

PROGRAMME SPECIFICATION

Bachelor of Arts with Honours in Fashion: Design and Communication

Awarding institution	Liverpool John Moores University
Teaching institution	London College for Design and Fashion
JACS Code	W230
Programme Duration	Full-Time: 1 Year
Language of Programme	All LJMU programmes are delivered and assessed in English
Subject benchmark statement	Art & Design (2008 and 2017)
Programme accredited by	
Description of accreditation	
Validated target and alternative exit awards	Bachelor of Arts with Honours in Fashion: Design and Communication
Link Tutor	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.

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. Establish 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 their 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 their 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.

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.

Programme structure - programme rules and modules

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.

Level 6	Potential Awards on completion	Bachelor of Arts with Honours
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Core	Option	Award Requirements
6502CFDF Final Major Project/s (40 credits) 6503CFDF Research Project (20 credits) 6505CFDF Studio Project/s (40 credits) 6506CFDF Professional Practice (20 credits)		120 core credits at level 6 0 option credits at level 6

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 year of studies and are able to undertake short placements where relevant and can be accommodated by the programme.

Criteria for admission

Access

Applicants should have attained an equivalent or similar Level 5 qualification or higher and should be able to demonstrate through interview and presentation of portfolio work, their knowledge of academic writing, research and their ability in either graphic design and illustration or a similar creative practice. Qualifications mapped against the BA (Hons) Fashion: Design and Communication programme, will be considered under the LJMU RPEL procedures.

Higher national diploma

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.

Overseas qualifications

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.

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.