Course Specification

Course Summary Information		
1	**Course Title**	BA (Hons) Fashion Design BA (Hons) Fashion Design with Professional Placement Year
2	**Course Code**	US0642 US1272
3	**Awarding Institution**	Birmingham City University
4	**Teaching Institution(s)**	N/A
5	**Professional Statutory or Regulatory Body (PSRB) accreditation**	N/A

6	**Course Description**
	Our BA Fashion Design Course will provide you with a comprehensive fashion design education. The course encourages innovation in both design skills and technical craftsmanship with a focus on sustainability, system thinking and socioeconomic practice. We will provide you with international opportunities and integration with our industry partners to empower you to explore your individuality, creativity, and future employability. You will work with industry experts and a dedicated team of academic researchers and practitioners. A decolonised curriculum structures the innovative approach to 2D and 3D design resulting in diverse experts of your craft. Within your first year of study, you will explore pure fashion design skills through a fundamental grounding in garment knowledge, construction, materiality, fabric and fibres analysis, tailoring and drape delivered in an atelier environment. In your second year you will discover systems thinking in relationship to Fashion design and our course's structure will allow you to strategically balance between physically traditional and virtually digital craftmanship. Your final year of study provides you with the opportunity to express your individual design methodology in one of many creative formats, including a collection of garments, fashion products, material research and digital design technology. We will guide you with the decision of taking a placement year between your second and final year of study. Our dedicated internal careers team will support you through this process. We are proud that our recent cohorts have taken year placements with renowned designers such Paul Smith, Christopher Kane and Craig Green as well as industry super brands such as Superdry, NEXT and Adidas. We let you choose your design identity and tread your own design path. Our Fashion Design Course has built a reputation for students entering the industry as original, creative, independent thinking employable designers. Our award-winning graduate portfolios and fashion collections are showcased on international, digital, and local west-midland based platforms. You will study on a programme that is specifically designed to produce job-ready graduates with transferrable skills that can form and reshape our industries.

7	Course Awards		
7a	**Name of Final Award**	**FHEQ Level**	**Credits Awarded**
	BA (Hons) Fashion Design	6	360
	BA (Hons) Fashion Design with Professional Placement Year	6	480
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

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	3 years	US0642
Full-time		City Centre + placement	4 years	US1272

10	Entry Requirements	
	Home:	112 UCAS tariff points plus a good portfolio. GCSE English Language or English Literature and GCSE Maths at grade C/4 or above. If you do not have these or are not undertaking them, we accept other Level 2 equivalents, or we may ask you to pass BCU's GCSE equivalency tests.
	EU:	6.0 overall with no less than 5.5 in each band.
	International:	6.0 overall with no less than 5.5 in each band.
	Access:	Access to HE Diploma pass with 60 credits overall. At least 45 credits at Level 3. Arts, Media and Publishing subjects preferred but other subjects also considered.
11	**Course Aims**	
	The Aims of the BA Fashion Design Course is designed to: • Understand the global fashion design industry. • Promote your individual creativity. • Facilitate your career in the global fashion industry. • Foster your entrepreneurial aspirations and attitude. • Encourage independent research to empower personal design activism. • Present and exhibit work on a global platform, and platforms fostering industry-wide exposure.	

	• Explore traditional craftsmanship in consideration to innovative system thinking. • Experiment with innovative digital design tools and platforms. • Equip graduates with the skills to shape a more environmentally and socially conscious fashion industry.

12	**Course Learning Outcomes**
	Knowledge and Understanding
1	Examine the role of a fashion designer in the context of the demands of a rapidly evolving fashion industry.
2	Synthesise historical, cultural, sustainable, and global socioeconomic factors which determine how clothing is developed, constructed, and presented to a chosen market.
3	Analyse a range of materials and apply appropriate construction methods.
4	Contextualise systems thinking in the development of 2D, 3D and 4D processes.
5	Articulate community, ethics, cultural diversity and socioeconomic impact through Fashion design activism.
	Skills and Other Attributes
6	Demonstrate effective organisation of time management, project engagement and the role of reflective practice in context to industry requirements.
7	Create a comprehensive body of work to support future employment within the fashion industry or a related profession and/or to prepare for access to postgraduate study.
8	Produce 3D artefacts from 2D designs which reflect cultural and commercial contexts.
9	Source a range of materials and apply appropriate construction methods to suit garment function
10	Employ creative and critical reflection of traditional craftmanship to enhance the generation of digital outputs and technologies.

13	**Level Learning Outcomes**
	Upon completion of Level 4 / the Certificate of Higher Education, students will be able to:
1	Describe the underlying concepts and principles associated with core Fashion design skills within the context of the wider Fashion industry.
2	Understand lines of enquiry, that initiate creative ideas informed by basic theories and concepts of Fashion design.
3	Use essential technical skills within a professional studio environment.
4	Demonstrate transferable skills necessary for employment.
5	Describe practices and approaches to solving problems related to wider fashion contexts.
6	Demonstrate visual communication in the presentation of your own outcomes and processes.
	Upon completion of Level 5 / the Diploma of Higher Education, students will be able to:
1	Investigate form and silhouette in context to traditional tailoring techniques to inform design methods.
2	Critically analyse garment function in relation to sustainable and cultural practice with an awareness of equality, diversity and inclusivity.

3	Reflect on impact of 2D design approach in response to 3D design application through physical and/or digital fittings.
4	Apply fabric knowledge through materiality, fibre analysis, fabric testing and digital translation to meet the demands of a rapidly evolving fashion industry.
5	Examine the relationship between innovative design and a sustainable fashion market.
6	Express ideas in a confident and creative way considering visual impact, 2D or 3D approach, physically, digitally, or verbally.
7	Explore innovative design approach through drawing outcomes utilising both 2D and 3D tools.
8	Relate ethical responsibilities of a fashion designer to pattern cutting and drape techniques.
9	Respond to fashion industry demands and innovations taking into consideration equality, diversity and social inclusion.
	Upon completion of 60 credits at Level 6 / the Bachelors Degree, students will be able to:
1	Investigate independent practice in terms of creative and technical design and design translation to present a clear, individual outcome.
2	Curate a portfolio that reflects multiple career outcomes/options.
3	Reflect upon a report/design methodology that evidences an empowered, conceptual, and critical approach.
4	Utilise effective time management skills to demonstrate an independent, critical path towards creation of outcomes.
5	Demonstrate a refined fashion range for a particular market with critical awareness of sustainable context and practice, equality, diversity, and inclusivity.
6	Develop work appropriate own career ambitions informed by a targeted fashion market.

14	**Course Learning, Teaching and Assessment Strategy**
	Teaching methods Diversity, inclusion, and equality are at the core of how we engage with our students, colleagues, applicants, visitors, and our stakeholders. Our dedication to EDI pertains to every area of our college Strategy: Dedication to craftmanship, Entrepreneurism, sustainability and producing creative thinkers and innovators. As a course we recognise our need to be agile in our teaching approach and that delivering this commitment entails ongoing cultural change, challenge, and continued growth. **Tutorials** Tutorials are integral to our teaching approach, offering bespoke assistance and feedback throughout the course. Each module includes dedicated tutorial time, with optional sessions for assessment feedback. Modules may feature one-to-one tutorials for individualized guidance or a mix of one-to-one and group sessions. Group tutorials foster peer learning and reflection, enabling comparison of creative approaches and sharing feedback. Engaging in these sessions encourages self-assessment and promotes growth by learning from peers' experiences. **Lectures** Some of your modules lend themselves to the traditional lecture format. Here you will take part in-group lectures in a lecture room or theatre. You will be encouraged to participate, even within

	this more formal setting, by commenting on the lecture material, offering a view, or by preparing a short response for a session. During lectures, you are asked to keep notes to build up a file of information as preparation for the module assessment. Lecturers may be members of the course academic team or industry specialists and designers who will lecture about their specific area of expertise. **Group Discussion** Group discussions serve as avenues for exploring your full potential of the project. Through these sessions, you will delve into the implications, influences, content, and challenges associated with project requirements, aiming to discern the most effective approaches. Active engagement in sharing ideas fosters the development of articulate and confident perspectives towards your work. **Practical Demonstrations** Teaching will also include practical demonstrations from both academic and technical teams. Our specialist will demonstrate the techniques, skills, equipment, and a variety of processes that you will need to know for successful completion of the module. **Design Seminars** Teaching will also include seminars from the Fashion Design academic and team and industry guests. Our specialist will demonstrate the design techniques, skills, equipment, and a variety of processes that you will need to know for successful completion of the module. Examples contained within the course are the include illustration, concept development, research methods and digital design approach. **Assessment methods** Assessment methods are vital for student learning, promoting reflection and critical thinking. Summative assessments include written and verbal feedback to empower students for future studies. Formative assessment fosters collaboration and aligns with the course's aim to develop industry-relevant skills. Assessments inform both individual growth and professional aspirations, meeting regulatory standards. Modules are evaluated through crits and submitted works, accommodating diverse learning styles. We elevate the assessment experience with dynamic showcases like runway shows and exhibitions, celebrating students' achievements. This approach mirrors the professional landscape, instilling pride and preparing students for their future careers. **Sustainability** Sustainable practice is paramount to our strategic approach, and it instils core values of ethical production, reducing environmental impact, and promoting social responsibility. Our commitment to continually adapting and working with our stakeholders ensures that we stay aligned with evolving sustainability standards and industry needs. By integrating sustainable principles into the curriculum, students grasp the significance of eco-conscious design, materials sourcing, and manufacturing processes. Collaboration with our stakeholders fosters innovation and accountability, empowering students to drive positive change in the fashion sector. Ultimately, our dedication to sustainability equips graduates with the skills to shape a more environmentally and socially conscious fashion industry. **Employment and entrepreneurialism** Career development is integrated throughout the course, aligning with the STEAM (Science, Technology, Engineering Arts Mathematics) agenda, offering work placements, entrepreneurial dedicated modules, and industry-based activities. We foster strong links with employers,

	involving them in curriculum design and career guidance. Live projects with various companies facilitate engagement with the fashion industry. Second-year internships and optional industry years out develop teamwork and communication skills. These experiences provide invaluable insights into the dynamic fashion industry, helping students identify their place within it.

15	**Course Requirements**

15a **Level 4:**

In order to complete this course a student must successfully complete all the following CORE modules (totalling 120 credits):

Module Code	Module Name	Credit Value
FAS4063	Creative Industries: Connections	20
FAS4058	Fundamental Fashion Design Skills	20
FAS4042	Fashion Design Technology	20
FAS4060	Fashion Systems	40
FAS4061	Fashion Design Manifesto	20

Level 5:

In order to complete this course a student must successfully complete all the following CORE modules (totalling 120 credits):

Module Code	Module Name	Credit Value
FAS5057	Creative Industries: Industry Futures	20
FAS5055	Fashion Design Tailoring	40
FAS5056	Fashion Design Digital Technology	40

In order to complete this course a student must successfully complete at least 20 credits from the following indicative list of OPTIONAL modules.

Module Code	Module Name	Credit Value
ADM5000	Work Placement	20
ADM5011	Industry Project	20
ADM5010	Independent Creative Entrepreneur	20

Level 6:

In order to complete this course a student must successfully complete all the following CORE modules (totalling 120 credits):

Module Code	Module Name	Credit Value
FAS6153	Creative Industries: Development and Enquiry	20

FAS6152	Fashion Design Pre-Collection(FMP)	40
FAS6151	Fashion Design Collection Construction	20
FAS6150	Fashion Design Industry Portfolio	40

15b	Structure Diagram

Level 4

SEMESTER ONE	SEMESTER TWO
Core FAS4063 Creative Industries: Connections (blended) 20 credits, weeks 1-12 FAS4058Fundamental Fashion Design Skills, 20 credits, weeks 1-12 FAS4042 Fashion Design Technology, 20 credits, weeks 1-12	Core FAS4060Fashion Systems, 40 credits, weeks 1-12 FAS4061 Fashion Design Manifesto, 20 credits, weeks 1-12

Level 5

Core FAS5057 Creative Industries: Industry Futures (blended), 20 credits, weeks 1-12 FAS5055 Fashion Design Tailoring, 40 credits, weeks 1-12	Core FAS5056 Fashion Design Digital Technology , 40 credits, weeks 1-12
	Optional: all 20 credits, weeks 1-12 ADM5000Work Placement ADM5100 Industry Project ADM5010 Independent Creative Entrepreneur

Level 6

Core FAS6153 Creative Industries: Development and Enquiry (blended), 20 credits, weeks 1-12 FAS6152 Fashion Design Pre-Collection, 40 credits, weeks 1-12	Core FAS6151Fashion Design Collection Construction, 20 credits, weeks 1-12 FAS6150Fashion Design Industry Portfolio, 40 credits, weeks 1-12

16	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	216
Directed Learning	664
Private Study	320
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	85%
Exam	0%
In-Person	15%

Level 5

Workload

% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	108
Directed Learning	724
Private Study	168
Total Hours	1000 + 200 hours optional module – breakdown varies by module choice

Balance of Assessment

Assessment Mode	Percentage
Coursework	92%
Exam	0%
In-Person	8%

Level 6

Workload

% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	80
Directed Learning	838
Private Study	282
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	81%
Exam	0%
In-Person	19%