

PROGRAMME SPECIFICATION

Bachelor of Arts with Honours in Fashion: Design and Communication

Awarding institution	Liverpool John Moores University
Teaching institution	LJMU
UCAS Code	W2H0
JACS Code	W230
Programme Duration	Full-Time: 3 Years
Language of Programme	All LJMU programmes are delivered and assessed in English
Subject benchmark statement	Art & Design (2008)
Programme accredited by	
Description of accreditation	
Validated target and alternative exit awards	<p>Bachelor of Arts with Honours in Fashion: Design and Communication</p> <p>Diploma of Higher Education in Fashion: Design and Communication</p> <p>Certificate of Higher Education in Fashion: Design and Communication</p>
Programme Leader	Andrew Ibi

Educational aims of the programme

To provide a distinctive, relevant, coherent and intellectually challenging learning experience that produces proactive confident students.

To instill students with enthusiasm, imagination and risk taking in a range of practical and theoretical skills exploring traditional and new methodologies.

To provide students with a variety of design perspectives to advance individual and innovative responses to visual, practical and conceptual design practice.

To equip graduates with the necessary practical skills and breadth of knowledge that are flexible and transferable for successful employment, postgraduate study and life-long learning.

To support students' learning through diverse modes of delivery and assessment methods.

To enhance and support the student learning experience through staff scholarship and research.

To foster links with local, national and international creative industries to underpin and contextualise the students knowledge and personal development planning.

To encourage students to engage with the development of employability skills by completing a self-awareness statement.

Alternative Exit/ Interim Award Learning Outcomes - Certificate of Higher Education

A student who is eligible for this award will be able to:

Demonstrate knowledge of the underlying concepts and principles associated with their area(s) of study, and an ability to evaluate and interpret these within the context of that area of study.

Present, evaluate, and interpret qualitative and quantitative data, to develop lines of argument and make sound judgements in accordance with basic theories and concepts of their subject(s) of study.

Evaluate the appropriateness of different approaches to solving problems related to their area(s) of study and/or

work.

Communicate the results of their study/work accurately and reliably, and with structured and coherent arguments.

Undertake further training and develop new skills within a structured and managed environment.

And will have qualities and transferable skills necessary for employment requiring the exercise of some personal responsibility.

Alternative Exit/ Interim Award Learning Outcomes - Diploma of Higher Education

A student who is eligible for this award will be able to:

Demonstrate knowledge and critical understanding of the well-established principles of their area(s) of study, and of the way in which those principles have developed.

Apply underlying concepts and principles outside the context in which they were first studied, including, where appropriate, the application of those principles in an employment context.

Demonstrate knowledge of the main methods of enquiry in their subject(s), and ability to evaluate critically the appropriateness of different approaches to solving problems in the field of study.

Understand the limits of their knowledge, and how this influences analyses and interpretations based on that knowledge.

Use a range of established techniques to initiate and undertake critical analysis of information, and to propose solutions to problems arising from that analysis.

Effectively communicate information, arguments, and analysis, in a variety of forms, to specialist and non-specialist audiences, and deploy key techniques of the discipline effectively.

Undertake further training, develop existing skills, and acquire new competences that will enable them to assume significant responsibility within organisations.

And will have qualities and transferable skills necessary for employment requiring the exercise of personal responsibility and decision-making.

Target award Learning Outcomes - Bachelor of Arts with Honours

A student successfully completing the programme of study will have acquired the following subject knowledge and understanding as well as skills and other attributes.

A student who is eligible for this award will be able to:

1. Established methods of investigation and enquiry for design and theory based research.
2. Design and create individual briefs for specific markets and outcomes.
3. Use established and emerging technologies to underpin ideas, concepts and studio practice.
4. Integrate historical, contemporary and socio- economic context of fashion and the creative industries through a variety of sources.
5. Critically evaluate and critique work through a variety of methods.
6. Analyse and evaluate project briefs and develop appropriate responses.
7. Situate your own work critically in the context of specific markets for fashion and communication.
8. Reflect upon the processes of theory and practice to formulate appropriate responses for application.
9. Articulate and document findings from collaborative and self-initiated activities.
10. Critically assess own work with reference to peer review and the wider context of professional practice.
11. Use a variety of visual language techniques to articulate and communicate ideas and concepts to a range of audiences.
12. Demonstrate and apply a range of skills specific to fashion design or communication for production of final outcomes and artifacts.
13. Produce distinctive individual work underpinned with original research development and trials.
14. Identify and define areas of specialist study to support PDP and the professional requirements of the fashion industry.
15. Work both independently and as part of a team to deliver projects within the curriculum framework.
16. Use library and IT resources to develop research skills effectively.
17. Present work to a professional standard to a range of audiences.

18. Manage time and action plan objectives and goals in an organized and timely manner.
19. Utilise and develop communication skills via verbal, visual and written communication.
20. Effectively apply self-awareness and self-reflection to critically evaluate progression and understanding of key disciplines.
21. Identify and apply the required skills to practice professionally.

Alternative target awards

A student who is eligible for the following awards will be able to:

Diploma of Higher Education in Fashion: Design and Communication -

Certificate of Higher Education in Fashion: Design and Communication -

Teaching, Learning and Assessment

The methods used to enable outcomes to be achieved and demonstrated are as follows:

All studio based modules start with a lecture or overview and followed by studio practice, one to one, seminar workshops or group critiques.

Research and translation skills are embedded into contextual and studio based modules to support student-led investigation into a variety of historical, cultural and critical contexts within art and design.

Contextual studies modules work alongside and in conjunction with studio practice modules to allow students to form synergies between topics and core modules.

Personal development planning (PDP) is embedded into one module for each year group and is designed to build on research and engagement with the creative industries to support individual preparation for professional practice.

Technology and skills are intrinsically linked and embedded in key core modules to expose students to innovation in technology as well as building on traditional well-established skill sets.

Contextual studies: Knowledge and understanding is assessed through a variety of briefs from report writing and essays to research project.

Portfolio: Outputs for portfolio work from end of year submission of completed practical projects.

Portfolio: Portfolio submissions for PDP (C.V, cover letters, work placement reports, market reports, reflective work and digital platforms).

Formative and summative assessment points will be embedded through each module with opportunities for weekly discussion through one to one tutorials, small group seminars and group critiques. All students will be assigned a personal tutor who will be responsible for having an overview of their academic development.

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Formative and summative assessment points will be embedded through each module with opportunities for weekly discussion through one to one tutorials, small group seminars and group critiques.

Professional practical skills will be delivered for subject specific pathways covering a broad range of CAD and practical workshops to support creative practical and visual outputs.

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workshops or group critiques.

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Formative and summative assessment points will be embedded through each module with opportunities for weekly discussion through one to one tutorials, small group seminars and group critiques.

Transferable and key skills are embedded throughout modules through presentations, reflective journals and via live projects and competitions.

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Contextual studies modules work alongside and in conjunction with studio practice modules to allow students to form synergies between topics and core modules.

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Portfolio: Portfolio submissions for PDP (C.V, cover letters, work placement reports, market reports, reflective work and digital platforms).

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Programme structure - programme rules and modules

The programme is taught and assessed within the Academic Framework The programme is of three years duration and is a full-time course, leading to the degree award of BA (Hons).

The BA Fashion: Design and Communication programme has 2 pathways fashion design and fashion communication. Students are able to work collaboratively throughout the 3 years of the undergraduate programme to create synergies and projects between the specialist pathways. There is scope for students to move from either pathway in level 4 (semester 1) if they find their interest is leaning towards the alternative pathway.

Study Abroad: The programme will offer the opportunity of 60 credits of study at Level 5. Students will be enrolled on a 360 credit honours with study abroad programme. A 60 credit Level 5 study abroad module will normally replace the semester 2/all level 5 modules on the standard programme. This study abroad should cover the same learning outcomes as the modules being replaced. The modules to be studied in the host institution must be agreed in advance. The Level 5 mean for the final award mark will be calculated based upon the 120 credits at Level 5.

Level 6	Potential Awards on completion	Bachelor of Arts with Honours
Core	Option	Award Requirements

6102FC Final Major Project/s (40 credits) 6103FC Research Project (20 credits) 6105FC Studio Project/s (40 credits) 6106FC Professional Practice (20 credits)		120 core credits at level 6 0 option credits at level 6
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Level 5	Potential Awards on completion	
Core	Option	Award Requirements
5103FC Visual Language and Technical Exploration (20 credits) 5104FC Creative Direction and Technical Application (20 credits) 5105FC Contextual Studies and Digital Development (20 credits) 5106FC Contextual Critical Investigation and Personal Portfolio (20 credits)	5101FC Fashion Design Focus (20 credits) 5102FC Fashion Design Context (20 credits) 5107FC Fashion Awareness (20 credits) 5108FC Fashion Direction (20 credits)	80 core credits at level 5 40 option credits at level 5

Level 4	Potential Awards on completion	
Core	Option	Award Requirements
4101FC Introduction to Fashion (20 credits) 4102FC Fashion Practice (20 credits) 4103FC Visualisation and Technology (20 credits) 4104FC Visual Direction and Technical Development (20 credits) 4105FC Contextual Research and Digital Media (20 credits) 4106FC Contextual Practice and Development (20 credits)		120 core credits at level 4 0 option credits at level 4

Information about assessment regulations

All programmes leading to LJMU awards operate within the University's Academic Framework.
<https://www.ljmu.ac.uk/about-us/public-information/academic-quality-and-regulations/academic-framework>

Opportunities for work-related learning (location and nature of activities)

Students have the opportunity to engage in live briefs with fashion and associated industries throughout their 3 years of study. Students also undertake short 2-3 day placements / experience with local companies in the North West and beyond for CV building. Some students may opt for 2-3 week placements during term time and this needs to be negotiated with staff to ensure that study is not affected during periods of absence. For the majority of students work related learning is undertaken during the summer break period in-between years of study 4-5, 5-6. Work related learning includes working on schemes such as Camp America and placements in the UK and abroad with fashion and fashion related companies. Students are able to write a short report as a part of their PDP and professional practice over their 3 years of study. The reports are reflective and engage the students creating their own individual objectives for career and postgraduate study.

Criteria for admission

A/AS Level

280 UCAS Tariff points

Minimum of 2 A Levels to include an Art or Design subject

AS awards are accepted but only when combined with other qualifications

UCAS Tariff points from Diploma in Foundation Studies accepted

BTEC National Diploma

280 UCAS Tariff points

BTEC National Diploma D*D* in Art or Design subject

BTEC Extended Diploma DDM in Art or Design subject

Irish Leaving Certificate

280 UCAS Tariff points including 5 Highers including an Art/Design subject.

Scottish Higher

Scottish Advanced Higher - 280 UCAS Tariff points to include an Art/Design subject.

International Baccalaureate

29 UCAS Tariff points to include an Art or Design subject.

Access

Access to Higher Education Diploma acceptability: Acceptable on its own and combined with other qualifications

Access to HE Diploma in art and design or creative arts subject. Of the level 3 credits, at least half should be Merit grade or above.

Other

Foundation in Diploma Studies acceptable towards overall tariff points.

All short-listed applicants are invited to attend interview prior to an offer being made. Applicants are awarded an offer on the quality of their presented portfolio of work, performance at interview and academic attainments.

Applications to Level 5 and 6 will be considered on an individual basis and in line with the Recognition of Prior (Experiential) Learning Policy.

Mature entry

Applications are welcomed from those mature and non-standard applicants, who will be considered on an individual basis.

Overseas qualifications

We welcome overseas applicants who will be considered in line with normal entry requirements, Applicants whose first language is not English will be required to provide evidence of English Language capability of IELTS of 6.0 (5.5 in each subtest) or equivalent.

External Quality Benchmarks

All programmes leading to LJMU awards have been designed and approved in accordance with the UK Quality Code for Higher Education, including the Framework for Higher Education Qualifications in the UK (FHEQ) and subject benchmark statements where applicable.

The University is subject to periodic review of its quality and standards by the Quality Assurance Agency (QAA) Published review reports are available on the QAA website at www.qaa.ac.uk

Programmes which are professionally accredited are reviewed by professional, statutory and regulatory bodies (PSRBs) and such programmes must meet the competencies/standards of those PSRBs.

Support for students and their learning

The University aims to provide students with access to appropriate and timely information, support and guidance to ensure that they are able to benefit fully from their time at LJMU. All students are assigned a Personal Tutor to provide academic support and when necessary signpost students to the appropriate University support services.

Students are able to access a range of professional services including:

- Advice on practical aspects of study and how to use these opportunities to support and enhance their personal and academic development. This includes support for placements and careers guidance.
- Student Advice and Wellbeing Services provide students with advice, support and information, particularly in the areas of: student funding and financial matters, disability, advice and support to international students, study support, accommodation, health, wellbeing and counselling.
- Students studying for an LJMU award at a partner organisation will have access to local support services

Methods for evaluating and improving the quality and standards of teaching and learning

Student Feedback and Evaluation

The University uses the results of student feedback from internal and external student surveys (such as module

evaluations, the NSS and PTES), module evaluation questionnaires and meetings with student representatives to improve the quality of programmes.

Staff development

The quality of teaching is assured through staff review and staff development in learning, teaching and assessment.

Internal Review

All programmes are reviewed annually and periodically, informed by a range of data and feedback, to ensure quality and standards of programmes and to make improvements to programmes.

External Examining

External examiners are appointed to programmes to assess whether:

- the University is maintaining the threshold academic standards set for awards in accordance with the FHEQ and applicable subject benchmark statements
- the assessment process measures student achievement rigorously and fairly against the intended outcomes of the programme(s) and is conducted in line with University policies and regulations
- the academic standards are comparable with those in other UK higher education institutions of which external examiners have experience
- the achievement of students are comparable with those in other UK higher education institutions of which the external examiners have experience

and to provide informative comment and recommendations on:

- good practice and innovation relating to learning, teaching and assessment observed by external examiners
- opportunities to enhance the quality of the learning opportunities provided to students

Please note:

This specification provides a concise summary of the main features of the programme and the 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 learning outcomes, content, teaching, learning and assessment methods of each module can be found in module and programme guides.