome) or theoretical i.e. have a written outcome. They are designed to enable and encourage students to develop individual, creative, academic potential and demonstrate individuality, flair and insight to modes of research and business acumen development for Fashion Marketing. There will be opportunity to work in groups or develop individually. Project work is an important part of the programme, and contributes fully towards the assessment as it reflects relevant professional practice.

Added value

The programme is sited in a purpose built Architecture and Visual Arts building on the University's landmark Docklands Campus. This in turn is situated in the creative heartland of East London, and an area of intense new media activity adjacent to Excel, Canary Wharf, City Airport and close to the new international rail terminus for Europe at Stratford.

We pride ourselves in our connection to East London and consider it a very exciting and positive influence on creative development within our department. Our students draw inspiration from the many different culturally engaging events that happen in the area. Anything from: pop up galleries, pop up fashion stores, vintage stores, gigs, restaurants, markets, design trade fair events and setting up their own private viewings in popular areas.

Our studio spaces have been designed to offer our students learning environments that promote practical development and 'ownership' of space. Space is available from 7am until 10pm Monday to Saturday and is equipped with furnishings that reflect industry practice. Our final year students benefit from dedicated space that is exclusive to their year, (with exception to seminars/workshops at particular points of the year). The space is designed as a fully functional sample room with digital facilities, which is an innovative and exciting addition to the department.

Our digital suites cater for innovative Computer Aided Design and Manufacture technologies that span creative and industry recognised, technical processes. We strive to offer exciting and career advancing digital prowess to our students. Our associations, such as our partnership with Lectra, allow us to keep our resources up to date.

These are aspects that ensure our programme reflects the current creative industry sector. The range of topics available on this programme equip you with the necessary skills to be part of this stimulating industry and will also support your entrepreneurial aspirations in setting up small business initiatives.

The Programme has strong links with Industry in the UK and internationally, ranging from, Design Studios, Trend and Forecasting Agencies, Media and Public Relations, and many connections within the Cultural Industries.

Programme Staff are well connected within the Fashion, Textiles and general creative Industries, with some working as practitioners and consultants in the various fields. The array of access to resources is vast and easily accessible, from expertise in hand craft to mass-produced process, the programme offers the student opportunities to fully realise the possibilities of designing outcomes that can innovate and achieve commercial viability at the same time.

IS THIS THE PROGRAMME FOR ME?

If you are interested in...

- The fashion Industry
- Have an awareness of fashion design and fashion management
- Have an interest in fashion design
- Garment technology
- Have an interest in range planning
- Have an interest in fashion buying
- Have an interest consumer behaviour
- Have an interest in branding
- Have an interest in trend prediction
- Have an interest in 3D realisation

If you enjoy...

Fashion!

Being organised

Communicating and liaising with others

Creative outputs

Working in a highly creative studio environment

Exploring new and challenging concepts within fashion marketing

Working independently and on innovative group project work, competitions and collaborations

Using digital and web based technologies both technically and creatively

Exploring visual culture and design theory relevant to the creative industries

Experiencing life within one of the world's busiest and most exciting cities that proudly holds the title of being a 'creative hub' for fashion on a global scale.

If you want …

To be part of a challenging and exciting programme of study

Have knowledge and understanding of how the design process works within the fashion industry

To be innovative and ahead of current design thinking across fashion marketing

Life long skills in how to present and promote your work

To understand current and future global fashion theory and culture

Industry relevant skills within the subject area preparing you for future employment

The opportunity to study on the four-year sandwich programme and work in industry for one year

Your future career

This programme allows students to experience a variety of modules relating to different career goals.

Students will receive theoretical underpinning to their creative outputs, all outputs will contextualised within an industrial framework.

After completing this programme students will be able to enter the workplace through a number of career entry points such as a:

Merchandising

Design

Pattern cutting

Garment technology

Buying

PR

Visual merchandising

Show/campaign management

Social media

Fashion publication

Styling

Range planning

Trend Prediction

How we support you

The University provides a comprehensive range of support services for students which includes residential / student finance / careers advice and IT learning resources. The programme provides strong personal tutor guidance and professional advice related to the practice and area in general. Visiting futurologists, researchers, and professionals will visit the programme regularly, and study trips to working environments (both UK and Europe) are important components. There are modules in research methods and practice, and an employability module in level 5 prior to the industrial placement. The University also provides an 'Employability' event with workshop seminars and visiting speakers You will have the opportunity to enter national and international competitions as part of the programme, and as extra to the curriculum, at certain points of each level.

Additional support for study and research is available in weekly workshops (for instance, for help with essay writing via the university's Writing Centre), and via the school's Student Support & Referral Module.

Bonus factors

The East London environment offers excellent access to galleries, libraries, museums and art collections, shops and retail. The proximity to a wide range of creative industries enables regular visits from industry professionals from all subject disciplines.

Our location has allowed us to appeal to a lot of companies and agencies that are based in and around London with regards to industry placement development and the creation of live projects. Offering our students possible mentoring programs and constant insight and guidance from external members of the industry from very varied job types.

Trips are organised regularly to specific and relevant points of interest in London and beyond in order to ensure that our students get a fantastic experience of how culture has developed within and outside of London. Visits to: production factories, design houses, digital design trade fairs as well as galleries, landmarks of London that define the culture of the city and fashion trade events. We take full advantage of the varied opportunities that being based in London offer the department.

Programme aims and learning outcomes

What is this programme designed to achieve?

This programme is designed to give you the opportunity to:

- Provide a supportive, creative and intellectually stimulating environment, which underpins and combines theory with practice.
- Explore current debates within fashion marketing
- Be empowered to develop creative and critical skills, to become independent learners and researchers
- Be able to critically reflect on their discipline and understand how fashion marketing impacts the economy.
- Be equipped with knowledge and skills enabling them to enter fashion marketing through a variety of career opportunities.

What will you learn?

Knowledge

- Ability to critically appraise different roles within fashion marketing
- Experiential knowledge of creative problem solving
- Experience in collaborative work

Thinking skills

- Critical analysis of processes and the theory underpinning their contextualisation, both historical and generic
- Critical reflection on own work in relation to more general aesthetic, cultural and interdisciplinary issues within the fashion industry
- Use a variety of visual, written and digital techniques

Subject-Based Practical skills

- Use of subject specific terminology
- Pitch to a variety of audiences and media
- Develop effective and reflective communication skills
- Integrate theory and practice in an approach to a creative project
- Use of resources of the LRC (learning resource centre)
- Work to deadlines and to required conventions
- Research texts and topics
- Work in a group and negotiate collaborative projects

Skills for life and work (general skills)

- How to write and communicate visually
- Being able to select and interrogate appropriate media/processes
- Collaborative group work
- How to work independently and be self-motivated

- How to offer and receive constructive feedback
- Time-management and organisation

The programme structure

Introduction

All programmes are credit-rated to help you to understand the amount and level of study that is needed.

One credit is equal to 10 hours of directed study time (this includes everything you do e.g. lecture, seminar and private study). Credits are assigned to one of 5 levels:

3   equivalent in standard to GCE 'A' level and is intended to prepare students for year one of an undergraduate degree programme

4   equivalent in standard to the first year of a full-time undergraduate degree programme

5   equivalent in standard to the second year of a full-time undergraduate degree programme

6   equivalent in standard to the third year of a full-time undergraduate degree programme

7   equivalent in standard to a Masters degree

Credit rating

The overall credit-rating of this programme is 360 credits.

Typical duration

The expected duration of this programme is 3 years full-time or up to 8 years part-time.

It is possible to move from full-time to part-time study and vice-versa to accommodate any external factors such as financial constraints or domestic commitments. Many of our students make use of this flexibility and this may impact on the overall duration of their study period. A student cannot normally continue study on a programme after 4 years of study in full time mode unless exceptional circumstances apply and extenuation has been granted. The limit for completion of a programme in part time mode is 8 years from first enrolment.

How the teaching year is divided

The teaching year begins in September and ends in June

A typical student, in full-time attendance mode of study, will register for 120 credits in an academic year. A student in a part-time mode of study may register for up to 90 credits in any academic year.

What you will study when

A student registered in a full-time attendance mode will take 120 credits per year. The programme in Level 6 comprises of two 30 credit modules and a 60 credit final major project. An honours degree student must complete modules totalling 120 credits at level four, modules totalling 120credits at level five and modules totalling 120 credits at level six.

6	FT6507	Business Identification and Business Plan	N	30	Core
6	FT6501	Final Major Project	N	60	Core
6	FT6002	Employability 3	N	30	Core

Please note - A core module for a programme is a module which a student must have passed (i.e. been awarded credit) in order to achieve the relevant named award

Below is a helpful description guide of the modules that make up our programme structure.

Business Identification and Business Plan: 30 Credits

This module focuses on identifying a business niche/ opportunity in the fashion arena. Students will evidence through their research and plan how they have applied theoretical constructs to a live negotiated proposal and how they have sophisticated their research methodologies and approaches. Students will produce a viable business plan accompanied with a clear critical path and costings.

Final Major Project: 60 Credits

The Final Major Project aims to consolidate and critically reflect all knowledge, understanding and skills gained in levels four and five, by providing students with an opportunity to negotiate their own individual final major project and allow them to challenge and interrogate previous learning. Students will identify their strengths in order to negotiate a proposal of work utilising individual strengths and specialist interests. This proposal includes working with research methodologies; concept/ design development of a final fashion based creative marketing solution for a chosen market or a realised collection of garments. This is then showcased in various platforms at the end of the final year via a final portfolio format and a final outcome (or series of), outcomes that are showcased as part of graduate events.

The Module is structured in order to facilitate autonomous learning with negotiated guidance. It is the transition into the fashion industry or postgraduate study; therefore the promotion of self-directed and independent learning is key.

Employability 3: 30 credits

This final employability module aims to ensure students are industry ready when they graduate. Students are equipped with the relevant entrepreneurial, professional presentation and promotional skills required by the industry to secure the best employment opportunities. Students are also required to select a, (or a series of), national or international design competitions that are suitable to their skill set and allow them to showcase their abilities on an appropriate external platform.

Requirements for gaining an award

In order to gain an honours degree in Fashion Design with Fashion Management you will need to obtain 360 credits including:

- A minimum of 120 credits at level four or higher
- A minimum of 120 credits at level five or higher
- A minimum of 120 credits at level six or higher

In order to gain an honours degree in Fashion Design with Fashion Management (Sandwich year) you will need to obtain 480 credits including:

- A minimum of 120 credits at level four or higher
- A minimum of 120 credits at level five or higher and P/F credit sandwich module
- A minimum of 120 credits at level six or higher

In order to gain an ordinary degree you will need to obtain a minimum of 300 credits including:

- A minimum of 120 credits at level four or higher
- A minimum of 120 credits at level five or higher
- A minimum of 60 credits at level six or higher

In order to gain a Diploma of Higher Education you will need to obtain at least 240 credits including a minimum of 120 credits at level four or higher and 120 credits at level five or higher

In order to gain a Certificate of Higher Education you will need to obtain 120 credits at level four or higher

In order to gain a Foundation Degree you will need to obtain a minimum of 240 credits including:

A minimum of 120 credits at level four or higher

A minimum of 120 credits at level five or higher

(A Foundation degree is linked to a named Honours degree onto which a student may progress after successful completion of the Foundation degree)

Teaching, learning and assessment

Teaching and learning

Knowledge is developed through

- Exploring creative possibilities through applying theory to practice
- Proposals, essays and written reports
- Application of information

Thinking skills are developed through

- Drafting and editing processes
- Development of ideas through outcomes
- Reflecting on and evaluating one's own work

Practical skills are developed through

- Improved visual and creative skills
- Independent research, reading and writing
- Drafting and editing processes

Skills for life and work (general skills) are developed through

- Research and application of research
- Learning to structure time and plan ahead for seminars and assignments
- Being self-motivated and working independently
- Working in groups, discussing and carrying out projects with others

Assessment

Knowledge is assessed by:

- Enquiry and use of sources
- Knowledge and understanding of subject matter
- Critical judgement and analytical ability
- Visual communication
- Written communication
- Oral communication
- Technical Skills
- Creativity
- Team working

Thinking skills are assessed by:

- Enquiry and use of sources
- Knowledge and understanding of subject matter
- Critical judgement and analytical ability
- Visual communication

- Written communication
- Oral communication
- Technical Skills
- Creativity
- Team working

Practical skills are assessed by:

- Enquiry and use of sources
- Knowledge and understanding of subject matter
- Critical judgement and analytical ability
- Visual communication
- Written communication
- Oral communication
- Technical Skills
- Creativity
- Team working

Skills for life and work (general skills) are assessed by:

- Enquiry and use of sources
- Knowledge and understanding of subject matter
- Critical judgement and analytical ability
- Visual communication
- Written communication
- Oral communication
- Technical Skills
- Creativity
- Team working

Full descriptions of all Assessment Criteria are provided in the Programme Hand Book

How we assure the quality of this programme

Before this programme started

Before this programme started, the following was checked:

- there would be enough qualified staff to teach the programme;
- adequate resources would be in place;
- the overall aims and objectives were appropriate;
- the content of the programme met national benchmark requirements;
- the programme met any professional/statutory body requirements;
- the proposal met other internal quality criteria covering a range of issues such as admissions policy, teaching, learning and assessment strategy and student support mechanisms.

This is done through a process of programme approval which involves consulting academic experts including some subject specialists from other institutions.

How we monitor the quality of this programme

The quality of this programme is monitored each year through evaluating:

- external examiner reports (considering quality and standards);
- statistical information (considering issues such as the pass rate);
- student feedback.

Drawing on this and other information, programme teams undertake the annual Review and Enhancement Process which is co-ordinated at School level and includes student participation. The process is monitored by the Quality and Standards Committee.

Once every six years an in-depth review of the whole field is undertaken by a panel that includes at least two external subject specialists. The panel considers documents, looks at student work, speaks to current and former students and speaks to staff before drawing its conclusions. The result is a report highlighting good practice and identifying areas where action is needed.

The role of the programme committee

This programme has a programme committee comprising all relevant teaching staff, student representatives and others who make a contribution towards the effective operation of the programme (e.g. library/technician staff). The committee has responsibilities for the quality of the programme. It provides input into the operation of the Review and Enhancement Process and proposes changes to improve quality. The programme committee plays a critical role in the quality assurance procedures.

The role of external examiners

The standard of this programme is monitored by at least one external examiner. External examiners have two primary responsibilities:

- To ensure the standard of the programme;
- To ensure that justice is done to individual students.

External examiners fulfil these responsibilities in a variety of ways including:

- Approving exam papers/assignments;
- Attending assessment boards;
- Reviewing samples of student work and moderating marks;
- Ensuring that regulations are followed;
- Providing feedback through an annual report that enables us to make improvements for the future.

The external examiner reports for this programme are located on the UEL virtual learning environment (Moodle) on the school notice board under the section entitled 'External Examiner Reports & Responses'. You can also view a list of the external examiners for the UEL School by clicking on the link below.

http://www.uel.ac.uk/qa/externalexaminersystem/currentexaminers/

Listening to the views of students

The following methods for gaining student feedback are used on this programme:

- Module evaluation questionnaires
- Year group meetings
- Student representation on programme committees (meeting twice a year)
- Regular contact with student representatives

Students are notified of the action taken through:

- Circulation of the minutes from programme committees
- Providing details on the programme noticeboard
- Individual responses to students as required
- Providing details on UEL's virtual learning environment

Listening to the views of others

The following methods are used for gaining the views of other interested parties:

- Annual student satisfaction questionnaire
- Questionnaires to former students
- Feedback from industry
- Discourse with practitioners
- Regular meetings at Programme and Subject Area level

Where you can find further information

Further information about this programme is available from:

- The UEL web site http://www.uel.ac.uk
- The programme handbook (available on Moodle)
- Module study guides (available on Moodle)
- UEL Fashion Textiles website http://fashion-uel.com
- UEL Manual of General Regulations http://www.uel.ac.uk/qa/
- UEL Quality Manual http://www.uel.ac.uk/qa/
- Regulations for the Academic Framework http://www.uel.ac.uk/academicframework/
- UEL Guide to Undergraduate Modular Programmes
- School web pages http://www.uel.ac.uk/study/courses/textiledesign.htm
- The School of Arts and Digital Industry's handbook

   http://www.uel.ac.uk/adi/handbook/