

UNIVERSITY FOR THE CREATIVE ARTS

PROGRAMME SPECIFICATION FOR:

MA PRINTED TEXTILES FOR FASHION & INTERIORS

PROGRAMME SPECIFICATION 2019/20

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	Master of Arts			
Course Title	Printed Textiles for Fashion & Interiors			
Course Location and Length	Campus: Rochester		Length: Full time 1 year Part time 2 years	
Mode of Study	Full-time	✓	Part-time	✓
Period of Validation	2016/17-2020/21			
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>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>Other relevant and equivalent UK, European and international qualifications will be considered.</p> <p>For applicants whose first language is not English, an average IELTS score of 6.0 (or equivalent) with a minimum achievement of 6.0 for all components, is required. 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 an appropriate range and level of relevant creative and/or professional skills. Applicants may come from a printed textiles background, or a range of cognate disciplines (for instance, fashion design, textile design, graphic design, illustration, fine art). The portfolio should demonstrate the potential for creative and innovative work pertinent to contemporary textile practice such as pattern and texture, surface embellishment and digital manipulation of visual images. It should show a range of work, and include evidence of some (not necessarily all) of the following: strong pattern and surface design ability; strong colour sense; good drawing and/or computer image and pattern-making skills; awareness of the potential applications of print to three-dimensional objects (garments, interior furnishings, etc); making and manipulation skills in fashion</p>				

¹ Regulated by the Higher Education Funding Council for England

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

and/or interiors; appreciation of fashion and lifestyle trends.

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.

Overall methods of assessment ³	Written exams:	Practical exams:	Coursework:
Course:	0%	0%	100%
Overall Learning & Teaching hours ⁴	Scheduled:	Independent:	Placement:
Course:	16.7%	78.9%	4.4%
	300 hours	1420 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: 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:

- 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

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

				options in core units?
Course				
RPFI7001 Professional and Creative Practice	7	30	Core	NA
RPFI7002 Research and Creative Enquiry	7	30	Core	NA
RPFI7003 Innovation, Development and Interpretation	7	60	Core	2 options in unit: Internship & Industry Case Study: Internship most popular
RPFI7004 Resolution and Presentation	7	60	Core	NA

Section B - Course Overview

MA Printed Textiles for Fashion & Interiors offers a practice based, design led experience, which aims to develop your creative vision and redefine your professional practice. You will be encouraged to push boundaries and challenge yourself; we provide you with a stimulating and supportive environment in which to do this. A distinctive feature of the course is the fashion forward, industry focus through research, design development, range planning, product development, industry engagement opportunities and professional practice which is embedded throughout the course.

This course will help you to develop an individual design philosophy and the research methodology, visual, creative and practical skills you need to work in contemporary practice. With no house style, you will be encouraged to explore printed textiles for both fashion, interior and exterior applications. This course offers you a unique and exciting opportunity to make your creative vision a reality, master your skills, and develop new research methods, exploring innovative, relevant and sustainable solutions.

The course is committed to the notion that the design and production of printed textiles for both body and space is an interdisciplinary subject area that can be applied to an incredibly diverse range of contexts, and market levels from conceptual to commercial.

UCA has an MA Textiles course based at the Farnham campus, located in the School of Crafts and Design, which has an international reputation for innovative craft textiles practice. The MA Printed Textiles for Fashion & Interiors, situated within the internationally recognised School of Fashion at UCA Rochester, will be distinct from this course, with a strong focus on printed textiles for fashion, and an emphasis on the creative application of technology and new materials.

This course offers you the opportunity for in-depth exploration and creative idea development in the specialist subject area of printed textiles for contemporary creative and fashion related industries. Our creative studio culture offers you an experimental textiles incubator space where you can immerse yourself in your proposed project. Working in our well-equipped fashion and textiles workshops, print rooms and studios you will be supported by a team of academic and technical staff, who have a wide range of industry experience.

You will be challenged to exceed your personal best, gaining in confidence and professionalism

throughout the programme through critical debate, seminars, lectures, tutorials, visiting speakers, group critiques, market research and personal research. You will have the freedom to explore and combine traditional, hand crafted design and production techniques with the latest innovations in digital technology while researching constantly evolving materials and new technologies. You can create diverse design solutions that span a variety of outcomes.

Print for Fashion: including printed textiles collections for fashion, printed samples, experimental print pieces, printed garment prototypes, print design concepts/ range plans and printed fashion related products /accessories.

Print for Interiors: including printed furnishings, fashion led interior print concepts, one off printed textiles, installation/ site specific works, printed product prototypes, floor and wall coverings as well as exterior print applications.

From day one you start to build a professional portfolio, exploring ways to externalise your practice and create an online presence and ways to present your work to industry. This can evolve through first-hand experience, industry placements/ internships or through working with fashion studios and agents, buyers, shops, galleries and interior designers as well as exhibitions, national competitions and online selling platforms.

MA Printed Textiles: Fashion & Interiors offers:

- ITRC, the International Textiles Research Centre, based at UCA, which offers an exciting staff and student research culture developing collaborative relationships with major cultural institutions, networks, galleries and museums around the world.
<http://www.ucreative.ac.uk/research-centre-international-textile>
- a specialist arts creative environment with opportunities for collaborative and interdisciplinary work
- teaching by experienced research practitioner staff and visiting lecturers
- state of the art digital and traditional textiles workshops and resources, extensive fashion production resources including Gerber, 3D workshops, CAD, Rapid prototype printing and laser cutting
- subject specialist technicians for design and production
- a combination of set/industrial projects, industry work placement opportunities and self-directed study
- UCA Rochester campus, only 45 minutes from London by train
- international links with industry including: Alexander McQueen, Nike, Adidas, The Victoria & Albert Museum in London, Jimmy Choo, Erdem, Peter Pilotto, Eyefix International.

Stage 1

Professional and Creative Practice - this unit focuses on the development of your creative skills and the redefinition of your professional practice. You will achieve this through in depth exploration of materials, techniques and processes. Experimentation with hand crafted design techniques, industry production methods, innovation in digital CAD and CAM applications are combined with advanced textiles printing and dyeing workshops. Live industry projects offer the opportunity to contextualize your practice.

Research and Creative 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 practice. This unit aims to give you the confidence to

become an independent reflective practitioner.

Stage 2

Innovation, Development and Interpretation - printed textiles experimentation with a broad range of materials from fabrics and leather to wood, metal and plastics 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 specialist topic emerging from your project proposal. Product prototyping/ sampling, range planning and market research will be aligned to a market level appropriate for your work. International Competition work and industry engagement opportunities continue the industry focus in stage two of the course.

Stage 3

Resolution and Presentation – this is the culmination of your research and creative exploratory practice. You will be challenged to create a dynamic personal design philosophy through advanced conceptual thinking, exploring constantly evolving materials, technologies and processes. You will consider ways to externalise your practice and final professional portfolio through exhibition/ website/ competition work, showcasing 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, self-directed, practice-based research project |
| A2 | To develop an understanding of environmental, ethical, and cultural issues and influences upon contemporary creative textile practice |
| A3 | To provide an advanced creative methodology in the application of hand printing techniques, digital innovations and craft based skills in 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 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 and interiors textiles 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 the textiles industry.

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 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 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 textile design practice.

Section E - Learning, Teaching and Assessment

Learning and Teaching Strategy

Learning and Teaching

- The MA Printed Textiles for Fashion & Interiors is project-based, but is supported by seminars, tutorials, 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 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 career aspirations. Key elements of this are the development of the MA Project Proposal in terms of goal setting, 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 Masters level benchmarks and insights into the specific considerations of individual research projects. They therefore provide an invaluable learning tool that enables students to evaluate their performance and progress in both general and specific terms.
- 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 bodies of knowledge can be categorised briefly as follows: contexts and concepts (critical, historical, cultural and professional), methodological (research methods and processes), and technical. The applied skills that need to be demonstrated by a master's student are analysis and interpretation, creativity and innovation, technique, communication and independence.
- The development of applied skills is progressive throughout the course structure and therefore these are evident in all units to a greater or lesser degree. In both cases, 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. Each unit has stated integrated outcomes combining both knowledge and the deployment of skills. The assessment criteria for each unit are always set out in accordance with the structure outlined above, as such they break down the demonstration of learning into a series of separate elements. In order to make clear this relationship, 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 also

capable of providing essential feedback. Assessment is seen as being constructive and the emphasis is always on personal development.

- Live projects, shorter exchanges and internships are encouraged whenever possible in order for students to gain additional experience of working outside the university and to help make 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