

CREATIVE  
ARTS  
BUSINESS  
TECHNOLOGY

---

Course Information

# Fashion Design BA (Hons)

**22**  
**/ 23**

# BA (Hons) Fashion Design

BA (Hons) Fashion Design will enable you to learn all the skills and knowledge you need to build a design related career in the fashion industry. Looking at both menswear and womenswear we take you through the complete design process from concept building and research, through to designing and developing portfolio skills to present your work as well as learning pattern cutting and production skills to enable you to realise your designs in garment form.

The course focuses on both traditional manual and craft skills as well as offering the latest digital technology. We have well equipped studios and workshops offering you industry standard facilities, equipment and expertise.

Through the various design projects, you will explore different market levels to gain an understanding of how the approach to the design and production process operates across the different levels.

There is a healthy engagement with industry throughout the course with visiting design staff, industry projects and competitions and placement opportunities. You will benefit from the excellent links the course has established with the fashion industry.

You will have the opportunity to present your work through internal and external exhibitions and shows.

You have the option to complete a Professional Practice Year as part of this course. This will give you the opportunity to develop your professional, academic and personal potential, equipping you to be confident and engaged in creative workplaces. Employers widely recognise these qualities, and a significant proportion of placement students are offered graduate-level jobs or go onto postgraduate study.

This course will deliver a personalised learning journey, following five key principles:

- Practice-led and professionally contextualised
- Discipline-specific with interdisciplinary exposure
- Technologically relevant
- Employment focussed
- Internationalised learning

 **Awarded by**  
UCA

 **Taught by**  
UCA

 **Location**  
Epsom

 **Language**  
English

 **Duration**  
**INCLUDING AS APPLICABLE:**  
Full time – over 3 years  
With Foundation Year (an additional year of delivery)  
With Professional Practice/  
International Year (an additional year of delivery)  
A mixture of online and face to face delivery

 **Recognition/Accreditation**  
Not applicable

 **Regulation**  
The University for the Creative Arts and its courses are regulated by the Office for Students.

This course has been designed in line with national standards and reference points, including the Framework for Higher Education Qualifications (FHEQ)

For further information about how the course is quality assured see UCA's Quality Assurance Handbook

Year 1- Your studies will also include:

In year 1 the emphasis is on developing core skills and the understanding of Fashion Design, introducing you to the basic techniques to help you develop and communicate your design ideas and then translate these through to product outcomes.

- Introduction to fashion design including a variety of workshops exploring design techniques and processes
- Drawing and illustration
- Introduction to research
- Pattern cutting and garment production
- Introduction to digital portfolio techniques
- Introduction to digital pattern and fashion
- Introduction to the business of fashion
- Seminars, discussion and presentations
- Tutorials to support your learning
- Industry project

Year 2-Your studies will also include:

In year 2 you are encouraged to challenge tried and tested approaches to design, taking an experimental and individual approach to your work. You will have the opportunity to tackle live briefs.

- Work placement
- Contemporary fashion and professional practice
- Team working
- Tailoring
- Pattern and Production
- Digital techniques for pattern cutting and portfolio
- Integrated research and self-critical practice
- Elective units in branding, market research and entrepreneurialism/business start up
- Optional industry year or International exchange year

### Year 3- Your studies will also include:

In Year 3, your final collection, portfolio and career planning will allow you to undertake in-depth, self-sustained research and the opportunity to create a design collection and prepare for employment. You'll have the chance to show off your work at international, high-profile events such as Graduate Fashion Foundation.

- Collection development
- Integrated research and self-critical practice
- Professional portfolio development
- Industry competitions
- Specialist professional practice
- Dissemination of creative practice explored in depth
- Internal and external exhibition/ shows

## Highlights

Epsom Campus offers you the opportunity of studying with easy access to London and the South-East, the hub of the UK's Fashion industry. It is also a stimulating cultural centre with access to museums, galleries and shops to enhance your learning experience. All the UCA Fashion and Textiles courses are based on the Epsom campus allowing you the opportunity to share resources, facilities and engage in collaborations.

The course provides you with the visual, creative, practical and research skills to design and produce fashion garments and collections. It also encourages you to explore the wider global context of fashion, developing innovative and sustainable design solutions. Our industry standard facilities and technical teams support your creative practice and help you to develop innovative and sustainable design work. This course is focused on the development of your own individual creative identity and we pride ourselves in having no specific house style, allowing you to establish your approach as you define your individual skillset.

Our professional placements, and optional professional practice year, equip you with the tools to become an adaptable, resilient, globally minded, confident, entrepreneurial, and digitally savvy designer, a skill set much in demand in the today's design industry. They also help you to begin to develop professional networks in preparation for your career.

### **Student Support**

We aim to ensure, where possible, personal tutors remain with a student throughout their degree studies to discuss all matters relating to student well-being and academic support. Personal tutors and the Careers & Employability Team will also support students in discussions around their potential or preferred career direction.

Students are further supported by:

- Module leader for each module
- Business School support staff
- Personal academic tutors
- Careers and Employability Services
- Technical support with IT and software
- My UCA a versatile online learning environment
- Induction and ongoing re-induction sessions
- Student Staff Course Boards
- Library and Learning Resources
- Gateway Services including support for finance, regulations, disability, well-being, accommodation, and international students
- UCA Students' Union

International students receive additional support from our International Office and specialist administrative staff not only when they first arrive but also throughout their programme of study.

Elective units help you to acquire a range of entrepreneurial skills and business acumen which will enhance your creative skills and offer you best possible start in the industry.

A high level of industry engagement with live industry projects which also offer you the opportunity to pitch your ideas and gain first-hand experience and feedback working within the fashion industry. We'll encourage you to tackle live briefs, working with well-known companies such as Reiss, Warehouse and Tommy Hilfiger, and give you the chance to show off your work at international, high-profile events such as Graduate Fashion Foundation.

Our membership of the British Fashion Council Colleges Forum not only allows us the opportunity to present graduate portfolios to an industry audience but also gives the students access to high profile design competitions with international designers such as Burberry and Stella McCartney. There is a healthy engagement in design competitions which have previously included Graduate Fashion Foundation, Artstthread, Sophie Hallette and ID Magazine.

Students are given the opportunity to present their work through exhibitions and shows.

Our graduates enjoy global success with careers all over the world in companies such as Comme Des Garçons and Givenchy in Paris, Max Mara and Pucci in Italy, H&M in Sweden, Tommy Hilfiger in Holland, Marc Jacobs in New York and numerous companies in the UK from River Island to Erdem. Because the course is very broad it allows for a wide choice of career destinations from technical to design roles.

## Who teaches this course?

The course benefits from highly experienced academic and technical teams with a wealth of industry knowledge and experience, both in terms of design and technical application. All academic staff are educated to degree or postgraduate level, as are many of the technical team, and all permanent academic staff are encouraged to undertake a pgcert qualification and become Fellows of the HEA. Each year has a year lead/ coordinator offering both academic and pastoral support for students.

We also have regular guest designers and practitioners from industry who contribute to the course teaching, ensuring that we are in step with contemporary and current approaches to fashion design.

# What will learning look like?

## Teaching and Learning

Teaching and learning methods are based on the comprehensive educational experience at UCA, which encourages conceptual thinking, whilst the learning strategies will promote the skills of critical reflection and the capacity to sustain a commitment to study.

Learning and teaching strategies will combine structured, directed teaching, one-to-one support and self-directed study to empower you to develop as autonomous thinkers by delivering the essential skills and support and, as the course progresses, encouraging independence and responsibility for your own learning.

Timetabled self-directed study will enable you to demonstrate your skills as autonomous learners through individual time management to develop your ability to formulate goals and meet given deadlines, reflecting professional working conditions.

Teaching methods use considered approaches to promoting individual creativity as well as critical reflection and your ability to take responsibility and find passion for your studies. These methods include small teaching groups, group and individual tutorials, seminars, critiques, presentations reviews, work placements, self-and peer appraisal, personal development planning and reflective learning journals.

A balance of core, elective and shared units and assignments allows you to create a personalised learning plan/journey which reflects your creative and technical skillset, personal design ethos, creative identity as well as the social, political and environmental issues that shape the contemporary fashion industry.

The course team believes in the integration of research, theory and practice, in critical and reflective methodologies as well as learning methods. This philosophy is embedded in the academic content of the assignments and in teaching delivery.

This course has a strong industry focus, offering you the opportunity to acquire a broad range of technical creative and research skills. Personal development planning covers research methodology, learning styles, time management, team skills, creative thinking, oral/written presentation and communication, career planning, and work placement.

Analogue and digital design and manufacture processes are integrated as appropriate throughout the units, stages and programme.

## Assessment

### Unit Assessment

Each unit on the course 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. A specified list of assessment requirements or portfolio of evidence will typically include coursework, oral presentations, reflective learning journals, and written submissions.

The methods for assessment will vary throughout your studies.

Assessment submissions are graded against the unit learning outcomes and assessment criteria, using the level descriptors in order to identify the appropriate grade banding. Each unit has unit specific grading descriptors which you will receive in the unit handbook at the start of the unit.

Stage assessment is the major summative assessment point, occurring at the end of each academic year and allows progression between the stages of a course. Provision is made for moderation, including external moderation, where appropriate.

### Formative and Summative Assessment

In most cases each unit will include 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.

### Internal and External Verification

Internal and external verification serves to maintain parity of marking. Verification takes place prior to the unit marks being published to you and you will be given feedback from the staff on end-of-unit feedback forms.

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 national Subject Benchmarks in Art & Design and references the National Framework for Higher Education Qualifications.

# By the end of the course you will be able to:

List Learning Outcomes for the course

Upon successful completion of the course students are able to:

## Knowledge

- **LO2** Demonstrate an extensive breadth of knowledge across contextual, theoretical, commercial and contemporary issues that influence and inform fashion design.

## Understanding

- **LO4** Demonstrate an effective and contemporary understanding of a range of techniques, processes, strategies and professional outcomes within an analytical framework.
- **LO6** Demonstrate a focused self-analysis of personal skills and individual career potential through reflective practice.

## Application

- **LO1** Demonstrate an ability to employ a range of intellectual and creative strategies in problem solving, applying appropriate vocational skills.
- **LO3** Demonstrate the effective communication of concepts and ideas through an extensive range of skills and processes achieving professional outcomes.
- **LO5** Demonstrate effective working methods and creative solutions within the context of current professional practice.

## Our approach to employability is to:

As a specialist provider in education, UCA has developed a large network of professional artists and designers who teach at all levels within the institution. This practice extends to the course experience being enriched by work-based learning opportunities that are identified in the course documentation and are designed to enhance the employability of graduates. Significant numbers of professional practitioners (visiting lecturers as well as permanent staff) continue to work within the fashion industry in parallel with their teaching work in fashion education.

The work placement unit in year 2 and the optional professional year after year 2 offer you the opportunity to experience working in the fashion industry and start to explore career options and opportunities. The course has a well-established reputation in the fashion industry and a large database of companies you can access.

The engagement with industry is further extended through the inclusion of live projects within the programme and external briefs and competitions. This enables you to experience 'working' whilst on the course and also to start to build professional networks.

Set projects are designed to simulate industry practice and there is context of studio practice through a client-based scenario. You will work in studio and workshop environments that mirror the workplace with industry standard resources and equipment, in order to reflect professional practice. The fashion textiles courses have well-equipped resource areas for design, construction and pattern cutting. There is also a specialist resource area for computer aided design (CAD) and computer aided manufacture (CAM) along with a dedicated digital textile printing resource.

Elective units help you to acquire a range of entrepreneurial skills and business acumen which will enhance your creative skills and offer you the best possible start in the industry. You are encouraged to exhibit and continually present your work, either internally or externally (both material and virtual). This strategy of display broadens your experience in preparation for your career pathway. The course team seeks to create the distinct sense of a professional, work-based learning environment for the studio spaces, through designated working areas, and to accustom students to respect and maintain a good professional environment.

The breadth of the course allows for a wide career choice, covering different market levels. Our graduates have gone on to successful careers in areas such as design, pattern cutting, fashion illustration, fashion trends analysis, production management, garment technology and computerised cutting and production management. Many go on to work for globally recognised brands such as Burberry, Victoria Beckham and Jigsaw and some enjoy international careers with companies such as Pucci, Max Mara, H&M and Roberto Cavalli.

### LEVEL 4 (Stage 1)

(exclusive of the compulsory non-taught study week and holidays which vary from year to year)

		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	
<b>ENROLMENT AND INDUCTION WEEK</b>	<b>Guest Speakers Series</b>	<b>Unit 1 Method</b> [30 credits] [10 weeks]											<b>Unit 3 Make</b> [15 credits] [4 weeks]					<b>Hackathon</b>	<b>Unit 4 Industry</b> [30 credits] [10 weeks]										<b>Unit 6 Business of Fashion</b> [15 credits] [4 weeks]			
		<b>Unit 2 Equality, Diversity and Inclusion</b> [15 credits] [10 weeks]																	<b>Unit 5 Market</b> [15 credits] [10 weeks]													
		<b>Personalised Learning Experience: Digital portfolio or online showcase</b>																	<b>Personalised Learning Experience: Digital portfolio or online showcase</b>													
																			<b>ATOM: Opportunity for exposure to other disciplines</b>													

### LEVEL 5 (Stage 2)

(exclusive of the compulsory non-taught study week and holidays which vary from year to year)

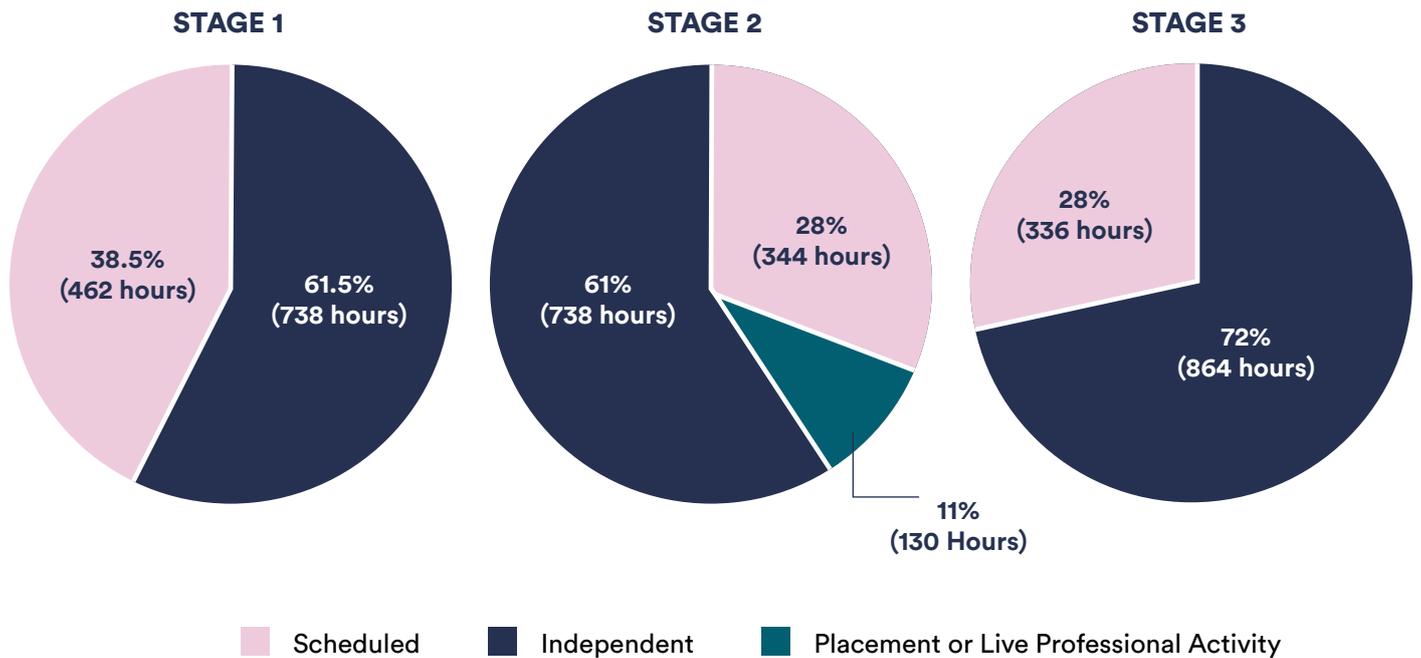
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	
<b>ENROLMENT AND INDUCTION WEEK</b>	<b>Career Week</b>	<b>Unit 1 Tailoring</b> [30 credits] [10 weeks]											<b>Unit 3 Elective</b> [15 credits] [4 weeks]					<b>Dragon's Den</b>	<b>Unit 4 Collaboration</b> [30 credits] [10 weeks]										<b>Unit 6 Placement</b> [15 credits] [4 weeks]			
		<b>Unit 2 The Conscious Practitioner</b> [15 credits] [10 weeks]																	<b>Unit 5 Identity</b> [15 credits] [10 weeks]													
		<b>Personalised Learning Experience: Digital portfolio or online showcase</b>																	<b>Personalised Learning Experience: Digital portfolio or online showcase</b>													
		<b>ATOM: Opportunity for exposure to other disciplines</b>																	<b>ATOM: Opportunity for exposure to other disciplines</b>													

**OPTIONAL YEAR PROFESSIONAL PLACEMENT / INTERNATIONAL YEAR**

LEVEL 6 (Stage 3)																														
(exclusive of the compulsory non-taught study week and holidays which vary from year to year)																														
ENROLMENT AND INDUCTION WEEK	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
	Project Pitch	Unit 1 Portfolio & Career [30 credits] [14 weeks]															Grad Career Fair	Unit 3 Collection & Portfolio [60 credits] [14 weeks]												
	Unit 2 Pre-Collection [15 credits] [14 weeks]																													

Type of assessment	Written exams	Practical exams	Coursework
Stage 1	0%	0%	100%
Stage 2	0%	0%	100%
Stage 3	0%	0%	100%

## Study hours



---

## Additional Course Costs

- Sketchbooks and general art equipment are part of every project.
- Projects often involve the use of fabrics and trims, which can be bought from the on site shop, although the majority are sourced from other suppliers.
- Students can produce digitally printed fabrics on site. The base cloth can also be bought on site.

---

## Equipment/materials recommended

It is essential for students on BA (Hons) Fashion Design to have their own Pattern Cutting/Garment Construction equipment.

Below is a list of equipment for Pattern Cutting/Garment Construction.

Morplan is one of the largest stockists of goods for the fashion trade. Students are eligible for discount when buying goods from Morplan. A Morplan catalogue is also available online: <http://www.morplan.com>

If you want to visit Morplan you can find them at:

Morplan  
Great Titchfield Street (off Oxford Street)  
London W1W 7DF

Tel: 020 7636 1887  
[www.morplan.com/students](http://www.morplan.com/students)

You can also order equipment at:  
[www.eastman.co.uk](http://www.eastman.co.uk)

Please quote VX6023M10 to gain access to the student area on the Eastman Staples website.

These items are available from Morplan:

	Item No.
Embroidery Scissors	583 02
Clickers Awl (Bradawl)	438 77
Paper Scissors (20 cms)	181 68
Pattern Notchers	411 87
Tape Measure (Metric)	432 82
Dressmaking Pins 100g	434 51
Pattern Master (Metric)	415 41
Fabric Shears (26cm)	561 10
Tracing Wheel	411 95
Pattern drill	411 94

Left-handed equipment

	Item No.
Fabric Shears (25cms)	510 81
Paper Scissors (21 cms)	583 11

These items are available from Eastman Staples:

	Item No.
Clickers Awl (Bradawl)	AWLL
Pattern Notchers	A8201NW
Dressmaking Pins	PIND30C

These items are available from Staples, WH Smith, UCA Shops and various other stationery shops:

- Small Perspex Ruler
- H + B Pencils (HB, 2H etc)
- Set of Coloured Fine Liner Pens
- Scotch Tape (Magic Tape)
- Pencil Sharpener + Eraser
- Thimble (get size to fit middle finger)
- A3/A4 Portfolio case in year 3

We recommend that you bring at least one 1TB hard drive to back up your work.

A laptop (Mac preferably)

---

# Visits

Trips to London are an important part of the course and students are expected to make several visits during projects to visit exhibitions, undertake Fashion Trails and source fabric and trims; you will be expected to cover the travel costs of such visits.

In the past overseas trips to Paris and New York have been available (they are not compulsory) and cost around £250 for Paris and £800 for New York depending on numbers and dates of travel.

---

The University for the Creative Arts and its courses are regulated by the Office for Students.

This course has been designed in line with national standards and reference points, including the [Higher Education Credit Framework for England](#) and the [Art & Design Subject Benchmark statement](#)

For further information about how the course is quality assured see [UCA's Quality Assurance Handbook](#)

---