

BA (Hons)

FASHION

PROGRAMME SPECIFICATION

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CLEVELAND COLLEGE OF ART & DESIGN

PROGRAMME SPECIFICATION

The Programme Specification provides a summary of the main features of the **BA (Hons) Fashion** programme, and the learning outcomes that a 'typical' student might reasonably be expected to achieve and demonstrate if he/she passes the programme.

Further detailed information on the learning outcomes, content and teaching and learning methods of each module may be found in your *Module Handbooks*.

Key Programme Information

Final Award	BA (Hons)
Programme Title	BA (Hons) Fashion
Teaching institution	Cleveland College of Art & Design [CCAD]
Awarding Institution	Arts University Bournemouth [AUB]
Professional accreditation	None
Length of programme / mode of study	3 years full-time
Level of final award (in FHEQ)	Level 6
Subject benchmark statement(s)	Art and Design
UCAS code	W232
Language of study	English
External Examiner for programme:	Suzy Mason Leeds College of Art <i>Please note that it is not appropriate for students to contact External Examiners directly</i>
Date of Validation	2006
Date of most recent review	March 2014
Date programme specification written/revised	September 2014

Programme Philosophy

The BA (Hons) Fashion programme philosophy is to encourage creative approaches to the development of contemporary and original fashion solutions. The unique local and regional environment provides the opportunity to study in an inspirational part of the North East that has a wealth and diversity of cultural and industrial heritage. The programme offers a supportive atmosphere where you are nurtured and encouraged to grow and develop as a creative practitioner with the skills and knowledge to seek employment both nationally and internationally.

Delivered within a design-led learning environment, there is a focus on innovative cutting and construction and their symbiotic relationship with the behaviour of materials aimed at nurturing students as creative individuals with the confidence to explore and experiment. Discovery through intentional creative play and investigation is underpinned by a solid foundation of technical development and contextual analysis. The framework of modules and projects provides opportunities for experimental and exploratory work that promotes and develops your individual creative and professional identity. You will be encouraged to develop a mature, confident and self-motivated attitude with an awareness of your individual creative abilities and capacity for ideas generation.

The critical analysis and integration of art and design theory in a range of contexts, including historical, contemporary, social and cultural, and the ability to be visually and creatively responsive to the world around you, will enable you to challenge and question existing fashion practices and to take risks in developing creative design solutions.

The programme aims to develop a professional work ethic, keeping you focussed and motivated in order to prepare you for the competitive world of the fashion industries, and the skills and knowledge required. This includes the awareness of market requirements and emerging trends, sustainable professional practice, concept origination and development, drawing and visual communication, design and pattern development, garment construction, digital technologies and the use of traditional and non-traditional materials. You will explore experimental methods of garment development that will offer creative scope and take you outside the standard metric experiences of pattern cutting to create conceptual designs aimed at redefining the future of the fashion landscape.

The programme is delivered within dedicated studio and workshop environments that provide an excellent range of industry-standard resources. Experienced academic and technical staff, and a programme of visiting fashion designers and professionals will support and inspire you to develop your creative identity and specialist routes of enquiry, and establish your individual career aspirations as you progress through each Level. You will be encouraged to respond authentically through experimentation, evaluation and creative analysis in order to produce original and innovative design solutions, underpinned by practical and professional skills, in order to establish and sustain a career in fashion and its related industries.

The knowledge, understanding and contextualisation of the international fashion industries will be enhanced by educational visits to major trend capitals such as Milan, Paris and New York, as well as opportunities to participate in national and international competitions, and to exhibit at Graduate Fashion Week in London. Live

projects in collaboration with industry partners and opportunities for work experience will develop your professional design practice and networking in order to enhance your career potential.

Programme Aims

- To develop creative and investigative approaches to the design and production of contemporary fashion solutions with an emphasis on authenticity, originality and innovation
- To develop your confidence and expertise in the application of specialist skills and knowledge, materials, techniques, processes and technologies to the development and realisation of professional fashion solutions
- To provide opportunities for you to develop transferable skills that enhance your employability and enable you to locate your specialist creative practice within a professional context relevant to the fashion and creative industries
- To cultivate a creative environment that stimulates and challenges you to develop your professional practice and strive for innovation
- To enable you to question and challenge the established principles of fashion, formulate original solutions and effectively communicate and present information through research, ideas generation, visual representation, design development and realisation, evaluation and analysis
- To develop your ability to source, synthesise and analyse information and evidence of creative enquiry and investigation in order to make independent judgements and achieve reasoned solutions

Programme Outcomes

By the end of the programme you will be able to:

- Demonstrate a comprehensive and detailed knowledge of the production of fashion solutions and their theoretical, ethical and professional contexts, including research, ideas initiation, design development, realisation and presentation
- Synthesise, critically evaluate and apply research from a diverse range of appropriate sources to make independent judgements and achieve reasoned solutions
- Demonstrate confidence and intellectual flexibility in identifying, defining and resolving complex problems in response to set briefs and self-initiated practice relevant to the production of fashion solutions
- Take responsibility for independent learning and decision-making, demonstrating effective reflection, evaluation, organisation and time-management in relation to your own practice

- Effectively apply an appropriate range of practical and technical skills, materials, media and technologies to the production of professional fashion solutions
- Demonstrate readiness for employment, postgraduate study and/or continuing professional development, acknowledging the legal, ethical and sustainable constraints and professional expectations of the fashion industries
- Communicate effectively, confidently and professionally in a range of formats to specialist and non-specialist audiences including potential employers within the fashion and creative industries

Reference Points

UK Quality Code for Higher Education, including:

- Subject Benchmark Statement: Art and Design
- Framework for Higher Education Qualifications (FHEQ)

AUB Undergraduate Regulatory Framework

CCAD Higher Education Learning, Teaching and Assessment Strategy

Learning, Teaching and Assessment

Learning and Teaching Strategies

Your programme has been designed to give you a clear and logical learning experience, which encourages you to take an active part in the learning process. Each Level of the programme has explicit learning outcomes that indicate the range of your knowledge and understanding, including intellectual, practical, professional and transferable skills.

The programme helps you to develop the ability to plan, manage and evaluate your learning, which is vital to the process of becoming an independent and professional practitioner. It also encourages you to take an enquiring approach, so that you can resolve problems with confidence in your own judgements.

Formative feedback throughout modules helps you to evaluate your progress and identify your individual strengths and areas for development, based on feedback from tutors, other students, and your own self-evaluations.

The programme objectives are met by deploying a wide variety of teaching and learning methods including assignments, projects, lectures, seminars, group critiques and tutorials. In consultation with the Programme Leader, academic staff are responsible for co-ordinating individual modules of study, and for selecting appropriate methods of delivery according to the subject matter and the student experience.

The learning and teaching methods used enable you to develop the skills, knowledge and critical awareness required to become a creative practitioner and promote the development of transferable skills, which are essential for employability.

The study time allocated to each module in the programme incorporates a balance of formal teaching, tutorial support and independent learning. The programme is structured to provide increased opportunities for independent learning as you reach the later stages of the programme. The promotion of independent learning reflects your anticipated maturity as a student and allows you to direct your learning towards your individual goals.

The integration of theory and practice is crucial in your development as a well-rounded and informed creative practitioner. This is promoted and reinforced through a team teaching approach in both practical and written modules. Lectures, seminars and tutorials may be delivered by academic staff, as appropriate, in the creative environment of the studio, lecture theatre and seminar room.

Level 4 - Foundation and Orientation

Level 4 provides you with an introduction to the concepts, skills and knowledge associated with your subject area. You can access guidance and support from tutors during teaching sessions, but you are also expected to use independent study time to develop your skills further. Verbal and written formative feedback in tutorials and teaching sessions provides you with a clear indication of your progress, and you can use formative self and peer evaluation to help you to develop your critical and evaluative abilities.

Level 5 - Development and Exploration

The learning and teaching strategies used in Level 5 encourage you to take a more active involvement in your personal development. You are provided with opportunities to extend your subject knowledge and associated skills, and to study specific areas in greater depth. As you progress through Level 5, you are able to focus increasingly on your individual areas of interest and specialism. This is determined through the introduction of Learning Agreements, in which you can negotiate your own routes of enquiry, including research, development and realisation. Throughout Level 5, work-related learning, such as live assignments and potential work experience opportunities, enables you to develop your professional practice and experience of working in a commercial context. Increased levels of formative self and peer evaluation, in conjunction with the Learning Agreements, help you to take more responsibility for your learning.

Level 6 – Consolidation and Expertise

In Level 6, you undertake a range of intellectually challenging work involving in-depth study, which helps you to consolidate your prior experience, knowledge and skills to a higher level of expertise. Emphasis is placed on self-initiated projects and your ability to plan and manage your own learning within all modules. You are expected to work with a considerable degree of independence and to exercise effective critical analysis, evaluation and professional practice. Your specialist tutors will give you guidance throughout Level 6 in order to provide a structured and supportive learning environment, promoting a manageable level of student autonomy while continuing to address any potential issues. Individual student-initiated projects, negotiated through the Learning Agreements for the Minor Project and Final Major Project modules, are undertaken within the module framework to assist you in the realisation of your creative aspirations as an independent practitioner. The Professional Practice and

Dissertation modules are characterised by a high level of independent learning, critical thinking, communication and organisation.

Methods of Learning Glossary

A variety of methods are used to help you to engage with your learning, both by you as a student and by your tutors – some of these methods are described below.

Timetabled Teaching Sessions

Your student timetables indicate the teaching sessions that have been arranged for you across the modules that you are studying, and are available to you on the VLE. Within your teaching sessions, you will take part in a variety of activities that will help you to learn and develop as appropriate to each module and assignment. Specific learning and teaching strategies used in teaching sessions can include:

- Projects and assignments - covering a range of learning areas
- Tutorials - for appraisal and development as an individual or in groups
- Critiques - to provide formative feedback and to develop your presentation skills
- Lectures - formal and informal
- Seminars - discussions that develop your critical responses
- Demonstrations - practical and workshop-based activities
- Enhancement activities - visiting speakers, educational visits, workshops

Independent study

In addition to teaching sessions, the development of your skills and knowledge requires extra individual input defined as independent study. This will appear on your timetables and is an important part of the learning hours required for each module. During these periods, technician/demonstrators and Library staff are available to help you to undertake research and the development of ideas and practical work. It is your responsibility to make good use of independent study time and the facilities available. It is essential that you access the specialist workshops during this time to develop your skills with materials, equipment and processes. The College's opening times and access to resources are intended to provide extra opportunities for you to benefit from your studies and to achieve your goals.

Assignments

A strategy based on practical and/or written work, ranging from staff-initiated activities at Level 4, and leading progressively to increasingly student-led activities at Levels 5 and 6.

Live Assignments

An assignment negotiated between a tutor and a relevant external agency, providing an opportunity for you to work within the constraints of a commercial brief. Live assignments can also include competitions and awards.

Projects

An activity initiated by you as a student in which the emphasis is on student-centred learning. The tutor acts as a supervisor, negotiating the choice of topic with you through the Learning Agreement, and supporting you throughout the project, which can be undertaken on an individual basis and/or in groups.

Lectures

A structured presentation of ideas, concepts and content knowledge by academic staff and visiting lecturers to groups of students, followed by feedback, questions and answers.

Academic Tutorials

A meeting with an academic tutor or tutors either to discuss the progress of your work on a formative basis, or to give summative feedback about your achievement in individual modules or the programme in general. Academic tutorials can take place on an individual basis, or with a group of students.

Seminars

A group activity involving the open discussion and analysis of topics – seminars may be tutor-led or student-led and can include short presentations.

Group Critiques

These involve all students in presenting and discussing work with tutors and the peer group within modules, giving you the opportunity to evaluate and respond to feedback.

Workshops

Specific activities within specialist modules that provide the skills required for assignments and can be delivered by tutors and/or technician/demonstrators. Technical and practical skills are developed in a range of techniques, processes and materials relevant to your area of study and specialism.

Educational Visits

Educational visits to a range of external venues provide opportunities for you to broaden your field of research and knowledge related to your area of study. You will be given information about your programme's planned educational visits throughout the academic year.

Learning Agreements

As you progress through the programme, there are increasing opportunities for you to negotiate your own learning. Learning Agreements are introduced at Level 5 as a mechanism to support you in defining your individual learning in the context of the programme. Within the Learning Agreement, you will outline how you intend to fulfil the module aims and outcomes and how you plan to achieve this. This enables you to vary the work you produce according to your own personal and professional goals and aspirations whilst meeting the specified aims and learning outcomes of the module. At Level 6, you are expected to use the Learning Agreements for your Minor Project and Final Major Project. The Learning Agreements contribute towards evidence of your Personal Development Planning.

Assessment

Each module is assessed separately, and the assessment forms part of the module. Assessment both provides a measure of your achievement, and also gives you regular feedback on how your learning is developing.

At every Level of your programme you will be provided with a *Module Handbook* for each module, which contain information about the individual modules you will be

studying. This includes what you are expected to learn within each module; the work that you have to submit; how it will be assessed and the deadline for submitting your work for assessment.

You will receive a final mark for each module in the form of a percentage, which is recorded on your formal record of achievement (transcript). Each component of assessment is marked using a notched marking scale, whereby only certain marks are used within each banding of marks. The only marks available within any ten-point band are *2, *5 and *8 (eg. 42, 45, 48). These marks correspond to a low, mid, and high level of achievement within each banding of marks.

On successful completion of your Honours degree programme, you will be awarded a degree classification based on your module marks. The final classification is determined using all module marks at Levels 5 and 6 using two different algorithms, which are detailed in the *Undergraduate Regulatory Framework and Assessment Regulations* (available on the VLE). If the two algorithms produce different results, you will be awarded the higher class of degree. For further information on progression, awards and classifications, please visit the VLE.

If you have joined Level 6 having completed a Foundation Degree (FdA) the final classification is determined using only your module marks at Level 6.

For further information on progression, awards and classifications, please visit the VLE.

Transferable Skills and Employability

To be successful, graduates need to be multi-skilled, responsive and adaptable people who are innovative and flexible enough to operate in a fast-changing world. During the course of undergraduate study, you will develop specialist skills and knowledge in your subject area. However, you will also develop a range of skills and behaviours which prepare you for employment in a wide range of fields. These skills and behaviours are variously known as “transferable skills”, “graduate skills” or “generic skills”, and employers expect all graduates to possess them; indeed many employers value these skills more than subject-specific knowledge, given the rapid pace of change within the creative disciplines.

In the first year of your programme, transferable skills will include academic conventions and good academic practice (such as the avoidance of plagiarism); information retrieval; and general skills which support academic study within higher education. As you progress through the programme, you will increasingly be expected to demonstrate advanced skills in communication (verbal, visual and written); an ability to apply knowledge to new situations; critical reflection and self-evaluation; an ability to research, evaluate and analyse information; team-working; and higher-level problem solving. You will also be expected to develop your organisation and time management skills, and to demonstrate through your work the professionalism required of a graduate.

You will be encouraged to reflect on your development of transferable skills throughout the programme.

To ensure that you graduate with the personal attributes and attitudes required to practice effectively at a professional level, your programme provides a wide range of experiences and opportunities that develop your knowledge and understanding of the workplace, such as:

- Live assignments
- Educational visits in the UK and abroad
- Exhibiting work at national exhibitions, such as Graduate Fashion Week (London)
- Work experience opportunities
- Competitions and awards
- Visiting lecturers and speakers from the professional community

In order to ensure that you are equipped with the skills required to meet the needs of the fashion industries, the programme maintains and develops excellent links with industry to provide relevant live assignments and work experience opportunities.

The programme also has an Industrial Liaison Group [ILG], whose support is invaluable in ensuring that the programme's content and resources enable you to develop employability skills that are appropriate to the needs of industry. The ILG provides feedback for both academic staff and students regarding the currency, relevance and quality of work produced at each Level, as well as contributions to curriculum content.

You will be taught by professionally qualified staff who are subject specialists and understand the requirements of the relevant industries, so their knowledge and experience will provide valuable support to help you develop your potential and plan your career.

Personal Development Planning

Personal Development Planning [PDP] is a process that will give you the opportunity to plan and reflect on your learning and development throughout your programme in preparation for future professional practice. PDP will help you to measure and monitor your academic and professional progress based on your own self-evaluations, and on feedback from tutors, peers and interaction with potential clients (eg. within live assignments). It will also help you to develop a range of skills and information that will contribute towards the development of independent learning and employability.

PDP will benefit you by:

- Providing a clear overview of your studies
- Helping you to reflect critically on your progress and performance
- Enabling you to become more independent
- Encouraging you to take an active role in your learning and career development
- Providing you with opportunities for self-evaluation, forward planning and working towards the achievement of personal goals
- Enhancing your opportunities for learning and development

Work Experience

Work experience refers to any period of industrial, professional or commercial experience arranged with an employer or external agency while you are studying on the programme. It can be an invaluable aspect of your development towards employability, providing you with the opportunity to put your knowledge and skills into a professional context and to give you a realistic view of employment. It can also provide professional contacts and potential future employment opportunities. Your tutors can help you to find appropriate work experience, and more information is available in the *Work Experience Handbook*, which you can access on the VLE.

Programme Structure

All students are registered for the award of BA (Hons); however exit awards are available if you leave the programme early, having successfully completed one or two Levels. If you successfully complete a Level of the programme, you will automatically be entitled to progress to the next Level.

For the award of a Certificate of Higher Education (CertHE), you must have achieved a minimum of 120 credits at Level 4. This qualification may be awarded if you leave CCAD following successful completion of the first year of your programme.

For the award of a Diploma of Higher Education (DipHE), you must have achieved a minimum of 240 credits of which a minimum of 120 must be at Level 5. This qualification may be awarded if you leave CCAD following successful completion of the second year of your programme.

For the award of a BA (Hons) you must have achieved a minimum of 360 credits of which a minimum of 240 must be at Level 5 or above, of which a minimum of 120 credits must be at Level 6. This qualification will be awarded upon successful completion of your programme.

A BA without Honours may be awarded if you have achieved 300 credits, at least 180 of which are at Level 5 or above, and at least 60 of which are at Level 6.

Programme Content

The programme is structured to provide you with the skills, knowledge and abilities that will help you to become increasingly independent as a creative fashion practitioner, and to develop the skills required for employment and professional practice within the fashion industries.

The programme's modules have been designed and organised to provide opportunities for you to develop, integrate and consolidate a wide range of knowledge and expertise, with an emphasis on creative investigation and critical enquiry. The module structure provides you with a holistic and coherent learning experience and a comprehensive framework for assessment and progression that will enable you to gain recognition for your progress and achievement.

The programme consists of three Levels (4, 5 and 6), each lasting one academic year of full-time study. Each Level is divided into modules, which may vary in size. A standard module represents 200 hours of study and is worth 20 credits. Depending on the complexity of the area being studied, some modules may be larger, for example, in Level 5 you will study double (40 credit) design-based modules and a treble module (60 credits) in Level 6.

Level 4

The structure of Level 4 modules provides the foundation of skills and knowledge required for progression through the programme. Modules vary from 20 credits to 40 credits to aid your orientation to the discipline and to support you in managing your workload.

The focus of the **Exploring Drawing & Illustration** module (20 credits) is to provide the foundation of your creative practice through drawing and routes of visual enquiry. Exploring and experimenting with observational and representational drawing will enable you to generate imagery and communicate potential ideas and concepts for fashion through the use of traditional and digital media, techniques and manipulation. Your creative visual investigation will be underpinned by the research and analysis of historical and contemporary art, illustration, photography and visual communication in order to provide a context for your individual responses and inspirations. This broader approach to generating visual responses is intended to fuel your imagination and develop your confidence in visual expression.

The **Create, Cut & Construct** module (20 credits) enables you to explore potential garment forms and creative methods of pattern development in the context of experimentation and discovery. Working both within and outside of the normal metric experience of traditional pattern cutting, you will be encouraged to create conceptual fashion responses through fabric manipulation, draping and cutting. This will enable you to consider potential structured, unstructured and deconstructed samples without the technical constraints of producing finished garments. You will also begin to appreciate and evaluate the behaviour of materials and fabrics in creating different forms and structures.

In the **Generating Fashion Concepts** module (40 credits) you will research, generate and develop individual concepts in response to a fashion brief, and to synthesis and realise ideas through the design process. Conceptual and creative investigation will be informed by the analysis of research to define your inspirations and influences, and your practical exploration will be set in the context of experimentation and imaginative problem-solving. Research sources will include an awareness of fashion trend predictions, but these should not constrict or define your routes of enquiry. The production and presentation of a final constructed fashion outcome will enable you to communicate your conceptual process and to demonstrate the development of your practical and technical skills.

The **Introductory Professional Studies** module (20 credits) introduces aspects of professional practice and employability that are relevant to creative practitioners, including IT, communication, research, presentation and individual weblogs. The fashion industries are explored at a general level in order to raise your awareness of these industries and how they operate, and the range of career options available.

The **Introductory Material Culture** module (20 credits) explores the chronology and history of material culture in a series of lectures and research seminars, and encourages you to appreciate the broader contextual influences on contemporary culture. It supports the development of research, study and analytical skills in the production of a Material Culture Journal, which includes an essay based on an aspect of the lecture programme. The module content is relevant to students on all design-based programmes, and students are taught in larger mixed groups to encourage collaboration across disciplines.

Level 5

In Level 5 of the programme, you can extend your subject knowledge and associated skills, study specific areas in greater depth, and develop your experience and understanding further.

The Learning Agreement is introduced in Level 5 to enable you to take more responsibility for your learning through negotiation with your tutors. It is used to help you to identify and plan your individual focus within specific modules and supports the progression of independent learning.

The module structure of Level 5 includes 20 credit and 40 credit modules.

The **Live Project** module (40 credits) enables you to develop your experience, professional fashion practice and creative problem-solving skills within the structure of client-led briefs and live assignments, which could include competition work. This will enable you to develop your work in a professional context with consideration of commercial parameters and the requirement to be forward-thinking and adaptable. The Learning Agreement is introduced within this module to develop your ability to identify and negotiate an individual route of enquiry in response to the assignment. This supports the development of communication and practical skills by encouraging an investigative approach to the commercial fashion process within a professional context.

The **Individual Design Direction** module (40 credits) enables you to identify and focus on your individual areas of interest and specialism within creative fashion practice. It provides the flexibility to work on an individual basis to extend and integrate your skills and knowledge in the context of your own career aspirations and goals. Through the production of a Learning Agreement, your work will be negotiated in discussion with tutors to extend professional skills such as project management and communication. You will be encouraged to take ownership of your learning and creative direction through an intellectual approach to design, the creative development process and the realisation and presentation of resolved fashion solutions.

The **Professional Studies** module (20 credits) extends and develops your knowledge of the fashion industry, its international perspective, and the roles available within it. This is enhanced by primary and secondary research into specific career pathways, with particular emphasis on employability and enterprise. The module aims to develop a practical focus on employability skills, professional practice and networking, including the application of IT for professional promotion, such as curriculum vitae and digital archives, and the further development of individual student weblogs.

The **Material Culture Theory** module (20 credits) extends your knowledge and awareness of issues that shape, define and influence contemporary material culture, based on a series of thematic lectures and research seminars. The module further develops your skills in research and critical analysis, and your ability to formulate and conclude a written argument in essay format with adherence to academic conventions. At the end of the module, you are allocated time and tutorial guidance to research and propose a Dissertation topic in preparation for Level 6. The module is delivered to larger groups from a number of design-based programmes to encourage students to work collaboratively.

Level 6

Level 6 modules enable you to demonstrate and consolidate the knowledge, understanding and skills you have gained in Levels 4 and 5, and to develop appropriate levels of expertise and independence. Modules are 20 credits in value with the exception of Final Major Project which has a value of 60 credits.

The **Minor Project** module (20 credits) provides you with the opportunity to initiate, negotiate and research an in-depth and challenging personal project that you can extend, develop and consolidate throughout Level 6. Defined through the Learning Agreement and based on your individual creative and career aspirations, you will produce extensive concept development, research and experimental investigation as a basis for the development and production of fashion solutions for an identified market during the Final Major Project. The critical analysis and evaluation of research, materials, techniques and processes is fundamental to the experimental development of your ideas and the feasibility of potential solutions.

The **Final Major Project** module (60 credits) enables you to consolidate and culminate your creative, critical and professional knowledge and skills within a challenging and complex project. Through the Learning Agreement, you will analyse the feasibility of the investigation you have undertaken within the Minor Project and define routes of enquiry that will enable you to develop and resolve a fashion solution. This process should demonstrate extensive experimentation and critical analysis in the synthesis of your ideas and solutions, and the ability to work within the contexts of ambiguity and uncertainty to bring your project to a reasoned conclusion. The Final Major Project requires you to demonstrate the breadth and depth of your knowledge and skills, and your ability to manage your creative fashion practice with appropriate levels of independence and expertise, based on effective reflection and evaluation. This is intended to prepare you for progression to employment, self-employment or postgraduate study.

In the **Dissertation** module (20 credits) you will undertake extended research and academic investigation into an individual topic negotiated and agreed with your Dissertation Supervisor. The nature and content of your dissertation should support and enhance your creative practice and demonstrate an advanced level of critical analysis. It also equips you with a wide range of skills that can be applied to any area of information retrieval and analysis, and academic writing.

The **Professional Practice** module (20 credits) enhances your preparation for progression to employment, self-employment and/or postgraduate study through the research and production of professional promotional material. This will be appropriate

to your individual career aspirations as a creative practitioner, and requires you to analyse your own employment potential in relation to relevant markets and industries.

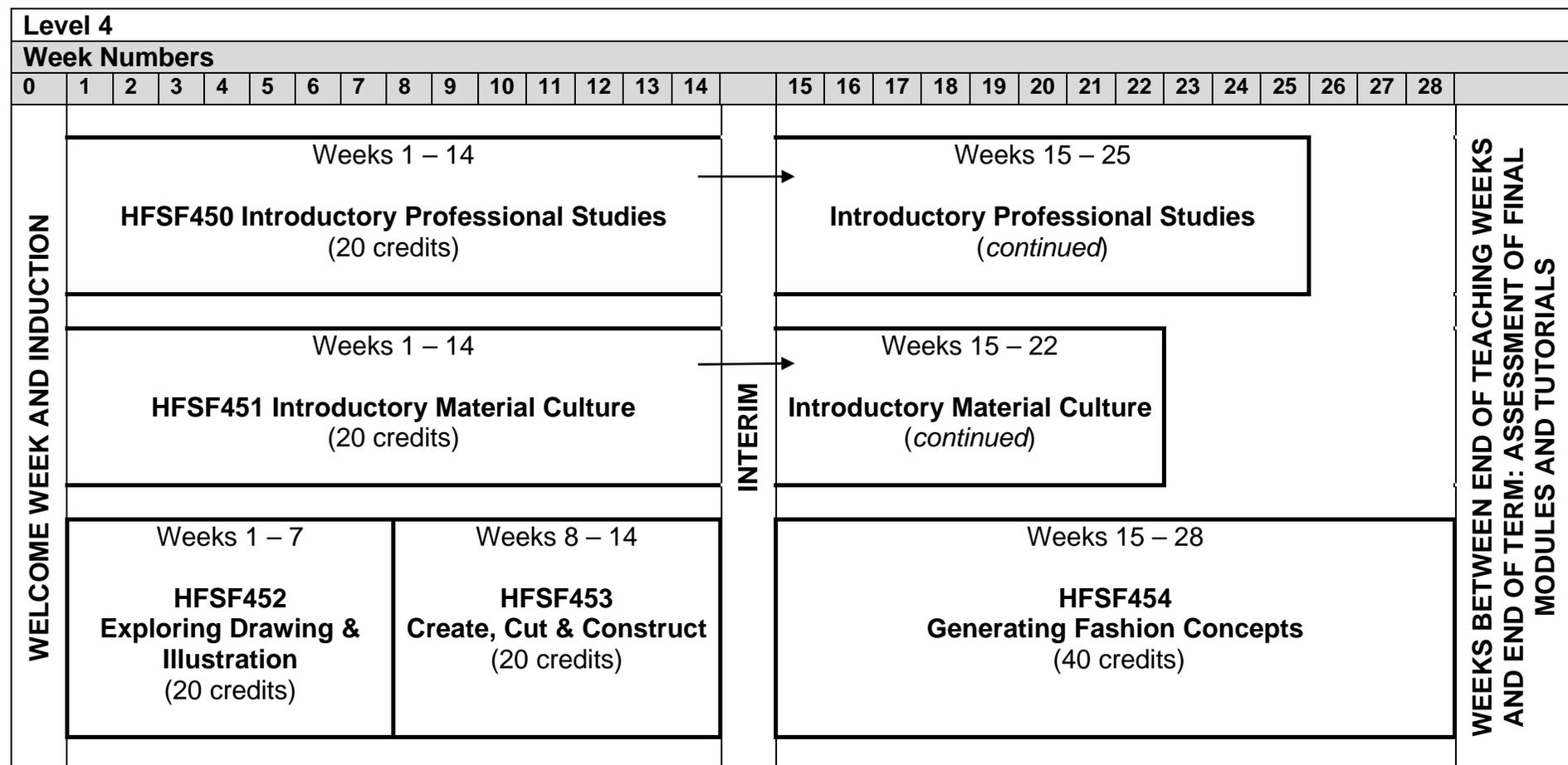
Within the programme, you will have opportunities to exhibit work at professional trade shows and exhibitions, and will be encouraged to participate in work experience and competitions in order to enhance your professional practice and establish networks in the fashion and creative industries.

Programme Modules

Module Code	Module Title	Credit Weighting
Level 4		
HFSF452	Exploring Drawing & Illustration	20
HFSF453	Create, Cut & Construct	20
HFSF454	Generating Fashion Concepts	40
HFSF450	Introductory Professional Studies	20
HFSF451	Introductory Material Culture	20
Level 5		
HFSF552	Live Project	40
HFSF553	Individual Design Direction	40
HFSF550	Professional Studies	20
HFSF551	Material Culture Theory	20
Level 6		
HFSF650	Minor Project	20
HFSF651	Dissertation	20
HFSF653	Final Major Project	60
HFSF652	Professional Practice	20

Programme Diagram

This schematic diagram shows the proposed start and end dates for each module. Assessment takes place at the end of each module and you will normally receive summative assessment feedback within 4 academic weeks of the original submission date. Further information on the structure of each module is included in your *Module Handbooks*.



Level 5

Week Numbers

0	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																																		
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">WELCOME WEEK AND INDUCTION</p>																<p style="text-align: center;">Weeks 1 – 14</p> <p style="text-align: center;">HFSF550 Professional Studies (20 credits)</p>																<p style="text-align: center;">Weeks 15 – 25</p> <p style="text-align: center;">Professional Studies (<i>continued</i>)</p>																<p style="writing-mode: vertical-rl; transform: rotate(180deg);">WEEKS BETWEEN END OF TEACHING WEEKS AND END OF TERM: ASSESSMENT OF FINAL MODULES AND TUTORIALS</p>															
																<p style="text-align: center;">Weeks 1 – 14</p> <p style="text-align: center;">HFSF551 Material Culture Theory (20 credits)</p>																<p style="text-align: center;">Weeks 15 – 18</p> <p style="text-align: center;">Material Culture Theory (<i>continued</i>)</p>				<p style="text-align: center;">Weeks 19 – 22</p> <p style="text-align: center;">Dissertation proposals</p>																											
																<p style="text-align: center;">Weeks 1 – 14</p> <p style="text-align: center;">HFSF552 Live Project (40 credits)</p>																<p style="text-align: center;">Weeks 15 – 28</p> <p style="text-align: center;">HFSF553 Individual Design Direction (40 credits)</p>																															

INTERIM

Level 6

Week Numbers

0 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

WELCOME WEEK AND INDUCTION	Weeks 1 – 10														INTERIM	Weeks 11 – 25														WEEKS BETWEEN END OF TEACHING WEEKS AND END OF TERM: ASSESSMENT OF FINAL MODULES AND TUTORIALS
	HFSF651 Dissertation (20 credits)															HFSF652 Professional Practice (20 credits)														
	Weeks 1 – 9											Weeks 11 – 28																		
	HFSF650 Minor Project (20 credits)											HFSF653 Final Major Project (60 credits)																		

Mapping of Module Learning Outcomes to Level Outcomes

Level 4	Exploring Drawing & Illustration	Create, Cut & Construct	Generating Fashion Concepts	Introductory Professional Studies	Introductory Material Culture
Level Outcome	20 credits	20 credits	40 credits	20 credits	20 credits
Describe, explain and use key elements of knowledge and key concepts of fashion in defined contexts		* LO1	* LO1		* LO1
Gather, describe and apply research from a defined range of primary and secondary sources	* LO1			* LO1	* LO2
Apply defined methods to problem-solving and recognise the changing nature of knowledge and concepts relevant to fashion	* LO2	* LO2			
Apply a range of approaches to learning and identify your strengths and areas for development in order to manage work and meet deadlines			* LO2		
Apply a range of practical and technical skills relevant to fashion in defined contexts		* LO3	* LO3		
Demonstrate the qualities and transferable skills necessary for employment in fashion requiring some personal responsibility			* LO4		
Communicate accurately and reliably with structured and coherent arguments	* LO3			* LO2	* LO2

Level 5	Live Project	Individual Design Direction	Professional Studies	Material Culture Theory
Level Outcome	40 credits	40 credits	20 credits	20 credits
Demonstrate knowledge and critical understanding of the well-established principles of, and influences on, fashion, and apply these to a range of activities		* LO1	* LO1	* LO1
Analyse, interpret and apply research from a variety of primary and secondary sources appropriate to your individual routes of enquiry	* LO1		* LO2	* LO2
Apply an enquiring approach to the changing nature of knowledge and concepts and demonstrate critical analysis in your problem-solving and synthesis	* LO1	* LO2		
Take personal responsibility for the development of existing skills and new competences and the management of your work		* LO3		
Apply appropriate practical and technical skills to enable you to experiment and develop ideas and outcomes based on your own decisions	* LO2	* LO1		
Demonstrate the qualities and transferable skills necessary for employment requiring the exercise of personal responsibility and decision-making	* LO3	* LO4		
Effectively communicate and present information, arguments and analysis in a variety of forms and situations	* LO4	* LO2	* LO3	* LO2

Level 6	Minor Project	Dissertation	Final Major Project	Professional Practice
Level Outcome	20 credits	20 credits	60 credits	20 credits
Demonstrate a comprehensive and detailed knowledge of the production of fashion solutions and their theoretical, ethical and professional contexts, including research, ideas initiation, design development, realisation and presentation			* LO1	* LO1
Synthesise, critically evaluate and apply research from a diverse range of appropriate sources to make independent judgements and achieve reasoned solutions	* LO1	* LO1	* LO2	
Demonstrate confidence and intellectual flexibility in identifying, defining and resolving complex problems in response to set briefs and self-initiated practice relevant to the production of fashion solutions			* LO3	
Take responsibility for independent learning and decision-making, demonstrating effective reflection, evaluation, organisation and time-management in relation to your own practice	* LO2	* LO2	* LO2	
Effectively apply an appropriate range of practical and technical skills, materials, media and technologies to the production of professional fashion solutions			* LO1	* LO2
Demonstrate readiness for employment, postgraduate study and/or continuing professional development, acknowledging the legal, ethical and sustainable constraints and professional expectations of the fashion industries			* LO4	* LO3
Communicate effectively, confidently and professionally in a range of formats to specialist and non-specialist audiences including potential employers within the fashion and creative industries	* LO3	* LO3	* LO5	* LO3

Resources

College Resources:

Library

The Library provides specialist art and design resources to support the learning, research and curriculum needs of both students and staff at CCAD. All new students receive an induction into the Library and a Library resource guide. Additional help is available within the Library for research, computer skills and the internet. The Library also provides sessions on information skills and e-learning, and a proof reading service for essays and dissertations to check for spelling and grammatical errors.

The Library holds an excellent range of specialist learning materials including books, journals, CDs, DVDs, magazines/journals and newspapers. It has subscriptions to a wide range of specialist electronic resources focusing on art, design and media, including e-books and e-journals. The Library resources are catalogued onto the Heritage Library Management System, which can be accessed either within the Library or by the online version via the VLE and CCAD portal.

The Library is wi-fi enabled, and facilities include study spaces, computers, printer, scanner, photocopier and a quiet study room. The resources and help from the knowledgeable and friendly staff make the Library a popular space for work and study.

The Library consistently receives high scores in both the in-house and national student surveys, which are carried out annually.

Information technology

CCAD provides a comprehensive range of IT resources and solutions based around Windows PCs and Apple Macintosh computers, using the latest in specialist hardware solutions and industry-standard applications. You can use studio and open access facilities with every computer pre-loaded with the latest revisions of Adobe Master Collection and Microsoft Office Applications. Specialist programmes demand specialist solutions and the College tailors IT resources to these requirements too.

Studio and open access facilities are complemented by our BYOD (bring your own device) network with a wireless network that is continually being improved to provide you with a seamless, quick and secure link to the internet from any device you might own.

IT resources are supported by a knowledgeable and friendly IT team that endeavour to put the student first and resolve any issues. IT support is accessible via our in-house helpdesk, which is open from 8.30am to 5pm from Monday to Thursday and from 8.30am to 4.30pm on Fridays, email: helpdesk@ccad.ac.uk. Out of hours IT support is provided on Mondays and Tuesdays from 5pm to 9pm.

Student Support

Academic Guidance

Academic staff are responsible for providing you with feedback on your work and your general academic progress, and for providing academic support and guidance through the programme. This is provided through “critiques” and written feedback, as well as guidance on practical work and informal discussion about your progress. These sessions may be individual or, in the case of collaborative work, in small groups.

Academic tutorials are scheduled to allow you to have in-depth discussions about your work, or the programme in general. You will be entitled to at least one formal recorded academic tutorial per term with a nominated member of the Programme Team.

Support and advice is also provided on an informal basis throughout the programme, through discussions between staff and students.

Career Education, Information and Guidance

Advice and guidance for careers support and further training is offered throughout your programme and developed in the Professional Studies modules to help you understand the career routes available within your chosen profession. In addition to activities on your programme that will help to guide you towards your individual career path, it is important that you do your own additional research into potential careers. The academic staff on your programme, many of whom are creative practitioners, will be able to give you further advice about careers in your subject area. In the Professional Studies modules, a variety of external business support specialists are invited into the College to talk to you about career planning and to offer advice about starting your own business. There is also a careers section in the Library.

Learning Support

Support for students with disabilities (including dyslexia)

CCAD is committed to the principles of equality and diversity and welcomes applications from students with a disability or learning difficulty. The College aims to support all students' individual needs wherever possible to enable all students to achieve their full potential.

If you experience a disability, mental health condition, specific learning difficulty eg. dyslexia, Autistic Spectrum Disorder, or long-term health condition, the Student Support team will support you to access additional funding (Disabled Students Allowances), which may fund the cost of any support needs you have. To help ensure you have all the support you need as quickly as possible, a member of the team will contact you before you enrol to ask about any support you need, and put in place interim support while they are helping you to access DSA funding.

In addition, all students are asked to complete a dyslexia screening test when they start their programme. This is called the LADS (Lucid Adult Dyslexia Screening) test, and helps to identify if you need any extra support, even if you have never accessed support before. If you do, the team will work with you to identify what support you need, and help you access further diagnostic tests and funding. The Student Support team can also offer dyslexic thinkers 1:1 support from a specialist tutor to help develop learning skills, as well as offering all students facilities such as a proof reading service via the Library.

Pastoral support and guidance

Support and advice on non-academic matters is provided through trained and qualified professional staff within the Student Support team. This includes an onsite counselling service, which you can access at any time whether or not you have seen a counsellor before. This service is entirely confidential. If the counsellor feels that they are unable to support you or that you would benefit from a different type of service, they will discuss this with you, and help you to seek the support that is appropriate for you.

Pastoral support is also available from the College Chaplain, who is located in the Multi-Faith room on the Hartlepool campus. The Student Support team can arrange an appointment for you to see the Chaplain, or give you information about open access sessions.

Advice and support with practical issues such as finance, funding, accommodation and welfare is also available from the Student Support team.

You can find further information about Student Support and contact details in the *Student Support Handbook*, available on the VLE and as a printed booklet.

Methods for Evaluating and Improving the Quality and Standards of Teaching and Learning

The programme is subject to rigorous quality assurance procedures which involve subject specialist and peer review of the programme by AUB at periodic intervals, normally of 5 years. This process ensures that the programme engages with the QAA Quality Code.

In addition all programmes undertake an Annual Programme Review which takes account of relevant information such as:

- External Examiners' Reports
- Key statistics including data on application, retention and achievement
- Results of the National Student Survey
- Results of the internal Student Perception Survey [SPS]
- Feedback from Student Representatives and Student Assemblies
- Feedback from relevant employer groups, including the programme Industrial Liaison Group [ILG]

All programmes develop an Action Plan from the Annual Programme Review process, which is monitored by the Programme Boards of Study, held twice a year.

Your Student Representatives can keep you informed about progress against the Action Plan.

Staff development priorities for the Programme Team as a whole are identified through the Annual Programme Review process, and for individuals through the Annual Staff Review process.

Indicators of Quality and Standards

All students on taught higher education programmes at CCAD are enrolled on a programme validated by the Arts University Bournemouth, which was granted taught degree awarding powers by the Privy Council in 2008; and University status was conferred in 2013.

In 2011, CCAD underwent a very successful IQER Summative Review, which made no recommendations for improvement and highlighted areas of good practice in the quality of higher education provision at the College. This was an excellent outcome, and confirms that our quality assurance mechanisms are robust, meaning that we can have full confidence in the standard of programme outcomes, and the quality of the educational experience we deliver.

Please note that this specification provides a concise summary of the main features of the programme.

More detailed information about studying on your programme at CCAD is available on the VLE.