

UNIVERSITY FOR THE CREATIVE ARTS

PROGRAMME SPECIFICATION FOR:

MA FASHION DESIGN

PROGRAMME SPECIFICATION 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 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	Master of Arts			
Course Title	Fashion Design			
Course Location and Length	Campus: Rochester		Length: Full time - 1 year. ² Part time - 2 years	
Mode of Study	Full-time	✓	Part-time	✓
Period of Validation	2018/19 to 2022/2023			
Name of Professional, Statutory or Regulatory Body	Not Applicable			
Type of Accreditation	Not Applicable			
Accreditation due for renewal	Not Applicable			
<p>Entry criteria and requirements³</p> <p>A good Honours degree or equivalent qualification in the subject or a related discipline and/or relevant work experience, demonstrating an ability to study at postgraduate level.</p> <p>Consideration will also be given to applicants who can make a strong case for admission in relation to a particular project and can demonstrate their potential to satisfactorily complete the course.</p> <p>Applicants who have non-standard qualifications or who wish work or life experience to be taken into account as part of their application will be considered on an individual basis in line with the general aims and principles of the Admissions Policy and within the terms of the Accreditation of Prior Learning policy (APEL).</p> <p>Portfolio</p> <p>The portfolio should show the range and level of relevant creative and/or professional skills. Applicants should come from a fashion/fashion design or fashion and textiles background where a collection or range of garments have been designed and produced. The portfolio should demonstrate the potential for creative and innovative work pertinent to contemporary fashion practice such as design, creative pattern cutting, garment manufacture, 3D realisation, fabric manipulation, as well as professional image making and visual communication skills within the areas of design drawing, illustration work and use of mixed media, portfolio presentation and computer aided design. Students must already have a collection they want to develop in-depth or have a concept they want to explore further. Applicants need to attend an interview with their portfolio, for international/EU applicants may show their portfolio and have their interview online.</p> <p>Minimum English language requirements</p> <p>If your first language is not English a certificate is required as evidence that you have an average IELTS score of 6.0 or equivalent. If you are applying as an international student from a country outside the EU and require a visa to study in the UK, you will also need a minimum of 5.5 in each individual component.</p>				

¹ Regulated by the Office for Students

² Students may enter the course in Autumn (October 2020/September 2021) or February.

³ This should be the standard University Criteria unless otherwise approved by the Academic Board and include UCAS entry profile for undergraduate courses.

You may be offered a place on a course on the condition that you improve your English language and study skills. We offer pre-sessional English language courses which can improve your IELTS score by a maximum of 1.0 and 0.5, or equivalent.			
Overall methods of assessment ⁴	Written exams:	Practical exams:	Coursework:
	0.0%	0.0%	100%
Overall Learning & Teaching hours ⁵	Scheduled:	Independent:	Placement:
	16.7%	83.3%	0%
	300 hours	1500 hours	0 hours
General level of staff delivering the course	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: QAA Master's Degree Characteristics Statement, September 2015			
Framework for Higher Education Qualifications (FHEQ)			

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:				
<ul style="list-style-type: none"> • 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 & titles	Level	Credit value	Elective/ Core	Most popular student choice of optional elective units or elective options in core units?
RFDE7001 - Professional Fashion Practice	7	30	Core	N/A
RFDE7002 - Research & Critical Enquiry	7	30	Core	N/A

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

⁵ As generated by the most popular unit descriptors and calculated for the overall course stage data.

RFDE7003 - Collection Development & Consolidation	7	60	Core	N/A
RFDE7004 - Final Project Resolution & Collection Launch	7	60	Core	N/A

Section B - Course Overview

This unique Master's degree provides you with a creative and supportive environment to master the skills in collection design management, realisation and branding, eventually to be able to launch your own collection. The course bridges the gap between creativity, practical skills and knowledge needed to be a successful and sustainable fashion business.

Taught at our Rochester campus, the course will provide you with access to extensive resources such as the digital studios and ample workshop spaces. You will be able to use state of the art digital and traditional workshops, extensive fashion production and pattern cutting resources. Our creative studio culture is part of an innovative design network and community of staff and students where you can immerse yourself. Our team of academic and technical staff have a wide range of specialist industry experiences that will facilitate your development throughout.

The course will support you in developing your professional fashion practice through relevant research, critical enquiry, a deep understanding of how the fashion industry operates and engages with fashion brands in order to plan, develop and produce a final project resolution and the launch of a unique collection.

You will be encouraged to push boundaries and challenge yourself; the course will provide you with a stimulating and supportive environment in which to do this. The MA Fashion Design course offers a practice based, design led, manufacturing and brand building experience that aims to develop your creative vision and redefine your professional practice.

You will gain in confidence and professionalism throughout the course facilitated by critical debate, seminars, lectures, and industry mentors, tutorials, visiting speakers, group critiques, market and personal research. You will have the freedom to explore and combine creative design and commercial perspectives, innovations and production techniques with the latest innovations in digital technology while researching constantly evolving materials and new technologies. You will also be trained by professionals on presentation techniques. This unique approach to master the art of successful communication, includes business pitches and handling meetings. Students will receive individual tuition from coaching specialists who work in TV and the film industry.

The course also offers both a nurturing learning environment and a strong business-facing culture enriched by our close connections with the fashion industry. You will develop a business plan and support range building with an appropriate costing model, to work with external manufacturers and industry specialist mentors to achieve successful project resolution.

This course offers you a unique and exciting opportunity to make your creative vision a reality, master the skills, develop new research methods, explore innovative processes and production methods in the realisation of a collection appropriate for a specific market and long term commercial sustainability.

MA Fashion Design offers:

- An exciting staff, industry, mentor, research culture developing collaborative relationships with industry professional practice.
- A specialist arts creative environment with opportunities for collaborative and interdisciplinary work.
- Teaching by experienced research practitioner staff, visiting lecturers and industry mentors.

- State of the art digital and traditional pattern cutting/production workshops and access to fashion textiles resources; in addition to Gerber, 3D workshops, CAD, Rapid prototype printing and laser cutting.
- Subject specialist technicians for design and production.
- A combination of set/industrial projects and self-directed study.
- A campus that is only 35 minutes from London by high speed train.
- Links with industry through specialist global brands: Avery Dennison, Jeffrey Ade Martell, Adidas, Nike, Cos, Ralph Lauren and Kenzo.
- Access and support from a wide range of UCA alumni who have created a successful brand or recognition within the creative industries, including, Rebecca Kellett, Claire Tagg and Melissa Rogers, Fashion Textiles, Ali Mapletoft, Sustainable Womenswear Design and Accessories and Sam Heasden, Digital Media.

Stage 1

Professional Fashion Practice - this unit focuses on the analysis and reflection of an existing collection. You will work with industry mentors and subject specialist tutors to help develop your understanding of market positioning, contemporary design practice, manufacturing and brand building and to apply this knowledge and research to the first stage of a business plan. This unit runs simultaneously with the Research and Critical Enquiry unit.

Research and Critical Enquiry - this unit focuses on practice-based research and critical contexts. You will be challenged to adopt an analytical, enquiring approach to your research and to discover how this can inform and enrich your collection development practice. This unit aims to give you the confidence to become an independent reflective practitioner. This unit runs simultaneously with the Professional Practice unit.

Stage 2

Collection Development and Consolidation - experimentation with a broad range of materials is explored, as you address and redefine your research question. In response to your own reflections, you will develop a well-informed, more resolved line of enquiry into a proposed business model and second stage of the business plan. Product prototyping/sample manufacture, technical specifications, fabric sourcing, range planning and market research will align to market levels appropriate for your work. Industry engagement continues the industry focus in stage two of the course.

Stage 3

Final Project Resolution and Collection Launch – this is the culmination of your research and creative exploratory practice. You will be challenged to realise and launch a contemporary collection, which demonstrates key skills in design practice, design management, industry collaboration and manufacturing, marketing and associated creative promotional campaigns – communicating a clear brand message and design aesthetic aligned to your business plan. You will consider ways to externalise your practice and final professional portfolio, show casing diverse design solutions for a range of markets, disciplines and applications. Tutorials, workshops and seminars with your peers will continue to provide you with opportunities to present reflect upon and refine your work.

Section C - Course Aims

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| A1 | To provide a creative, flexible but structured context in which students can systematically pursue a creative and commercial, self-directed, practice-based research project. |
| A2 | To develop an understanding of environmental, ethical, and cultural issues and influences upon contemporary creative fashion design business and entrepreneurial practice. |
| A3 | To provide an advanced creative methodology in the application of collection design management, production realisation, business planning, brand and promotional based skills in professional industry contexts. |
| A4 | To encourage the development of each student's critical reflection as the basis for developing the skills to become a confident, independent researcher and professional practitioner. |
| A5 | To provide students with the means for understanding the positioning of their work within the context of relevant and contemporary academic and professional situations and debates within the global fashion business industry. |

A6 To support students to develop their personal career objectives and their individual approaches to become a reflective practitioner.

Section D - Course Outcomes

Upon successful completion of the course students are able to:

Knowledge

- LO4 Demonstrate a thorough conceptual understanding of and critical engagement with, the relevant practical, theoretical and professional contexts of their project and be able to situate and interpret their own work within this context.
- LO2 Demonstrate an effective and critical understanding of complex socio-economic, global market, and cultural concerns and issues and their applications to contemporary creative fashion design business and entrepreneurial practice.

Understanding

- LO5 Demonstrate a reflective and evaluative approach to their own work, which allows them to act independently in identifying, implementing and sustaining individual research and practice at a professional and global fashion business level.
- LO6 Demonstrate a focused self-analysis of personal skills and individual career potential through reflective practice.

Application

- LO1 Demonstrate effective working methods and creative and commercial solutions within the context of current professional practice.
- LO3 Initiate and implement an individual self-directed research project using a range of research methods, materials, techniques and processes appropriate to contemporary fashion design business and entrepreneurial practice.

Section E - Learning, Teaching and Assessment

Learning and Teaching

- The MA Fashion Design is project-based, but is supported by seminars, tutorials, industry mentors, workshops, work in progress sessions and critiques. At postgraduate level, the student is expected to identify, develop and manage their own MA Project and further develop the skills needed for autonomy of research. Through a proactive relationship with their tutors, students will lead their project work and be supported by staff through consultative and advisory tutorial guidance.
- The ability of students to carry out independent research and to manage and appraise the development of their project is a defining attribute of the course. The progressive move from staff-directed to autonomous learning is an integral part of the structure of this course, and teaching and learning practices encourage students to develop the abilities of student-led or independent learning as thoroughly as possible.
- On-line teaching and learning support is provided principally through myUCA and email. All MA students receive an induction into the use of myUCA as part of their introduction to the course. It is the main means of communication between course staff and students providing timetable information, tutorial times and announcements. It also provides a database for MA students containing course documentation, and links to web-based resources. In addition, e-mail is used as a means of communication and tutorial support, particularly for students following the part-time mode and those who may be working off-site for any period of time.

- PDP (Personal Development Planning) is an intrinsic element of the approach to student learning on this course. Through each of the three phases of the MA course, students have the opportunity to engage in activities that will assist them in identifying their skills and knowledge, reflecting on their achievement and relating this to their professional career aspirations. Key elements of this are the development of the MA Business Plan in terms of setting goals, the ongoing use of the Research Journal as a vehicle for critical reflection, and the final stage concern with publication and dissemination of the final project.
- It is our aim to develop in MA students a high level of competence in practical, visual, oral and written expression and to equip students with the confidence to communicate their ideas effectively.
- Students gain credits through successful completion of units within the University's Common Credit Framework. Master of Arts degrees will be awarded on the basis of meeting the credit requirements.

Assessment Strategies

- Assessment has a key role to play as part of a series of strategies that support critical and reflective practice. Assessment points provide clear stages of major review and reference for students and opportunities in view of guiding both the quality of work in relation to Master's level benchmarks and insights into the specific considerations of individual research projects.
- Final unit assessments also ensure that those passing the individual units and achieving the final Masters award have achieved standards commensurate with the nationally defined expectations for academic awards at this level.
- The assessment strategy for the MA course is concerned with the student's development in two areas: understanding of bodies of knowledge and the application of a range of advanced skills in the deployment of this knowledge.
- The development of applied skills is progressive throughout the course structure and therefore these are evident in all units. In both knowledge and applied skills, the specific requirements for assessment are articulated in the unit assessment criteria.
- The relationship between learning outcomes, assessment criteria and marking descriptors at each phase of the course ensures a focus on method and process as appropriate to the overall course learning outcomes. Learning outcomes are mapped against assessment criteria in each unit descriptor.
- All courses use feedback indicator sheets to clarify and guide the deliberations of assessors and to enable this evaluation process to be accessible to students and capable of providing essential feedback. Assessment is constructive and an emphasis on personal development.
- Industrial engagement is fundamental and encouraged whenever possible in order for students to gain professional experience of working outside the University and to necessitate the appropriate contacts.

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.