

BA(Hons) Fashion

Award Document 2018/19

Course Map - BA(Hons) Fashion

Stage 1

Study Block 1	Study Block 2
CF111 Creative Communication Compulsory (20 credits)	CF130 Design Projects Compulsory (40 credits)
CF110 Design Process Compulsory (20 credits)	CF150 Fashion in Context Compulsory (20 credits)
CF120 Technical Skills Compulsory (20 credits)	

Stage 2

Study Block 1	Study Block 2
CF210 Design for Industry Compulsory (40 credits)	CF230 Design Innovation Compulsory (40 credits)
CF220 Advanced Technical Skills Compulsory (20 credits)	CF240 Theories and Methodologies Compulsory (20 credits)

Stage 3

Study Block 1	Study Block 2
CF310 Collection Preparation Compulsory (40 credits)	CF330 Collection Realisation Compulsory (40 credits)
CF320 Dissertation Compulsory (20 credits)	CF340 Professional Portfolio Compulsory (20 credits)

General Course Information

Status	Approved
Qualification (course type)	Undergraduate Course
Course Title	BA(Hons) Fashion
Intermediate Qualification(s)	BA, Cert HE, Dip HE
Awarding Institution	
Location of Delivery	OFF CAMPUS (DISTANCE OR BLENDED LEARNING)
Duration of course	3 years
Professional, Statutory and Regulatory Body Accreditation	
Accreditation Renewal Date	
UCAS Code	
Relevant External Benchmarking	<ul style="list-style-type: none">• Art & Design (2017) - QAA

Course Aims

For entry onto our BA (Hons) programmes at CSVPA we recognise a wide variety of qualifications and/or relevant experience. We encourage applications from people of all ages, backgrounds and cultures, with demonstrable experience and interest in their subject whom we believe will benefit from study at graduate level.

Ideally applicants should have achieved, or be working towards achieving one of the educational entry requirements below:

- 2 A levels passes equivalent to 64 UCAS points
- 1 A level pass grade C or above and a pass at Foundation Diploma
- Pass grade at UAL Level 3 Extended Diploma
- Pass grade at BTEC Extended Diploma

Students who do not meet these entry requirements will still be considered on their own individual potential to succeed and should also show:

- Awareness and personal engagement with the chosen subject field.
- A portfolio demonstrating appropriate skills, research and prior experience of the subject.
- A Personal Statement that tells us about you, your approach to practice, and your ambitions and aspirations for the future.

All portfolios and applications will be approved by the Head of Department or relevant Course Leader. Where possible, we will invite you to meet us through an informal interview online or in person.

Applications without the qualifications or disciplinary background identified above but who demonstrate relevant experience, necessary skills and intellectual achievement needed to succeed on the course will be considered on an individual basis. Equivalent experience should be evidenced with a professional CV.

Distinctive features:

Innovation, creativity and evolution of a personal design aesthetic form the basis of the fashion design course at CSVPA.

Based in Cambridge, an internationally recognised centre of learning excellence, the course is firmly rooted in the UK and aligns with the UK benchmark for design education and the creative output of the designers it produces.

The ethos of the course centres round creating a professional and stimulating environment for students to develop and explore their own creativity whilst providing a supported and progressive platform on which to do so. Maintaining an Atelier approach, with tightly monitored class sizes, high contact hours and extensive studio time, students have all the tools to grow as designers amongst their peers within a bespoke contemporary fashion context.

We aim to equip students with the skill set to move into industry at all levels; instilling and evolving a broad range of technical and creative transferable skills to enable them to undertake a wide range of roles from design to atelier and production. Tutors present a strong range of industry experiences and knowledge, spanning from couture to sportswear, allowing students access to a wealth of information and perspectives on the infrastructure of contemporary fashion. Assisting students to leave the course with a fully rounded approach to the industry from both a practical and personal view point is key; fostering initiative, ambition, professionalism and confidence in our cohort enables them to lead in both commercial and creative environments.

Students will also be supported by access to an extensive network of industry contacts and will be encouraged to develop their own professional networks with assistance in finding (optional) work placements. A wide range of guest speakers are brought in to speak with both Fashion and Fashion Branding and Creative Communication courses. This opens up students networks and broadens professional horizons with introductions to areas they may not have considered within their discipline. It also contributes to students' understanding of professional practice and the collaborative nature of the sessions encourages opportunities for collaboration between students of both Fashion courses.

The foundation of tuition is focused on studio-based modules which encourage personal responses and the development of the student's individual identity through their work. Core skills such as research, concept development, design, digital and brand awareness develop from encouraging students to generate their own solutions to briefs. From the first year, essential skills such as illustration, pattern cutting, garment construction, textile awareness and technique are taught through both studio based practice and skills workshops. Specialist workshops with industry practitioners punctuate the timetable, allowing students access to new areas of expertise and viewpoints. Project briefs are designed to crystallise all core skills with the students' individual approach to encourage the development of a design identity through all outcomes.

Second year students progress to more challenging projects that introduce collaboration with industry, learning how to design for a specific customer by working on 'live' industry briefs. In the second study block students return to creative exploration and innovation, developing ideas, experimenting with creative pattern cutting, methods of construction and surface decoration in preparation for their final year specialisms.

Final year students will have the opportunity to present their work through Graduate Fashion Week, an international showcase in London which provides an invaluable platform to industry. Alongside this, CSVPA also hosts its own event to present and promote graduates with a view to engaging relevant press, media and brands and allowing the students a first-hand experience to present themselves and their work.

Practical knowledge is enriched through lectures and seminars (shared with BA (hons) Fashion Branding & Creative Communication) that address the changing spaces of fashion and introduce historical and theoretical debates that frame the fashion image and its importance in digital culture. Students will also have the benefit of engaging with the fashion communication students who may wish to create mutually beneficial projects that allow for fashion brand development.

We aim to produce versatile, creative individuals, with a strong sense of personal design direction and signature, a considered, contemporary aesthetic and people well versed to operate within both the commercial and conceptual realms of fashion. All students emerge with a clear, concise portfolio and a dynamic body of work which demonstrates their awareness of fashion and the socio-cultural environment they will be entering.

The minimum level of attainment required for admission onto a undergraduate programme is a score of 5.5 overall with a minimum of 5.5 in each component of the British Council IELTS Academic English Test, or equivalent.

Please visit www.csvpa.com for additional information on our entry requirements along with the specific requirements of the course as well as information on fees and funding.

Educational Aims:

BA (hons) Fashion is a contemporary programme in a supportive and encouraging learning environment that empowers our graduates to fulfil their individual potential as creative, ethical and innovative individuals with the skills, knowledge and confidence to take the next steps into creative careers or further study.

All undergraduate programmes at CSVPA share the following common aims:

- To encourage our graduates to recognise their individual strengths by building confidence in their ability to communicate their own creative thinking, originality and vision.
- To enable students to master the subject specific, technical and digital skills necessary for careers in the creative industries.
- To advance research and enquiry as a driver for creative practice.
- To engage students with opportunities for collaboration that models the 'real life' cross-cultural and multi-disciplinary nature of the creative industries worldwide.
- To provide students with the opportunity to complete an informed and intelligent final major project that joins up theory and practice, reflects their design originality and ambition, and is built upon independent research, conceptual thinking and technical competence.
- To develop our graduates as responsible future professionals with an informed understanding of the critical, ethical, technological and professional contexts of global creative practice.
- To build professional behaviours and approaches through industry projects and live briefs and professionally oriented projects and exhibitions.
- To develop students as reflective practitioners engaged with lifelong learning and continuing professional development in the world of work or ongoing postgraduate study.

Teamwork is an integral and essential part of working within the fashion industry. Students are encouraged to work collaboratively on projects within the fashion department and beyond, to share knowledge and to develop an understanding of co-operative practice and teamwork.

Course specific employability skills

Subject Specific Skills

To help your progress through the course you will encounter, explore and/or develop knowledge and understanding of:

- The principles of the design process and fashion design in particular which enable the design of a fashion collection and the development of a personal design position.
- Working towards a live/client led brief, responding to industry input.
- The principles of garment production including pattern cutting, sewing and sample development.
- Materials and technologies appropriate to professional practice, particularly around fabric and surface decoration.
- Production of self-promotional materials including a final portfolio of work.
- Varied modes of design practice and the implications of different ways of working and learning to incorporate your own personal learning style within this.
- Professional standards within fashion.
- Business practices in relation to future aspirations, with particular reference to ethical and sustainable practices in the fashion industry.
- The contextual environment of fashion design and links between history, theory and practice.
- Specific health and safety issues and codes of practice relevant to fashion design practice.

To help with the development of intellectual skills you will articulate your ideas visually, verbally and in writing. You will be required to complete self-evaluations of each of your studio projects and to identify your strengths, weaknesses, how well you have achieved each of the learning outcomes, and action points for future development. You will engage in:

- Identifying methodologies for approaching assignments
- Visual, contextual and market research with an emphasis on drawing as a research and design tool
- Concept development
- Design development
- Creative problem solving
- Research, analysis, evaluation and reflection
- Contextualisation of a personal design position
- Critical thinking
- Presentation skills - visually, orally and digitally.

Generic Skills

Many of the skills required for your course and for professional level fashion promotional practice are readily transferrable to other professional environments. As you progress through the course you will develop the ability to:

- Conduct contextual and visual research.
- Use effective interpersonal and project management skills.
- Using self-evaluation, manage your professional and personal development.
- Analysis and synthesis of written, visual and verbal material.
- Good studentship demonstrated through attendance, engagement, time management and academic integrity.
- Ability to interact effectively in a group, to collaborate, cooperate and negotiate.
- Understanding of autonomous learning through development of organisational skills.
- Develop IP knowledge and awareness.
- Develop personal skills by understanding own learning style.
- Use project management skills.
- Work in a self-directed capacity.
- Develop promotional leadership and management.
- Align work with professional and personal career aspirations.
- Work without close supervision, to establish self-discipline and autonomy by interaction with industry.
- Apply interpersonal, social and negotiation skills in interaction with others.

Improving Learning and Performance

We are committed to improving our students learning and performance through a number of strategies at the heart of the CSVPA ethos.

- We are committed to small class sizes that ensure regular contact and support from our staff team.
- Our dedicated Academic Skills Coordinator is available 5 days a week for group or 1:1 support in a wide range of academic skills including: academic writing, presentations, academic referencing, critical thinking and analysis, producing annotated bibliographies or sketchbooks.
- A dedicated ALS Coordinator offers individual support and advice on a variety of learning-related issues.
- Regular verbal feedback from lecturers delivered through seminars and 1:1 tutorials.
- Formative feedback in written and oral forms is provided at key moments during the course.
- Extensive and personalised developmental feedback provided at summative assessment points.

Career Management Skills

Reflective practice is encouraged throughout the programme, preparing students as reflective practitioners engaged with continuing professional development in life after education.

Substantial engagement with external contacts via visiting lecturers, speakers, study visits and live projects provide critical points of reference for the potential career paths students may consider within fashion design and other fashion related disciplines. Careers advice is embedded throughout the programme through talks and professional practice workshops from visiting practitioners from a variety of disciplines. The core curriculum is supported by input from practitioners active within the creative industries.

The focus on individual professional practice at level 6 reinforces the breadth of possibilities and increased sense of ownership and responsibility that students need to employ to manage their experience, ensuring a full understanding of their own strengths and skills, enabling informed decision making for future employment or postgraduate study.

Professional Standards

The course team is dedicated to maximising the potential of all students through setting high

professional standards for the course. Professionally-active lecturers support and enrich teaching and learning to ensure that students are exposed to a wide range of contemporary and specialist industry practices. For example;

- Visits to fashion practitioners in their places of business exposes students to daily life within professional workplaces, introducing and embedding relevant behaviours from the start of the programme.
- Global and ethical issues pertinent to the practice of fashion are central to teaching and learning throughout the programme.
- Live projects with industry expose students to real world briefs and accompanying demands around timekeeping, deadlines, presentation and client/audience expectations.
- The public nature of some collaborative exhibitions requires students to act professionally in project management and through commercial negotiations and transactions where appropriate.

A comprehensive series of professional expectations that embrace key transferable skills are defined at the start of the course in relation to behavior, conduct, attitude, integrity etc. and students are expected to adopt a professional approach to their studies.

This includes but is not limited to:

- Arriving punctually and attending all scheduled sessions properly equipped and prepared.
- Organising time and commitments in order to meet all deadlines.
- Communicating in an appropriate manner in all cases of inability to attend or meet a deadline, explaining causes such as illness or other extenuating circumstances.
- Regularly checking University emails to ensure you are aware of any updates that affect you.
- Updating the College if you change your mobile number or term-time or home address.
- Taking the initiative and being proactive in the face of problems.
- Professional standards of behaviour in the BA studio and workshops.
- Not using communication devices inappropriately in class.
- Respect for all learners regardless of background or culture.
- Being fully aware, and adhering to, correct workshop practice and health and safety guidelines. Promptly reporting breakdowns and problems with machinery and equipment.
- Developing professional level presentation and communication skills.
- Maintaining an up-to-date knowledge of contemporary practice and design issues.

- Developing an understanding of intellectual property rights and issues surrounding it such as plagiarism, respecting the intellectual property of others at all times.

The course strives to promote high expectations in relation to the quality of students' work by encouraging students to become immersed in the fashion industry. Students are offered opportunities to enter competitions, attend fashion weeks/trade shows, conduct periods of work experience (non- assessed) and develop a network of industry contacts to support their studies and career aspirations.

Career/future study opportunities

This degree prepares students for a variety of careers within the fashion industry, related areas of the industry, or postgraduate study. The programme is structured to maximise the progressive development of the individuals' intellectual and creative potential, fully supporting applications to postgraduate study and future career development. CSVPA alumni can be found in various roles within the fashion industry typically; fashion design, creative pattern cutting, styling, print design, fashion business management and creative direction.

Structure of Course Delivery

Course Assessment Strategy

Our BA programmes at CSVPA use both formative assessment and summative assessment to support students' success.

Formative assessment (assessment for learning) provides opportunities for students to identify their strengths and weakness, and focus on areas to work on. Formative assessment is carried out throughout the programme, and is an integral part of weekly seminars, tutorials and review of portfolio and reflective journals. Formative feedback and developmental 'feedforward' is delivered through regular peer review, group crits and 1:1s, as well as more formally at the end of projects. Key skills of self-reflection, communication and interpersonal abilities are developed through these sessions that are both tutor and progressively student-led. All students are required to present, listen and feed back to their peers. Formative assessment within each module provides guidance, direction and support as individual approaches to project work are developed towards the submission for summative assessment at the completion of each module. Feedback provided is designed to guide deep understanding of student's individual progress against the aims of each module—and the course in general. All students are required to keep an ongoing log of all feedback as part of their learning journey.

Summative assessment is carried out at the end of each module and is based on the extent to which the student has met the module Learning Outcomes; comments, indicative grades mapped against assessment criteria and developmental feedback is provided alongside the numerical grade. Summative assessment is intended to identify what has been learned (assessment of learning) and therefore assessed marks count toward the module grade awarded. The assessment strategy and criteria are clearly described in every written brief and mapped appropriately to the module Learning Outcomes. Assessment criteria are additionally communicated at each project briefing and mid-point review.

Assessment for the BA takes many forms involving a number of different elements that record and measure student engagement with teaching and learning activities.

Elements of assessment may include:

- Evidence of primary and secondary research
- Concept and research boards
- Sketchbooks, fabric and surface decoration samples
- Dossiers of design solutions
- Technical dossiers of garment development
- Technical samples and experimental developments
- Toiles and fully finished garments
- Illustrated reports
- Professionally printed portfolios
- Oral and visual presentations
- Critical essays

Legacy TPA table

Module Code	Level	Module Name	Credit	Study Block 1 or 2	Compulsory (C) Option (O)	Assessment methods*	Contributing towards the Learning Outcomes (Taught (T), Practised (P) and/or Assessed (A))							
							1	2	3	4	5	6	7	8
CF111	4	Creative Communication	20	1	C	PO PR	TPA	TPA			TPA	TP		
CF110	4	Design Process	20	1	C	PO	TPA	TPA	TPA		TP	P		TP
CF120	4	Technical Skills	20	1	C	PO				TPA	TPA	TPA		
CF130	4	Design Projects	40	2	C	PO AR	TP	TPA	TPA	TPA	TP	TPA	P	P
CF150	4	Fashion in Context	20	2	C	ES	TPA				TPA	TP		TPA
CF210	5	Design for Industry	40	1	C	PO AR ES	TPA	TPA	TPA	TP	P	P	TP	TPA
CF220	5	Advanced Technical Skills	20	1	C	PO			P	TPA	TPA	TPA	P	
CF230	5	Design Innovation	40	2	C	PO AR	TPA	TPA	TPA	TPA	P	P	TP	P
CF240	5	Theories and Methodologies	20	2	C	ES	TPA				TPA	TP		TPA
CF310	6	Collection Preparation	40	1	C	PO AR	TPA	TPA	TPA	P	P	P	TPA	P
CF320	6	Dissertation	20	1	C	DI	TPA				TPA	TP	P	TPA
CF330	6	Collection Realisation	40	2	C	PR AR			TPA	TPA	P	TPA	TPA	P
CF340	6	Professional Portfolio	20	2	C	PO				TPA	TPA	P	TPA	P

Assessment Criteria

Learning Outcome

LO1

Research

Demonstrate your acquisition of creative research techniques, which use a wide range of sources: visual, written, contextual and industrial.

LO2

Concept

Analyse creative research materials leading to the generation of original ideas and innovative concepts, which inform and underpin cohesive projects.

LO3

Development

Develop and analyse a range of project possibilities leading to appropriate solutions, informed by an understanding of the principles of the design process.

LO4

Production

Demonstrate working knowledge, production skills, selection, application and understanding of the creative potential of a range of processes, materials and techniques.

LO5**Presentation**

Communicate projects creatively and professionally, whether in visual, oral or written form. Methods of presentation are appropriate to the audience

LO6**Self-Management**

Meet the expectations of undergraduate studentship. Demonstrate the ability to work independently, set goals, manage time, respond to change

LO7**Professional Context**

The ability to recognize and position personal identity and/or practice to the fast-changing expectations of the global fashion industry

LO8**Evaluation and critical engagement**

The ability to evaluate performance at all stages of the project; to synthesise and evaluate a range of information and develop a course of action