

School of Creative Arts

Title of Programme: Fashion Programme

Programme Code: CCFASH

## Programme Specification

This programme specification is relevant to students entering:  
01 September 2020

Associate Dean of School (Academic Quality Assurance):

Barbara Brownie



Signature

28 February 2020

A programme specification is a collection of key information about a programme of study (or course). It identifies the aims and learning outcomes of the programme, lists the modules that make up each stage (or year) of the programme, and the teaching, learning and assessment methods used by teaching staff. It also describes the structure of the programme, its progression requirements and any programme-specific regulations. This information is therefore useful to potential students to help them choose the right programme of study, to current students on the programme, and to staff teaching and administering the programme.

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### Summary of amendments to the programme:

Section	Amendment
1	Include new Study Abroad & Employment Experience pathways and award titles
	Clarify 5-year option (+ placement + year abroad)
	Amended tables 1a and 1b
	Remove reference to Admin Office from Copyright Statement
Section E	Remove reference to a dedicated programme administrator
Table 2	Add new L6 modules – Study Abroad and Employment Experience
	Correct Sandwich Year code

If you have any queries regarding the changes please email [AQO@herts.ac.uk](mailto:AQO@herts.ac.uk)

# Programme Specification Fashion

This programme specification (PS) is designed for prospective students, enrolled students, academic staff and potential employers. It provides a concise summary of the main features of the programme and the intended learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the teaching, learning and assessment methods, learning outcomes and content for each module can be found in Definitive Module Documents (DMDs) and Module Guides.

## Section 1

<b>Awarding Institution/Body</b>	University of Hertfordshire
<b>Teaching Institution</b>	University of Hertfordshire
<b>University/partner campuses</b>	College Lane Campus
<b>Programme accredited by</b>	Not applicable
<b>Final Qualification</b>	BA (Hons)
<b>All Final Award titles (Qualification and Subject)</b>	Fashion Design / (Sandwich) / with a Year Abroad / (Sandwich) with a Year Abroad / with Study Abroad / with Employment Experience / with Study Abroad and with Employment Experience Fashion and Fashion Business / (Sandwich) / with a Year Abroad / (Sandwich) with a Year Abroad / with Study Abroad / with Employment Experience / with Study Abroad and with Employment Experience
<b>FHEQ level of award</b>	6
<b>UCAS code(s)</b>	W233 / W231
<b>Language of Delivery</b>	English

### A. Programme Rationale

The BA (Hons) Fashion Design and BA (Hons) Fashion and Fashion Business awards are intended to equip graduates with the knowledge and skills to work in any Fashion business. The learning will prepare students to take up careers in a variety of fashion roles including design, buying, merchandising, strategic marketing, e-commerce, sourcing and allocating, sales and production management. The Fashion Design and Fashion and Fashion Business awards are for students whose ambitions lie either within the creative side of the fashion industries or a combination of both. The programme equips students with creative risk taking and for those who opt to undertake the business pathway, analytical skills will be taught in relation to the business of fashion. Our students study in a spacious and contemporary studio with fantastic facilities and equipment including digital and 3D printers.

This programme is focused on creativity and innovation within an industrial and commercial context. Fashion impacts upon all aspects of our lives and shapes and changes our appreciation and understanding of the world around us. As a student, we develop your skills and knowledge to become a confident fashion learner in a dynamic and exciting environment. We develop your communication, creative and technical skills and prepare you for a career in the Fashion industry.

Students are taught by a highly experienced full-time team supported by specialist technicians in a modern and spacious environment. Student learning is supported by a diverse and exciting range of visiting specialists known for their design, branding, marketing, business and textile knowledge.

Students learn about fashion history and new exciting innovations in contemporary fashion design and develop their fashion awareness and knowledge during national and international study trips master classes delivered by leading industry professionals and Design Talks, a series of guest lectures delivered by leading design professionals that have included Lou Dalton (Lou Dalton), Greg Burne (Big Active), Catherine Scorey

(Ted Baker), Mark Bloomfield (Electrobloom), Les Wynn (Xerox), Alison Lloyd (Ally Capellino), Jonathon Barnbrook (Barnbrook Studios) and Sebastian Conran (Conran and Partners).

The programme has a highly successful track record in securing accredited work placements for its students. With strong industry connections, students will have the chance to work with some of the leading Fashion companies in the world, gaining valuable work experience and building vital connections for future career prospects.

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## B. Educational Aims of the Programme

The programme has been devised in accordance with the University's graduate attributes of programmes of study as set out in [UPR TL03](#).

### **Additionally this programme aims to:**

- encourage students to work innovatively and creatively using an understanding of the breadth of possibilities offered through fashion practices;
- foster a systematic understanding of key aspects of fashion including current developments and debates in the discipline;
- enable students to make reasoned judgements, frame appropriate questions and draw independent conclusions;
- facilitate an awareness of the practices of fashion in professional; cultural and historical contexts;
- foster the transferable skills which will enable students to respond to current and future career challenges;
- equip students with the skills to work professionally in the disciplines related to fashion and contribute creatively in a variety of roles, working independently and as part of multidisciplinary design teams;
- provide the opportunity, through Critical and Cultural Studies delivered as an integral part of studio projects, for students to develop critical insight into contemporary fashion practices and debates. Students will be able to locate their own work within a wider cultural context, with a clear understanding of the cultural, aesthetic and professional forces that shape contemporary fashion design, using them to reflect on their own practice;
- enable students to communicate effectively to specialist and non-specialist audiences in oral, written and visual forms;
- prepare students for further academic or professional study by equipping them to initiate and manage an independent course of study;
- enable the student to explore the marketing communications and commercial contexts of their discipline;
- enable the student to gain an understanding of marketing and its application and relevance to the creative and cultural industries;

### **and for the award of Fashion and Fashion Business:**

- encourage effective problem solving and decision making using appropriate quantitative and qualitative skills including identifying, formulating and solving fashion business problems;
- develop the ability to create, evaluate and assess a range of options together with the capacity to apply ideas and knowledge to a range of situations;

- enable the student to gain an understanding of fashion and fashion business and its application and relevance to the creative industries.

## C. Intended Learning Outcomes

The programme provides opportunities for students to develop and demonstrate knowledge and understanding, skills and other attributes in the following areas. The programme outcomes are referenced to the QAA benchmark statements for Art and Design and the Frameworks for Higher Education Qualifications of UK Degree-Awarding Bodies (2014) and relate to the typical student. Additionally, the SEEC Credit Level Descriptors for Further and Higher Education (2016) have been used as a guiding framework for curriculum design.

Knowledge and Understanding	Teaching and learning methods	Assessment strategy
<p>A1- Demonstrate an awareness of the critical, contextual, historical, conceptual and ethical dimensions of the student's discipline, in particular and art and design, in general.</p> <p>A2- Demonstrate knowledge and understanding of the relationship of the practitioner with stakeholders, within a professional environment.</p> <p>A3- Demonstrate knowledge and understanding of the key developments of current and emerging media and technologies and of inter- and multi-disciplinary approaches.</p> <p><b>and for the award of Fashion and Fashion Business:</b></p> <p>A4- Demonstrate effective problem solving and decision making using appropriate quantitative and qualitative skills, including identifying, formulating and solving business problems. The ability to create, evaluate and assess a range of options, together with the capacity to apply ideas and knowledge to a range of situations.</p>	<p>Acquisition of knowledge and understanding is through a combination of lectures, studio-based work and workshops at all levels. Learning is instigated by set projects with tutorial support including small group tutorials.</p> <p>The Critical and Cultural Studies program makes a particular contribution to the acquisition of cultural, historical and professional understanding throughout all levels of study. There is a requirement of written work at all levels and an extended essay at level 6.</p> <p>Additional support is provided by a personal tutor, tutorial surgery hours, a special needs and dyslexia support tutor.</p> <p>Throughout, the learner is encouraged to undertake independent study both to supplement and consolidate what is being taught/learnt and to broaden their individual knowledge and understanding of the subject.</p> <p>At level 6, students demonstrate their knowledge and understanding of a particular aspect of fashion through a programme of course work, much of which is determined by them with sufficient guidance.</p>	<p>Students' knowledge and understanding of their discipline is tested through in-course assessments of outcome submissions, presentations and essay assignments.</p> <p>Knowledge and understanding of the professional aspects of the discipline are tested through course work consisting of practical outcomes, case studies and written projects.</p>

A5- Demonstrate the ability to conduct research into business and management issues, either individually or as part of a team, for projects, dissertations or presentations. This requires familiarity with and an evaluative approach to a range of business data, sources of information and appropriate methodologies and for such to inform the overall learning process.

A6- Demonstrate knowledge and understanding of the management and development of people within organisations.

Intellectual skills	Teaching and learning methods	Assessment strategy
<p>B1 - Generate ideas, concepts, proposals, solutions or arguments independently and/or collaboratively as self-initiated activity and/or in response to set briefs.</p> <p>B2 - Foster inquiry, critical thinking and curiosity in the processes of observation, investigation, speculative inquiry, visualisation and/or making.</p> <p>B3- Analyse information and experiences and formulate independent judgements articulating reasoned arguments.</p> <p>B4- Navigate, select, retrieve evaluate, manipulate and manage information from a variety of sources,</p> <p><b>and for the award of Fashion and Fashion Business:</b></p> <p>B5- Demonstrate a wide knowledge and understanding of the broad range of areas of business</p>	<p>Intellectual skills are developed throughout the programme by the methods and strategies outlined in section A, above.</p> <p>Typically, the student's conceptual development will be evident in a design process which demonstrates creative thinking and problem solving, analysis and judgement in the development of solutions and a willingness to explore a range of media.</p> <p>Conceptual development is an integral part of studio work and is fostered by set-briefs, in-course exercises, workshops, self-determined briefs, seminars and tutorial work.</p> <p>Throughout, the learner is encouraged to develop intellectual skills further by independent study.</p>	<p>Intellectual skills are assessed by in-course assessments of outcome submissions and presentations.</p> <p>Typically, evidence will consist of work sheets, sketch books, research, design ideas, digital medium and proposals.</p> <p>Intellectual skills relevant to marketing are assessed through set and negotiated projects, surveys and case studies.</p>

and management and the detailed relationships between these, their application and their importance in an integrated framework.		
<b>Practical skills</b>	<b>Teaching and learning methods</b>	<b>Assessment strategy</b>
<p>C1-Begin to employ appropriate materials, techniques and methods in relation to contemporary commercial fashion.</p> <p>C2-Demonstrate relevant levels of professional competence in the realisation, presentation and communication of design ideas in fashion.</p> <p>C3-Make aesthetic and functional judgements in the realisation of design ideas.</p>	<p>Practical skills refer to the practical and professional skills employed in the production of design ideas and solutions.</p> <p>At levels 4, 5 and 6 these skills are developed through set briefs, exercises and workshops. At level 6, students are expected to demonstrate professionalism together with aesthetic and functional judgements in the presentation of their ideas.</p>	<p>Practical skills are evidenced in the production values of course work and are assessed through outcome submissions and presentations.</p>
<b>Transferable skills</b>	<b>Teaching and learning methods</b>	<b>Assessment strategy</b>
<p>D1- Manage and make appropriate use of intention, process, outcome, context and the methods of dissemination.</p> <p>D2- Be resourceful and entrepreneurial.</p> <p>D3- Study independently, set goals, manage workloads and meet deadlines.</p> <p>D4- Interact effectively with others, for example through collaboration, collective endeavour and negotiation.</p> <p>D5- Communicate and present ideas and work to audiences in a range of situations.</p>	<p>Transferable skills are developed throughout the programme.</p> <p>The skills of research, digital technology and self-management are integral to coursework at all levels. Personal responsibility becomes an increasingly important skill as students progress to level 6 study.</p> <p>Critical awareness and flexibility are developed through self-assessment and negotiated projects and self-determined projects.</p> <p>Communication skills are developed through oral presentations and in written work. The ability to work flexibly with others is developed through group projects.</p> <p>Business, marketing and communication skills are taught using group working, directed reading, independent study, role-play and presentations.</p>	<p>Transferable skills are assessed through a range of assignments built into the curriculum. In-course assessment is by submission of a portfolio, presentations and written work.</p>

Throughout, the learner is encouraged to develop transferable skills by maintaining a record of evidence and completing a personal development plan.

## D. Programme Structures, Features, Levels, Modules, and Credits

The programme is offered in full time (3 years), sandwich or with a year abroad (4 years), study abroad and with Employment Experience (4 years), sandwich and a year abroad (5 years) and part time (6 years) modes and leads to the following awards:

BA with Honours in Fashion Design  
BA with Honours in Fashion Design (Sandwich)  
BA with Honours in Design Fashion with a Year Abroad  
BA with Honours (Sandwich) in Fashion Design with a Year Abroad  
BA with Honours in Design Fashion with Study Abroad  
BA with Honours in Design Fashion with Employment Experience  
BA with Honours in Design Fashion with Study Abroad and with Employment Experience

BA with Honours in Fashion and Fashion Business  
BA with Honours in Fashion and Fashion Business (Sandwich)  
BA with Honours in Fashion and Fashion Business with a Year Abroad  
BA with Honours (Sandwich) in Fashion and Fashion Business with a Year Abroad  
BA with Honours in Fashion and Fashion Business with Study Abroad  
BA with Honours in Fashion and Fashion Business with Employment Experience  
BA with Honours in Fashion and Fashion Business with Study Abroad and with Employment Experience

Entry is normally at level 4 with A-level or equivalent qualifications as detailed in section G, but is possible at subsequent levels subject to appropriate qualifications and experience. Intake is normally Semester A (September).

### Professional and Statutory Regulatory Bodies

No accreditation

### Work-Based Learning (including Sandwich and Employment Experience) and Study Abroad (including Year Abroad) Programmes

Students wishing to study abroad at a host institution in another country, or to complete a work placement during their studies, may choose to undertake one of the following:

- Year Abroad (1 year)
- Study Abroad (1 semester)
- Sandwich (1 year)
- Employment experience (1 semester)

Students normally progress to the next level of study in the academic year following any of the above.

A designated Year Abroad programme leads to a University award in Study Abroad mode and the words "with a year abroad" appear on the award certificate. The Year Abroad will provide students with the opportunity to expand, develop and apply the knowledge and skills gained at the start of their course in the School of Creative Arts (UH), within a different organisational and cultural environment in a partner academic institution. The host institution will appoint a Programme Co-ordinator who will oversee the student's programme during the Year Abroad and will liaise with the appointed UH Supervisor.

Students undertaking a full Year Abroad may undertake a period of study at an approved partner institution as an additional year either between Levels 4 and 5 (students must have passed 120 credits) or between Levels 5 and 6 (students must have passed 240 credits).

Alternatively, in exceptional cases where the curriculum provided at an approved franchise partner is aligned with that of their home programme and where this has been formally agreed by the Programme Leader, students may undertake this study period in place of Level 5 (Year 2) at the School of Creative Arts (UH). In this case, successful students will receive credit for 120 credits at Level 5 and their final degree classification will be calculated in line with those for a direct Level 6 entrant (i.e. Level 5 achievement/grades will not be taken in to account).

Students may opt to do a single semester of study abroad on a designated Study Abroad programme leading to a University award with the words “with Study Abroad” included on the award certificate. Students choosing to study abroad for a single semester will be registered on the Study Abroad (Creative Arts) module (6CTA1166).

Single-semester Study Abroad may only take place between Level 5 and Level 6, and not in lieu of and level 5 module. Students enrolled on Study Abroad will not be permitted to progress to Level 6 until the following academic year. Students may undertake any previously deferred or referred single-semester modules during the academic year of their study abroad, but not during the same semester as Study Abroad.

A designated Sandwich programme leads to a University award in the sandwich mode, with the word "(Sandwich)" appearing on the final award certificate. In order for the programme to lead to an award in the sandwich mode, the student must undertake a period of approved work experience of not less than 36 weeks full-time equivalent with no possibility of exemption, usually between the end of Year 2 and the beginning of Year 4. This will usually be completed within the United Kingdom but, with prior approval, may be completed within other countries. Progress of the student's training and development is monitored through visits from University academic staff and/or through reports from the student. Students will be required to document this period of work in accordance with the guidelines produced by the School. Students on the Sandwich programme will be registered on the Sandwich Year Module (6CTA1008).

Students who have not achieved the minimum progression requirements at the end of Level 5 may be prevented from undertaking a sandwich placement. Students who are on the sandwich programme but have a 'Failed' grade in any Level 4 or Level 5 module will not normally be allowed to register to repeat this module until they return from placement.

Students undertaking a shorter period of work experience may be eligible for an award with Employment Experience. A designated Employment Experience programme leads to a University award with the words “with Employment Experience” appearing on the final award certificate. In order for the Employment Experience award to be achieved, the student must undertake a period of approved work experience of at least 12 weeks full-time equivalent from a maximum of two separate approved placements, neither of which shall usually be less than 4 weeks in duration. Students on the Employment Experience programme will be registered on the Employment Experience (Creative Arts) module (6CTA1165).

Employment Experience may only take place between Level 5 and Level 6. And not in lieu of any Level 5 module. Students enrolled on Employment Experience will not be permitted to progress to Level 6 until the following academic year. Students may undertake any previously deferred or referred modules during the academic year of their employment, but not during the same semester as their Employment Experience.



Students may choose to combine study abroad and work experience awards, either by completing a full Year Abroad followed by a Sandwich, over 2 years, leading to the award of “(Sandwich) with a Year Abroad”, or by completing Study Abroad and Employment Experience within a single year, leading to an award “with Study Abroad and with Employment Experience”.

### Other Work Experience (Short and Medium Term)

In addition to offering a full Sandwich year (as explained above and referred to in the School as a 'Long Term Work Experience'), we encourage students to participate in shorter work experiences / placements.

With agreement from the Programme Leader, a student negotiated work experience is available within this Programme at Level 5.

This means that, with prior written agreement, a student may undertake:

- a work experience in place of *an assessed component within* one of the named modules below (referred to as a 'Short Term Work Experience'); *or*,
- a work experience *entirely in place of* one of the named modules below (referred to as a 'Medium Term Work Experience').

In the case of a Medium Term Work Experience, the student will be de-registered from the chosen module and registered upon *5CTA1143 Professional Work Experience 30: Design* instead.

5CTA1170 - Fashion Design Studio (2): Fashion Innovation (30 credits)

5CTA1174 - Fashion Business (3): The Practice of Fashion Business (30 credits)

Students normally undertake their work placement *during* Level 5, with the assessment submission made during the period of the module, or alternatively may negotiate with the programme leader to allow a placement undertaken at a different time (for example, during a vacation or non-teaching period) to be accredited within an approved module - with appropriate evidence submitted (including a reflective report).

Students (and staff when considering approval) should carefully consider any potential difficulties which may arise when attempting to undertake work experience simultaneously with their academic study (for example, Timetable constraints for other modules). In terms of exemption from academic study whilst undertaking a work placement, a time equivalent to 30 credits is normally the maximum permitted.

Additional advice on these modules is available in the School's Accredited Work Experience Handbook and the Professional Work Experience Definitive Module Document (DMD). Students will need approval of the programme leader or nominee for the work experience, to ensure that the scope and level of challenge / learning of the work submitted in reflection upon a work experience, is appropriate and as far as possible, matched in scope and level to any work being substituted.

The programme supports the student in opportunities to undertake live projects which may arise through their own endeavour and works to build such opportunities into the student's learning and assessment through negotiation of briefs and presentable outcomes. The term 'live projects' refers here to a range of activities that extends well beyond those that are primarily commercial and includes social enterprise projects undertaken in connection with community groups, arts organisations and other agencies. Where a student wishes to undertake a live project, it is a requirement that before it commences there is in place a learning contract that specifies clearly how it enables the student to fulfil the module Learning Outcomes; the materials to be submitted for assessment; the date of submission for that material; what the work means in terms of the student's attendance and workload and an appropriate strategy for supervision by a tutor. That contract has to be agreed by both the module tutor and the Programme Leader.

### Erasmus Exchange programme

Creative Arts undergraduate students are offered the opportunity to participate in the ERASMUS Exchange Programme. The School currently has reciprocal arrangements with a number of European Institutions (including Spain, Hungary, Poland, Bulgaria, Portugal, Ireland and Finland.) offering a range of subject disciplines. Students are advised to consult their programme leader for further information on the opportunities available.

### Incoming ERASMUS/CATS International Students

With prior agreement from the School’s CATS Tutor and Programme Leader, incoming International students on the ERASMUS or CATS Schemes may participate in this Programme by undertaking modules and gaining the associated credit, typically at Level 5. Additionally, the following four modules are available to those students seeking credit for their work submitted within a single--semester timeframe, whilst studying alongside UH/Home students registered on two-semester modules:

- 5CTA1209 Design Studies A (15 credits)
- 5CTA1210 Design Studies B (15 credits)
- 5CTA1211 Design Studies C (15 credits)
- 5CTA1212 Design Studies D (15 credits)

In such cases, an Approved Study Pattern for single-semester study will be determined at the commencement of the study period. The Study Pattern should clearly specify the format/quantity/weighting of assessments that are to be submitted at the conclusion of the study period – please see the relevant DMDs for more information.

NOTE: Visiting students wishing to study for a single semester in the School of Creative Arts may participate in the Level 5 activities within a single Programme only during the required semester.

### Programme Structure

The programme structure and progression information below (Table 1a and 1b) is provided for the Honours award. Any interim awards are identified in Table 1b. The Programme Learning Outcomes detailed above are developed and assessed through the constituent modules. Table 2 identifies where each learning outcome is assessed.

#### Table 1a Outline Programme Structure

**Mode of study** Full time; part time; sandwich; year abroad; study abroad; employment experience

**Entry point** Semester A

### BA (HONS) FASHION DESIGN / BA (HONS) FASHION AND FASHION BUSINESS

#### Level 4

Students studying the first year with Hertfordshire International College (HIC) will be enrolled on HIC modules but are taught alongside University of Hertfordshire Level 4 students.

Compulsory Modules Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Fashion Design Fundamentals (1): Introduction to Fashion Principles <b>or</b>	4CTA1217	30	English	0	100	0	AB

Fashion Design Fundamentals (1): Introduction to Fashion Principles - HIC	4CTA1236	30	English	0	100	0	AB
Fashion Design Skills (1): Introduction to Fashion Function <b>or</b>	4CTA1218	30	English	0	100	0	AB
Fashion Design Skills (1): Introduction to Fashion Function - HIC	4CTA1237	30	English	0	100	0	AB
Fashion Design Studio (1): Introduction to Fashion Application <b>or</b>	4CTA1219	30	English	0	100	0	AB
Fashion Design Studio (1): Introduction to Fashion Application - HIC	4CTA1238	30	English	0	100	0	AB

<b>Compulsory Award Specific Modules</b> Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
<b><u>FASHION DESIGN</u></b>							
Critical and Cultural Studies: L4 Fashion <b>or</b>	4CTA1220	30	English	0	100	0	AB
Critical and Cultural Studies: L4 Fashion - HIC	4CTA1239	30	English	0	100	0	AB
<b><u>FASHION AND FASHION BUSINESS</u></b>							
Fashion Business (1): Introduction to Fashion Business <b>or</b>	4CTA1222	30	English	0	100	0	AB
Fashion Business (1): Introduction to Fashion Business - HIC	4CTA1227	30	English	0	100	0	AB

### OPTIONAL - Year 2 - Year Abroad

Students may elect to take a year abroad, as optional experience:

<b>Optional Modules</b> Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Year Abroad	5CTA0001	0	English	0	100	0	AB

In order to achieve the 'with a Year Abroad' award students must complete Module 5CTA0001 between levels 4 and 5 of their study. Please note: this is a representative module and it is understood that actual activity may fall outside these dates.

### Level 5

<b>Compulsory Modules</b> Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Fashion Design Skills (2): Fashion Function	5CTA1169	30	English	0	100	0	AB
Fashion Design Studio (2): Fashion Innovation	5CTA1170	30	English	0	100	0	AB

<b>Compulsory Award Specific Modules</b> Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
<b><u>FASHION DESIGN</u></b>							
Fashion Design Fundamentals (2): Fashion Principles	5CTA1168	30	English	0	100	0	AB
Critical and Cultural Studies: L5 Fashion	5CTA1171	30	English	0	100	0	AB
<b><u>FASHION AND FASHION BUSINESS</u></b>							
Fashion Business (2): Principles of Fashion Business	5CTA1173	30	English	0	100	0	AB
Fashion Business (3): The Practice of Fashion Business	5CTA1174	30	English	0	100	0	AB

<b>Optional Modules – Placement Modules</b> Module Titles	Module Code	Credit Points	Language of Delivery	% examination	% coursework	% Practical	Semesters
Professional Work Experience 30: Design	5CTA1143	30	English	0	100	0	AB

Students may have the option of taking 5CTA1143 as a substitute for Fashion Design Studio (2): Fashion Innovation, 5CTA1170 or Fashion Business (3): The Practice of Fashion Business, 5CTA1174.

### **Sandwich Year, Year Abroad, Study Abroad or Employment Experience (Year 3 – OPTIONAL)**

Students may elect to take a sandwich placement year, a year abroad, single semester study abroad or single semester Employment Experience within a single year as optional experience.

### **Sandwich Year**

Optional Modules Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Sandwich Year (Creative Arts)	6CTA1008	0	English	0	100	0	AB

In order to achieve the Sandwich Award students must complete module 6CTA1008 between levels 5 and 6 of their study. Please note: this is a representative module and it is understood that actual activity may fall outside these dates.

### Year Abroad

Optional Modules Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Year Abroad (Creative Arts)	6CTA0001	0	English	0	100	0	AB

In order to achieve the 'with a Year Abroad' award students must complete Module 6CTA0001 between levels 5 and 6 of their study. Please note: this is a representative module and it is understood that actual activity may fall outside these dates.

### Study Abroad

Optional Modules Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Study Abroad (Creative Arts)	6CTA1166	0	English	0	100	0	A, B

In order to achieve the 'with Study Abroad' award students must complete Module 6CTA1166 between levels 5 and 6 of their study. Please note: this is a representative module and it is understood that actual activity may fall outside these dates.

### Employment Experience

Optional Modules Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Employment Experience (Creative Arts)	6CTA1165	0	English	0	100	0	A, B

In order to achieve the 'with Employment Experience' award students must complete Module 6CTA1165 between levels 5 and 6 of their study. Please note: this is a representative module and it is understood that actual activity may fall outside these dates.

### Level 6 (Year 3 Full Time, Year 4 Sandwich or Year Abroad)

<b>Compulsory Modules</b> Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Professional Portfolio	6CTA1106	30	English	0	100	0	AB
Critical and Cultural Studies: L6 Fashion Degree Essay	6CTA1107	30	English	0	100	0	AB

<b>Compulsory Award Specific Modules</b> Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
<b><u>FASHION DESIGN</u></b> Fashion Design: Major Project	6CTA1105	60	English	0	100	0	AB
<b><u>FASHION AND FASHION BUSINESS</u></b> Fashion Business Investigative Study Major Project	6CTA1109	60	English	0	100	0	AB

Progression to levels 5 and 6 requires a minimum of 90 and 210 credits respectively and passes in all compulsory modules.

The award of an honours degree requires 360 credit points passed with a minimum of at least 120 at level 6 including the final degree project appropriate to the award title.

Table1b (below) details the minimum requirements for all awards.

## FASHION DESIGN FULL TIME STUDY ROUTE (3 years)

Semester A	YEAR 1	Semester B
<b>Fashion Design Fundamentals (1): Introduction to Fashion Principles</b> 4CTA1217 / 4CTA1236 (HIC) 30 Credits		
<b>Fashion Design Skills (1): Introduction to Fashion Function</b> 4CTA1218 / 4CTA1238 (HIC) 30 Credits		
<b>Fashion Design Studio (1): Introduction to Fashion Application</b> 4CTA1219 / 4CTA1238 (HIC) 30 Credits		
<b>Critical and Cultural Studies: L4 Fashion</b> 4CTA1220 / 4CTA1239 30 credits		
Semester A	YEAR 2	Semester B
<b>Fashion Design Fundamentals (2): Fashion Principles</b> 5CTA1168 30 Credits		
<b>Fashion Design Skills (2): Fashion Function</b> 5CTA1169 30 Credits		
<b>Fashion Design Studio (2): Fashion Innovation</b> 5CTA1170 30 Credits		
<b>Critical and Cultural Studies: L5 Fashion</b> 5CTA1171 30 credits		
Semester A	YEAR 3	Semester B
<b>Fashion Design: Major Project</b> 6CTA1105 60 Credits		
<b>Professional Portfolio</b> 6CTA1106 30 Credits		
<b>Critical and Cultural Studies: L6 Fashion Degree Essay</b> 6CTA1107 30 Credits		

## FASHION DESIGN PART TIME STUDY ROUTE (6 years)

Semester A		YEAR 1	Semester B	
<b>Fashion Design Skills (1): Introduction to Fashion Function</b> 4CTA1218 30 Credits				
<b>Critical and Cultural Studies: L4 Fashion</b> 4CTA1220 30 credits				
Semester A		YEAR 2	Semester B	
<b>Fashion Design Fundamentals (1): Introduction to Fashion Principles</b> 4CTA1217 30 Credits				
<b>Fashion Design Studio (1): Introduction to Fashion Application</b> 4CTA1219 30 Credits				
Semester A		YEAR 3	Semester B	
<b>Fashion Design Skills (2): Fashion Function</b> 5CTA1169 30 Credits				
<b>C&amp;CS: L5 Fashion</b> 5CTA1171 30 credits				
Semester A		YEAR 4	Semester B	
<b>Fashion Design Fundamentals (2): Fashion Principles</b> 5CTA1168 30 Credits				
<b>Fashion Design Studio (2): Fashion Innovation</b> 5CTA1170 30 Credits				
Semester A		YEAR 5	Semester B	
<b>Fashion Design: Major Project</b> 6CTA1105 60 Credits				
Semester A		YEAR 6	Semester B	
<b>Professional Portfolio</b> 6CTA1106 30 Credits				
<b>Critical and Cultural Studies: L6 Fashion Degree Essay</b> 6CTA1107 30 Credits				



## FASHION AND FASHION BUSINESS FULL TIME STUDY ROUTE (3 years)

Semester A	YEAR 1	Semester B
<p><b>Fashion Design Fundamentals (1): Introduction to Fashion Principles</b> 4CTA1217 / 4CTA1236 (HIC) 30 Credits</p>		
<p><b>Fashion Design Skills (1): Introduction to Fashion Function</b> 4CTA1218 / 4CTA1237 (HIC) 30 Credits</p>		
<p><b>Fashion Design Studio (1): Introduction to Fashion Application</b> 4CTA1219 / 4CTA1238 (HIC) 30 Credits</p>		
<p><b>Fashion Business (1): Introduction to Fashion Business</b> 4CTA1222 / 4CTA1227 (HIC) 30 credits</p>		
Semester A	YEAR 2	Semester B
<p><b>Fashion Business (2): Principles of Fashion Business</b> 5CTA1173 30 Credits</p>		
<p><b>Fashion Design Skills (2): Fashion Function</b> 5CTA1169 30 Credits</p>		
<p><b>Fashion Design Studio (2): Fashion Innovation</b> 5CTA1170 30 Credits</p>		
<p><b>Fashion Business (3): The Practice of Fashion Business</b> 5CTA1174 30 credits</p>		
Semester A	YEAR 3	Semester B
<p><b>Professional Portfolio</b> 6CTA1106 30 Credits</p>		
<p><b>Critical and Cultural Studies: L6 Fashion Degree Essay</b> 6CTA1107 30 Credits</p>		
<p><b>Fashion Business Investigative Study: Major Project</b> 6CTA1109 60 Credits</p>		

## FASHION AND FASHION BUSINESS PART TIME STUDY ROUTE (6 years)

YEAR 1	
Semester A	Semester B
<b>Fashion Design Skills (1): Introduction to Fashion Function</b> 4CTA1218 30 Credits	
<b>Fashion Business (1): Introduction to Fashion Business</b> 4CTA1222 30 credits	
YEAR 2	
Semester A	Semester B
<b>Fashion Design Studio (1): Introduction to Fashion Application</b> 4CTA1219 30 Credits	
<b>Fashion Design Fundamentals (1): Introduction to Fashion Principles</b> 4CTA1217 30 Credits	
YEAR 3	
Semester A	Semester B
<b>Fashion Design Skills (2): Fashion Function</b> 5CTA1169 30 Credits	
<b>Fashion Business (2): Principles of Fashion Business</b> 5CTA1173 30 credits	
YEAR 4	
Semester A	Semester B
<b>Fashion Design Studio (2): Fashion Innovation</b> 5CTA1170 30 Credits	
<b>Fashion Business (3): The Practice of Fashion Business</b> 5CTA1174 30 Credits	
YEAR 5	
Semester A	Semester B
<b>Fashion Business Investigative Study: Major Project</b> 6CTA1109 60 Credits	
YEAR 6	
Semester A	Semester B
<b>Professional Portfolio</b> 6CTA1106 30 Credits	
<b>Critical and Cultural Studies: L6 Fashion Degree Essay</b> 6CTA1107 30 Credits	

### Honours classification

The University has approved structure and assessment regulations common to all programmes. Full details are provided in [UPR AS14](#), Section D.

### Table 1b Final and interim awards available

The programme provides the following final and interim awards:

#### FASHION DESIGN

Final Award	Award Title	Minimum requirements	Available at end of Level	Programme Learning Outcomes developed (see above)
BA (Hons)	Fashion Design Fashion Design (Sandwich) Fashion Design with a Year Abroad (Sandwich) Fashion Design with a Year Abroad Fashion Design with Study Abroad Fashion Design with Employment Experience Fashion Design with Study Abroad and with Employment Experience	360 credit points including 240 at level 6/5 of which 120 must be at level 6	6	All programme learning outcomes (see Table 2)

Interim Award	Award Title	Minimum requirements	Available at end of Level	Programme Learning Outcomes developed (see above)
University Certificate		45 credit points at level 4	4	See UPR AS11, section 13: <a href="http://sitem.herts.ac.uk/secreg/upr/AS11.htm">http://sitem.herts.ac.uk/secreg/upr/AS11.htm</a>
Certificate of Higher Education		120 credit points at level 4	4, 5	See: <a href="http://www.herts.ac.uk/about-us/corporate-governance">http://www.herts.ac.uk/about-us/corporate-governance</a>
Diploma of Higher Education	Fashion Design	240 credit points including at least 120 at level 5	5, 6	A1, A3 B1, B2, B3, B4 C1, C2, C3 D1, D2, D3, D4
BA	Fashion Design Fashion Design (Sandwich) Fashion Design with a Year Abroad (Sandwich) Fashion Design with a Year Abroad Fashion Design with Study Abroad Fashion Design with Employment Experience Fashion Design with Study Abroad and with Employment Experience	300 credit points including 180 at level 6/5 of which 60 must be at level 6	6	A1, A2, A3 B1, B2, B3, B4 C1, C2, C3 D1, D3, D4

#### FASHION AND FASHION BUSINESS

Final Award	Award Title	Minimum requirements	Available at end of Level	Programme Learning Outcomes developed (see above)
BA (Hons)	Fashion and Fashion Business Fashion and Fashion Business (Sandwich) Fashion and Fashion Business with a Year Abroad (Sandwich) Fashion and Fashion Business with a Year Abroad Fashion and Fashion Business with Study Abroad Fashion and Fashion Business with Employment Experience Fashion and Fashion Business with Study Abroad and with Employment Experience	360 credit points including 240 at level 6/5 of which 120 must be at level 6	6	All programme learning outcomes (see Table 2)

Interim Award	Award Title	Minimum requirements	Available at end of Level	Programme Learning Outcomes developed (see above)
University Certificate		45 credit points at level 4	4	See UPR AS11, section 13: <a href="http://sitem.herts.ac.uk/secreg/upr/AS11.htm">http://sitem.herts.ac.uk/secreg/upr/AS11.htm</a>
Certificate of Higher Education		120 credit points at level 4	4, 5	See: <a href="http://www.herts.ac.uk/about-us/corporate-governance">http://www.herts.ac.uk/about-us/corporate-governance</a>
Diploma of Higher Education	Fashion and Fashion Business	240 credit points including at least 120 at level 5	5, 6	A1, A3, A4, A5, B1, B2, B3, B4, B5, C1, C2, C3, D1, D2, D3, D4
BA	Fashion and Fashion Business Fashion and Fashion Business (Sandwich) Fashion and Fashion Business with a Year Abroad (Sandwich) Fashion and Fashion Business with a Year Abroad Fashion and Fashion Business with Study Abroad Fashion and Fashion Business with Employment Experience Fashion and Fashion Business with Study Abroad and with Employment Experience	300 credit points including 180 at level 6/5 of which 60 must be at level 6	6	A1, A2, A3, A4, A5 B1, B2, B3, B4, B5 C1, C2, C3 D1, D3, D4, D5

## Programme-specific assessment regulations

The programme complies with the University's academic regulations (in particular, [UPR AS11](#), [UPR AS12/UPR AS13](#) (*delete as applicable*) and [UPR AS14](#)) with the exception of those listed below, which have been approved by the University:

- Module 6CTA1107 Critical and Cultural Studies: L6 Fashion Degree Essay **cannot** be substituted with equivalent credits from any level to improve the degree classification of the award BA (Hons) Fashion Design or BA (Hons) Fashion and Fashion Business

Course Code	Award Title	Modules (child instance codes and Title)	Must be included in Award degree algorithm
CCFASH	All	6CTA1107 – Critical and Cultural Studies: L6 Fashion Degree Essay	Yes

Further points of clarification and interpretation relevant to this specific programme are given below:

- Students are expected to commit to all elements of their programme of study, be punctual in their attendance and meet deadlines. Persistent, unexplained absence or late arrival / departure from lectures, seminars and practicals is not acceptable. Students may be required to attend some specific timetabled sessions for their programme. Some modules have additional specific attendance requirements in place which will normally be highlighted within the relevant DMD (Definitive Module Document) or other assessment documentation (module guide or assignment brief). Lack of attendance may inhibit the student's ability to meet the learning outcomes of such modules leading to reduced or fail grades through poor performance.
- Students may be able to transfer between BA (Hons) Fashion Design and BA (Hons) Fashion and Fashion Business at the **end of Level 4 only**, having successfully completed and passed all Level 4 modules and demonstrating competency to follow the approved programme of study. This is at the discretion of the Programme Leader.

#### **Students transferring between UH and Franchise Partners:**

In instances where a student has transferred between the UH and a Franchised version of *this* programme (or vice versa), final degree classification will be determined using the standard UH methodology (i.e. L5 performance will count towards classification, in addition to L6) irrespective of the location of the final year of study.

The programme operates a University-wide policy for treatment of serious adverse circumstances and students receive details in the Student Handbook.

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#### Other information relevant to the programme

- Copyright:** Students retain the Intellectual Property Rights, including copyright, in their films, images and other artefacts. Unless specifically notified by the student, the student grants the University the right to use any of their material for non-commercial academic use including the promotion of the Programme, School of Creative Arts and the University. The student may withdraw this consent at any time by contacting their programme leader.

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### E. Management of Programme & Support for student learning.

#### Management

The programme is managed and administered through:

- Dean of School.
- Associate Dean of School (AQA) who has delegated responsibility for programmes in the School of Creative Arts.
- Academic Subject Group Leader with an overview of the programme.

- A Programme Leader who is responsible for the day to day management and who can advise students on the programme as a whole.
- Module Tutors who are responsible for individual modules.
- A School Admissions Tutor with specific responsibility for open days and selection.
- A programme committee, the membership of which includes the programme administrator, academic group leader, programme leader, all teaching staff, student representatives, a technical officer and the Information Hertfordshire Manager.

## Support

Students are supported by:

- The Creative Arts Toolkit <http://catoolkit.herts.ac.uk>
- Orientation for overseas students.
- An induction at the beginning of each new academic session.
- Academic Subject Group Leader to oversee and advise on programme related issues.
- Programme Leader/Year Tutor to help students understand the course/programme structure.
- Tutors to provide academic and pastoral support.
- Staff surgery hours.
- Technical Officer support.
- Student representatives on Programme Committees.
- On-site shop for materials; Loan Stores for camera and other equipment.
- Academic English support.
- International Students support.
- StudyNet, a versatile on-line inter-active intranet and learning environment.
- Guided student-centred learning on StudyNet module sites.
- Attractive modern study environments in two Learning Resources Centres.
- Access to extensive digital and print collections of information resources.
- A substantial Student Centre, providing advice on issues such as finance, University regulations, legal matters, accommodation, international student support, etc.
- Office of Dean of students, incorporating Chaplaincy, Counselling and Nursery.
- Medical Centre and Pharmacy.
- University Disability Advisors.
- An Equal Opportunities Officer.
- The Careers, Employment and Enterprise service for all current students and graduates.
- The Students' Union.

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## F. Other sources of information

In addition to this Programme Specification, the University publishes guidance to registered students on the programme and its constituent modules:

- A Programme (or Student) Handbook;
- A Definitive Module Document (DMD) for each constituent module;
- A Module Guide for each constituent module.

The [Ask Herts](#) website provides information on a wide range of resources and services available at the University of Hertfordshire including academic support, accommodation, fees, funding, visas, wellbeing services and student societies.

As a condition of registration, all students of the University of Hertfordshire are required to comply with the University's rules, regulations and procedures. These are published in a series of documents called 'University Policies and Regulations' (UPRs). The University requires that all students consult these documents which are available on-line, on the UPR web site, at: <http://www.herts.ac.uk/secreg/upr/>. In particular, [UPR SA07](#) 'Regulations and Advice for Students' Particular Attention - Index' provides information on the UPRs that contain the academic regulations of particular relevance for undergraduate and taught postgraduate students.

In accordance with section 4(5) of the Higher Education and Research Act 2017 (HERA), the UK Office for Students (OfS) has registered the University of Hertfordshire in the register of English higher education providers. The Register can be viewed at: <https://www.officeforstudents.org.uk/advice-and-guidance/the-register/the-ofs-register/>. Furthermore, the OfS has judged that the University of Hertfordshire delivers consistently outstanding teaching, learning and outcomes for its students. It is of the highest quality found in the UK. Consequently, the University received a Gold award in the 2018 Teaching Excellence and Student Outcomes (TEF) exercise. This award was made in June 2018 and is valid for up to 3 years. The TEF panel's report and conclusions can be accessed at: <https://www.officeforstudents.org.uk/advice-and-guidance/teaching/tef-outcomes/#/provider/10007147>

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## G. Entry requirements

For current entry tariff point requirements, please refer to the relevant page for the Course on the University website or on the online prospectus.

Selection is based on a portfolio interview, after which students may be required to complete a Foundation Year or Foundation Diploma before progressing to the degree course.

Applications will be considered on an individual basis and are particularly welcomed from students with non-standard qualifications, or from a variety of backgrounds. Access course students without GCSEs are not required to take these qualifications in addition to their Access award but must ensure that any required subjects are fully met within their Access course.

Additionally, applications are welcomed from students who are completing Advanced level qualifications in relevant subject areas. On successful admission, such applicants will be supported through specific address to essential visualisation and research methods common to degree level Art and Design study.

Applicants will be evaluated against the following criteria:

- a) Academic attainment within general education at GCSE, A and VA Level GCE (12 unit award).
- b) Satisfactory academic reference.
- c) Personal statement or letter of application.
- d) Alternative or additional experience within art and design or appropriate subject areas.
- e) knowledge of and evidence of potential ability in the subject(s) of graphic design and/or illustration.
- f) interests, curiosity, intellect.

In addition to fulfilling the general entry requirements of the University, applicants will normally be expected to attend an interview and provide evidence of previous art and design study through a portfolio, which demonstrates a range of art and design experience such as:

- evidence of emerging communication and problem-solving skills;
- an open-minded and questioning attitude towards ideas and issues;
- a desire to engage in contextual debate in relation to Fashion;
- 2D work such as drawing, painting, technical drawing, design, media experimentation, photography;
- evidence of practical experience in art or design;
- 3D work evidenced by garment construction, photography, models and prototypes;
- an awareness of marketing and its relation to the discipline of study;
- an indication of ability in written and spoken English (IELTS 6).

Admission to the programme is normally by interview and the student fulfilling the general entry requirements of the university. In addition, all applicants are required to provide a portfolio of relevant work in support of their application.

Applicants must be able to demonstrate through either formal qualification or relevant prior experience their readiness for study at degree level.

In the case of students seeking to transfer to the programme from either foundation degree courses or from another non University of Hertfordshire degree courses, applications will be looked at on a case by case basis.

### **Non-standard Applicants / Direct Applicants into Years 2 or 3**

If you have prior higher education or equivalent work experience, it may be possible for this to be taken into account, to enable advanced entry to your chosen programme. For example, if you have a Foundation Degree/HND in an appropriate subject and are aiming to achieve an honours degree, you may be considered for exemption from Level 4 and/or Level 5 studies (the equivalent of the first and second year of a full-time degree). You may also be awarded credit for relevant prior learning such as previous courses studied (APCL) or your industrial, professional or other experience (APEL).

### **English Language**

All international students are required to demonstrate suitable levels of English language competence. This can be through previous study in English, but we often require specific performance in English tests. All undergraduates must be able to prove a minimum of IELTS 6.0, TOEFL 213 or equivalent.

The programme is subject to the University's Principles, Policies and Regulations for the Admission of Students to Undergraduate and Taught Postgraduate Programmes (in [UPR SA03](#)), along with associated procedures. These will take account of University policy and guidelines for assessing accredited prior certificated learning (APCL) and accredited prior experiential learning (APEL).

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If you would like this information in an alternative format please contact:

School of Creative Arts, University of Hertfordshire

Telephone: 01707 285300

Email: [ctaadmin@herts.ac.uk](mailto:ctaadmin@herts.ac.uk)

If you wish to receive a copy of the latest Programme Annual Monitoring and Evaluation Report (AMER) and/or the External Examiner's Report for the programme, please email a request to [aqo@herts.ac.uk](mailto:aqo@herts.ac.uk)



## BA (Hons) Fashion Design

**Table 2: Development of Intended Programme Learning Outcomes in the Constituent Modules**

This map identifies where the programme learning outcomes are assessed in the constituent modules. It provides (i) an aid to academic staff in understanding how individual modules contribute to the programme aims (ii) a checklist for quality control purposes and (iii) a means to help students monitor their own learning, personal and professional development as the programme progresses.

		Programme Learning Outcomes (as identified in section 1 and the following pages)															
		Knowledge & Understanding			Intellectual Skills				Practical Skills			Transferable Skills					
Module Title		Module Code	A1	A2	A3	B1	B2	B3	B4	C1	C2	C3	D1	D2	D3	D4	D5
Level 4	Fashion Design Skills (1): Introduction to Fashion Function	4CTA1218			X	X				X	X				X		X
	Fashion Design Fundamentals (1): Introduction to Fashion Principals	4CTA1217	X				X	X		X	X	X	X			X	
	C&Cs L4: Fashion	4CTA1220	X			X			X				X		X		
	Fashion Design Studio (1): Introduction to Fashion Application	4CTA1219	X			X		X			X				X	X	
Level 5	Year Abroad	5CTA0001		X	X	X	X		X	X	X	X	X	X	X		X
	Fashion Design Skills (2): Fashion Function	5CTA1169	X		X				X	X		X		X	X		X
	Fashion Design Fundamentals (2): Fashion Principals	5CTA1168		X	X	X	X				X	X		X			X
	C&Cs L5: Fashion	5CTA1171			X		X		X				X		X		
	Fashion Design Studio (2): Fashion Innovation	5CTA1170		X		X		X		X	X		X				
	Professional Work Experience 30: Design	5CTA1143		X									X	X	X	X	X
Level 6	Sandwich Year (Creative Arts)	6CTA1008		X									X	X	X	X	X
	Year Abroad (Creative Arts)	6CTA0001		X	X	X	X		X	X	X	X	X	X	X		X
	Employment Experience (Creative Arts)	6CTA1165		X									X	X	X	X	X
	Study Abroad (Creative Arts)	6CTA1166		X	X	X	X		X	X	X	X	X	X	X		X
	Fashion Design: Major Project	6CTA1105		X		X	X	X		X	X	X	X	X	X	X	
	Professional Portfolio	6CTA1106			X	X		X			X						X
	C&Cs: L6 Fashion Degree Essay	6CTA1107	X				X		X		X		X		X		

**Key:** Learning Outcome which is assessed as part of the module ☒

## BA (Hons) Fashion and Fashion Business

**Table 2: Development of Intended Programme Learning Outcomes in the Constituent Modules**

This map identifies where the programme learning outcomes are assessed in the constituent modules. It provides (i) an aid to academic staff in understanding how individual modules contribute to the programme aims (ii) a checklist for quality control purposes and (iii) a means to help students monitor their own learning, personal and professional development as the programme progresses.

Module Title		Programme Learning Outcomes (as identified in section 1 and the following page)																			
		Knowledge and Understanding						Intellectual Skills					Practical Skills			Transferable Skills					
		A1	A2	A3	A4	A5	A6	B1	B2	B3	B4	B5	C1	C2	C3	D1	D2	D3	D4	D5	
Level 4	Fashion Design Skills (1): Introduction to Fashion Function	4CTA1218			X			X				X	X				X		X		
	Fashion Design Fundamentals (1): Introduction to Fashion Principles	4CTA1217	X						X	X		X	X	X	X				X		
	Fashion Business (1): Introduction to Fashion Business	4CTA1222			X		X	X				X							X	X	
	Fashion Design Studio (1): Introduction to Fashion Application	4CTA1219	X					X		X			X					X	X		
Level 5	Year Abroad	5CTA0001		X		X	X	X	X		X	X	X	X	X	X	X	X	X		
	Fashion Design Skills (2): Fashion Function	5CTA1169	X		X					X		X		X			X	X			
	Fashion Business (2): Principals of Fashion Business	5CTA1173				X	X	X			X	X				X	X				
	Fashion Business (3): The Practice of Fashion Business	5CTA1174				X	X	X			X						X	X			
	Fashion Design Studio (2): Fashion Innovation	5CTA1170		X					X	X		X	X								
	Professional Work Experience 30: Design	5CTA1143		X		X	X	X								X	X	X	X		
Level 6	Year Abroad (Creative Arts)	6CTA1001		X		X	X	X	X		X	X	X	X	X	X	X	X			
	Sandwich Year (Creative Arts)	6CTA0008		X		X	X	X							X	X	X	X			
	Employment Experience (Creative Arts)	6CTA1165		X		X	X	X							X	X	X	X			
	Study Abroad (Creative Arts)	6CTA1166		X		X	X	X	X		X	X	X	X	X	X	X	X			
	Fashion Business Investigative Study: Major Project	6CTA1109		X		X	X	X		X	X				X	X		X			
	Professional Portfolio	6CTA1106			X				X		X		X					X			
	C&C's: L6 Fashion Degree Essay	6CTA1107	X							X		X		X		X		X			

**Key:** Learning Outcome which is assessed as part of the module ☒

## KEY TO PROGRAMME LEARNING OUTCOMES

### Knowledge and Understanding

- A1. Demonstrate an awareness of the critical, contextual, historical, conceptual and ethical dimensions of the student's discipline, in particular and art and design, in general.
- A2. Demonstrate knowledge and understanding of the relationship of the practitioner with stakeholders, within a professional environment.
- A3. Demonstrate knowledge and understanding of the key developments of current and emerging media and technologies and of inter- and multi-disciplinary approaches.

### and for the award of Fashion and Fashion Business:

- A4. Demonstrate effective problem solving and decision making using appropriate quantitative and qualitative skills including identifying, formulating and solving business problems. The ability to create, evaluate and assess a range of options together with the capacity to apply ideas and knowledge to a range of situations.
- A5. Demonstrate the ability to conduct research into business and management issues, either individually, or as part of a team for projects, dissertations or presentations. This requires familiarity with and an evaluative approach to, a range of business data, sources of information and appropriate methodologies and for such to inform the overall learning process.
- A6. Demonstrate an understanding of the management and development of people within organisations.

### Practical Skills

- C1. Begin to employ appropriate materials, techniques and methods in relation to contemporary commercial fashion.
- C2. Demonstrate relevant levels of professional competence in the realisation, presentation and communication of design ideas in fashion.
- C3. Make aesthetic and functional judgements in the realisation of design ideas.

### Intellectual Skills

- B1. Generate ideas, concepts, proposals, solutions or arguments independently and/or collaboratively as self-initiated activity and/or in response to set briefs.
- B2. Foster inquiry, critical thinking and curiosity in the processes of observation, investigation, speculative inquiry, visualisation and/or making.
- B3. Analyse information and experiences and formulate independent judgements articulating reasoned arguments.
- B4. Navigate, select, retrieve, evaluate, manipulate and manage information from a variety of sources.

### and for the award of Fashion and Fashion Business

- B5. Demonstrate a wide knowledge and understanding of the broad range of areas of business and management and the detailed relationships between these, their application and their importance in an integrated framework.

### Transferable Skills

- D1. Manage and make appropriate use of intention, process, outcome, context and the methods of dissemination.
- D2. Be resourceful and entrepreneurial.
- D3. Study independently, set goals, manage workloads and meet deadlines.
- D4. Interact effectively with others, for example through collaboration, collective endeavour and negotiation.
- D5. Communicate and present ideas and work to audiences in a range of situations.

## Section 2

### Programme management

**Relevant QAA subject benchmarking statements**

**Type of programme**

**Date of validation/last periodic review**

**Date of production/ last revision of PS**

**Relevant to level/cohort**

**Administrative School**

Art and Design; General Business Management

Undergraduate

January 17

March 2020/March 2019

Level 4 entering September 2020

School of Creative Arts

Table 3 Course structure

Course details		
Course code	Course description	HECOS
CCFASH	Fashion Programme	
<b>CTFAD</b> <b>CCFASFB</b>	BA (Hons) Fashion Design BA (Hons) Fashion and Fashion Business	100055 100055 / 100078