

Overview

Programme Code	45987
Programme Title	Fashion: Design and Communication
Awarding Institution	Liverpool John Moores University
Programme Type	Degree with Foundation
Language of Programme	All LJMU programmes are delivered and assessed in English
Programme Leader	Andrew Ibi
Link Tutor(s)	

Awards

Award Type	Award Description	Award Learning Outcomes
Target Award	Bachelor of Arts with Honours (Fnd) - BAHF	See Learning Outcomes Below
Alternative Exit	Diploma of Higher Education (Fnd) - DHEF	<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 (Fnd) - BAF	<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 (Fnd) - CHEF	<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

Subject Benchmark Statement	UG-Art and Design (2016)
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Programme Offering(s)

Mode of Study, Mode of Delivery	Intake Month	Teaching Institution	Programme Length
Full-Time, Face to Face	September	LJMU Taught	4 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	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.

Code	Description
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 four 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 4 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. A 60 credit Level 5 module 5120FC will normally replace 60 credits of 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.

Programme Structure - 480 credit points	
Level 3 - 120 credit points	
Level 3 Core - 120 credit points	CORE
[MODULE] 3001FNDLSA Exploring Materials, Process and Practice Approved 2022.01 - 20 credit points	
[MODULE] 3002FNDLSA Drawing and Culture Approved 2022.01 - 20 credit points	
[MODULE] 3003FNDLSA Studio Practice Project Approved 2022.01 - 20 credit points	
[MODULE] 3101FNDLCP Preparing for Success: Academic Skills Approved 2022.01 - 20 credit points	
[MODULE] 3102FNDLCP Investigating Liverpool Approved 2022.01 - 20 credit points	
[MODULE] 3115FNDHOA Encountering Art History Approved 2022.02 - 20 credit points	
Level 4 - 120 credit points	
Level 4 Core - 120 credit points	CORE
[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	
Level 5 - 120 credit points	
Level 5 Core - 80 credit points	CORE
[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	
Level 5 Optional - 40 credit points	OPTIONAL
[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	

Optional Study Semester - 60 credit points	OPTIONAL
Study Semester - 60 credit points	OPTIONAL
[MODULE] 5120FC Study Semester Abroad - Fashion Approved 2022.01 - 60 credit points	
Level 6 - 120 credit points	
Level 6 Core - 120 credit points	CORE
[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 have been approved: 6105FC Studio Project/s – 40 Credits and 6102FC Final Major Project/s – 40 Credits.

Teaching, Learning and Assessment

<p>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. 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. Transferable and key skills are embedded throughout modules through presentations, reflective journals and via live projects and competitions. 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.</p>
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Opportunities for work related learning

Students have the opportunity to engage in live briefs with fashion and associated industries throughout their 4 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 4 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
A levels	72 UCAS Tariff points from a minimum of 2 A Levels. Maximum of 20 AS points accepted.
Alternative qualifications considered	Prior to starting the programme applicants must have obtained grade 4 or grade C or above in English Language and Mathematics GCSE or an approved alternative qualification: Key Skills Level 2 in English/ Maths NVQ Level 2 Functional skills in Maths and English Writing and or Reading Skills for Life Level 2 in Numeracy/English Higher Diploma in Maths/ English Functional skills Level 2 in Maths/ English Northern Ireland Essential Skills Level 2 in communication or Application of Number Wales Essential Skills Level 2 in Communication or Application of Number Applicants may also be invited for interview and portfolio review.
BTECs	72 UCAS Tariff points
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.
International Baccalaureate	24 IB Diploma points

Extra Entry Requirements