

UNIVERSITY FOR THE CREATIVE ARTS

PROGRAMME SPECIFICATION FOR:

BA (HONS) FASHION ATELIER

PROGRAMME SPECIFICATION ACADEMIC YEAR 2020/21

This Programme Specification is designed for prospective students, current students, academic staff and potential employers. It provides a concise summary of the main features of the programme and the intended 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 teaching, learning and assessment methods, learning outcomes and content of each unit can be found in the Unit Descriptors.

Section A – Material Course Information

Validating Body	University for the Creative Arts ¹		
Teaching Body	University for the Creative Arts		
Final Award Title and Type	BA (Hons)		
Course Title	Fashion Atelier		
Course Location and Length	Campus: Rochester	Length: Full-time – 3 years	
Mode of Study	Full-time	<input checked="" type="checkbox"/>	Part-time
Period of Validation	2019/20 – 2023/24		
Name of Professional, Statutory or Regulatory Body	Not Applicable		
Type of Accreditation	Not Applicable		
Accreditation due for renewal	Not Applicable		
<p>Entry criteria and requirements²</p> <p>As the UK’s highest-ranking creative arts university, we want to attract the best and most creative minds in the country – so we take a balanced approach to candidate assessment, taking both individual portfolios and exam results into account.</p> <p>That’s why your portfolio is an especially important part of your application to study with us – and we can help. Our academics can offer you expert advice on how to showcase your creative work and build a portfolio that will make your application stand out.</p> <p>More advice on how to create an exceptional portfolio is also available here, along with specific portfolio requirements for this course.</p> <p>Along with your portfolio, the standard entry requirements** for this course are:</p> <ul style="list-style-type: none"> • 112 UCAS tariff points from accepted qualifications*, or • Pass at Foundation Diploma in Art & Design (Level 3 or 4), or • Distinction, Merit, Merit at BTEC Extended Diploma, or • Merit at UAL Extended Diploma, or • 112 UCAS tariff points from an accredited Access to Higher Education Diploma in appropriate subject <p>And four GCSE passes at grade A*-C and/or grade 4-9 including English (or Functional Skills English/Key Skills Communication Level 2).</p> <p>Other relevant and equivalent level 3 UK and international qualifications are considered on an individual basis, and we encourage students from diverse educational backgrounds apply.</p> <p><u>If your first language is not English, you will need an IELTS score of 6.0 or equivalent. If you require a visa to study in the UK, you will also need a minimum score of 5.5 in each individual component.</u></p>			

¹ Regulated by the Office for Students

² This should be the standard University Criteria unless otherwise approved by the Academic Board and include UCAS entry profile for undergraduate courses.

**To see the accepted QCF qualifications, visit: <http://uca.ac.uk/study/accepted-qualifications/>
 ** We occasionally make offers which are lower than the standard entry criteria, to students who have faced difficulties that have affected their performance and who were expected to achieve higher results. In these cases, a strong portfolio is especially helpful.*

Overall methods of assessment ³	Written exams:	Practical exams:	Coursework:
Stage 1	0.0%	0.0%	100.0%
Stage 2	0.0%	0.0%	100.0%
Stage 3	0.0%	0.0%	100.0%
Overall Learning & Teaching hours ⁴	Scheduled:	Independent:	Placement:
Stage 1	39.7%	60.3%	0%
	476 hours	724 hours	0 hours
Stage 2	28.0%	65.8%	6.3%
	336 hours	789 hours	75 hours
Stage 3	30.8%	69.2%	0%
	370 hours	830 hours	0 hours
General level of staff delivering the course ⁵	The University's current recruitment policy for Lecturers and Senior Lecturers states that they must have either an MA or equivalent professional practice in a relevant discipline or field. All lecturing staff are encouraged to work towards a teaching qualification or professional Recognition by the Higher Education Academy and this is a requirement for Senior Lecturers. Senior Lecturers are required to be professionally active or engaged in research in their discipline. All Lecturers and Senior Lecturers undertake scholarship in their disciplines. There are also Sessional Staff to link courses with professional practice and Technicians to provide technical support.		
Language of Study	English		
Subject/Qualification Benchmark Statement: Art and Design			
Framework for Higher Education Qualifications (FHEQ)			

³ As generated by the most popular unit descriptors and calculated for the overall course stage data.

⁴ As generated by the most popular unit descriptors and calculated for the overall course stage data.

⁵ Include general information about the experience or status of the staff involved in delivering the course, for example Professor, Course Leader, Senior Lecturer

The course structure

The structure of all of the University's awards complies with the University's [Common Credit Framework](#). The Common Credit Framework includes information about the:

- Rules for progression between the stages of a course;
- Consequences of failure for reassessment, compensation and exit awards;
- Calculation and classification of awards;

Unit codes and titles	Level	Credit value	Elective/ Core	Most popular student choice of optional elective units or elective options in core units?
Year/Stage 1				
RFAT4006 – A Question of Angles & Curves	4	10	Core	
RFAT4009 – Fashion History and Theory	4	30	Core	
RFAT4003 – Form and Silhouette	4	30	Core	
RFAT4004 – Sleeves and Collars	4	30	Core	
RFAT4008 – Contour and Structure	4	20	Core	
Year/Stage 2				
RFAT5006 – The Tailoring Atelier: Craft and Heritage	5	40	Core	
RFAT5010 – Design Concepts and Contexts	5	20	Core	
RFAT5003 – The Flou Atelier	5	30	Core	
RFAT5008 – Developing Research and Critical Enquiry	5	20	Core	
RFAT5007 – Professional Preparation: Industry Placement	5	10	Core	Two options in unit: Industry Placement and Case Study. Industry placement most popular
Study Abroad with Host Institution	5		Elective	No
Year/Stage 3				
RFAT6008 – Atelier Signature	6	60	Core	
RFAT6009 - Thesis	6	30	Core	
RFAT6005 – Professional Portfolio	6	30	Core	

Section B - Course Overview

The term 'atelier' derives from the French word for workshop. It is a traditional term used in the fashion industry that implies both a high level of craft skill and a commitment to experimentation and innovation through making. As such, the Fashion Atelier course at Rochester is a very practical degree and the only course of its kind, encompassing both these aspects through the development and application of advanced pattern cutting, specialist draping, making and finishing skills in conjunction with contemporary design innovation for the modern wardrobe.

The first year introduces and develops core Atelier skills through the concept of design realisation, where

creativity in the application of technical processes forms the basis and articulation of the concept. You will learn specialist skills in draping and creative pattern cutting, as well as construction and finishing techniques through increasingly complex outcomes. Areas of focus include corsetry, contour cutting and the fitted and strapless boned bodice, which will help you discover methods for creating complex, highly creative and structured garments. You will progress your skills in creative cut and design innovation through specialist pattern drafting and draping techniques, with a key focus on sleeves and collars in the development of a capsule collection. This unit will also introduce team working skills as you work in small groups to research, design, create and 'promote' your range. A progressive understanding of research and design communication skills, including illustration and digital technology is also developed throughout the first, second and third year.

The second year is the highly specialised and developmental year where you will truly develop your specialist practice as you learn advanced competencies and further progress in-depth techniques developed in year 1. Blending traditional handcraft and production skills with contemporary design innovation, you will be introduced to the precision and attention to detail required in the construction and assembly of bespoke tailored garments. This form of production relies on heritage craft skills that have evolved over centuries. Through the realisation of tailored garments, you will learn how to apply creative technical solutions to the continuation of tradition and its adaptation within contemporary bespoke tailoring practice.

The French haute couture workrooms use the term "le flou" in reference to softly sewn garments with a fluid handle to them in light, airy fabrics such as crepe de chine, georgette and organza. In your second year 'Flou Atelier' unit, you will develop 'soft' sewing and finishing skills through specialist draping and fabric manipulation techniques, as you investigate the essential alignment between straight cut and bias cut fabrics to draped garments, in the production of conceptual contemporary fashion pieces. Utilising our enviable industry links, you will also then apply your knowledge in the real world through an industry placement. Your placement will promote future employability as well as help prepare you for both your third year and explore your personal career aspirations.

In your third year, you will hone your creative and technical knowledge in the production of a final collection. This will allow you to express your individuality and showcase the breadth of your skills and learning, as you fully concentrate on the interrogation and realisation of ideas from first prototypes to finished garments to the highest standards. As well as the production of your written thesis, you will also prepare your final exit portfolio; showcasing your technical and creative achievements within Fashion Atelier. This will also showcase your use of industry standard digital technology in the visual communication and presentation of work. You will have the opportunity to present your work through our Atelier graduate show, as well as high-profile events such as Graduate Fashion Week.

Section C - Course Aims

- A1 - To develop your technical and creative abilities and skills of analysis, visual judgement and problem-solving, that support successful design and product development in the area of fashion atelier
- A2 - To develop and articulate a comprehensive understanding of the theoretical, commercial, historical and contemporary issues to the area of fashion atelier in order to contribute to debates in fashion in a wider cultural context
- A3 - To develop your understanding of the roles within the fashion atelier in relation to the wider global fashion market, through developing your critical, analytical and strategic skills which engage directly and effectively with professional outcomes
- A4 - To take an enquiring, innovative and risk-taking approach to the practice of fashion atelier and its broader context, through the development of your personal voice and visual vocabulary in consideration

of ethical, environmental and cultural issues and influences upon contemporary creative practice reflected through heritage crafts allied to conceptual fashion

A5 - To provide the basis for the development of your professional qualities and personal career objectives and support your development as a reflective practitioner

Section D - Course Outcomes

Upon successful completion of the course students are able to:

Knowledge

LO2 - Demonstrate a broad and developing breadth of fashion knowledge across context, theory, cultural and wider global issues relating to conceptual creative outcomes

Understanding

LO3 - Demonstrate an understanding of international fashion markets incorporating an understanding of audience, employability and enterprise within a professional context

LO4 - Demonstrate the ability to effectively evaluate ideas and outcomes through an understanding and consideration of ethical, social and cultural concerns and their application in contemporary practice within the fashion industry

Application

LO1 - Apply processes, strategies and technical and creative techniques of atelier practice to professional outcomes within an analytical framework, articulating a synthesis of knowledge and understanding

LO5 - Demonstrate your capacity to work independently through personal development planning and reflective practice, demonstrating resilience and self-determination

Section E - Learning, Teaching and Assessment

Learning and Teaching Strategy

Studying our BA (Hons) Fashion Atelier will offer you the most effective educational experience, combined with structured, directed teaching as well as self-directed study. The teaching methods are based on the very comprehensive experience at UCA Rochester, which has proven to encourage conceptual thinking and technical excellence, while the learning strategies will promote the skills of critical reflection and the capacity to sustain a commitment to study.

Learning and teaching strategies combine structured, directed teaching, one-to-one support and independent self-directed study, to both encourage and empower you to develop as an autonomous thinker; by delivering the essential skills and support and, as the course progresses, permit maximum responsibility for your own learning. Timetabled self-directed study will enable you to demonstrate your skills as an autonomous learner through individual time management, in developing your ability to formulate goals and meet given deadlines, which is formalised in your third year through an individual negotiated learning agreement. This capacity to work independently will encourage resilience and self-determination, as well as develop qualities of critically reflecting on your own learning and development. Such personal and professional development is also expressed in a range of other forms including reflective journals produced throughout your first year; significantly, learning journals form part of assessment requirements, allowing reflection to thereby move from description to analysis and from passive to active.

Importantly, self-directed study will also, to an extent, reflect a professional work situation. The second year industry placement with such companies as: Erdem, Hussein Chalayan, Huntsman and Ralph & Russo, will enable

you to develop individual ambitions and experience real working environments. Whilst providing scope for you to evolve personally and professionally within the work place, your placement will also promote your future employability.

Our unique Fashion Atelier course has been developed in consultation with, and in response to fashion industry needs for high-calibre graduates skilled within the design, technical and product development sectors of the industry. Our international reputation for producing talented and ambitious graduates working at the highest levels of the industry, is supported by our commitment to employer engagement within the curriculum. Inspiring guest practitioners and professional practice workshops and lecturers with a wealth of experience from a range of industry background is an important feature of our course. This ensures, alongside the expertise of the academic and technical staff team, that contemporary and current approaches to respective fields within fashion atelier are maintained and provides critical external perspectives. Our strong links with the fashion industry also allows for collaboration on projects, including participating in high-profile competitions with organisations such as the British Fashion Council, LVMH and the Merchant Taylors' Company.

In relation to the University's creative educational strategy, our course's distinctive curriculum is designed to be very focused on the development of tangible and transferable industry relevant skills, whilst also offering a holistic, inclusive, yet challenging and developmental approach to teaching and learning. Each aspect of the curriculum is appropriately staged and defined by specific learning outcomes designed to help you demonstrate your achievements throughout the course.

On the Fashion Atelier course, you will have a depth of learning in specialist industry technical and creative skills that are driven by quality, (that will always outlive high-street clothing) attention to detail, fabrication and impeccable finishing. Geared towards high-end, couture and bespoke market levels, we recognise that our approach to quality and value in the development of all students finished garments are more in-tune with that of 'slow fashion' within environmental and sustainability concerns; positively contributing to fashion debates in a wider cultural, economic and ethical context.

Teaching and learning methods employed across our course are aligned to current pedagogic thinking, in particular to the specific advocacy of 'deep and reflective approaches' to learning. The teaching methods use considered approaches to promoting individuality and inclusivity, ensuring that all students on the course can gain maximum benefit from opportunities to learn across a range of cultural, stylistic and creative fashion and related subjects. Critical reflection and your ability to take responsibility and find passion in your studies is also encouraged as you develop as a reflective practitioner. These methods include small teaching groups, group and individual tutorials, seminars, critiques, presentation reviews, work placements, self-and peer appraisal, personal development planning, reflective learning journals, and self-directed learning.

We utilise digital platforms on our course as an integral part of programme management and delivery. All teaching materials are available online through the MyUCA university portal, allowing you access 24-7 to resources such as project briefs, timetables, teaching material, lecture notes and presentations. You can sign up for scheduled tutorials via the student portal, as well as access and add comments on your assessment feedback, encouraging and extended tutor dialogue in supporting your learning. Our blog platform is also an important resource, particularly when you are on your work placement in the second year.

Assessment Strategy

Each unit contains a timetable for assessment, a clear statement of assessment requirements, and the assessment methods appropriate to its outcomes and length of study. Assessment requirements will vary depending on the nature of the unit. They may be a specified list of assessment requirements or obtained by a portfolio of evidence, which may include coursework in the form of finished garments, oral presentations, reflective learning journals, documentation of research, design and technical processes and written submissions.

The methods for assessment will vary throughout your studies. The range, indicated below, enables staff to align differing methods against differing outcomes, requiring both specified and portfolio submissions.

Tutor-led Assessment

In tutor-led assessment, we will identify the level of achievement of the learning outcomes against the assessment submission and assessment criteria and make judgements with relation to grade and level descriptors about your work.

Internal Verification

The internal verification serves to maintain parity of marking and all final unit assessments are double marked by staff from within the course. It is also standard practice for assessed work to be internally verified by appropriate staff from outside of the course where, acting as verifiers, a ratio-based number of all final subject-specific unit marks are verified. This number is determined using a ratio set by the University in relation to cohort numbers; with marks being noted as 'verified' on all mark sheets. Verification takes place prior to your unit marks being published. You will receive your feedback from the staff on end-of-unit feedback forms and in most cases, general feedback is also given verbally, in end-of-unit tutorial feedback sessions.

Formative and Summative Assessment

In most cases each unit will include a formative assessment in order to give you an indication of your performance and an opportunity to improve prior to the final summative assessment. The formative assessment may be verbal or written feedback and may include peer assessment in a critique format.

Peer Assessment

Peer assessment reviews are the system for evaluating the quality, validity, and relevance of your work. The process aims to provide you with objective, constructive feedback from your peers at either formative and, or final summative unit stage, where you can use the feedback to make improvements to current or future work. Peer reviews are also aimed at providing a deeper, more explicit understand of the marking process as active learners. It is therefore reasonable to expect reviews to contain an honest and constructive appraisal, which is completed in a timely manner and provides feedback that is both clear and concise. We conduct peer assessment exercises as an integral part of our assessment strategy for all year groups within the Fashion Atelier course.

Section F - Enhancing the Quality of Learning and Teaching

The course is subject to the University's rigorous quality assurance procedures which involve subject specialist and internal peer review of the course at periodic intervals, normally of 5 years. This process ensures that the course engages with the applicable national Subject Benchmarks and references the Framework for Higher Education Qualifications.

All courses are monitored on an annual basis where consideration is given to:

- External Examiner's Reports
- Key statistics including data on retention and achievement
- Results of the Student Satisfaction Surveys
- Feedback from Student Course Representatives