

Course Information Sheet

BA (Hons) Fashion Design

Mode and course length – Full-Time (4 years)

Location – ARU Cambridge Campus

Awarding Body – Anglia Ruskin University. As a registered Higher Education provider Anglia Ruskin University is regulated by the Office for Students.

Overview

Our BA (Hons) Fashion Design will take you out of your comfort zone, and help you forge a fresh identity as a fashion designer.

You will be free to experiment with your own designs from the very start of the course, receiving regular support and feedback on your work from our teaching staff, who were rated joint 1st in the UK for 'satisfied with teaching' and 2nd for 'satisfied with feedback' in the Guardian University Guide 2017. Our commitment to feedback will help you reflect on your work and develop your own unique style, making you stand out from the crowd.

Our modules – taught by specialist tutors – take in all aspects of the design process, including the latest techniques in pattern cutting, draping, textiles and digital media, but will also allow you to explore business practices such as marketing and trend forecasting.

As well developing your own individual approach to design work and discovering new directions for self-expression, you will graduate with a broad knowledge of the fashion industry, benefit from networking and collaboration within Cambridge School of Art (with, for example, photography students) and have the chance to explore your entrepreneurial side.

With out-of-hours access to all of Cambridge School of Art's industry-standard facilities - not just the fashion workshops - you can approach your work with flexibility. We'll provide training on any process that you want to use, as and when you need it.

You will have the chance to find placements and internships with high-profile fashion houses including Alexander McQueen, French Connection and Vivienne Westwood; attend trade fairs, such as Pure in London (the UK's leading fashion buying event) or the fabric and trend show Premiere Vision in Paris; and visit suppliers and other businesses connected with the fashion industry.

Many of our students go on to establish their own labels or work for fashion houses and other well-known brands:

- Micaela Sapinho is now Creative Director of her own label, and has twice shown her collections at Lisbon Fashion Week
- Thanh Cong Vu has gone on to establish his own brand since graduating. During the course his designs were shown at Pure and also featured in Urban Coco magazine
- Priscilla Acquah Arhin (2015 graduate) is now a Textile Designer with Samsonite in Belgium
- Agnieszka Zabek (2014) now works as Apparel Designer with Reebok
- Tracie Sell (2011) is Head of Menswear at Bolongaro Trevor in London

By the end of the course, you too will have a new collection ready to show to the fashion industry at Graduate Fashion Week in London, and also to the public at our own Graduate Fashion Show and Degree Show.

Your studies will be supported by our close community of specialist lecturers, students and alumni, fostered through Facebook and Instagram.

Course Delivery

Our courses are delivered through teaching and learning methods which provide students with the widest possible exposure to a modern and innovative higher education experience.

These methods vary and could include attendance at lectures and seminars, undertaking laboratory exercises or work-based activities, practical work, performances, presentations, field trips, other relevant visits and e-learning through Canvas, our online learning management system.

Each course is divided into a number of 'modules' which focus on particular areas, each of which has a specific approach to its delivery. This information is published to students for each module they take via the Module Definition Form (MDF) and Canvas.

Assessment

You will show your progress towards your final portfolio with a combination of written and practical work, depending on the module, with regular feedback from our lecturers.

Fees

Information about your course fee including any annual fee increases or deposits (if required) can be found in your offer letter.

Additional Costs

Estimated cost of materials across the three years is £1,900.

Optional field trip £300.

Modules

Core Modules

Year 1: Foundation in Art and Design

This module will provide students with the necessary skills to begin studying at level 4 in Art, Design and related courses.

Students will be introduced to the core skills necessary to succeed in higher education, including researching and referencing appropriately, demonstrating appropriate ICT skills, and communicating effectively verbally and in writing.

Students will be introduced to practical art and design skills including developing skills of visual storytelling, image-making both in traditional and digital media, visual language and communication, formulating an independent creative response to a broad range of subject matter.

Students will also be introduced to the fundamentals of design from a creative perspective, and to some of the key ideas/movements dominating art, design and culture, during the past few centuries.

Students will work extensively in groups and collaboratively, with students from art and design, architecture and engineering pathways.

The module is made up of the following 8 constituent elements:

- Interactive Learning Skills and Communication (ILSC)
- Information Communication Technology (ICT)
- Composition and Style
- Creative Workshops 1
- Approach to Design
- Critical and Contextual Studies
- Creative Workshops 2
- Specialist Project

Year 2: Creative Research and Design Development

The module is intended to introduce creative and practical awareness of the fashion research and design process, with a focus on the relevant skills and techniques involved in 2D and 3D translation and interpretation. The module will introduce visual communication techniques, portfolio structure and presentation. Further understanding of the fashion design process will be established by developing an understanding of 3D realisation by introducing fabric awareness, creative and traditional shape development, pattern cutting, toile making, and basic manufacture/construction techniques. Projects and lectures will explore contemporary and historical issues based on the context of the research and design process undertaken in the studio. Studio project briefs, practical workshops, seminars, group critiques, student presentations (process and outcomes), and tutorials will address context, practical application, process; develop self-reflection, communication skills and professional development.

Year 2: Cut, Form and Construction

This module provides an introduction to pattern cutting and construction. It is designed to equip you with technical techniques necessary for manufacturing your designs, and an introduction to a working knowledge of industry standard manufacturing processes and professional practice. Workshops containing fundamental pattern cutting techniques using blocks, garment feature and seam sampling, and contemporary technical techniques will be taught. Seminars will be used to discuss particular methods, challenging rules and focussing on technical detail. You will be able to practise techniques in the resource area. A project will accumulate your learning techniques and application during the trimester. The project is designed to help you explore and demonstrate an understanding of pattern cutting and construction techniques for a garment.

Year 2: Digital Media 1

Digital Media 1 is a core foundational design skill where students focus on 2D professional digital communication tools. Students undertaking this module will be introduced to key digital communication tools. Students' skills will be built and developed through a variety of discipline specific projects, briefs and by undertaking specific workshops. Students will be encouraged to explore image manipulation, image making and visual communication techniques that will contribute to their studio practice modules while discovering the capabilities of the selected programs.

Year 2: Design: Contextual Studies

The module is designed to introduce the skills required during your course of study for researching, analysing and writing about art and design. It provides an overview of some of the major developments in art and design relevant to your subject discipline, considering issues of both industry practice and critical theory in relation to the social, cultural and intellectual climate of their times. The module may draw on examples from graphic design, interior design, fashion, industrial design, architecture, product design, media communications and fine art, but is taught with a particular emphasis on your own discipline. A constant question for us therefore concerns the possible definitions of 'design' itself. As well as this subject-specific content, the module also includes a series of workshops and exercises which introduce the skills of library research, critical analysis of visual imagery, essay writing and academic referencing, which will provide a foundation for your studies later in the course.

This module must be taken by all students, except in the specific circumstances where an international student may be required to take an additional English for Study module instead, in order to improve their English Language level.

Year 2: Fashion Thinking: Design, Visual and Material Culture

Building on Semester 1, the module will develop and further explore fundamental understanding of the practical, technical, and creative interpretative 2D and 3D processes and techniques within the research, translation and design process for fashion design. The module will examine practical, technical, and creative processes - their application, and outcomes. A fashion project will explore a creative introduction to fashion trends; understanding of fabric properties and their application in relation to shape and manufacture, traditional and creative draping and pattern cutting, toile making, manufacture/construction techniques, development of visual communication techniques combining hand and digital media, and contextualisation of process and outcomes. Projects and introductory lectures will explore the culture of fashion design based on the context of research undertaken in the studio. Studio project briefs and practical workshops will address practical application, process and outcomes either individually or in small groups. Student presentations, seminars, tutorials and group critiques will develop an awareness of the culture of fashion design, professional development, self-reflection, and communication skills. We will formatively assess, analyse and evaluate design solutions; their emotive quality, functionality, their appropriateness for purpose and application to industry.

Year 2: Visual Communication and Portfolio

This module provides an introduction to visual communication and portfolio for fashion. Your professional physical and digital design portfolio will enhance your employability and enterprise skills through the application of your individual style to a range of audiences.

This module aims to challenge you to engage with diverse visual communication methods, and learn how to develop your drawing skills appropriate to specific purposes: observational research drawing, technical drawing and experimental fashion illustration; to communicate your ideas using both manual and digital techniques. You will learn to critically reflect on your personal skills and develop your individual creativity in promoting your own work, and produce a personal portfolio in both physical and digital formats. Illustration, portfolio and presentation skills will support the promotion of your creative practice to a range of audiences including potential internships/work experience opportunities, and employers.

Year 3: Design: Conceptual Fashion and Materiality

This module is intended to develop the skills initiated in Level 4 and broaden their application within the fashion industry. During analysis of the research, translation and design process, the module will address more complex and conceptual design ideas and problems. These will involve more advanced creative, interpretative and practical 2D and 3D factors for fashion design, production and further explore more advanced visual communication techniques for design development and portfolio presentation.

The module will explore conceptual fashion design and develop further an understanding of consumer through lifestyle profiling, consumer trends and market level awareness. Students will be asked to design a collection, produce fully manufactured outfit, and create a supporting portfolio using hand and digital media techniques. The module will include more advanced and experimental processes with regards to: primary research, and the translation/design development (by hand/digital media). Students will draw upon an analysis of design elements and principles, combining 2D and 3D techniques. The module will also involve draping, pattern cutting, and toiling. Students will experience: textiles/fabric sourcing, appreciation, testing and application; industry standard manufacturing techniques; trend analysis; conceptual styling concepts; more advanced visual communication and portfolio presentation. Challenging the boundaries of fashion design, introductory lectures will explore social, cultural, political, technological and historical issues, and consumer trends based on contemporary debates within the industry. Primary and secondary research will include a critical understanding of conceptual ideas, design development, their target consumer, industry issues and potential solutions. Studio based project briefs (including some group work), practical workshops, seminars, group critiques, student presentations and tutorials will address critical understanding, the design process, practical application, and the development of self-reflection, visual communication skills and professional development.

Year 3: Fashion Sportswear

The module will focus on developing advanced professional practice, industry standards and technical skills in pattern cutting, draping, construction and manufacture for separates. According to application, techniques will include developing and expanding on seams, dart manipulation, sleeve adaptations, openings, silhouette, lining and fitting - with different fabrics considered. The module will also develop an understanding of pattern grading. Students will be encouraged to develop confident and creative diagnostic pattern cutting and construction skills for separates. Seminars and workshops will address application, technical methods and approaches to design problems.

Year 3: Design: Contemporary Issues and Design Practice

This module is intended to develop the skills initiated in Trimester 1 and broaden their application within the fashion industry. You will be introduced to brand and competitor analysis, and further practise market level analysis. You will also explore how this will affect the design process. A project will focus upon designing a collection for a specific market level and fashion brand. Practical interactive lectures will explore market research, branding and marketing/promotion factors. Based on market level and brand expectations, the project will focus on design development, draping, toiling and manufacturing techniques. You will also consider styling, promotion, visual communication and presentation of work for portfolio that is suitable for a specific market and brand.

Studio based project briefs, practical workshops, seminars, group critiques, student presentations and tutorials will continue to address critical understanding, the design process, practical application, and the development of self-reflection, visual communication skills and professional development.

Year 3: Fashion Promotion

Within a self-directed project, this studio-based module will investigate and analyse industry led and conceptual contemporary fashion promotion strategies. This will generate creative and innovative approaches to fashion promotion - 'fashion storytelling', and enhance your employability and enterprise skills through application to a particular brand and market. Lectures, seminars and workshops will critically explore and challenge global perspectives on the different tools and techniques used by the fashion industry, both digital and non-digital for telling fashion stories for different markets and audiences. Project work will be focussed on the development of a fashion promotion solution for a particular market exploring online presence, social media and look books and other targeted strategies.

Year 3: Debates and Practices

This module's purpose is to explore the links between critical studies and practice. It is intended to enable you to enrich your knowledge and develop your articulacy about your specialism and draw on wider perspectives in relation to your own work. It will be especially attentive to debates about contemporary practice. The module will be seminar based and may be held in the studio, when appropriate and possible. Discussions will engage theory and history with your own developing ideas about contemporary production. The agenda will be open and respond to current events, work and interests.

Year 4: Professional Portfolio and Pre-collection

This module provides the opportunity to focus on a specialist direction within fashion design, with a view to producing a body of relevant work suitable for a preferred career direction and with a focus towards your final major project. It is anticipated that the body of work produced may act, or could be used, as preparatory work for the Major Project. This articulation enables student's to develop deep learning and specialist craft and skills realised both practically and theoretically. Workshops and seminars on professional practice are designed to provide appropriate preparation for the world of work and to explore opportunities for employment and self-employment within the profession of fashion design. You are encouraged to solve challenging design problems utilising an enhanced awareness of contemporary design practice, specialist software resources and techniques within a modern informational culture. Briefs may include individually commissioned work, live projects, or national competitions. This project will also focus upon the practicalities of work, presentation and self-promotion within the design industry in preparation for employment and your major project. Lectures, presentations, discourse and seminars will examine creative innovation and design solutions within current fashion design practice. Students will be expected to schedule design work in a professional manner and meet designated deadlines.

Year 4: Major Project: Fashion Design

The Major Project is the culmination of the Art and Design undergraduate practice courses. Depending upon your course, you will pursue the Major Project individually or as member of a group. At the outset, you will prepare a demanding proposal for an independent creative project, to be approved by your supervising tutor. In this final project, you will need to demonstrate your capacity to work to a planned schedule, research your options imaginatively, take account of current thinking on the issues your project raises, develop your work in convergent and divergent ways, respond positively to criticism and arrive at creative solutions. You will be expected to display, in both preparatory and finished work, an advanced understanding of the methods, techniques, materials and processes appropriate to your chosen media. Your developmental work will be subject to peer and tutor review and assessed with your finished work.

This module is exempt from the full ethical approval process in accordance with section 6 of the Academic Regulations (www.anglia.ac.uk/academicregs).

Optional Modules

(Subject to availability)

Year 3: Printmaking: Materials Processes and Ideas

This module provides you with an opportunity to extend your existing studio practice through the medium of print. The programme of study will encourage you to explore traditional innovative and photographic print processes appropriate to your individual research interests. You will be encouraged to use experimental and innovative print processes as part of a self-reflective strategy informed by practice and theory. Analysis and evaluation of studio research will be developed through a student-led research project supported by tutorial supervision. Access to workshop resources will be made available outside of specified taught hours through allocated 'open access' slots.

Year 3: New Media Design: Graphic Design for Screen Based Applications

This module is designed to explore the role of graphic design across new media and screen-based contexts including web design and application interfaces, and to consider the implications and possibilities of new communications phenomena, social networks and viral marketing for the graphic designer. Workshops address the design of motion graphics and digital animation through Flash and AfterEffects software, and the development of web design skills introduced in MOD000090 Introduction to Web Design. Lectures and presentations identify both the creative opportunities and technical constraints of new media and motion graphics for broadcast and interactive applications. These include references from film and TV titling, web graphics and advertising, and consider the use of ambient, viral and guerrilla strategies. A series of individual and small group projects explores both the technical and conceptual issues involved in each of these aspects of practice, addressing the use of new media across a range of both practical and speculative contexts. These projects explore the emerging communication possibilities of new technologies, as well as providing detailed technical instruction on the presentation of the word and image on the screen. Individual and group tutorials throughout the module address the development of students' practice and the progress of each project.

Year 3: Business for the Creative Arts

This module introduces you to the practical tools you will need to set yourself up in business in the creative arts, either as a company, a partnership, a freelancer or an employee. It also asks you to explore, imaginatively and creatively, a sector of the creative industries, and your own potential opportunities within it. The outcome of the module is a basic business plan or employment strategy developed from your ideas. Emphasis is placed on self-reflection, innovative thinking and communication skills.

Subjects covered include: the Creative Industries; analysing business ideas; types of business model; assessing your market; ideas behind marketing; basic accounts; tax and legal issues; and planning for start-up. You will be asked to translate these into practice by applying them to your own ideas, which will then become part of your own business plan or employment strategy.

The module is delivered by lectures, seminars, student presentations, critiques and workshops.

Year 3: Identities

How do we define ourselves? How do we define others? How do images perpetuate stereotypes and how do artists and film makers unpick these and explore alternatives? These questions are at the root of this module. There is an opportunity to explore identity formation from psychoanalytic or sociological or philosophical perspectives. How fluid, open and multiple are our identities? You may select the image of the artist or film maker as a topic to consider. Notions of body-image and role-play can be explored. The interconnections between memory and history are important in how we see ourselves. Gender, sexuality, ethnicity, nationhood, class are all important aspects of identity to consider. Feminist theories and 'postcolonial' studies are a major contribution to the explanations of and debates about identities. How have artists and film makers explored these issues? This is an opportunity for you to decide on a focus of study that may well link into your own interests in the studio.

Year 4: Research Project

The Research Project is intended to foster your independent study with the guidance of a tutor. You will devise your own project which will reflect on /co-ordinate with / enhance your own studio work and interests. Self-reflexivity and a critical distance will be encouraged. The seminars provide a forum for students to learn from each other's research. There will be opportunities for individual tutorials with a member of staff. The Research Project may include a variety of relevant topics, including reporting on work experience. It may be illustrated with photographs, drawings, video. The approach is to be discussed with the tutor concerned.

Year 4: Research Assignment

The Research Assignment is intended to foster your independent study with the guidance of a Supervisor. On the Research Assignment module, you will devise your own project which will reflect on / co-ordinate with / enhance your own studio work and interests. Self-reflexivity and a critical distance will be encouraged. The classes provide a forum for students to learn from each other's research. There will be opportunities for individual tutorials with a member of staff. The Research Assignment may include a variety of relevant topics, and the topic will be negotiated with your supervisor. It may be illustrated with photographs, drawings, video. The approach is to be discussed with the supervisor concerned.

Year 4: Working in the Creative Industries

Gaining work experience enhances employability, and work based learning offers you the chance to gain industry knowledge, skills, contacts and networking opportunities.

This module is designed to give you the opportunity to explore a working environment in the industry that they have identified as relevant to their present or future needs. The module will encourage self-managed learning, and serves to increase employability by developing personal organisation, team-working, and networking skills - thereby increasing self-reliance and confidence. The experience can be used as a basis for directing and focussing your career plans, and can influence your final year projects.

You are required to identify, negotiate and agree with an employer (or employers) the terms of the placement in association with a module tutor, to ensure that the module learning outcomes can be achieved. You will create a reflective report on your work experience. This will include: the application procedure you have conducted (CV, letter and portfolio); market and background information on the employer; your role(s) on the placement(s); academic and vocational analysis; skills and experiences (opportunities, advantages, constraints, aptitudes and interests). You will also be asked to include a workplace diary that logs activity and supports an analysis of the learning achieved. The employer will be asked to complete a Student Feedback package on completion of the placement. The work placements may be carried out in a variety of settings depending upon your requirements, areas of interest and availability of opportunities. The minimum period will be 100 hours, and you can undertake more than one placement for the module.