

Course Specification

Course Summary Information		
1	Course Title	MSc Sportswear Design
2	Course Code	PT1737/ PT1739
3	Awarding Institution	Birmingham City University
4	Teaching Institution(s) (if different from point 3)	
5	Professional Statutory or Regulatory Body (PSRB) accreditation (if applicable)	N/A

6	Course Description
	<p>Sportswear incorporates apparel worn for a vast range of activities, from traditional team sports and athletics through to outdoor pursuits and watersports.</p> <p>Designing sportswear is about much more than just aesthetics. Specialist sports apparel is technically engineered to ensure fitness for purpose and to optimise the wearer's performance whether they are climbing a mountain, sailing a dinghy across a lake, or running a 100-meter sprint.</p> <p>The MSc Sportswear Design course at BCU combines creativity with science to equip designers with a combination of technical design skills and sports science knowledge.</p> <p>Whilst exploring the sportswear sector, you will consider practical, social, environmental, and economic factors, identify issues, and respond to opportunities for new products. You will learn to engineer innovative functional garments that meet the specific needs you have identified, incorporating ethical and sustainable practices, and pushing the boundaries of the growing sportswear apparel market.</p> <p>With support from leading sportswear brands and industry professionals you will develop your technical design process from concept exploration through to final product, gaining an understanding of performance fabrics, construction techniques and sports appropriate features and fit.</p> <p>With access to lab testing facilities and the Alexander stadium, experimenting with prototypes will become embedded in your practice; you will analyse data and evaluate features and fit against the functional criteria of specific sports, enabling you to create professionally researched and considered garments that are fit for purpose.</p> <p>You will further enhance your knowledge of performance sportswear design and manufacturing by working with our industry partners. You will develop professional presentation and communication skills to support your future employability and field trips, associations with local sports fraternities, live industry briefs and work placements will all boost your industry network. This is a unique course that is perfectly placed in Birmingham with its sports heritage and community.</p>

7	Course Awards		
7a	Name of Final Award	Level	Credits Awarded
	MSc Sportswear Design	7	180
7b	Exit Awards and Credits Awarded		
	Post graduate Certificate in Sportswear Design	7	60
	Post graduate Diploma in Sportswear Design	7	120

8	Variation from the University Regulations
	N/A

9	Delivery Patterns			
	Mode(s) of Study	Location(s) of Study	Duration of Study	Code(s)
	Full-time	City Centre	1 year	PT1737
	Full-time Professional Placement Year	City Centre/ Placement	18 Months	PT1739

10	Entry Requirements
	The admission requirements for this course are stated on the course page of the BCU website at https://www.bcu.ac.uk , or may be found by searching for the course entry profile located on the UCAS website.

11	Course Aims
	<ul style="list-style-type: none"> • Demonstrate a range of research skills to explore an activity and the related clothing, identifying the target user and their needs/requirements. • Be able to translate research into a concept brief that identifies key functional requirements of the product, and which considers global social, cultural and economic factors. • Develop an understanding of technical fabrics, garment construction techniques and appropriate garment fit to enhance function and performance. • Develop proficiency in current industry standard techniques, processes, and testing. • Be able to explain and justify the features and benefits of new innovative sportswear garment designs. • Application of the UN Sustainable Development Goals (SDGs) and circularity in the sportswear industry • Gained experience working with, and presenting to industry experts, enhancing your professionalism, and building your network. • Preparation for the transition from education into employment within the international sportswear industry

12	Course Learning Outcomes
	Knowledge and Understanding
1	Create and follow a critical path and apply this to the product lifecycle.
2	Identify and respond to global, social, cultural, and economic factors within the sportswear industry.
3	Incorporate circular, sustainable, and ethical solutions into your work.
4	Identify appropriate test methods and performance standards by which to evaluate materials and garments.
	Skills and Other Attributes
5	Utilise information and inspiration material gathered through a range of research methods to answer a specific design brief.
6	Present proposals, development work, findings, and outcomes to an audience of professionals.
7	Use CAD to convey ideas and accurately communicate design specifications.
8	Create functional garment solutions using appropriate fabric, fit, construction and features in response to the analysis of user needs and data from prototype testing.

13	Level Learning Outcomes
	<i>Upon completion of 60 credits at Level 7 / the PG Cert, students will be able to:</i>
1	Implement a range of research methods to identify challenges within the sportswear industry

2	Evidence practical idea exploration and development incorporating circular and sustainable design thinking.
3	Demonstrate understanding of how relevant test methods and prototype evaluation ensure a product is fit for purpose and meets appropriate industry standards.
	<i>Upon completion of 120 credits at Level 7 / the PG Dip, students will be able to:</i>
1	Apply research, prototyping and testing methods to explore and evaluate solutions to a set brief.
2	Create and implement a critical path relevant to the product development cycle.
3	Communicate proposals, findings and design outcomes in a professional manner incorporating relevant CAD and presentation tools.
	<i>Upon completion of 180 credits at Level 7 / the Masters Degree, students will be able to:</i>
1	Combine global, social, cultural, economic and environmental factors with creative methodical and analytical product development practices to design innovative sportswear garments that are fit for purpose and industry relevant.

14	Course Learning, Teaching and Assessment Strategy
	<p>Learning and teaching will be delivered in a studio and workshop environment, with a range of lectures and seminars and practical workshops. You will also build on the information delivered through further independent practice-based research and study.</p> <p>The course is industry focused. Whether working with industry partners or independently you will be directed to develop your practice by addressing real world issues. You will respond to current social, economic, and environmental factors, all in relation to the challenges and opportunities of the sportswear sector.</p> <p>Collaboration with the HELS (Health, Education and Life Sciences) faculty will address the relationship of Science, Technology, Art and Maths within your practice. Workshops with athletes and sports practitioners will give essential insights into user needs and contribute to product feedback and prototype evaluation. Field trips and visits to exhibitions, markets, industry events, and professional sport establishments will provide varied sources of influence and inspiration for your work.</p> <p>Sustainable design practices and principles are embedded throughout all modules, and you will consider the impact and implications of your work at all stages of the product development process. This will include identification and selection of environmentally preferable materials, ensuring a product's fitness for purpose, considering physical and emotional durability as well as the exploration of end-of-life solutions. You will address all these things through concept development, design, and prototyping.</p> <p>The initial stages of the course will include lectures, seminars and workshops covering important academic research skills, as well as methods for concept exploration and idea development. You will learn to translate sports specific user needs into functional products that are also</p>

aesthetically pleasing. Seminars and talks from visiting tutors and industry professionals will provide access to specialist knowledge around performance fabrics, industry standards and the test methods used to assess and evaluate fabrics and garments. You are encouraged to be innovative in your approach and to employ a wide range of techniques in your project work, demonstrating your learning and establishing your personal design development process.

In semester two you will take your learning to a deeper level and refine your personal practice. In a live industry brief, you will be enterprising and innovative within a commercial project's parameters. This involves developing your critical thinking and analysis skills and fine tuning your concept exploration, design prototyping, testing and evaluation process. Workshops on design thinking and circular design will increase the sustainable principles of your practice. Talks from and discussions with industry professionals will build confidence and enhance your specialist knowledge and skills. The opportunity to take a work placement will strengthen your network connections and give you firsthand experience of the sportswear industry, strengthening your future employability.

In your final semester you will implement all you have learned and demonstrate your creative and technical proficiency with an entrepreneurial, self-directed project. You will apply your skills in critical research, concept development, prototyping, testing and evaluation to arrive at a final product or products. You will have the opportunity to present and celebrate your work in an end-of-year showcase. This major project can be the basis for a business opportunity and will position you well on your path towards a career as a sportswear design professional.

This program includes a mixture of practical projects, written documents, and presentation work. Assessment covers individual portfolios of research and development work, professional decks with accompanying verbal presentations, CAD/3D design documents and specification sheets, concept mockups, development prototypes with accompanying evaluation documentation, as well as finished garments. All approaches are industry relevant.

15	Course Requirements																												
15a	<p>Level 7:</p> <p>To complete this course a student must successfully complete all the following CORE modules (totaling 180 credits):</p> <table border="1"> <thead> <tr> <th>Module Code</th> <th>Module Name</th> <th>Credit Value</th> </tr> </thead> <tbody> <tr> <td>FAS7055</td> <td>Advanced Research Skills</td> <td>20</td> </tr> <tr> <td>FAS7060</td> <td>Design process and Concept evolution</td> <td>20</td> </tr> <tr> <td>ADM7061</td> <td>Industry standards</td> <td>20</td> </tr> <tr> <td>ADM7001</td> <td>Work placement</td> <td>20</td> </tr> <tr> <td>FAS77059</td> <td>Responding to Industry</td> <td>40</td> </tr> <tr> <td>FAS7038</td> <td>Final major project</td> <td>60</td> </tr> </tbody> </table> <p>To qualify for the awards of MSc Sportswear Design with Professional Placement, a student must successfully complete all the Level 7 modules listed above as well as the following Level 6 module:</p> <table border="1"> <thead> <tr> <th>Module Code</th> <th>Module Name</th> <th>Credit Value</th> </tr> </thead> <tbody> <tr> <td>PLA6003</td> <td>Professional Placement</td> <td>60</td> </tr> </tbody> </table>		Module Code	Module Name	Credit Value	FAS7055	Advanced Research Skills	20	FAS7060	Design process and Concept evolution	20	ADM7061	Industry standards	20	ADM7001	Work placement	20	FAS77059	Responding to Industry	40	FAS7038	Final major project	60	Module Code	Module Name	Credit Value	PLA6003	Professional Placement	60
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15b	Structure Diagram
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SEMESTER ONE	
FAS7055 Advanced Research Skills (Faculty module, 20 credit module)	
FAS7060 Design Process and Concept Evolution (20 credit module)	ADM7061 Industry standards (faculty module, 20 credit module)
SEMESTER TWO	
FAS7059 Responding to industry (40 credit module)	ADM7001 Work Placement (Faculty module, 20 credit module)
SEMESTER THREE	
FAS7038 Final major project (Faculty module, 60 credits)	

16	Overall Student Workload and Balance of Assessment
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Overall student *workload* consists of class contact hours, independent learning and assessment activity, with each credit taken equating to a total study time of around 10 hours. While actual contact hours may depend on the optional modules selected, the following information gives an indication of how much time students will need to allocate to different activities at each level of the course.

- *Scheduled Learning* includes lectures, practical classes and workshops, contact time specified in timetable
- *Directed Learning* includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning
- *Private Study* includes preparation for exams

The *balance of assessment* by mode of assessment (e.g. coursework, exam and in-person) depends to some extent on the optional modules chosen by students. The approximate percentage of the course assessed by coursework, exam and in-person is shown below.

Level 7

Workload

XX% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	204
Blended Learning	12
Directed Learning	1,154
Private Study	430
Total Hours	1,800

Balance of Assessment

Assessment Mode	Percentage
Coursework	91%
Exam	0%
In-Person	9% (20 credits of 40 credit module)