Programme Specification Document

Approved, 2022.03

Overview

Programme Code	36380
Programme Title	Fashion: Design and Communication
Awarding Institution	Liverpool John Moores University
Programme Type	Top-up
Language of Programme	All LJMU programmes are delivered and assessed in English
Programme Leader	
Link Tutor(s)	Andrew Ibi

Partner Name	Partnership Type
London College for Design and Fashion	Franchised

Awards

Award Type	Award Description	Award Learning Outcomes
Target Award	Bachelor of Arts with Honours - BAH	See Learning Outcomes Below
Alternative Exit	Bachelor of Arts - BA	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

Alternate Award Names	

External Benchmarks

Subject Benchmark Statement	UG-Art and Design (2016)

Programme Offering(s)

Mode of Study, Mode of Delivery	Intake Month	Teaching Institution	Programme Length
Full-Time, Face to Face	January	London College for Design and Fashion	1 Years
Full-Time, Face to Face	September	London College for Design and Fashion	1 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

Code	Description
PLO1	Establish methods of investigation and enquiry for design and theory based research.
PLO2	Critically assess their 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.

Code	Description
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.
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 their 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 a duration of one year 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 year of the undergraduate programme to create synergies and projects between the specialist pathways.

Programme Structure - 120 credit points	
Level 6 - 120 credit points	
Level 6 Core - 120 credit points	CORE
[MODULE] 6502CFDF Final Major Project/s Approved 2022.01 - 40 credit points	
[MODULE] 6503CFDF Research Project Approved 2022.01 - 20 credit points	
[MODULE] 6505CFDF Studio Project/s Approved 2022.01 - 40 credit points	
[MODULE] 6506CFDF 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: 6505CDF Studio Project/s - 40 credits 6502CDF 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.

Opportunities for work related learning

Students have the opportunity to engage in live briefs with fashion and associated industries throughout their year of studies and are able to undertake short placements where relevant and can be accommodated by the programme.

Entry Requirements

Type	Description
Other international requirements	English language certificate of IELTS 6.0 or equivalent. English courses are available before and during the course for those students who need to improve their English in order to continue studying with us.
NVQ	Higher National Diploma in Fashion as awarded by LCDF. Admission from other cognate qualifications, mapped against the BA (Hons) Fashion: Design and Communication programme, will be considered under the LJMU RPEL procedures.

Extra Entry Requirements