

Course Specification

Course Summary Information			
1	Course Title		BA (Hons) Fashion Design
2	BCU Course Code	UCAS Code	US0642 W230
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)		Creative Skillset

6	Course Description
	<p>Our BA (Hons) Fashion Design degree course will equip you with the necessary knowledge and skills to succeed in the fashion industry and have the chance to take part in exciting work placements, with companies such as Paul Smith, Ted Baker, Christopher Kane, Reiss, H&M and Adidas.</p> <p>As well as womenswear and menswear designers, the BA (Hons) Fashion Design can also allow you to find employment as the following: accessories designer, art director, activewear designer, brand manager, buyer, content creator, curator, childrenswear designer, costume designer, 3D designer, denim designer, display designer, fabric buyer/developer, factory sourcing, graders/pattern cutter, influencer/talent management, interiors for retail, jewellery designer, knitwear technician, lingerie/intimates designer, merchandiser and digital designer.</p> <p>You will learn to work with different design systems alongside staff who have valuable industry experience with a range of recognised brands. Each year, a selection of our final-year students showcase their final year work to industry leaders at events such as Graduate Fashion Week and New Designers in London.</p> <p>What's covered in the course?</p> <p>The course equips you with the necessary knowledge, skills and attributes to succeed in a wide range of careers in the fashion industry.</p> <p>Your first year will introduce you to a number of fashion topics, helping you to develop a good foundation of fashion knowledge and skills, in both design and technical areas.</p> <p>Your second year helps to strengthen your personal and professional development in relation to your own career goals. You will also have the opportunity to take part in the international Erasmus exchange programme, spending a semester at an international institution.</p> <p>An optional placement year takes place between years 2 and 3, providing an opportunity for an internship in industry.</p> <p>Your final year, gives you the opportunity to specialise in women's or menswear. You will focus on your own individual area of practice and produce garments that reflect your personal direction as a creative fashion design graduate.</p>

	The course blends individual creativity and commercial realism, and you will be able to apply your skills and knowledge of the professional design process, from concept to product.
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7 Course Awards			
7a	Name of Final Award	Level	Credits Awarded
	Bachelor of Arts with Honours Fashion Design	6	360
	Bachelor of Arts with Honours Garment Technology	6	360
	Bachelor of Arts with Honours Costume Design and Practice	6	360
7b	Exit Awards and Credits Awarded		
	Certificate of Higher Education Fashion Design	4	120
	Diploma of Higher Education Fashion Design	5	240
	Bachelor of Arts Fashion Design	6	300
	Bachelor of Arts Garment Technology	6	300
	Bachelor of Arts Costume Design and Practice	6	300

8 Derogation from the University Regulations	
	Not applicable

9 Delivery Patterns			
Mode(s) of Study	Location	Duration of Study	Code
Full Time	City Centre	3 years	US0642
Bachelor of Arts with Honours Fashion Design with Professional Placement Year	City Centre	4 years	US1272
Bachelor of Arts with Honours Fashion Design with Professional Placement Year			US1272-01
Bachelor of Arts with Honours Garment Technology with Professional Placement Year			US1272-02
Bachelor of Arts with Honours Costume			US1272-03

Design and Practice with Professional Placement Year			
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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 Learning Outcomes
	Knowledge and Understanding
1	Articulate the development of the wider contemporary fashion industry.
2	Cite historical, cultural, theoretical and global factors which determine how clothing is developed, constructed and presented to the end-user.
3	Describe the relevance of a wide range of materials, methods and applications.
4	Recognise individual area of creative enquiry and how to apply this through; research, practice and collaboration.
	Cognitive and Intellectual Skills
5	Develop research, critical thinking and evaluation skills related to the wider fashion industry and its production methods.
6	Justify, synthesise and apply research ideas in practical, written and verbal formats.
7	Reflect on personal experiences of creative practice within the fashion industry and associated disciplines.
8	Appraise and articulate personal enquiry within the fashion or costume industries.
	Practical & Professional Skills
9	Experiment and develop a range of creative, practical and technical solutions to a given brief.
10	Apply acquired knowledge to effectively create appropriate final outcomes.
11	Organise and manage independent study, personal development and reflection of practice.
12	Apply professional standards in the presentation of practical project outcomes.
	Key Transferable Skills
13	Work effectively both independently and through negotiation and collaboration.
14	Demonstrate time management, motivation and organisational skills effectively and professionally.
15	Develop presentation skills to a professional standard.
16	Display problem-solving skills and creating effective responses to a set task.

12	Course Requirements																																																										
12a	<p>Level 4:</p> <p><i>In order to complete this course a student must successfully complete all the following CORE modules (totalling 120 credits):</i></p> <table border="1"> <thead> <tr> <th>Module Code</th> <th>Module Name</th> <th>Credit Value</th> </tr> </thead> <tbody> <tr> <td>FAS</td> <td>Fashion Design Skills</td> <td>20</td> </tr> <tr> <td>FAS</td> <td>Fashion Design Technology</td> <td>20</td> </tr> <tr> <td>FAS4033</td> <td>Individual Aesthetic</td> <td>20</td> </tr> <tr> <td>FAS</td> <td>Sustainable Construction</td> <td>20</td> </tr> <tr> <td>FAS</td> <td>Zero Waste Reconstruction</td> <td>20</td> </tr> <tr> <td>FAS4030</td> <td>Context & Theory</td> <td>20</td> </tr> </tbody> </table> <p>Level 5:</p> <p><i>In order to complete this course a student must successfully complete all the following CORE modules (totalling 100 credits):</i></p> <table border="1"> <thead> <tr> <th>Module Code</th> <th>Module Name</th> <th>Credit Value</th> </tr> </thead> <tbody> <tr> <td>FAS5042</td> <td>Creative Realisation</td> <td>40</td> </tr> <tr> <td>FAS5043</td> <td>Critical Studies</td> <td>20</td> </tr> <tr> <td>FAS5041</td> <td>Advanced Practice</td> <td>40</td> </tr> </tbody> </table> <p><i>In order to complete this course a student must successfully complete at least 20 credits from the following list of OPTIONAL modules.</i></p> <table border="1"> <thead> <tr> <th>Module Code</th> <th>Module Name</th> <th>Credit Value</th> </tr> </thead> <tbody> <tr> <td>ADM5000</td> <td>Work Placement</td> <td>20</td> </tr> <tr> <td>ADM5001</td> <td>Live Project</td> <td>20</td> </tr> <tr> <td>ADM5006</td> <td>Collaborative Practice</td> <td>20</td> </tr> </tbody> </table> <p>Level 6:</p> <p><i>In order to complete this course a student must successfully complete all the following CORE modules (totalling 120 credits):</i></p> <table border="1"> <thead> <tr> <th>Module Code</th> <th>Module Name</th> <th>Credit Value</th> </tr> </thead> <tbody> <tr> <td>FAS6135</td> <td>Contextual Studies</td> <td>20</td> </tr> <tr> <td>FAS6137</td> <td>Major Project: Fashion Design</td> <td>40</td> </tr> <tr> <td>FAS6134</td> <td>Independent Practice</td> <td>60</td> </tr> </tbody> </table>		Module Code	Module Name	Credit Value	FAS	Fashion Design Skills	20	FAS	Fashion Design Technology	20	FAS4033	Individual Aesthetic	20	FAS	Sustainable Construction	20	FAS	Zero Waste Reconstruction	20	FAS4030	Context & Theory	20	Module Code	Module Name	Credit Value	FAS5042	Creative Realisation	40	FAS5043	Critical Studies	20	FAS5041	Advanced Practice	40	Module Code	Module Name	Credit Value	ADM5000	Work Placement	20	ADM5001	Live Project	20	ADM5006	Collaborative Practice	20	Module Code	Module Name	Credit Value	FAS6135	Contextual Studies	20	FAS6137	Major Project: Fashion Design	40	FAS6134	Independent Practice	60
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12b Structure Diagram

Please note list of optional modules is indicative only as modules will only run if selected by 15 or more students. Students' choice will not be guaranteed for optional modules but a fair and transparent process will be adopted and shared with students

Level 4	
<u>Semester 1</u>	<u>Semester 2</u>
FAS: Fashion Design Skills (20)	FAS: Sustainable construction (20)
FAS: Fashion Design Technology (20)	FAS: Zero Waste Reconstruction (20)
FAS4033: Individual Aesthetic (20)	FAS4030: Context & Theory (20)

Level 5	
<u>Semester 1</u>	<u>Semester 2</u>
FAS5042: Creative Realisation (40)	<i>Optional Module (20)</i>
FAS5043: Critical Studies (20)	FAS5041: Advanced Practice (40)

Sandwich year (where applicable)

Level 6	
<u>Semester 1</u>	<u>Semester 2</u>
FAS6135 Contextual Studies (20)	FAS6134: Independent Practice (60)
FAS6137: Major Project: Fashion Design (40)	

13 Overall Student Workload and Balance of Assessment

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 4

Workload

% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	354
Directed Learning	606
Private Study	240
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	90%
Exam	
In-Person	10%

Level 5

Workload

% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	266
Directed Learning	694
Private Study	240
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	66%
Exam	
In-Person	34%

Level 6

Workload

% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	246
Directed Learning	714
Private Study	240
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	100%
Exam	
In-Person	