

BA (Hons) Fashion

This programme is only offered at:

Nanyang Academy of Fine Arts (Singapore)

Programme Aim and Title	BA (Hons) Fashion and Marketing
Intermediate Awards Available	
Teaching Institution(s)	Nanyang Academy of Fine Arts (Singapore)
Alternative Teaching Institutions (for local arrangements see final section of this specification)	
UEL Academic School	ADI Arts & Digital Industries
UCAS Code	
Professional Body Accreditation	
Relevant QAA Benchmark Statements	QAA Benchmark Statement Art and Design 2008
Additional Versions of this Programme	
Date Specification Last Updated	Sept 2017

Programme Aims and Learning Outcomes

This programme is designed to give you the opportunity to:

- Explore creativity in Fashion (through 2D and 3D)
- Explore fashion consumers and fashion markets
- Expand your range of visual verbal and digital communication skills
- Develop your professional practice
- Develop your operational and strategic fashion management skills
- Enhance your personal and professional profile
- Realise your creative potential
- Realise your business acumen
- Prepare for a successful career in Fashion and the Creative industries

General Programme Aims

- To develop graduates who have acquired an understanding of the fashion design process and fashion theory/marketing and their integrated nature
- To produce graduates confident in practical, theoretical and digital communication skills appropriate for employment and for professional application
- To produce graduates with creative, critical and analytical, problem solving and transferable skills suitable for employment in fashion design/marketing or related areas of the fashion industry or the creative industries
- To equip students with the necessary skills (critical and analytical, problem solving and transferable skills) to enter the Fashion/Creative Industries, and for further study

What you will learn:

Knowledge

- To articulate knowledge and understanding of the fashion design process
- To apply a broad range of information to specific tasks in design and marketing
- To extend learning in different contextual frameworks
- To develop both visual and entrepreneurial ideas
- To synthesise received information with intuitive knowledge

Thinking skills

- To analyse research undertaken in both design and the visual media
- To interpret and develop 2D ideas to 3D forms
- To evaluate the relationship between fashion product (design) and its intended market
- To critically evaluate own work and the work of others
- To formulate proposals, arguments and solutions in response to a range of tasks

Subject-based Practical skills

- To generate ideas and concepts independently in response to set briefs
- To test an appropriate range of materials and processes
- To compare own practice with the practice of others
- To work effectively in a team or independently

Skills for life and work (general skills)

- To articulate reasoned arguments through reflection review and evaluation

- To demonstrate proficiency in observation, investigation, enquiry, visualization and making
- To work diligently to fulfill briefs and deadlines, and to take responsibility for your own learning
- To demonstrate an awareness of the cultural, economic, and ethical issues affecting the industry
- To develop transferable skills for employment in the sector

Students gain breadth of knowledge and understanding of the Fashion Industry through the successful integration of studying fashion and marketing, merchandising and branding business and retail management.

Fashion and Marketing is exciting demanding and competitive. All aspects of design and theory are taught by experienced staff that are practicing designers, researchers and theoreticians, who have a broad range of experience in the fashion and marketing / merchandising industry.

Learning and Teaching

Teaching and learning

Knowledge and understanding is developed through:

- Practically based design projects – developing the key skills (research, design, recording information, exhibiting and presenting work)
- Lectures, Seminars and practical demonstrations
- Project work and visiting professionals

‘Thinking’ skills are developed through:

- Research both primary and secondary; qualitative and quantitative methods
- Essays reports and action plans
- Formulations of judgments – presentations and exhibitions
- Self-directed study

Practical skills are developed through:

- Working with academic and visiting staff, and support staff
- New technologies – CAD, digital media, photography and digital imagery
- Constructing and developing garments

General skills are developed through:

- Presentations – working individually and in groups

- Project and assignment work
- Discussions, tutorials, seminars

Assessment

The criteria by which all modules in BA(Hons) Fashion and Marketing are assessed:

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

Full descriptions of these assessment criteria appear in your programme hand book

Knowledge is assessed by:

- Oral presentation of ideas, tutorials, essay and reports
- Portfolio and research work,
- Toiles, patterns and technical production

Thinking skills are assessed by:

- Oral presentation of ideas during seminars, tutorials, essay and reports
- Synthesis of ideas – research, design communication and technical ability
- Innovation and lateral thinking displayed in the realization of work and to research material

Practical skills are assessed by:

- Monitoring of workshop/ production room and design studio progress
- Show presentations of realised projects
- Portfolio/ presentations, e. portfolios, patterns, toiles, garment production

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

- Participation in workshops, seminars, tutorials, meetings and interviews
- Time management in relation to meeting project deadlines etc.
- Engagement in professional practice, group activities
- Meetings and events organization
- Managing independent projects

Students with disabilities and/or particular learning needs should discuss assessments with the Programme Leader to ensure they are able to fully engage with all assessment within the programme.

Work or Study Placements

Not applicable in this programme

Programme Structure

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.

Programmes are made up of modules that are each credit weighted.

The module structure of this programme:

Level	Module Code	Module Title	Credit Weighting	Core/Option	Available by Distance Learning? Y/N
6	FT6804	Fashion and Marketing: Business Report	30	Core	N
6	FT6805	Fashion and Marketing: Branding & Marketing	30	Core	N
6	FT6803	Fashion: Collection	60	Core	N

Additional detail about the programme module structure:

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. An optional module for a programme is a module selected from a range of modules available on the programme.

The overall credit-rating of this programme is 120 credits. If for some reason you are unable to achieve this credit you may be entitled to an intermediate award, the level of the award will depend on the amount of credit you have accumulated. You can read the University Student Policies and Regulations on the UEL website.

Programme Specific Regulations

NA

Typical Duration

The expected duration of this programme is one year full-time

Further Information

More information about this programme is available from:

- The UEL web site (www.uel.ac.uk)
- The programme handbook
- Module study guides
- UEL Manual of General Regulations (available on the UEL website)
- UEL Quality Manual (available on the UEL website)
- School web pages
- The programme handbook <http://www.nafa.edu.sg/fs>
- Module study guides <http://www.nafa.edu.sg/fs>

- The NAFA web site (<http://www.nafa.edu.sg>)
- NAFA student net (<http://studentnet.nafa.edu.sg/>)
- NAFA Library (<http://library.nafa.edu.sg/>)

All UEL programmes are subject to thorough programme approval procedures before we allow them to commence. We also constantly monitor, review and enhance our programmes by listening to student and employer views and the views of external examiners and advisors.

Additional costs:

The following will be special programme / activity that will be organised during the one year study and they are:

1. Study trip to Europe

This programme offers students the opportunity to participate in a three week study trip to Europe, which exposes you to creative fashion scenes when you visit world renowned fashion capitals such as London and Paris. You will be able to carry out extensive research by visiting international textiles fair *Premier Vision* in Paris, museums, galleries and many different retail stores, representing all markets designers and brands. You will gain inspiration and insights for the development of your Fashion Collection as you observe the lifestyle, culture, architecture and historical background of these two fashion cities.

Cost of trip: estimated at SGD\$4500++

2. Graduation Show

At the end of your studies, you are required to participate in the graduation show to showcase your work to the industry and public. The quality of the show will be managed by NAFA together with external industry partners to organize a platform that is of professional standard.

Cost of Participation fee: estimated at SGD\$1800++

Alternative Locations of Delivery

NA