

## Overview

<b>Programme Code</b>	35987
<b>Programme Title</b>	Fashion: Design and Communication
<b>Awarding Institution</b>	Liverpool John Moores University
<b>Programme Type</b>	Degree
<b>Language of Programme</b>	All LJMU programmes are delivered and assessed in English
<b>Programme Leader</b>	Andrew Ibi
<b>Link Tutor(s)</b>	

## Awards

Award Type	Award Description	Award Learning Outcomes
Target Award	Bachelor of Arts with Honours - BAH	See Learning Outcomes Below
Alternative Exit	Diploma of Higher Education - DHE	<p>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.</p>
Alternative Exit	Bachelor of Arts - BA	<p>Demonstrate a broad and comparative knowledge of the general scope of the subject, its different areas and applications, and its interactions with related subjects. A detailed knowledge of a defined subject or a more limited coverage of a specialist area balanced by a wider range of study. In each case, specialised study will be informed by current developments in the subject. Demonstrate a critical understanding of the essential theories, principles and concepts of the subject(s) and of the ways in which these are developed through the main methods of enquiry in the subject.</p>
Alternative Exit	Certificate of Higher Education - CHE	<p>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.</p>

### Alternate Award Names

## External Benchmarks

<b>Subject Benchmark Statement</b>	UG-Art and Design (2016)
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## Programme Offering(s)

<b>Mode of Study, Mode of Delivery</b>	<b>Intake Month</b>	<b>Teaching Institution</b>	<b>Programme Length</b>
Full-Time, Face to Face	September	LJMU Taught	3 Years

## Aims and Outcomes

### Educational Aims of the Programme

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

### Learning Outcomes

<b>Code</b>	<b>Description</b>
PLO1	Established methods of investigation and enquiry for design and theory based research.
PLO2	Critically assess own work with reference to peer review and the wider context of professional practice.
PLO3	Use a variety of visual language techniques to articulate and communicate ideas and concepts to a range of audiences.
PLO4	Demonstrate and apply a range of skills specific to fashion design or communication for production of final outcomes and artifacts.
PLO5	Produce distinctive individual work underpinned with original research development and trials.
PLO6	Identify and define areas of specialist study to support PDP and the professional requirements of the fashion industry.
PLO7	Work both independently and as part of a team to deliver projects within the curriculum framework.
PLO8	Use library and IT resources to develop research skills effectively.

<b>Code</b>	<b>Description</b>
PLO9	Present work to a professional standard to a range of audiences.
PLO10	Manage time and action plan objectives and goals in an organized and timely manner.
PLO11	Utilise and develop communication skills via verbal, visual and written communication.
PLO12	Design and create individual briefs for specific markets and outcomes.
PLO13	Effectively apply self-awareness and self-reflection to critically evaluate progression and understanding of key disciplines.
PLO14	Identify and apply the required skills to practice professionally.
PLO15	Use established and emerging technologies to underpin ideas, concepts and studio practice.
PLO16	Integrate historical, contemporary and socio- economic context of fashion and the creative industries through a variety of sources.
PLO17	Critically evaluate and critique work through a variety of methods.
PLO18	Analyse and evaluate project briefs and develop appropriate responses.
PLO19	Situate your own work critically in the context of specific markets for fashion and communication.
PLO20	Reflect upon the processes of theory and practice to formulate appropriate responses for application.
PLO21	Articulate and document findings from collaborative and self-initiated activities.

## Programme Structure

### Programme Structure Description

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.

<b>Programme Structure - 360 credit points</b>	
<b>Level 4 - 120 credit points</b>	
<b>Level 4 Core - 120 credit points</b>	<b>CORE</b>
[MODULE] 4101FC Introduction to Fashion Approved 2022.01 - 20 credit points	
[MODULE] 4102FC Fashion Practice Approved 2022.01 - 20 credit points	
[MODULE] 4103FC Visualisation and Technology Approved 2022.01 - 20 credit points	
[MODULE] 4104FC Visual Direction and Technical Development Approved 2022.01 - 20 credit points	
[MODULE] 4105FC An Introduction to Contextual Research Approved 2022.01 - 20 credit points	
[MODULE] 4106FC Contextual Research and Development Approved 2022.01 - 20 credit points	
<b>Level 5 - 120 credit points</b>	
<b>Level 5 Core - 80 credit points</b>	<b>CORE</b>
[MODULE] 5103FC Visual Language and Technical Exploration Approved 2022.01 - 20 credit points	
[MODULE] 5104FC Creative Direction and Technical Application Approved 2022.01 - 20 credit points	
[MODULE] 5105FC Fashion Research in Practice Approved 2022.01 - 20 credit points	
[MODULE] 5106FC Critical Contextual Investigation Approved 2022.01 - 20 credit points	
<b>Level 5 Optional - 40 credit points</b>	<b>OPTIONAL</b>
[MODULE] 5101FC Fashion Design Focus Approved 2022.01 - 20 credit points	
[MODULE] 5102FC Fashion Design Context Approved 2022.01 - 20 credit points	
[MODULE] 5107FC Fashion Awareness Approved 2022.01 - 20 credit points	
[MODULE] 5108FC Fashion Direction Approved 2022.01 - 20 credit points	
<b>Optional Study Semester - 60 credit points</b>	<b>OPTIONAL</b>
<b>Study Semester Abroad - 60 credit points</b>	<b>OPTIONAL</b>
[MODULE] 5120FC Study Semester Abroad - Fashion Approved 2022.01 - 60 credit points	
<b>Level 6 - 120 credit points</b>	
<b>Level 6 Core - 120 credit points</b>	<b>CORE</b>
[MODULE] 6102FC Final Major Project/s Approved 2022.01 - 40 credit points	
[MODULE] 6103FC Research Project Approved 2022.01 - 20 credit points	
[MODULE] 6105FC Studio Project/s Approved 2022.01 - 40 credit points	
[MODULE] 6106FC Professional Practice Approved 2022.01 - 20 credit points	

Module specifications may be accessed at <https://proformas.ljmu.ac.uk/Default.aspx>

## Approved variance from Academic Framework Regulations

### Variance

BA Hons Fashion requires modules sizes at Level 6 that are greater than 20 and 30 credits. The following variances from the Academic Framework have been approved: 6105FC Studio Project/s - 40 credits and 6102FC Final Major Project/s - 40 credits

## Teaching, Learning and Assessment

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. All studio based modules start with a lecture or overview and followed by studio practice, one to one, seminar workshops or group critiques. Research, translation and referencing skills are skills are embedded into contextual and studio based modules to support student's 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. 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. All studio based modules start with a lecture or overview and followed by studio practice, one to one, seminar workshops or group critiques. Research, translation and referencing skills are skills are embedded into contextual and studio based modules to support students 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 cr

## Opportunities for work related learning

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.

## Entry Requirements

Type	Description
Alternative qualifications considered	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.
International Baccalaureate	29 UCAS Tariff points to include an Art or Design subject.
Other international requirements	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.
A levels	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
BTECs	280 UCAS Tariff points BTEC National Diploma D*D* in Art or Design subject BTEC Extended Diploma DDM in Art or Design subject

## Extra Entry Requirements