



University of the  
West of England

**ACADEMIC SERVICES**

**PROGRAMME SPECIFICATION**

Part 1: Basic Data	
<b>Awarding Institution</b>	University of the West of England, Bristol
<b>Teaching Institution</b>	University of the West of England, Bristol First Media Design School, Singapore Alexeander College, Cyprus
<b>Delivery Location</b>	University of the West of England, Bristol First Media Design School, Singapore Alexander College, Cyprus
<b>Faculty responsible for programme</b>	Arts, Creative Industries and Education.
<b>Department responsible for programme</b>	Art and Design
<b>Modular Scheme Title</b>	Undergraduate Programme Module Scheme
<b>Professional Statutory or Regulatory Body Links</b>	None
<b>Highest Award Title</b>	BA (Hons) Fashion
<b>Default Award Title</b>	N/A
<b>Fall-back Award Title</b>	N/A.
<b>Interim Award Titles</b>	BA Fashion Cert.HE Fashion Dip.HE Fashion
<b>UWE Progression Route</b>	
<b>Mode(s) of Delivery</b>	UWE: FT /PT FMDS: FT & PT Alexander College: FT
<b>Codes</b>	<b>UCAS:</b> W236 BA FashTD <b>ISIS2:</b> W226 Primary Award UWE Primary Target: W226 FMDS Primary Target: W22A Alexander College Primary Target: W22B <b>JACS:</b> <b>HESA:</b>
<b>Relevant QAA Subject Benchmark Statements</b>	Art and Design
<b>CAP Approval Date</b>	21 February 2013; 26 <sup>th</sup> March 2013; 12 <sup>th</sup> November 2013; 7 <sup>th</sup> January 2014; 18 <sup>th</sup> November 2014
<b>Valid from</b>	September 2013 Delivery by Alexander College wef January 2014
<b>Valid until Date</b>	September 2019
<b>Version</b>	11.1 (2013 intake onwards)

## **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:

<b>(C) Subject/Professional/Practical Skills</b>													
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
<b>(D) Transferable skills and other attributes</b>													
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 5: Assessment											
Compulsory Modules Level 1	UADAQF-45-1										A 100%
	UADAQG-15-1										A 100%
	UA1APQ-15-1							A 100%			
Compulsory Modules Level 2	UADAQH-45-2										A 100%
	UADAQK-15-2										A 100%
	UA1APS-15-2							A 100%			
Compulsory Modules Level 3	UADAQL-30-3										A 100%
	UADAQM-60-3										A 100%
	UADAQN-15-3										A 100%
	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**

**First Media Design students enter the programme at Level 2 – see appendix**

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	Other requirements: N/A
	UADAQF-45-1 Developing Practice in Fashion 2		Or	
	UADAQG-15-1 Professional Practice and Work Experience in Fashion 1		*UA1ASF-10-1 Negotiated Presentation and Reflective Statement 1	
	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	Other requirements: N/A
	UADAQK-15-2 Professional Practice and Work Experience in Fashion 2	UADAQJ-45-2 Developing Practice in Fashion 2	
	UA1APS-15-2 Creative Analysis	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)	

	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	
	UADAQM-60-3 Extended Study in Fashion	Or  *UA1ASH-10-3 Negotiated Presentation and Reflective Statement 3	
	UADAQN-15-3 Professional Practice and Work Experience in Fashion 3	UADATF-15-3 Preparation for Self-Directed Study in Fashion Design	
	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**

**For First Media Design School part-time route see appendix**

ENTRY		Compulsory Modules	Optional Modules	Interim Awards
Years 1 and 2	UADAQE-45-1 Introduction to Fashion 1.1	UADAQG-15-1 Professional Practice and Work Experience in Fashion 1 1.1 or 1.2	If credit is required UA1ASC-5-1 Negotiated Presentation or UA1ASF-10-1 Negotiated Presentation and Reflective Statement 1 1.1 or 1.2	Other requirements: N/A
	UA1APQ-15-1 Critical Perspectives 1.1			
	UADAQG-15-1 Professional Practice and Work Experience in Fashion 1 1.2			
	UADAQF-45-1 Developing Practice in Fashion 2 1.2			
Years 3 and 4	UADAQH-45-2 Developing Practice in Fashion 2.1	UADAQK-15-2 Professional Practice and Work Experience in Fashion 2 2.1 or 2.2	UADAQH-45-2 Developing Practice in Fashion 2 2.2 UA1APR-45-2 International Exchange 2.2 And if credit is required UA1ASD-5-2 Negotiated Presentation or UA1ASG-10-2 Negotiated Presentation and Reflective Statement 2 2.1 or 2.2	Other requirements: N/A
	UA1APS-15-2 Creative Analysis 2.1			
	UADAQK-15-2 Professional Practice and Work Experience in Fashion 2 2.2			
	UADAQH-45-2 Developing Practice in Fashion 2.1			



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

## 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](#).

### Section 4: Programme structure Full-time

#### Programme Structure (BA(Hons) Fashion)

One-year programme with 4 terms (48 weeks).

Term	Level 2 Compulsory Modules	Credits
<b>Students enter the programme at Level 2, Semester 2. The modules at Level 1 and Level 2 Semester 2 are AL'd against the First Media Design School Advanced Diploma (see mapping below).</b>		<b>180 credits</b>
Term 1 (12 weeks)	UA1APS-15-2 Creative Analysis  UADAQH-45-2 Developing Practice in Fashion 2	240 credits
Term Break (1 week)	Level 3 Compulsory Modules	
Term 2 (12 weeks)	UADUADAQL-30-3 Preparation for Extended Study in Fashion	UA1APT-15-3 Visual Culture Independent Research Project
		<b>Interim Award</b> BA Fashion 300 credits required
Term 3 (12 weeks)	UADAQN-15-3 Professional Practice and Work Experience in Fashion 3	
Term Break (1 week)		
Term 4 (12 weeks)	UADAQM-60-3 Extended Study in Fashion	<b>Final Award</b> BA (Hons) Fashion 360 credits required

## **First Media Design School's Curriculum**

### **- Advanced Diploma in Fashion Design & Merchandising Programme (2 years)**

#### **Module 1: Design Fundamentals (Foundation)**

- **Fashion Details**
- **Colour Theory**
- **Fashion Workshop**

This module will introduce students to the fundamentals of design. They will learn to identify and apply the basic theories of colour, principles of design and psychology of colours to their work, as well as, develop basic drafting skills. They will learn to identify various sewing materials and will be taught how to operate an industrial sewing machine.

#### **Module 2: Design Studies (Foundation)**

- **Art Direction**
- **Mixed Media Drawing and Rendering**
- **Fashion History**

This module aims to equip students with the basic principles of layout using various fixed dimensions including paper, screen and display environments. They will also master the art of manipulating visual components into compositions, respecting flow, visual hierarchy and harmony while taking other important components into consideration. There will be a strong emphasis on legibility, consistency and typographical visual structures. A study on ancient and contemporary fashion history and fashion design will be explored.

#### **Module 3: Fashion Studies (Foundation)**

- **Fashion Technical Drawing**
- **Fashion Illustration**
- **Fashion Drafting**

This module will focus on imparting hand-rendered design techniques to students, hence providing future designers with a wider range of graphic generating skills. This will allow our students to have more freedom in expressing their creativity, as they will be less reliant on using computer graphics as a design tool, which will in turn reduce any limitations they may face during the design process.

#### **Module 4: Fashion Technical Studies**

- **Pattern Draping**
- **Sewing Techniques**
- **Textile Design**

At the end of this module, students will be able to drape and construct basic garments from fabrics. They will learn to identify various sewing materials and will be taught how to operate an industrial sewing machine. Students will also learn how to create textile designs using a variety of manual techniques to print designs onto fabric. This module will also focus on equipping students with an in-depth understanding of the application of draping techniques used during the making of simple muslins and toiles from chosen sketches or fashion photographs, as well as, teaching them the standard industrial sewing techniques used for the construction of bodies, skirts, sleeve and collars.

#### **Module 5: Design Appreciation**

- **Apparel Design**
  
- **Fashion CAD**
- **3D Design**

In this module, students will be exposed to the software applications that are commonly used in the fashion industry. Students will also explore various aspects of women's wear in the contemporary market. They will explore creative pattern cuttings used in "avant garde" garments tailoring. Current trends in 3D fashion designs will also form as part of their experimentation of ideas in this module. The knowledge and skills gained in this module can be applied to the creation of their fashion collection.

#### **Module 6: Design Management**

- **Fashion Merchandising**
- **Integrated Marketing Communication (IMC)**
- **Fashion Retail Management**

In this module, students will understand the difference between merchandising and marketing, and will understand how retail institutions operate. They will also learn about merchandise planning, budgeting, OTB planning, sales forecasting and assortment planning. This module also aims to teach students about the aspects involved in production, distribution and control and fashion business in general.

#### **Module 7: Design Major**

This module will provide students with a clear understanding of the complete design process, from research to execution. To complete this module, students have to design a portfolio that will be an accurate representation of their work as a fashion designer. Students will also produce a final fashion collection in the form of 3D garments, using the various production techniques learnt in past modules and in accordance with standards of the commercial fashion industry.

#### **Module 8: Professional Studio Practice**

In the final module of the programme, students will take on an internship and will be mentored by highly experienced industry experts. This module will enable the student to work together with creative directors, art directors and other project managers, which will in turn develop the student's conceptual and execution skills within a live studio environment. In the event whereby training work permit is not granted, FMDS will offer "Live Projects" as an alternative for internship

### **Mapping Proposal for the UWE BA(Hons) Fashion Design.**

#### **UWE Level 1**

##### **Semester 1**

- **Introduction to Visual Culture**
- **Introduction to Fashion Textiles**
- **Introduction to Visual Culture**

This subject emphasized on the development of students' conceptual skills, ability to understand problems, to work with ideas, to think in a critical, questioning, and creative way, and to be able to analyse forms. The lessons are conducted through lectures, tutorials, research workshops, seminars and assessed through written work.

Therefore this subject can be mapped with the following units FMDS has:

- Art Direction (Module 2)
- Principles of Design and Idea Generation (Module 1)

*Principles of Design and Idea Generation* teaches similar skills to help students conduct research, develop concept and solve design problems.

##### **Introduction to Fashion Textiles**

This subject can be mapped with the following units FMDS has:

- Colour Theory (module 1)
- Fashion History (module 2)

*Colour Theory* deals with the application of colours in textile and fashion design.

*Fashion History* teaches the historical aspect in the changes of costumes and fashion through the ages, from the Sumerian times till the end of the 20<sup>th</sup> Century. Students will also acquire research and fashion designing skills in this subject.

#### **UWE Level 1**

##### **Semester 2**

- **Professional Practice in Fashion Textiles 1**
- **Fashion, Textiles & Communication 1**

#### **Professional Practice in Fashion Textiles 1**

This subject can be mapped with the following units FMDS has:

Fashion Details (module 1)

- Fashion Workshop(module 1)
- Fashion Illustration(module 3)
- Fashion Technical Drawing(module 3)

Fashion Details & Fashion Workshop deals with the details of fashion garments, basic pattern drafting and construction.

Fashion Illustration teaches drawing skills for fashion sketches and it worked together with Fashion Technical Drawing which deals with the technical aspect of fashion drawing.

### **Fashion, Textiles & Communication**

This subject can be mapped with the following units FMDS has:

- Fashion Merchandising (module 6)
- Fashion Retail Management (Module 6)

These 2 units deals with the studies on fashion life cycle, product development and marketing process, consumer buying behavior, fashion trends, retail management, branding and visual merchandising

### **Mapping for Level 2 (Semester 1)**

#### **Semester 1**

- Professional Practice in Fashion Textiles 2
- Fashion, Textiles and Communications 2

#### **Professional Practice in Fashion Textiles 2**

- Fashion CAD
- Fashion Drafting
- Sewing Techniques
- Textiles Design

#### **Fashion, Textiles and Communication 2**

- 3D Design
- Apparel Design
- Pattern Draping
- Integrated Marketing Communications

### **Section 5: Entry requirements**

Applicants should hold one of the following awards from First Media Design School:

1. Advanced Diploma in Fashion Design and Merchandising (180 Credits)

Applicants who hold equivalent certification from other education institutions must fulfill a minimum of 180 credits to qualify for application.

Applicants are required to attend an interview and participate in bridging programme as recommended if necessary.

All applicants invited for interview must produce a portfolio of work, which will be assessed by the respective faculty head. Other documents such as original copy of education certificates, transcripts and letters of reference must also be presented during the interview. In addition, applicants are also required to submit a document with information of not less than 600 words for evidence of an understanding of, and commitment to, the chosen programme of study.

**English Language requirements:** All students will have a recognised English Language

qualification of at least GCSE grade C or equivalent standard. If English is not your first language, test results such as IELTS 6.0, TOEFL 570 (230 if computer test), NEAB or Cambridge Proficiency grade C will be acceptable. Original copy of such certificates must be presented during application process.

## **Section 6: Assessment Regulations**

A: Approved to University Academic Regulations and Procedures

## **Section 7: Student learning: distinctive features and support**

Structure:

The structure of the programme is designed to offer students who have established basic principles and issues before options for entering the one-year programme (Term 1-4). This is based upon the rationale that students should have a good understanding of a range of methods for developing creative ideas before embarking upon further study that involves working within one of the specialised disciplines on offer within the programme.

The structure of the programme is designed with the following compulsory modules (from UWE Level 2 Semester 2 and Level 3 Semester 1 & 2):

1. Creative Analysis
2. Visual Culture Independent Project
3. Developing Practice in Fashion 2
4. Self-Directed Study in Fashion, Textiles & Communication
5. Professional Practice in Fashion & Textiles 3

## **Teaching and learning methods**

FMDS will apply the teaching and learning methods of UWE. The teaching and learning methods are 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.

FMDS will make the following adjustments as listed below:

## **Programme Delivery**

### **i. Module Specifications and Project Briefs**

FMDS will add the Singapore context without changing the module specification and learning outcomes. Refer to sample of module and project brief attached separately; In meeting the curriculum requirements and delivering the content, we will keep in mind and emphasize the importance of defining their roles and identity as a designer in Singapore. There will be a lot of research and thinking process involved to produce outcomes that meet the brief requirements.

### **Reading List and References**

FMDS will expand reading lists (books & magazines), website references and include names of Singapore designers/organization/agencies as part of their research where necessary; Students could also surf websites like herworldPLUS or Style.com or Fashionista.com etc for further research. The Library is a newly open library just for designers and it is conveniently located at Keong Siak Road, which is next to FMDS campus. We will discuss with The Library for a collaboration to expand the support for students' research work.

Arts and Design books available at the Singapore National Library are also a good source of research materials.

<http://www.nlb.gov.sg/>  
<http://www.herworldplus.com/>

iii. **Industry Collaborators**

FMDS will invite local industry practitioners cum our industry collaborators, (e.g fashion designers such as Thomas Wee, Alfie Leong, Daniel Loh, Sven Tan and Pauline Ning) as guest lecturers for critics and to give talks. This provides opportunities for students to be challenged and evaluate their work with the current trend and standard of design in Singapore;

iv. **Singapore Fashion Design Events**

FMDS will organize and monitor the participation of students in local fashion design events, talks/seminars and exhibition that help students understand the importance of having a cultural identity as a designer in Singapore. Such events include the annual Audi Fashion Festival, the Womens Fashion Week and the Digital Fashion Week, which show case a wide range of fashion products like French haute couture, international fashion labels, established local fashion designers as well as upcoming local fashion labels. These events are jointly organised by local fashion entities like TAFF, (The Textile and Fashion Federation) and SPRING Singapore, which grooms young fashion business startups and other private organisations.

<http://www.taff.org.sg/>

v. **Design Competitions and Live Projects**

FMDS will source, evaluate and adopt live projects or design competitions with local context as project briefs for module such as Preparation for self-directed study in Fashion Design. For example, FMDS received an invitation for participation in various fashion design competitions like the "Sustainability Fashion Design" competition, organised by the Japanese Creative Centre (JCC), the Star Creation fashion design competition by TAFF, the Visual Merchandising competition by TAFF among others. These competitions allow students to test their skills and talents, which will be pit amongst other young talents from the Asian region. This project allows designers, artist and students to have their visions imprinted onto the fashion history of Singapore and the world at large. As one of the member of TAFF we received first hand information will help us get students to be actively involve in design competitions.

<http://www.sg.emb-japan.go.jp/JCC/>  
[www.audifashionfestival.com/](http://www.audifashionfestival.com/)

**3. Assessments criteria to ensure student's deliverables and learning outcome are equivalent to honors degree level**

i. **Scope of Research:**

Unlike when they are in the advanced diploma level, students are expected to expand their scope, do analysis and apply the best methods when conducting research. Such methods include videography, interviews, surveys, books, newspapers/magazine articles and etc. They can no longer rely only on online resources and information as point of reference. It is a must that students present their work-in-progress at various assessment points and final critique. In this manner, staff could continuously review and assess the scope and methods of research to help students meet the expectations for degree programmes.

ii. **Self-directed Study**

Students from degree programme are expected to be more independent to read up recommended materials (books & magazine), participate in relevant workshops, and attend events (external & internal) to equip themselves with practical skills and knowledge that are required to meet learning outcomes. They will be assessed in these areas with evidences of their engagement with such activities that are documented in the journal/file.



ii. **Documentation of Research and Design Development**

Students in the degree programme are expected to compile a Reflective Journal/Module file that clearly document their thought process and design development. The amount of information collected is expected to be comprehensive and evidenced the quality of outcome produced. Compilation of information for their journals/files must show that they have done sufficient analysis and organized them in a manner that enable assessor to understand their thought process.

Items required include:

- Module and Projects briefs
- Planning which include timeline
- Notes and records of comments from talks, lectures and workshops
- Collected work which influences them or reference material and practitioners (contemporary and historical) that have impact on their design development
- Idea generation with mind maps and sketches
- Reflections and evaluation on their progress and learning for the whole module

iv. **Presentation and Communication skills**

Beside presentation for final assessment, students from degree programme are also expected to discuss their work-in-progress within group seminars/tutorials and express their thought clearly during critique sessions. For diploma level, students are only required to deliver a short presentation of th

**Section 4: Programme structure First Media Design School, Singapore**

**BA (Hons) Graphic Design Part-time**

The part-time programme is based on 15 months (from September to following December), and juxtaposed with that of the full-time schedule

**Part-time Delivery Pattern/Method**

Duration: 60 weeks (5 terms x 12 weeks)

Contact hours per week: 12 hrs

Total contact hours: 60 x 12 = 720 hrs (equivalent to total contact hours for Full-Time)

<b>Term</b>	<b>Compulsory Modules</b>		<b>Interims</b>
Term 1 (12 weeks)	UA1APS-15-2 Creative Analysis (15 credits)	UADAQH-45-2 Developing Practice in Fashion 2 (45 credits)	Credit requirements 180 credits upon entry
Term 2 (12 weeks)			
Term 3 (12 weeks)	UADAQL-30-3 Preparation for Extended Study in Fashion (30 credits)		UADAQN-15-3 Professional Practice Work Experience
			Credit requirements 240 credits to progress to Level 3

			3 (15 credits)	
Term 4 (12 weeks)	UA1APT-15-3 Visual Culture Independent Research Project (15 credits)	UADAQM-60- 3 Extended Study in Fashion (60 credits)		
Term 5 (12 weeks)				Highest Award BA(Hons) Fashion <b>Credit requirements</b> 360

One week break between each term