

## Programme Specification

Every taught course of study leading to a UAL award is required to have a Programme Specification. This summarises the course aims, learning outcomes, teaching, learning and assessment methods, and course structure. Programme Specifications are developed through course validation and are formally approved by UAL Validation Sub Committee (VSC). They are available to prospective students through the course web page, and must be reviewed on an annual basis to ensure currency of information (for example, following any modifications or local developments).

Awarding Body Professional, Statutory or Regulatory Body (PSRB)	University of the Arts London (UAL)
Teaching Institution	Central Saint Martins
Final Award	Graduate Diploma in Fashion
Length of Course	One Year
UCAS code	n/a
Date of production/revision	August 2017

### Course Aims

The aims of the course identify the rationale underlying the student's educational experience and own personal achievement from studying on the course and its affect upon the student's long term achievement and career.

This course aims to produce mature and sophisticated designers equipped to progress to postgraduate study and/or employment in the international industry. Specifically, the aims are to:

- explore, focus and strengthen individual creative identity by developing and enhancing appropriate imaginative and professional skills in parallel with aesthetic judgement
- provide an opportunity to extend and/or re-direct existing research, interpretative and communication skills

- contextualise your practice within a deeper understanding of the design process
- create a body of work contextualised through appropriate personal and professional development to support application for postgraduate study in the subject area and/or entry into employment in the fashion industry

## Course Outcomes

The course enables the student to demonstrate the following subject knowledge and understanding, intellectual and academic skills, practical subject skills, key attributes and transferable skills. Each outcome should be detailed below.

The outcomes that you will have demonstrated upon completion of the course, are:

Outcome:	Creativity in design development and the ability to realise design solutions as constructed garments.
Outcome:	Advanced understanding of a range of research methods and the ability to realise these appropriately in the resolution of design work.
Outcome:	Independent learning ability and the capacity to manage your time effectively and work to a professional standard.
Outcome:	The ability to respond creatively to specific market and technical demands in solving design problems.
Outcome:	The ability to present ideas and information effectively using appropriate visual and oral communication skills in relation to specific industrial or cultural contexts.
Outcome:	Personal presentation skills appropriate to support application for postgraduate study and/or employment.
Outcome:	Awareness of the varying demands of the differing markets which comprise the international fashion industry.
Outcome:	The ability to review your personal and professional strengths and evaluate appropriate educational and employment contexts in which your creative practice could be developed.

Outcome:	The ability to bring to completion a self-directed project which synthesises your knowledge of design principles, market awareness and the use of appropriate materials and making skills.
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### **Learning and Teaching Methods:**

Provide a summary of the relevant learning and teaching methods for the course (i.e. lectures, seminars, independent learning).

The teaching and learning methods used on the Course are designed to guide and support your learning.

The principal methods are workshop and studio projects, presentations, seminars, lectures and tutorials. The emphasis is on student-centred learning, which enables and encourages you progressively to develop independent learning skills and increasingly self-directed work. Teaching and projects familiarise you with aspects of current practice that are developed within the curricular framework. Learning through doing is emphasised throughout the Course via projects, presentations, critiques and the interdisciplinary elements of the Course. In this context you develop Personal and Professional Development and key transferable, cognitive and subject specific skills incrementally as you progress in relation to the Course and Unit learning outcomes. You are encouraged to show initiative, to take responsibility for your own learning and to have confidence in your solutions to course work and personal projects.

Staff initiated projects and the associated research, discussion and critique sessions occur early in the course curriculum. As you progress through the Course you will be required to become increasingly pro-active in directing and managing your work. Your capacity to initiate, carry through and apply research effectively in your work is central to the professionalism and independence that you are expected to exhibit on graduation.

You are expected to attend all the taught elements of the programme and to plan your time to make maximum use of supervised facilities, according to your timetabled entitlement. Time that is identified as Independent Study indicates the number of hours you are expected to contribute to your learning in addition to taught and supervised access time. Please make use of College open access facilities during this time, as well as taking the opportunity to visit galleries, exhibitions and learning resources elsewhere, to make site visits or simply to work from home.

Listed below are the range of Learning and Teaching methods you will encounter on the Course.

**The key teaching and learning methods are:**

Project work aimed to develop particular learning skills set by course staff or visiting specialists.

- Briefing documents and/or briefing meetings: are arranged to inform you of what is required from you for particular elements of the course or at certain key points in the course such as induction, the beginning of a project or Unit or prior to assessment. Project briefings will:
  - contextualise and locate the particular project brief within the learning process provided by the course;
  - specify the learning outcomes being assessed;
  - specify the submission requirement;
  - specify the submission date;
  - specify the date for the critique and tutor feedback
- Learning through research: your knowledge and critical skills are extended through project based and self-initiated research. You will normally be given initial guidance on research methods and sources when you commence your work. You are expected to develop your research skills and methods as your work progresses throughout the course
- Critiques also known as crits: the ability to be able to explain, defend or be critical of your own work and that of others is a discipline fundamental to the course and to design practice. Self-analysis and critical appraisal in relation to project aims are fundamental to the course. Critiques help facilitate peer learning, student and staff interaction and develop presentation skills. Studio critiques and / or group critiques are held at the end of projects in order to provide feedback on work and debate key issues.
- Presentations: these happen at various times during the course. You are encouraged to use a variety of appropriate presentation methods to stimulate discussion within the student group.

- Demonstrations: studio and workshop demonstrations are used to support the teaching of some of the technical aspects of the course.
- Peer learning: a very important and enriching way of learning is from your fellow students. This can happen at any time and usually occurs informally though there are occasions when you will be encouraged to look at the work of other students, especially at crits and project presentations. You should not limit your learning to your fellow fashion students but take every opportunity to learn from the wide variety of art and design students you may meet during your studies.
- Independent study can involve practical work or research. The curriculum requires students to support their studies with self-initiated research and thorough preparatory work between sessions. There are timetabled periods each week when you are expected to undertake such work. It is extremely important that you use them constructively and get into the habit of giving impetus and direction to your own learning outside the formal teaching of the Course.
- Self-evaluation gives you an important opportunity to evaluate your own work and progress during a Unit. By the end of each Unit you will have had time to reflect on what you have learned and to identify your strengths and weaknesses or areas of your work which may need further research, development or consolidation. Prior to each Unit assessment you will be expected to write a self-evaluation report, using the pro forma provided, to be submitted to the Course Leader by a published date
- Technical teaching and support: as in all the Programme's other fashion courses, technical support for each student is allocated on a pro rata basis, and is bookable on a 'first-come, first-served' basis. For the purposes of the Graduate Diploma in Fashion, pattern cutting and garment construction are components of design projects and are not taught as separate subjects:
  - The content of pattern cutting embraces: how you assess shape drawn on paper and translate it into 3-D; knowledge of procedures by which that shape might be obtained, (e.g. flat pattern cutting/modelling); a knowledge of how pattern cutting is usually presented in industry i.e. the accepted forms by which patterns convey information;
  - The function of garment construction within the course is to enable you to realise your ideas in three dimensions and produce clothes,

and to enable you to direct the production of your designs in industry.

### **Scheduled Learning and Teaching**

State the notional learning hours and provide a percentage breakdown of timetabled teaching and learning activities per level.

**Scheduled Learning and Teaching** – this is the percentage of your time spent in timetabled learning and teaching. You are expected to study for 1,800 hours over 30 weeks; below is the amount of time which is timetabled activity. The rest of your learning time will be self-directed, independent study.

### **Graduate Diploma Fashion Studies**

Percentage of time spent in timetabled learning and teaching – 46%

### **Assessment Methods:**

Provide a summary of the relevant assessment methods for the course.

Holistic assessment of achievement as demonstrated through:

Each Unit specification details the learning outcomes and assessment evidence for that Unit. Further information regarding deadlines and submission dates is given in writing at the beginning of each Unit.

Assessment is conducted throughout the Course using both formative and summative assessment methods. In assessment, academic judgments are made against the learning outcomes specified for each Unit and the Course. This is done by employing an holistic approach to the achievement of learning outcomes and not by separately grading against each learning outcome. Assessment is a matter of academic judgement, not solely of computation.

Formative assessment is carried out during the progress of your course work. Its purpose is to provide you with feedback and guidance on how you are doing and thus help you to learn more effectively. If your progress and level of achievement is causing concern and you are in danger of failing the Unit, you will be warned of this possibility in writing.

Summative assessment is carried out at the end of each of the two units. It is normally carried out by tutors who have taught the unit you have studied and is used to:

- determine whether you have satisfactorily achieved all the learning outcomes of the Unit;
- determine the level at which you have achieved the learning outcomes i.e. the recommended mark

Your recommended mark for the Unit is determined on the basis of an holistic judgement made by the assessment team, taking into consideration all the assessment evidence you have submitted. You are required to achieve all the learning outcomes at a minimum level of D- or better in each Unit of the course to qualify for the award of Graduate Diploma.

[NB: All projects must be submitted as part of the portfolio. Only the Muse project (design project) and Industry project will be summatively assessed; the other projects will be formatively assessed.]

### **Reference Points**

List any policies, descriptors, initiatives or benchmark statements used in the development of the course.

The following reference points were used in designing the course:

- The Learning and Teaching policies of the University of the Arts London;
- College policies and initiatives;
- The QAA Framework for Higher Education Qualifications (FHEQ);
- Consultation with relevant industries

### **Programme Summary**

Programme structures, features, units, credit and award requirements:

List the course details that constitute the agreed student entitlement for this course. This should include unit titles and credit, types of learning, and details of tutorial support. If the course includes a work or study placement (including Dip Professional Studies), the duration and a summary of expectations around arrangements must be highlighted.

The Graduate Diploma in Fashion comprises a full time mode of study with a single exit point. It is a 30-week taught course structured in two Units. Unit 1 runs for 15 weeks (weeks 1-15) and Unit 2 for 15 weeks (weeks 16-30).

### **Credit rating of the Course**

The University of the Arts London operates a credit framework under which this course is credit rated at 120 credits at HE Level 6.

Credit is given for the achievement of the learning outcomes associated with a Unit of learning. The course comprises two Units of learning. You will receive credits by fulfilling the Unit assessment requirements of the course at each successive assessment.

One credit equates approximately to 10 notional learning hours; this is the amount of time it would take, on average, to achieve the learning outcomes at a given level. This includes taught time, supervised and unsupervised access to facilities, and independent study. On average for a course rated at 120 credits it will take approximately 1,200 hours to achieve the learning outcomes and pass the course.

### **Unit 1: Diagnostic: Research and Creative Development – Weeks 1-15 (60 credits)**

This Unit has a diagnostic function, with projects which seek to build on your existing strengths and identify areas of your design work which need to be developed. The Unit culminates in a project normally set by a practitioner working in industry, which enhances and consolidates your skills in working creatively to a set design brief.

### **Curriculum Elements**

#### **Introduction/Induction**

Presentation to Course Team and fellow students of:

- pre-entry (current trends shows and exhibitions) project;
- portfolios (as submitted for application)

This will introduce students to the course team and to one another. It will also give the course team the opportunity to make an initial evaluation of students' strengths (to be developed) and weaknesses (to be addressed). In addition it begins the process of accustoming students to be comfortable talking about their work in a presentation/critique situation and in English. You will also be introduced to the rest of the Programme, the College and Student Services.

### **London Project**

This project offers a combination of talks, escorted visits and personal explorations of London as an international fashion centre and how it operates in relation to marketing, retail and production as well as design.

### **Design and Make Project**

This project (set by the course team) will support students through the process of: identifying and using a range of approaches to research (libraries, galleries, museums, shops, the internet); using London as a resource and/or focus of research; identifying and using different approaches to design development (draping, cutting, deconstructing and re-assembling a vintage item, new/unusual materials etc.) through to making a fully realised garment. The emphasis is on broadening of possibilities, emphasising the excitement of experimentation.

### **Industry Project**

This project will be led by a practitioner from industry (normally an 'own label' practitioner or from a company). The project will be relatively short in order to give students an idea of the restricted timescale for design development prevailing in the industry. Students will be required to work to a prescriptive brief and design for a specific market. In relation to their Personal and Professional Development students will benefit from the opportunity of consultation with an active practitioner.

### **Muse Project**

This project (set by the course team) equips students with a framework within which they can reach an insight into who will wear their clothes and how to go about designing to meet their needs. Students are required to document intensive research in a variety of media as well as their design development process and to produce a finished garment. The project enables them to design with greater focus and understanding.

### **Portfolio Preparation Workshop**

The portfolio presentation workshop will take place towards the end of Unit 1. The purpose of the workshop is to review your portfolio to date and provide advice and guidance on compiling a professional portfolio suitable for interviews for postgraduate study or for employment. The workshop will supplement the Portfolio Development and Presentation sessions indicated below.

### **Week 15: Progress Assessment and Tutorials, Unit 1 Examination Sub-group**

In addition the following will run throughout as per timetable:

#### **Portfolio Development and Presentation**

Four IT workshop sessions are provided in Unit 1. The course team believes that the creative use of design and presentation software is an essential part of the creative designer's repertoire and may be a key deciding factor in employability. The emphasis will be IT as a creative design tool and this will be linked in to the current studio project, thus supporting students to apply their learning in the development of their personal projects and the associated portfolio work.

#### **Research and Cultural Awareness**

Research and cultural awareness is integrated in the curriculum and will include a mixture of visits to museums, galleries and key retail outlets and the range of opportunities available in the capital e.g. fashion weeks and exhibitions as well as input on market analysis. An intensive programme of Fabric and Fibre Awareness is also provided in order to support students' fabric choices and design decisions.

### **Unit 2: Final Project and Portfolio: Development and Resolution – Weeks 16-30 (60 credits)**

In Unit 2 you use the knowledge and skills acquired or extended in Unit 1 to develop a rationale for your final design output. Support will also be provided at this point in developing your personal presentation skills (including CV-writing skills) to support application for further study or employment. The major part of this period is given over to completion of the final project which defines what you have gained from the course. This will comprise realised creative work together with a portfolio of design work. This Unit concludes with final assessment, examination and a final exhibition.

#### **Curriculum Elements**

##### **Final Project Development**

The initial weeks offer students an opportunity to reflect on their learning so far and, in consultation with tutors, to refine their final project proposal as to rationale (including market awareness), concept, indicative timescale for realisation and nature of work to be presented for assessment. Students will be supported to develop a proposal which is congruent with the learning outcomes of the Course and viable in relation to the time and resources available. Students will present their final project proposal to their tutors for agreement.

### **Final Project Realisation**

Students will work on the realisation of their final degree project. Although design tutorials and pattern-cutting and garment construction support will be available, the essential skills of self-directed and self-managed learning within a defined envelope of resources will be emphasised. Throughout this stage, presentation and IT support and tutorial support will also be available on a regular basis to ensure that students have the opportunity to resolve any difficulties as they arise.

### **Personal and Professional Development (PPD)**

On the Graduate Diploma in Fashion PPD is directly integrated with the subject of study to a total value of 10 credits. Relevant knowledge and skills are addressed and embedded in the two Units.

The College defines PPD as the skills and knowledge necessary for students to:

- be an active member of a learning community;
- be an active and self-sufficient learner;
- be able to enter the professional world and manage subsequent career development

At undergraduate level PPD includes generic skills such as:

- effective, self-directed time management and planning skills;
- high level communication and presentation skills;
- high level skills of analysis, synthesis and decision making;
- competent and effective use of generic research methodologies and techniques;

- career management skills;
- the ability to continue to advance your knowledge and understanding, and to develop new skills and learning to a high level

Informal feedback is given as part of normal studio and tutorial activity. At each summative assessment point, you will receive the initial marks given by Internal Examiners. You will also be provided with appropriate written feedback that specifically evaluates your achievement against the Marking Criteria and Learning Outcomes of the Unit concerned. Internal recommended marks are subject to external moderation and to formal confirmation by the Board of Examiners.

In all cases, the Unit credit size determines the assessment weighting of the Unit as follows:

Unit	Credit	Assessment
1	60	50%
2	60	50%

Your degree classification is based on the aggregation of letter grades from the two Units according to the credit value.

#### Distinctive features of the course:

Identify and list those characteristics that distinguish your course from other, similar courses. Refer to both the student experience on the course and future possible career opportunities.

This Course in fashion design offers a one-year programme at Higher Education Level 6 for graduate students.

The learning and teaching philosophy of the Course emphasises creative freedom and offers students the opportunity to explore and experience London as both an international fashion and design centre and as a rich resource for research, providing invaluable insights into designing for the International fashion market.

The learning and teaching are project-based and offer students the freedom to experiment and find or re-define themselves within a creative environment. It

provides a supportive tutorial structure, which emphasises breadth as well as depth of research and an innovative approach to design development.

The Course begins with staff-directed and/or industry projects aiming to support students in identifying and further developing their strengths and addressing their weaknesses. This will enable students to develop their work in consultation with staff on an ongoing basis. Later projects will be negotiated with course staff and self-directed, offering students the opportunity to demonstrate independent learning in the context of their final projects.

The curriculum also introduces students to the potential of a range of different approaches to the visual communication and articulation of design ideas. Personal and professional development emphasises the skills and aptitudes required in designing for a specific market, researching and taking account of current trends and, in particular, the personal presentation skills required to support application for entry into postgraduate study and / or employment in the international fashion industry.

The Course is one of a number of related courses in the Fashion and Jewellery and Textiles programmes. During their studies students are guided by practitioners in the field of fashion enabling them to benefit from the teaching and learning methods which have produced some of the world's leading fashion design professionals.

Graduates work across a very wide spectrum of careers in fashion as own label or company designers, freelancers and consultants or as journalists, stylists, photographers, illustrators, editors and retailers.

Many of our graduates go on to work with important fashion companies throughout the world.

## **Recruitment and Admissions**

### **Selection Criteria**

The criteria used to make a decision on selection must be fully listed. It must be clear how an applicant's suitability to study on the course as demonstrated at the pre-selection and/or interview stage will be judged (good practice examples are available through the Programme Specification Guidance). Procedures for selection must adhere to the Equal Opportunities Policy of UAL.

Applicants should normally possess a BA (Honours) degree (or equivalent) in fashion, or in a closely related design discipline e.g. fashion textiles, accessory

design, and jewellery design. They will also be required to submit a portfolio of design work for review by the admissions team. Applications from mature students are welcomed; the College takes into consideration prior learning, alternative qualifications and relevant professional experience.

The governing principle of acceptance is that the College judges the applicant to have the potential to succeed on the course and be able to fulfil the course objectives and reach the standards required for the award of the Graduate Diploma in Fashion.

All classes are conducted in English. If English is not your first language you will be asked to provide evidence of your English language ability at enrolment. The standard English language requirement for entry is IELTS 6.5 with a minimum of 5.5 in any one paper.

### **Entry Requirements**

List the academic entry requirements relevant to the course, noting any requirements that are above the UAL minimum, or any course specific grade requirements. Language requirements such as IELTS must also be provided. Entry requirements will constitute the standard, conditional offer for the course.

The Graduate Diploma in Fashion is for students who are dedicated, motivated, ambitious, hardworking and serious about progressing their fashion careers by using the course as a stepping stone to the College's MA Fashion or other postgraduate courses or to gaining employment in the fashion industry. Students are expected and encouraged to take full advantage of all that London offers as a fashion, social and cultural capital.

### **Portfolio Requirements**

The possession of required entry qualifications alone does not entitle an applicant to be admitted to the course. All applicants must submit a digital portfolio in support of their application. You will be contacted by the college admissions office on how to submit your digital portfolio online after you have applied.

Portfolio reviews are conducted in accordance with the University's Equal Opportunities Policy and every attempt is made to provide portfolio review conditions that enable candidates to do justice to their applications. Candidates with special needs are asked to inform the International Office (International) or Fashion Office (Home/EU) of their particular requirements in writing in advance of the portfolio review date.

## **Portfolio Advice**

All applicants are expected to demonstrate evidence of appropriate ability through a portfolio of work.

The portfolio must include:

- a minimum of four projects including, where applicable, the final major project;
- from the applicant's first degree – or equivalent;
- Sketchbooks/swatch books/illustrations

**The portfolio review team will evaluate the applicant's potential using the following criteria:**

- Evidence of research skills;
  - You should provide evidence of your creative exploration of research (research sketchbooks, examples of materials/images that you collect for inspiration).
- Ability to develop ideas in visual form;
  - Please evidence your ability to produce design solutions which make an imaginative use of imagery, colour, materials and technical skills shown in sketchbooks, illustrations etc.
- Three-dimensional sense;
  - Please provide examples of your ability to translate two-dimensional design into three-dimensions (actual garments are not required – photographs or digital images will be accepted).
- Sensitivity to fabric and colour (including fabric samples where appropriate);
  - Evidence of use of fabrics and colour application e.g. swatches either attached to design drawings or on a separate sheet.
- Technical skills;

- Specification drawings to show in detail your understanding of garment construction e.g. seam placements, darts etc. and design details e.g. collar, cuff details.

In addition to the skills demonstrated in the portfolio applicants should demonstrate by means of their personal statement in the application form, their:

- reason for choosing the course;
- motivation and commitment;
- awareness of contemporary fashion design;
- capacity for self-reflection;
- communication skills

### **Course Diagram**

Insert a course diagram which includes; units and their credit values, plus credit values per year/level, category of units (i.e. core or specialist), progression routes, years/levels of the course, any other relevant characteristics that distinguishes the course

See below

Term	Wk.	Graduate Diploma in Fashion 30 week fulltime, 120 credits at HE Level 6	
Autumn	1	<p><b>1. Unit 1: weeks 1-15 (60 Credits)</b></p> <p><b>Diagnostic: Research and Creative Development</b></p> <p>Formative assessment throughout the Unit</p>	
	2		
	3		
	4		
	5		
	6		
	7		
	8		
	9		
	10		
Spring	11	<p>Unit 2: weeks 16-30 (60 credits)</p> <p><b>Final Project and Portfolio: Development and Resolution</b></p> <p><i>Formative assessment throughout the Unit</i></p>	
	12		
	13		
	14		
	15		
			<b>Summative Assessment</b>
	16		
	17		
	18		
	19		
20			
21			
22			
Summer	23	<p>Summative Assessment and Graduate Diploma Exhibition</p>	
	24		
	25		
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	30		