Programme Specification

BA Hons Fashion Design
BA Hons Fashion Design (Contemporary Costume)

2015/16
In the day to day context, whilst every endeavour will be made to provide the courses and services described in the Programme Specification, Blackpool and The Fylde College reserves the right to make such changes as may be appropriate for reasons of operational efficiency or due to circumstances including industrial action beyond its control.

This document is available in alternative formats on request.
1. INTRODUCTION

The Programme Specification provides a summary of the main features of the BA Hons Fashion design programme, and the learning outcomes that a student might reasonably be expected to achieve and demonstrate on successful completion of the programme.

Further detailed information related to this programme and the College can be found in the following resources:

- Programme handbook
- B&FC Student handbook
- B&FC Admissions Policy
- Work Based and Placement Learning handbook (Foundation Degrees)
- Student guide to assessment and feedback
- www.blackpool.ac.uk

2. KEY PROGRAMME INFORMATION

<table>
<thead>
<tr>
<th>Name of the final award</th>
<th>BA Hons Fashion Design</th>
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<tbody>
<tr>
<td>Programme title</td>
<td>BA Hons Fashion Design (Contemporary Costume)</td>
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<tr>
<td>Teaching institution</td>
<td>Blackpool and The Fylde College</td>
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<tr>
<td>Name of awarding body/institution</td>
<td>Lancaster University</td>
</tr>
<tr>
<td>Details of Professional/Statutory body accreditation</td>
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<td>Length of programme/mode of study</td>
<td>3 Years Full-time</td>
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<td>Subject Benchmark statements</td>
<td>Art &amp; Design 2008</td>
</tr>
<tr>
<td>UCAS code</td>
<td>W455 (current, although subject to change to reflect new pathways)</td>
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<tr>
<td>Language of Study</td>
<td>English</td>
</tr>
<tr>
<td>Date of Validation</td>
<td></td>
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<tr>
<td>Date of most recent review</td>
<td></td>
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<tr>
<td>Date programme specification written/revised</td>
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3. PROGRAMME OVERVIEW

Blackpool and the Fylde College remains committed to providing a highly responsive curriculum that is employment and future-focused and will enable students to develop the essential knowledge and skills that will prepare them for future success in work and life.

The Fashion Design (Contemporary Costume) degree course at Blackpool and the Fylde College is positioned at the interface of high inspirational fashion and creative costume. The degree is unique in that it has a dual focus from the earliest stages of the course, however also facilitates students who have a specific desire to work exclusively in either the fashion or costume industries.

In the second year of study you will be asked to choose your final degree pathway either BA Hons Fashion Design, or BA Hons Fashion Design (Contemporary Costume) this allows you to specialise in your chosen field in your final projects and gain the qualification that is the most suited to your future career. The course encourages innovative approaches through all projects and aims to stretch and challenge your imagination whilst developing your practical abilities. From catwalk to music videos, creative fashion communicates with a wide range of audiences. The programme will allow you to explore a broad range of topics, to include fashion and costume design, garment production, textiles exploration, communication and styling, conceptual design and CAD, which includes industry relevant design software and also pattern development applications. The programme is designed to equip you for your future career whether you want to work in the commercial fashion sector or the expressive environment of costume. The programme has a strong focus on entrepreneurship helping you develop a business-like approach and to be pro-active in seeking out opportunities for collaborative projects, work experience and creative opportunities. Operating within a well-resourced design studio environment you will be taught by tutors who are active within the fashion and costume industries and have strong industry experience. Whilst on the course you will be encouraged to be self-motivated and enterprising, to have strong communication and organisational skills and above all to develop an original and expressive visual signature.

In the first year introductory modules will provide you with a base on which to build, drawing, conceptual thinking for design, design development to product using both traditional and digital methods. Technical garment production in conjunction with CAD software will strengthen your digital awareness in readiness for the competitive economic marketplace. The innovative textiles module echoes the rising emergence of developments in this exciting area into all aspects of creative design. All these modules are supported by your critical studies module. This module is designed to underpin both your theoretical and practical knowledge, through a series of lectures and seminars that aim to contextualise and challenge your perceptions of both the fashion and costume industry both past and present. Set project briefs in semester two allow you to produce imaginative outcomes that can be experimental and innovative.
Second year study includes advanced production techniques and processes across fashion, costume and textiles and this links to projects that involve live briefs and independent research. Digital skills become a stronger focus with the development of your computer aided design methods and these are then integrated into your other modules requiring you to create design boards and look books.

The third year is when you will embark on a year-long project to design and produce a collection. For both the fashion and costume pathways this will be an extensive practical endeavour, as you will work on a range of garments that link to your chosen sector. A catwalk event and exhibitions at major venues both in Manchester and London are the showcases for your final collection that will launch your career.

Within the programme there are strong collaborative links to other degree programmes and the local creative industries and these facilitate real-life briefs that allow you to acquire professional work skills. The programme has excellent resources which are updated annually, the studios are light and airy and a broad range of industry standard equipment is available not only in taught sessions but for independent study. Teaching and learning takes place through formal lectures and seminars which underpin creative and technical workshop-style sessions. Practical projects are undertaken in the studio with tutor support and guidance, with additional timetabled sessions to provide access to specialist equipment and resources. Learning is also supported through visits to galleries, museums and theatres. Recent visits include London, New York, Barcelona and Paris.

The unique selling point of this course is the freedom to experiment across specialist areas. The fashion industry is made up of many different facets and you will be encouraged to develop critical enquiry in all these different areas of study before deciding on a final degree pathway. Both our current and past students have been positive about this aspect of the course and have enjoyed the variety provided by the different projects, ultimately the advantage is that our graduates are perfectly positioned for a career in their specialist field.

4. ADMISSION CRITERIA

Admission to level 4 would normally be on the basis of the applicant possessing:

- 200 UCAS points or above with at least 120 points in an appropriate discipline relating to Fine Art/Fashion/Textile Design/Illustration or design associated skills.
- GCSE English at Grade C or above.
- All applicants will be invited to submit an on-line portfolio and/or attend a workshop day.
Level 5 Entry

Direct entry to Level 5 could be considered if applicants can demonstrate successful completion of 120 credits with similar or exact learning outcomes. This would be assessed through formal recognition of prior learning (RPL).

Admissions Policy

Applications are invited from candidates who do not possess the standard entry requirements but this may entail the submission of project work set by the academic team. This discretionary option is intended to afford entry to candidates who may not fully meet the standard entry-requirements.

Open Days are a preferred element to the recruitment process. Workshops on the development of portfolio building sessions and interview are open to all applicants and we actively encourage attendance at these events.

International Students

International students may submit an electronic portfolio that will inform the recruitment team as to whether the candidate possesses the indicative creative skills required to satisfy essential application requirements.

5. PROGRESSION OPPORTUNITIES

The dual nature of the curriculum areas and the focus on entrepreneurial skills will help you develop your own personal direction whilst giving you the choices and the options to access a wide range of career opportunities. The technical skills taught on the programme will underpin career options across womenswear, menswear, luxury fashion, costume design, textile design for fashion, bridal and bespoke evening wear. The CAD skills delivered across all three years will facilitate entry into a more mainstream fashion direction encompassing all areas of the current fashion industry. The business and professional modules will support you with entrepreneurial and intrapreneurial skills and provide you with the knowledge and business acumen for the current industry marketplace. The ultimate aim of the programme is to prepare you for employment, freelance self-employment, intrapreneurial or entrepreneurial enterprise. Bearing this in mind there is a strong focus on the desirable key skills highlighted in current employer research as ‘the ability to be assertive, excellent negotiation and communication skills and a strong commercial awareness and the confidence to make decisions as needed’. The Fashion Design (contemporary Costume) degree will help you to grow and develop as an individual and will guide you in your transition from student to graduate to employment.
Key aims of the programme are to create graduates with those attributes that are highly valued within the creative industries:

- Ability to be reflective and use high level critical thinking skills to problem solve.
- A creative aptitude which must be based on experimental process, the ability to question assumptions, and use imagination to synthesise information within the design process.
- The capacity to articulate broad industry knowledge.
- Digital proficiency across a range of CAD software programmes.
- Positive reaction to fast paced and highly pressurised working conditions.
- Good interpersonal skills, written, verbal, and digital.
- Strong work ethic and team commitment.

Whilst fashion or costume design is a career aspiration for many students, there are other exciting and creative opportunities available. You may choose to work within a design environment as production assistant or garment technologist, or within creative pattern cutting or textile manufacture. There are also many positions that support the retail industry such as buying, marketing, promotion and styling. It is important to identify career goals and aspirations during your studies but it is also beneficial to be open and flexible to the many opportunities that may be available to you in your chosen field. A full list of fashion and textile related careers and relevant information can be found on the Creative Skillset website to include:

**Fashion Design and Production**

- Fashion Designer/Junior Designer
- Pattern Cutter
- Sample Maker
- Garment Technologist
- Machinist
- Studio Production assistant
- Studio Production Manager
- Overseas Production Manager
- Bridal Designer/Maker

**Costume Industry**

- Costume Designer
- Costume Maker
- Wardrobe Assistant
- Wardrobe Manager
6. PROGRAMME AIMS

- To provide a broad and creative learning experience that develops dynamic and entrepreneurial individuals who will be equipped to succeed in the diverse field of Fashion and Costume.
- To provide students with a varied and inspirational programme that will provide a framework for independent and experimental study.
- To develop critically reflective students with a strong academic base who underpin all practical exploration with historical, social and cultural research.
- To provide a programme which develops technical expertise alongside theoretical understanding and creative exploration and realisation.
- To provide an opportunity for students to engage in a process of obtaining knowledge both subject specific and generic with a sound understanding of the critical and contextual dimensions of the specialist disciplines related to Fashion and Costume.
- To master the art of communicating ideas in a visual, creative and expressive manner, and to develop an awareness of the process of learning and how to extend that learning in a way that will lead to employment in a professional capacity within the subject specialism or in a wider creative context.
7. PROGRAMME OUTCOMES

On completing the BA Fashion Design programme you will be able to:

1. Collect, collate and interpret a range of research material that includes the work of other professionals in a range of subject specific contexts.
2. Critically analyse and debate the contextual, historical, social and cultural dimensions of fashion and costume and the designers’ relationship with audiences, markets and users.
3. Critically analyse the way in which fashion is promoted and communicated through technology, the media and social media.
4. Apply critical thinking to the design process to solve problems and produce innovative fashion products.
5. Use convergent and divergent design methodologies as appropriate to specific practical and theoretical developments in a range of design contexts.
6. Use visual languages to investigate, analyse, interpret, develop and articulate ideas and information.
7. Select test and make use of materials, techniques and processes, utilising appropriate methodology, resources, equipment and technology across a range of production contexts.
8. Produce three dimensional fashion product outcomes which meet technical industry standards, demonstrate a high aesthetic and creative design principles.
9. Examine and develop digital methodologies and tools to produce two dimensional outcomes which meet industry standards, reflect technical expertise, and provide innovative solutions to targeted design problems.
10. Examine the concepts of enterprise and entrepreneurship and apply these to a professional portfolio and presentation of work.
11. Manage own learning reflecting on personal strengths and weaknesses to identifying clear personal objectives and recognising the need for continual professional development.
12. Interact effectively with others as part of a group and undertake collaborative projects to communicate ideas and information in visual, oral and written forms.
On completing the BA Fashion Design (Contemporary Costume) programme you will be able to:

1. Collect, collate and interpret a range of research material that includes the work of other professionals in a range of subject specific contexts.
2. Critically analyse and debate the contextual, historical, social and cultural dimensions of fashion and costume and the designers’ relationship with audiences, markets and users.
3. Examine the construct and boundaries of the costume designer’s role across different areas and contexts.
4. Apply analytical and intuitive reasoning to the process of costume design through in-depth characterisation and interpretation.
5. Use convergent and divergent design methodologies as appropriate to specific practical and theoretical developments in a range of design contexts.
6. Use visual languages to investigate, analyse, interpret, develop and articulate ideas and information.
7. Select test and make use of materials, techniques and processes, utilising appropriate methodology, resources, equipment and technology across a range of production contexts.
8. Interpret and realise the results of in-depth characterisation and narrative analysis to produce three dimensional costume product outcomes which meet technical industry standards and translate a creative vision.
9. Examine and develop digital methodologies and tools to produce two dimensional outcomes which meet industry standards, reflect technical expertise, and provide innovative solutions to targeted design problems.
10. Examine the concepts of enterprise and entrepreneurship and apply these to a professional portfolio and presentation of work.
11. Manage own learning reflecting on personal strengths and weaknesses to identifying clear personal objectives and recognising the need for continual professional development.
12. Interact effectively with others as part of a group and undertake collaborative projects to communicate ideas and information in visual, oral and written forms.

8. PROGRAMME CONTENT

All Higher Education programmes delivered at Blackpool and The Fylde College consist of modules. A module is a coherent unit of subject material, which is complete with its own learning outcomes and assessments. More detailed information on module content is available in the programme handbook.
### Level 4 – 120 Credits

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<tr>
<th>Module Code</th>
<th>Title</th>
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<tbody>
<tr>
<td>CS401</td>
<td>Thinking and Making</td>
<td>20</td>
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<tr>
<td>FAS402</td>
<td>Pattern Cutting and Garment Construction - Introduction</td>
<td>20</td>
</tr>
<tr>
<td>FAS403</td>
<td>Pattern Cutting and Garment Construction – Synthesis</td>
<td>20</td>
</tr>
<tr>
<td>FAS404</td>
<td>Creative and Digital Illustration in Contemporary Contexts</td>
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</tr>
<tr>
<td>FAS405</td>
<td>Design Practice with Communication and Styling</td>
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</tr>
<tr>
<td>FAS406</td>
<td>Textiles and Experimental Surface Design</td>
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### Level 5 – 120 Credits

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<th>Module Code</th>
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<tr>
<td>CS501</td>
<td>Research into Practice</td>
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<tr>
<td>FAS502</td>
<td>Product Development and Technical Skills</td>
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<tr>
<td>FAS503</td>
<td>Fashion Industry and Enterprise</td>
<td>20</td>
</tr>
<tr>
<td>FAS504</td>
<td>Digital Illustration and Brand Communication</td>
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<tr>
<td>FAS505</td>
<td>Industry Design Realisation</td>
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</tr>
<tr>
<td>FAS506a or FAS506b</td>
<td>Independent Creative Project – Contemporary Costume</td>
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</tr>
<tr>
<td></td>
<td>Independent Creative Project – Fashion</td>
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### Level 6 – 120 Credits

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<tr>
<td>CS601</td>
<td>Independent Research Project</td>
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<td>FAS602</td>
<td>Research and Design Innovation - Final Project</td>
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<tr>
<td>FAS603</td>
<td>Career Planning and Portfolio Development</td>
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</tr>
<tr>
<td>FAS604a or FAS604b</td>
<td>Creative and Technical Development - Final Project (Contemporary Costume)</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td>Creative and Technical Development - Final Project (Fashion)</td>
<td>20</td>
</tr>
<tr>
<td>FAS605a or FAS605b</td>
<td>Advanced Realisation and Communication – Final Project (Contemporary Costume)</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td>Advanced Realisation and Communication – Final Project (Fashion)</td>
<td>40</td>
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The teaching and learning methodology across the programme is broad and diverse and ranges from an academic approach, where you will attend lectures and seminars, which aim to facilitate stimulating debate centred around the fashion industry and other wider contexts, through to practical sessions delivered by demonstration and technical instruction. Many of the modules are studio based and you will be encouraged to have a hands on approach to your learning journey. This is a very practical course and assignments have been designed to allow you to experiment, be innovative and challenge the perception of your abilities within your chosen field. You will be expected to try new ways of working while developing and mastering taught skills. During the programme you will be encouraged to evaluate your progress and development as a designer by reflecting on and assessing your achievements at each step of your learning, setting personal objectives and using the feedback that you get from your peers and tutors to target areas of improvement.

Working in this way will enable you to become more autonomous and take real ownership of your career path creating a more student focused learning environment in which you will be expected to work more independently in the completion of your tasks and projects, at each level of the course. With continued daily interaction and verbal feedback from your tutors this will support your development in a very personalised way throughout your course.

One teaching and learning method actively encouraged is for you to continually record practical progress through photography. This provides a useful visual aid if recording the practical stages of a tutor demonstration, however also acts as a reflective tool for your own work; often the image is a reminder of the learning process itself and stimulates a response that supports effective learning by reminding you of the processes used and your initial response.

You will also be expected to collaborate and engage in group work mirroring current industry practices using a designer, pattern cutter, sample maker and studio/production manager, you should make the most of these opportunities as they will prepare you for your future career by teaching you valuable interpersonal skills such as team working, negotiation and communication.

The assessment strategy for the course is both formative and summative. You will receive both verbal and written feedback during each module targeting areas for improvement and development. You will also take part in peer or group assessment/critique sessions, this will give you the opportunity to discuss your own and others work, offering support, guidance and feedback. At the end of each assessment or module you will receive formal written summative feedback identifying your strengths and areas of improvement for your future development as you progress through your modules.
Personal Development Planning

Personal development and planning is integral to your success as a student within a Higher Education framework. Therefore there is an expectation that you will approach the development of your learning in organised and methodical manner and be able to plan your workload effectively. Your tutors will be able to support during your studies through a series of group and individual tutorials that are designed to equip you with the necessary strategies to enable independent enquiry, problem solving and target setting to support you in achieving your career goals. You will be encouraged to continually reflect on your progress and to use reflection as an effective tool to taking ownership of your own development and learning journey, as the first step to a successful career.

10. WORK BASED AND PLACEMENT LEARNING

Workplace learning is seen as an important element for all graduates to gain valuable industry experience it can also serve as that vital ‘step in the door’ to gaining future employment, therefore you will be actively encouraged to access work placements and/or internships. This may involve interning at a fashion studio, behind the scenes in a costume department, or working for a local or national creative business. The placement could be design focused, practical or even organisational. Many students access placements during the summer break, however it is also possible to target other points of the year for short periods. You will be supported throughout the process of identifying and applying for suitable placements that would offer you the most valuable work experience related to your skillset and career aspirations.

11. SUMMARY OF RELEVANT ACADEMIC GUIDELINES

- UK Quality Code for Higher Education
- QAA Benchmark Statements
- QAA Framework for Higher Education Qualifications (FHEQ)
- B&FC Teaching Learning and Assessment Strategy
- B&FC Undergraduate Regulatory Framework
- Validating Partner's Undergraduate Regulatory Framework
- B&FC Undergraduate Assessment Regulations
12. INDICATORS OF QUALITY AND STANDARDS

(QAA Review May 2013)

QAA’s judgements about Blackpool and The Fylde College

The QAA review team formed the following judgements about the higher education provision at Blackpool and The Fylde College.

- The academic standards that the College offers on behalf of its awarding bodies meet UK expectations for threshold standards.
- The quality of student learning opportunities at the College meets UK expectations.
- The quality of information produced by the College about its learning opportunities is commended.
- The enhancement of student learning opportunities at the College is commended.

Good practice

The QAA review team identified the following features of good practice at Blackpool and The Fylde College:

- The clear link between the College’s commitment to inclusivity and employability, and the resulting innovative assessment tasks.
- The variety of assessment tasks and their relevance to the world of work, which was valued by students and employers.
- The College’s anticipatory approach to the consideration of and investment in learning resources.
- The extensive and valuable contribution of students to the quality assurance and enhancement activities of the College.
- The integrated approach to the provision of learning opportunities to enable the entitlements of disabled students to be met in the wider context of a College ethos of inclusivity.
- The integrated and innovative approach to the provision of blended learning opportunities and e-resources using the virtual learning environment, which is both comprehensive and reliable.
• The high-quality website, which provides a user-friendly point of contact for the College’s intended audiences.

• The positive contribution made by the role of the Higher Education Development Manager to the development and production of high-quality and accessible course data and management information.

• The comprehensive and continuing development of the virtual learning environment that facilitates effective dissemination of information, providing a 'one-stop shop' for students and staff.

• The positive contribution of the College’s equality and diversity agenda to the enhancement of learning opportunities across its higher education provision.

• The embedded culture of enhancement, as exemplified by the strategic leadership provided by the Higher Education Directorate and the complementary high levels of awareness among, and involvement of, staff and students across the College.