CORPORATE AND ACADEMIC SERVICES

PROGRAMME SPECIFICATION

Part 1: Basic Data	
Awarding Institution	University of the West of England, Bristol
Teaching Institution	University of the West of England, Bristol Alexeander College, Cyrpus
Delivery Location	University of the West of England, Bristol Alexander College, Cyprus
Faculty responsible for programme	Arts, Creative Industries and Education.
Department responsible for programme	Art and Design
Modular Scheme Title	Undergraduate Programme Module Scheme
Professional Statutory or Regulatory Body Links	None
Highest Award Title	BA (Hons) Fashion
Default Award Title	N/A
Fall-back Award Title	N/A.
Interim Award Titles	BA Fashion Cert.HE Fashion Dip.HE Fashion
UWE Progression Route	
Mode(s) of Delivery	UWE: FT /PT Alexander College: FT
Codes	**UCAS:** W236 BA FashTD	**JACS:**
	ISIS2: W226 Primary Award UWE Primary Target: W226 Alexander College Primary Target: W22B	**HESA:**
Relevant QAA Subject Benchmark Statements	Art and Design
CAP Approval Date	26th March 2013; 12th November 2013; 7th January 2014
Valid from	September 2013 Delivery by Alexander College wef January 2014
Valid until Date	September 2019
Version	10.2

Part 2: Educational Aims of the Programme

Broad Aims of the Fashion undergraduate modular scheme:

- to provide an opportunity to develop a creative practice within the field of study of fashion and its related areas;
- to provide an experience of higher education in fashion design, and its related areas, that offers students choice and independence in determining their own abilities and ambitions within a subject discipline;
- to equip students with the intellectual, practical, critical and creative skills necessary for them to locate themselves and their practice within professional, social, historical and cultural contexts;
- to give a broad introduction to fashion textiles, and subsequently, through reflective choice, study in a named specialism within the subject; the textiles option within the course is in the development stages at Alexander College, and the College currently has the ability to outsource printing;
- to give students the confidence to develop informed and independent critique relevant to the subject area.;
- to deliver key/transferable and professional practice skills as an integrated part of the curriculum
- to respond to the demands of a specified industry; namely fashion and its related areas
- to equip students with the necessary understanding of research techniques and appropriate methodologies;
- to sustain an environment in which individual students may realise their full potential.

Specific Aims of the Fashion undergraduate modular scheme:

- develop knowledge and understanding of fashion and textiles as a subject discipline through practical and contextual research and exploration;
- develop an innovative approach to the development and realisation of a body of work appropriate to fashion through a thorough understanding and practice of the research process
- demonstrate an understanding of the interrelationship between the demands of industry and the realisation of garments, fabrics and imagery appropriate to that industry;
- implement a process of critical reflection, analysis and evaluation in the development of practice;
- implement an individual response to the subject area through considered choice from a range of skills and methodologies
- develop the intellectual, critical , technical, practical and key/transferable skills appropriate to the discipline within an educational and professional context;
- gain the transferable skills necessary to be able to work effectively and creatively in the fashion/textile and/or associated creative and cultural industries.
- Make available industry/work related experience as part of the curriculum
- Make available opportunities for the study of fashion and its related subject areas within an international context.

Programme requirements for the purposes of the Higher Education Achievement Record (HEAR)

An exciting and contemporary fashion course which places value on individual creativity. Bristol fashion students are taught to compete in a fast paced industry. They are proficient in a wide range of practical and theoretical skills applied with integrity, confidence and knowledge. Empowered with independence and flexibility our students are excellent visual and verbal communicators, making them highly employable creatives.

Part 3: Learning Outcomes of the Programme

The award route provides opportunities for students to develop and demonstrate knowledge and understanding, qualities, skills and other attributes in the following areas:

Learning Outcomes:	UADAQE-45-1	UADAQF-45-1	UADAQG-15-1	UA1APQ-15-1	UADAQH-45-2	UADAQK-15-2	UA1APS-15-2	UADAQL-30-3	UADAQM-60-3	UADAQN-15-3	UA1APT-15-3	UA1APR-45-2	UADAQH-45-2
A) Knowledge and understanding of:													
The purpose and nature of Fashion Textiles	x	x	x	x	x	x	x	x	x	x	x	x	x
an understanding of the range of professional contexts within which the student may work and issues that impact on the development of the discipline within the workplace	x	x	x	x	x	x	x	x	x	x	x	x	x
identify, analyse and critique Fashion and its related practices, leading to a recognition and understanding of, contemporary and historical practice, and the students' place within this	x	x	x	x	x	x	x	x	x	x	x	x	x
analyse specific tasks, identify key issues and implement strategies to realise design solutions	x	x	x	x	x	x	x	x	x	x	x	x	x
evaluate work and learning in relation to identified aims and outcomes that include consideration of communication and the requirements of identified contexts/markets	x	x	x	x	x	x	x	x	x	x	x	x	x
source, navigate, select, retrieve, evaluate, manipulate, manage and edit information from a variety of sources	x	x	x	x	x	x	x	x	x	x	x	x	x
(B) Intellectual Skills													
generate ideas, concepts, proposals, solutions or arguments independently in response to the creation of fabrics, garments and artworks to be viewed in the context of Fashion, Textile and Communication Design	x	x	x	x	x	x	x	x	x	x	x	x	x
locate their practice within the broad context of the fashion and textile industries	x	x	x	x	x	x	x	x	x	x	x	x	x
employ both broad and subject specific modes of analysis in the processes of observation, investigation, experimentation, visualisation and/or making	x	x	x	x	x	x	x	x	x	x	x	x	x
select, test and implement skills, processes and materials in order to better understand how they may be used within an individual practice	x	x	x	x	x	x	x	x	x	x	x	x	x
select, test and implement an appropriate methodology in the realisation of original concepts	x	x	x	x	x	x	x	x	x	x	x	x	x

Part 3: Learning Outcomes of the Programme													

The award route provides opportunities for students to develop and demonstrate knowledge and understanding, qualities, skills and other attributes in the following areas:

(C) Subject/Professional/Practical Skills													
generate ideas, concepts, proposals, solutions or arguments independently in response to the creation of fabrics, garments and artworks to be viewed in the context of Fashion, Textile and Communication Design	x	x	x	x	x	x	x	x	x	x	x	x	x
locate their practice within the broad context of the fashion and textile industries	x	x	x	x	x	x	x	x	x	x	x	x	x
employ both broad and subject specific modes of analysis in the processes of observation, investigation, experimentation, visualisation and/or making	x	x	x	x	x	x	x	x	x	x	x	x	x
select, test and implement skills, processes and materials in order to better understand how they may be used within an individual practice	x	x	x	x	x	x	x	x	x	x	x	x	x
select, test and implement an appropriate methodology in the realisation of original concepts	x	x	x	x	x	x	x	x	x	x	x	x	x
(D) Transferable skills and other attributes													
ability to manage their own learning and access and utilise an appropriate range of resources	x	x	x	x	x	x	x	x	x	x	x	x	x
be flexible and thorough in meeting the challenges implicit within the development of an independent, creative practice	x	x	x	x	x	x	x	x	x	x	x	x	x
ability to communicate their ideas visually, verbally and in writing	x	x	x	x	x	x	x	x	x	x	x	x	x

Part 4: Student Learning and Student Support

Teaching and learning strategies to enable learning outcomes to be achieved and demonstrated

Students experience a wide range of teaching and learning methods designed both to establish understanding of the subject and to stimulate evaluation and critique of practices within it together with their own progress and achievements. These approaches are based upon the view that evaluative skills are crucial to individual success as a practitioner after graduation.

Methods used include:

- a range of project briefs/assignments
- an emphasis upon inter-active group activities in seminars, tutorials and assessment
- the assessment of engagement with reflective learning through evaluative outcomes
- collaborative learning exercises and team projects that build team-working skills necessary
- analysis and critique of case studies and examples
- direct contact with the profession through live projects, field work, visiting practitioners and work experience.
- engaging with professional practice and work experience at all levels of the course.

Part 4: Student Learning and Student Support

At UWE, Bristol there is a policy for a minimum average requirement of 12 hours/week contact time over the course of the full undergraduate programme. This contact time encompasses a range of face:face activities as described below. In addition a range of other learning activities will be embedded within the programme which, together with the contact time, will enable learning outcomes to be achieved and demonstrated.

On the BA Hons Fashion programme teaching is a mix of scheduled, independent and placement learning.

Scheduled learning includes lectures, seminars, tutorials, project critiques, technical workshops, practical classes and workshops; professional/industry engagement; external visits; work based learning; supervised time in studio/workshop. Scheduled sessions may vary slightly depending on the module choices made.

Independent learning includes hours engaged with essential reading, case study preparation, assignment preparation and completion etc. Scheduled sessions may vary slightly depending on the module choices made.

Placement learning: may include a practice placement/internship or other professional engagement.

Description of any Distinctive Features

Work experience is embedded within the programme and students undertake this at each level of the course. Engagement with industry is central to the ethos of the programme.

Part 5: Assessment

Approved to [University Regulations and Procedures](#)

Assessment Map

The programme encompasses a range of **assessment methods** including; submission of a portfolio of practical work, samples and tests, and supporting sketchbooks; both verbal and visual presentations, written evaluations; exhibitions. These are detailed in the following assessment map:

Assessment Map for BA (Hons) Fashion

		Type of Assessment*								
		Unseen Written Exam	Open Book Written Exam	In-class Written Test	Practical Exam	Practical Skills Assessment	Oral assessment and/or presentation	Written Assignment	Report / Project	Dissertation	Portfolio
Compulsory	UADAQE-45-1										A 100%

Part 5: Assessment									
Modules Level 1	UADAQF-45-1								A 100%
	UADAQG-15-1				A 70%	A 30%			
	UA1APQ-15-1					A 100%			
Compulsory Modules Level 2	UADAQH-45-2								A 100%
	UADAQK-15-2				A 70%	A 30%			
	UA1APS-15-2					A 100%			
Compulsory Modules Level 3	UADAQL-30-3								A 100%
	UADAQM-60-3								A 100%
	UADAQN-15-3				A 70%	A 30%			
	UA1APT-15-3						A 100%		
Optional Modules Level 2	UA1APR-45-2								A 100%
	UADAQJ-45-2								A 100%

*Assessment should be shown in terms of either Written Exams, Practical exams, or Coursework as indicated by the colour coding above.

Part 6: Programme Structure

This structure diagram demonstrates the student journey from Entry through to Graduation for a typical **full time student**, including: level and credit requirements, interim award requirements module diet, including compulsory and optional modules

* These modules are currently only available to students studying in Bristol

ENTRY		Compulsory Modules	Optional Modules	Interim Awards
	Year 1	UADAQE-45-1 Introduction to Fashion	If credit is required: *UA1ASC-5-1 Negotiated Presentation 1 Or *UA1ASF-10-1 Negotiated Presentation and Reflective Statement 1	
		UADAQF-45-1 Exploring Practice in Fashion		
		UADAQG-15-1 Professional Practice and Work Experience in Fashion 1		Other requirements: N/A
		UA1APQ-15-2 Critical Perspectives		

	Compulsory Modules	Optional Modules Choose one:	Interim Awards
Year 2	UADAQH-45-2 Developing Practice in Fashion	*UA1APR-45-2 International Exchange UADAQJ-45-2 Developing Practice in Fashion 2 And if credit is required: *UA1ASD-5-2 Negotiated Presentation 2 or *UA1ASG-10-2 Negotiated Presentation and Reflective Statement 2 or *UACASK15-2 Professional Practice (International)	Other requirements: N/A
	UADAQK-15-2 Professional Practice and Work Experience in Fashion 2		
	UA1APS-15-2 Creative Analysis		

	Compulsory Modules	Optional Modules	Interim Awards
Year 3	UADAQL-30-3 Preparation for Extended Study in Fashion	If credit is required: *UA1ASE-5-3 Negotiated Presentation 3 Or *UA1ASH-10-3 Negotiated Presentation and Reflective Statement 3	
	UADAQM-60-3 Extended Study in Fashion		
	UADAQN-15-3 Professional Practice and Work Experience in Fashion 3		
	UA1APT-15-3 Independent Research Project		

GRADUATION

Part time:
The following structure diagram demonstrates the student journey from Entry through to Graduation for a typical **part time student.**

Please note: a part-time route has not been approved for students studying in Cyprus

		Compulsory Modules	Optional Modules	Interim Awards
ENTRY	Years 1 and 2	UADAQE-45-1 Introduction to Fashion 1.1	If credit is required UA1ASC-5-1 Negotiated Presenation or UA1ASF-10-1 Negotiated Presentation and Reflective Statement 1 1.1 or 1.2	
		UA1APQ-15-1 Critical Perspectives 1.1		
		UADAQG-15-1 Professional Practice and Work Experience in Fashion 1 1.2		
		UADAQF-45-1 Exploring Practice in Fashion 1.2		Other requirements: N/A

		Compulsory Modules	Optional Modules	Interim Awards
	Years 3 and 4	UADAQH-45-2 Developing Practice in Fashion 2.1	UADAQH-45-2 Developing Practice in Fashion 2 2.2	
		UA1APS-15-2 Creative Analysis 2.1	UA1APR-45-2 International Exchange 2.2 And if credit is required	Other requirements: N/A
		UADAQK-15-2 Professional Practice and Work Experience in Fashion 2 2.2	UA1ASD-5-2 Negotiated Presentation or UA1ASG-10-2 Negotiated Presentation and Reflective Statement 2 2.1 or 2.2	

	Compulsory Modules	Optional Modules	Interim Awards
Years 5 and 6	UADAQL-30-3 Preparation for Extended Study in Fashion 3.1 UA1APT-15-3 Independent Research Project 3.1 UADAQM-60-3 Extended Study in Fashion 3.2 UADAQN-15-3 Professional Practice and Work Experience in Fashion 3 3.2	And if credit is required UA1ASD-5-2 Negotiated Presentation or UA1ASG-10-2 Negotiated Presentation and Reflective Statement 2 And/or UACASK-15-2 Professional Practice (Internationa) 2.1 or 2.2	

GRADUATION

Part 7: Entry Requirements

The University's Standard Entry Requirements apply with the following additions/exceptions*:

Applicants should normally have completed one of the following:

- A Foundation course of at least one year's duration.
- A BTEC certificate or diploma in an appropriate art and design subject or other evidence of potential to study at degree level.
- An Access to HE programme in Art and Design or a related subject

Level Three entry – suitable qualifications will include Foundation Degree, Diploma in Higher Education or HND (or equivalent) in an appropriate/related subject discipline).

English Language Requirements:
All students will normally have a recognised English Language qualification of at least GCSE grade C or equivalent standard. If English is not the first language test results such as IELTS 6.0, TOEFL 570 (230 if computer text), NEAB or Cambridge Proficiency grade C will be acceptable.

All applicants invited for interview must produce a portfolio of work.

Part 8: Reference Points and Benchmarks

This programme has been developed in relation to the following reference points:

- QAA Benchmark Statement for Art and Design and History of Art, Architecture and Design
- QAA National Qualifications Framework
- UWE Vision, Mission and Strategy
- UWE Learning and Teaching Strategy
- UWE Assessment Policy
- Staff research (See Appendix 1)
- Feedback from 'feeder' institutions
- Feedback from alumni
- Feedback from employers
- UWE QMEF requirements (15/30 credit structure)
- Student Feedback via module feedback, SRSF meetings, SU Rep for a
- Staff Feedback via programme reports, module specs, formal & informal meetings
- EE comments/reports
- Diversity and Disability profiles (sector-wide and department specific)
- Department of Creative Industries' 'Writing in the Curriculum Review' 2011/12

The programme structure, curriculum content, professional skills and industry engagements have been successfully scrutinised by professionally engaged external examiners and HE Teaching, Learning and Assessment in Creative Practices specialists. This scrutiny has been enhanced by the regular professional engagement of industry practitioners, the success of the course in national and international open professional awards and the strong track record of our graduating students and alumni in moving into professional practice, employment and further study. The course continually reassesses its professional currency via outward engagement, live commissions and industry events.

This specification provides a concise summary of the main features of the programme and the 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 learning outcomes, content and teaching, learning and assessment methods of individual modules can be found in module specifications, available on the University's website.