

School of Creative Arts

Title of Programme: BA (HONS) Fashion

Programme Code: CTBRFASH

For Collaborative: Franchise at The British Higher School of Art and Design

## Programme Specification

This programme specification is relevant to students entering:  
01 September 2017

Associate Dean of School (Academic Quality Assurance):  
Rob Wright



Signature

30 June 2017

A programme specification is a collection of key information about a programme of study (or course). It identifies the aims and learning outcomes of the programme, lists the modules that make up each stage (or year) of the programme and the teaching, learning and assessment methods used by teaching staff. It also describes the structure of the programme, its progression requirements and any programme-specific regulations. This information is therefore useful to potential students to help them choose the right programme of study, to current students on the programme and to staff teaching and administering the programme.

# Programme Specification Fashion

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This programme specification (PS) is designed for prospective students, enrolled students, academic staff and potential employers. It provides a concise summary of the main features of the programme and the intended 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 teaching, learning and assessment methods, learning outcomes and content for each module can be found in Definitive Module Documents (DMDs) and Module Guides.

## Section 1

<b>Awarding Institution/Body</b>	University of Hertfordshire
<b>Teaching Institution</b>	British Higher School of Art and Design. Moscow
<b>University/partner campuses</b>	British Higher School of Art and Design. Moscow
<b>Programme accredited by</b>	Not applicable
<b>Final Qualification</b>	BA (Hons)
<b>All Final Award titles (Qualification and Subject)</b>	Fashion
<b>FHEQ level of award</b>	6
<b>UCAS code(s)</b>	Not applicable
<b>Language of Delivery</b>	English

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### A. Programme Rationale

The School of Creative Arts, University of Hertfordshire Fashion franchise programme at BHSAD considers how a fashion designer's role has changed to encompass a broader understanding of social cohesion and lifestyle that is not only observed and commented upon by their peers. It is constantly documented and discussed by the masses.

The Fashion programme centres on the commercial viability of fashion product. The concept of fashion has changed over the years. This course addresses its continually changing profile and the ever changing needs of the fashion industry. Commercialising the aesthetic has been paramount and is beginning to transform fashion into an extremely sophisticated, fashion forward, commercial platform within the industry.

The course will prepare students for a career that focuses on the contemporary, creative working future addressing the requirements of industry that include design innovation, technical skills, branding and marketing, media, technology as well as the ethical and social issues surrounding the subject.

The characteristics of a contemporary BA (Hons) Fashion programme needs to reflect the rapidly responsive nature of the fashion industry, one that demands creativity and versatility, while still focusing on the essence of design in a commercial context. The shift in consumer behaviour and the needs of an evolving industry mean that students today require a sound grounding in fashion design in its broadest context. One that relies upon transferable skills such as problem solving and communication through professional dialogue, as well as a refined and focused development of core skills and working processes that are directly linked to fashion.

To do this, the fashion programme centres on studio-based design projects supported by Critical and Cultural Studies. It enables students to learn design through a dynamic process of investigation and research, ideas exploration, experimentation, realisation and communication. It helps students develop their curiosity, confidence, concentration, rigour and creativity, all essential to good design and an understanding of the commercial fashion market.

As the programme moves from level 4 to 6, students will develop their technical and design skills through a self-directed design approach. Students will increasingly consider some of the key contemporary issues related to the fashion industry, such as the role of the designer, branding, marketing, media, the impact of new shopping portals, materials and digital design technologies. Overall, we aim to cultivate a learning environment to enable the development of independent, innovative and responsible fashion graduates with a thoughtful and imaginative approach to the ever changing commercial fashion environment.

The Fashion programme also teaches the creative, critical and professional knowledge and skills required of a designer within a contemporary context; helping students to develop an awareness of the cultures in which they operate, ensuring that their work relates to the wider world of fashion and to the needs of both employers and clients. A key feature is ongoing involvement with the diversity and multi-disciplinarily area of fashion and the wide-ranging employment possibilities available to its graduates. Fashion graduates may work as designers as part of a corporate team, in a small design studio, as a pattern cutter, a merchandiser or stylist or as an individual practitioner or entrepreneur, within their own design company, or as part of a multi-disciplinary design consultancy. They may also move into areas such as retail, design, buying and range planning. They may work for individual clients, or be involved in branding projects. The Fashion programme enables students to explore the possibilities of these different areas, to develop their own position within the fashion industry and help them achieve their personal and career development plans.

As well as an involvement with student competitions and live client briefs, where possible an awareness of the 'real world' demands of the profession is supported through visits to design studios, retailers and consultancies. As part of the professional development studies, students learn about the process of a project through direct contact with fashion companies and through close analysis of a variety of fashion related disciplines.

Students will benefit from our relationships with leading companies in Moscow. There will be opportunities for groups of students to work with and present to, professional design teams. In addition students have access to design related facilities within the School and are encouraged where possible to collaborate with students outside of their discipline. Fashion students also work on collaborative projects with other students within The School. The overall aim is to prepare students to meet the expectations of a variety of fashion related businesses, now and in the future, to help them to achieve a rewarding and satisfying career.

The option to complete their final year of study at the University of Hertfordshire in the UK is guaranteed to any student meeting the requirements for progression from L5 to L6 study. Students may also choose to undertake their Level 5 studies at the School of Creative Arts in the UK (subject to meeting the requirements for progression from L4 to L5 study) and **either** return to Moscow, **or** remain in the UK to complete their final year of study. The student experience allows for a fully international experience, studying within a large UK university setting, drawing on the resources of the UK and London.

The programme is part of a portfolio of courses run as a franchise partnership between the University of Hertfordshire and the British Higher School in Moscow. The course structure and modules are based on the UK programme. The student experience is intended to bring together a hybrid of the approach of UK art and design education with strengths drawn from the Russian creative industries context and educational traditions.

#### **Level 4**

Level 4 is an intensive introduction to the knowledge, skills and techniques related to the Fashion industry. The programme of continual technical development will feed directly into the design process throughout the student experience. Key skills in design processing, development and problem solving will fuel the students' creativity and their ability to create and innovate. Exposure to the ever changing notion of the high street, the retail environment including on-line presence, will prepare the student for their second year of study. The student will cover a broad range of key skills and gain vital knowledge in order to implement their experiences in an industry focused second year of study.

A central core of design exercises and projects are supported by Critical and Cultural Studies, where students are introduced to the history and theory of their subject.

By the end of Level four, students should have a good grounding in the essential knowledge and skills related to Fashion.

### **Level 5**

At Level 5, a continued programme of key technical, contextual and design based learning are put into practise when the student is exposed to the real world through live industry projects established in collaboration with our industry partners. These projects will test the students' entrepreneurial skills, their ability to design for a market and to meet the demands of established brands. In a highly competitive fashion industry, the student is presented with the opportunity to undertake work experience through a Professional Practice module in semester B. This experience is vital for a holistic learning experience in both an academic and industry context. Work experience enhances the understanding of how the Fashion industry works and helps to inform students to identify where their interests lie.

In preparation for the final year of study, Semester B is designed to focus the student's area of specialist personal interest. With a focus on design in a business and marketing context the students are challenged with a degree of learning and processing that is fast paced, fine detail orientated and based on commercial aspects of Fashion. The programme promotes the importance of external factors showing the students that their learning is a foundation for a future career.

### **Level 6**

Level 6 focuses on the integration of all skills and knowledge developed in previous years, as students bring together the different aspects of design, marketing and promotion creatively and coherently in response to specific fashion related issues in order to illustrate an engagement with some aspect of the contemporary Fashion market.

The final year defines the student experience where they play to their strengths. Within a contemporary fashion context, the student chooses their area of specialism within their final major project.

An advanced sense of commercial awareness and innovation through self directed study and self-promotion becomes a pivotal aspect of Level 6 study. The student, confident and informed in their decision making and aware of contemporary modes of communication, discusses and debates promotional opportunities. The student puts into practise a developed sense of fashion understanding and focuses their outcomes on possible career opportunities from design, buying, pattern cutting, digital/technological mediums and styling.

Within the later stages of Semester B, students are encouraged to concentrate solely on the communication of their ideas through innovative and dynamic mediums. From digital film to propped installations to catwalk presentations, students are required to make informed decisions on the most effective ways of presenting the working processes they have developed throughout their 3 years of study, preparing them for life as 'graduates' pursuing a career within fashion.

Student design and professional development work for the year culminates in a body of work representing their specific subject area that both shows the development of a clear approach to Fashion and provides evidence of their employability, relevant to their preferred career direction.

For those who choose not to remain in this field, the skills and attributes developed by the programme equip students to take up a range of careers, for example in retail, or to progress to further academic study at postgraduate level.

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## B. Educational Aims of the Programme

The programme has been devised in accordance with the University's graduate attributes of programmes of study as set out in [UPR TL03](#).

### **Additionally this programme aims to:**

- encourage students to work innovatively and creatively using an understanding of the breadth of possibilities offered through Fashion practices;
- foster a systematic understanding of key aspects of Fashion including current developments and debates in the discipline;
- enable students to make reasoned judgements, frame appropriate questions and draw independent conclusions;
- facilitate an awareness of the practices of Fashion in professional; cultural and historical contexts;
- foster the transferable skills which will enable students to respond to current and future career challenges;
- equip students with the skills to work professionally in the disciplines related to fashion and contribute creatively in a variety of roles, working independently and as part of multidisciplinary design teams;
- provide the opportunity, through Critical and Cultural Studies delivered as an integral part of studio projects, for students to develop critical insight into contemporary Fashion practices and debates. Students will be able to locate their own work within a wider cultural context, with a clear understanding of the cultural, aesthetic and professional forces that shape contemporary Fashion Design, using them to reflect on their own practice;
- enable students to communicate effectively to specialist and non-specialist audiences in oral, written and visual forms;
- prepare students for further academic or professional study by equipping them to initiate and manage an independent course of study;
- enable the student to explore the marketing communications and commercial contexts of their discipline;
- enable the student to gain an understanding of marketing and its application and relevance to the creative and cultural industries.

## C. Intended Learning Outcomes

The programme provides opportunities for students to develop and demonstrate knowledge and understanding, skills and other attributes in the following areas. The programme outcomes are referenced to the QAA benchmark statements for Art and Design and the Frameworks for Higher Education Qualifications of UK Degree-Awarding Bodies (2014) and relate to the typical student. Additionally, the SEEC Credit Level Descriptors for Further and Higher Education (2016) have been used as a guiding framework for curriculum design.

Knowledge and Understanding	Teaching and learning methods	Assessment strategy
<p>A1-the significance of research methods within contemporary, commercial, national and international fashion markets;</p> <p>A2-cultural, historical and professional contexts;</p> <p>A3-visual languages, materials and techniques of the practice of fashion;</p> <p>A4-technical skills and processes within a fashion context;</p> <p>A5-some of the histories, theories and critical issues and debates that inform historical and contemporary fashion design practice.</p>	<p>Acquisition of knowledge and understanding is through a combination of lectures, studio-based work and workshops at all levels. Learning is instigated by set projects with tutorial support including small group tutorials.</p> <p>The Critical and Cultural Studies program makes a particular contribution to the acquisition of cultural, historical and professional understanding throughout all levels of study. There is a requirement of written work at all levels and an extended essay at level 6.</p> <p>Additional support is provided by a personal tutor, tutorial surgery hours, a special needs and dyslexia support tutor.</p> <p>Throughout, the learner is encouraged to undertake independent study both to supplement and consolidate what is being taught/learnt and to broaden their individual knowledge and understanding of the subject.</p> <p>At level 6 students demonstrate their knowledge and understanding of a particular aspect of Fashion through a programme of course work, much of which is determined by them with sufficient guidance.</p>	<p>Students' knowledge and understanding of their discipline is tested through in-course assessments of outcome submissions, presentations and essay assignments.</p>
Intellectual skills	Teaching and learning methods	Assessment strategy
<p>B1-generate ideas, concepts, proposals and solutions independently and/or collaboratively in response to briefs and/or self initiated study;</p>	<p>Intellectual skills are developed throughout the programme by the methods and strategies outlined in section A, above.</p>	<p>Intellectual skills are assessed by in-course assessments of outcome submissions and presentations.</p>

B2-demonstrate a willingness to explore visual languages, materials and techniques;	Typically, the student's conceptual development will be evident in a design process which demonstrates creative thinking and problem solving, analysis and judgement in the development of solutions and a willingness to explore a range of media.	Typically, evidence will consist of work sheets, sketch books, research, design ideas, digital medium and proposals.
B3-employ resourcefulness and entrepreneurial skill to support developed, individual working practice;	Conceptual development is an integral part of studio work and is fostered by set-briefs, in-course exercises, workshops, self-determined briefs, seminars and tutorial work.	Intellectual skills relevant to marketing are assessed through set and negotiated projects, surveys and case studies.
B4-develop skills relevant to the operation of marketing and communication as a consumer activity;	Throughout, the learner is encouraged to develop intellectual skills further by independent study.	
B5-describe and analyse both visual and textual sources; frame appropriate questions for enquiry and devise a sustained and substantiated argument.		

Practical skills	Teaching and learning methods	Assessment strategy
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C1-begin to employ appropriate materials, techniques and methods in relation to contemporary commercial fashion;	Practical skills refer to the practical and professional skills employed in the production of design ideas and solutions.  At levels 4, 5 and 6 these skills are developed through set briefs, exercises and workshops. At level 6 students are expected to demonstrate professionalism together with aesthetic and functional judgements in the presentation of their ideas.	Practical skills are evidenced in the production values of course work and are assessed through outcome submissions and presentations.
C2-demonstrate relevant levels of professional competence in the realisation, presentation and communication of design ideas in fashion;		
C3-make aesthetic and functional judgements in the realisation of design ideas.		

Transferable skills	Teaching and learning methods	Assessment strategy
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D1-research, critically evaluate, organise and present information to a range of audiences;	Transferable skills are developed throughout the programme.  The skills of research, digital technology and self-management are integral to coursework at all levels. Personal responsibility becomes an increasingly important skill as students progress to level 6 study.	Transferable skills are assessed through a range of assignments built into the curriculum. In-course assessment is by submission of a portfolio, presentations and written work.
D2-retrieve and present information digitally;		

D3-demonstrate personal strengths, responsibility and initiative in the management of own learning;	Critical awareness and flexibility are developed through self-assessment and negotiated projects and self-determined projects.
D4-demonstrate effective communication skills through considered use of English language, both orally and in writing;	Communication skills are developed through oral presentations and in written work. The ability to work flexibly with others is developed through group projects.
D5-work effectively within a team;	Marketing and communication skills are taught using group working, directed reading, independent study, role-play and presentations.
D6-respond flexibly to change;	
D7-analyse and apply data;	
D8-continue to develop skills in visual, oral and written communication of ideas and information using appropriate academic conventions.	Throughout, the learner is encouraged to develop transferable skills by maintaining a record of evidence and completing a personal development plan.

The assessment of each module is based on the fulfilment of the module aims, as evidenced by the Student's ability to demonstrate the learning outcomes as expressed on the Definitive Module Documents (DMDs).

Assessment methods are designed to reflect the learning undertaken within the course and the requirements outlined within the learning outcomes. Specific requirements are described in the DMDs.

**Formative Assessments** – ongoing progress review in critiques, presentation and tutorials. At regular points throughout the course, students' progress is monitored and reviewed by subject tutors and peers through critiques and presentations, when work in progress is seen and discussed and feedback is given.

**Summative Assessments** - assessment that directly contributes to module grade. In the main this happens at the end of the module. Within each module, specified elements of coursework are presented and marked.

Summative assessment normally takes place through critiques or presentations, when a selected portfolio of work is submitted for scrutiny. Students may be asked to provide a rationale for the work presented which forms the basis of self-assessment, alongside the tutor assessment and verbal and/or written feedback is given.

Teaching and Learning strategies at each level are designed to enable students to progress through their programme of study effectively.

Assessments on the programme serve to provide the students with the opportunity to demonstrate the appropriate learning outcomes to a standard suitable for the award of a pass grade in the module assessed; or ultimately, to demonstrate their eligibility for the final award.

Students with documented special learning needs are able to negotiate arrangements for the submission of work for assessment.



## English Language

All aspects of the programme are delivered and completed in English. It is expected that all students will continue to build upon their level of English throughout the duration of their programme of study. Students studying in Moscow at BHSAD are expected to commit to the ongoing development of their English language skills throughout all elements of their programme of study in order to maintain a comparable learning experience and level of achievement as their UK based, English speaking peers. For this to succeed, it is expected that students use English as their primary means of communication with their peers and tutors at all times. This is particularly important for the continued development of speaking and listening skills. Efforts should also be made to maintain a commitment to language development outside of timetabled activities although it is acknowledged that this will require additional efforts from the individual student.

In addition to general programme specific communication requirements, some modules have language specific communication requirements in place which will normally be highlighted within the DMD and or other assessment documentation. Ineffective communication will inhibit the student's ability to meet the learning outcomes of such modules leading to reduced or fail grades through poor performance.

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## D. Programme Structures, Features, Levels, Modules and Credits

The programme is offered in full time (3 years) and part time (5 years) modes and leads to the award of BA with Honours in Fashion Entry is normally at level 4 with suitable entry qualifications as detailed in section G, but is possible at subsequent levels subject to appropriate qualifications and experience. Intake is normally Semester A (September).

### Work-Based Learning (Short and Medium Term Work Experience)

With agreement from the Programme Leader, a student negotiated work experience is available within this Programme at Levels 5/6.

This means that, with prior written agreement, a student may undertake:

- a work experience in place of *an assessed component within* one of the named modules below (referred to as a 'Short Term Work Experience'); *or*,
- a work experience *entirely in place of* one of the named modules below (referred to as a 'Medium Term Work Experience');

The module(s) that are approved within this Programme for work experience/placement are:

5FTC1062 – Design Practice 2 L5 B: Design and Communication (15 credits)

6FTC1087 – Design Directions: Major Project L6 (60 credits) ('Short Term' only)

Students normally undertake their work placement *during* Level 5, with the assessment submission made during the period of the module, or alternatively may negotiate with the programme leader to allow a placement undertaken at a different time (for example, during a vacation or non-teaching period) to be accredited within the module running at Level 6 - with appropriate evidence submitted (including a reflective report).

Students (and staff when considering approval) should carefully consider any potential difficulties which may arise when attempting to undertake a work experience simultaneously with their academic study (for example, Timetable constraints for other modules). In terms of exemption from academic study whilst undertaking a work placement, a time equivalent to 30 credits is normally the maximum permitted.

Students will need approval of the programme leader or nominee for the work experience, to ensure that the scope and level of challenge / learning of the work submitted in reflection upon a work experience, is appropriate and as far as possible, matched in scope and level to any work being substituted.

The programme supports the student in opportunities to undertake live projects which may arise through their own endeavour and works to build such opportunities into the student's learning and assessment through negotiation of briefs and presentable outcomes. The term 'live projects' refers here to a range of activities that extends well beyond those that are primarily commercial and includes social enterprise projects undertaken in connection with community groups, arts organisations and other agencies. Where a student wishes to undertake a live project, it is a requirement that before it commences there is in place a learning contract that specifies clearly how it enables the student to fulfill the module Learning Outcomes; the materials to be submitted for assessment; the date of submission for that material; what the work means in terms of the student's attendance and workload and an appropriate strategy for supervision by a tutor. That contract has to be agreed by both the module tutor and the Programme Leader.

## Programme Structure

The programme structure and progression information below (Table 1a and 1b) is provided for the Honours award. Any interim awards are identified in Table 1b. The Programme Learning Outcomes detailed above are developed and assessed through the constituent modules. Table 2 (in section 2) identifies where each learning outcome is assessed.

Table 1a Outline Programme Structure

**Mode of study** Full time; part time; sandwich; study abroad

**Entry point** Semester A

### Level 4

	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
<b>Compulsory Modules</b>							
<b>Module Title</b>							
Design Studio 1 L4 A: Fashion Process (BHSAD)	4FTC1057	15	English	0	100	0	A
Studio Skills 1 L4: Technical, Design and Communication (BHSAD)	4FTC1056	45	English	0	100	0	AB
C&CS L4 Fashion (BHSAD)	4FTC1146	30	English	0	100	0	AB
Design Studio 2 L4 B: Fashion Realisation (BHSAD)	4FTC1055	30	English	0	100	0	B

### Level 5

	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
<b>Compulsory Modules</b>							
<b>Module Title</b>							
Design Practice 1 L5 A: Commercial Process and Realisation (BHSAD)	5FTC1064	45	English	0	100	0	A, AB
Studio Skills 2 L5: Fashion Technologies (BHSAD)	5FTC1063	30	English	0	100	0	B, AB
* Design Practice 2 L5 B: Design & Communication (BHSAD)	5FTC1062	15	English	0	100	0	AB
C&CS L5 Fashion (BHSAD)	5FTC1160	30	English	0	100	0	AB

\* Work experience may be undertaken in part fulfilment of this 15 credit module, depending upon the nature of the work experience acquired.

## Level 6

Compulsory Modules Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Professional Portfolio L6 B (BHSAD)	6FTC1086	30	English	0	100	0	B
Fashion L6 Degree Essay (BHSAD)	6FTC1180	30	English	0	100	0	A
* Design Directions: Major Project L6 B (BHSAD)	6FTC1087	60	English	0	100	0	AB

*\* Work experience may be undertaken in part fulfilment of this module, depending upon the nature of the work experience acquired.*

The award of an honours degree requires 360 credit points passed with a minimum of at least 120 at level 6 including the final degree project appropriate to the award title.

Progression to levels 5 and 6 requires a minimum of 90 and 210 credits respectively and passes in all compulsory modules.

Progression to level 6 of the BA (Hons) Fashion at the University of Hertfordshire in the UK is guaranteed to any student who has passed 240 credits of study including at least 120 at Level 5.

The option to progress to Level 5 of study in the UK is also available to students who have passed a minimum of 90 credits at level 4 of study.

Students planning to take up either option should, in the first instance, contact their programme administrator and must also notify the School of Creative Arts Admissions Tutor in writing at the start of Semester B of their Level 4 or Level 5 of study, as appropriate.

Table1b (below) details the minimum requirements for all awards.

## FULL TIME MODE (3 years)

### LEVEL 4

Semester A	Semester B
<b>Design Studio 1 L4 A: Fashion Process (BHSAD)</b> 4FTC1057 15 credits	<b>Design Studio 2 L4 B: Fashion Realisation (BHSAD)</b> 4FTC1055 30 credits
<b>Studio Skills 1 L4: Technical Design and Communication (BHSAD)</b> 4FTC1056 45 credits	
<b>C&amp;CS Level 4 Fashion</b> 4FTC1146 30 credits	

### LEVEL 5

Semester A	Semester B
<b>Design Practice 1 L5 A: Commercial Process and Realisation (BHSAD)</b> 5FTC1064 45 credits	<b>Design Practice 2 L5 B: Design and Communication (BHSAD) *</b> 5FTC1225 15 credits
<b>Studio Skills 2 L5: Fashion Technologies (BHSAD)</b> 5FTC1063 30 credits	
<b>C&amp;CS Level 5 Fashion (BHSAD)</b> 5FTC1160 30 credits	

### LEVEL 6

Semester A	Semester B
<b>Fashion L6 Degree Essay (BHSAD)</b> 6FTC1180 30 credits	<b>Professional Portfolio L6 B (BHSAD)</b> 6FTC1086 30 credits
<b>Design Directions: Major Project (BHSAD)</b> 6FTC1807 60 credits	

## INDICATIVE PART TIME STUDY ROUTE (5 years)

### YEAR 1 (75 credits)

Semester A	Semester B
<b>Studio Skills 1 L4: Technical Design and Communication (BHSAD)</b> 4FTC1056 45 credits	
<b>C&amp;CS Level 4 Fashion</b> 4FTC1146 30 credits	

### YEAR 2 (75 credits)

Semester A	Semester B
<b>Design Studio 1 L4 A: Fashion Process (BHSAD)</b> 4FTC1057 15 credits	<b>Design Studio 2 L4 B: Fashion Realisation (BHSAD)</b> 4FTC1055 30 credits
<b>C&amp;CS Level 5 Fashion (BHSAD)</b> 5FTC1160 30 credits	

### YEAR 3 (75 credits)

Semester A	Semester B
<b>Design Practice 1 L5 A: Commercial Process and Realisation (BHSAD)</b> 5FTC1064 45 credits	<b>Studio Skills 2 L5: Fashion Technologies (BHSAD)</b> 5FTC1063 30 credits

### YEAR 4 (75 credits)

Semester A	Semester B
	<b>Design Practice 2 L5 B: Design and Communication (BHSAD) *</b> 5FTC1225 15 credits
<b>Design Directions: Major Project (BHSAD)</b> 6FTC1087 60 credits	

### YEAR 5 (60 credits)

Semester A	Semester B
<b>Fashion L6 Degree Essay (BHSAD)</b> 6FTC1180 30 credits	<b>Professional Portfolio L6 B (BHSAD)</b> 6FTC1086 30 credits

## Honours classification

The University has approved structure and assessment regulations common to all programmes. Full details are provided in [UPR AS14](#), Section D.

Table 1b Final and interim awards available

The programme provides the following final and interim awards:

Final Award	Award Title	Minimum requirements	Available at end of Level	Programme Learning Outcomes developed (see above)
BA (Hons)	Fashion	360 credit points including 240 at level 6/5 of which 120 must be at level 6	6	All programme learning outcomes (see Table 2)
Interim Award	Award Title	Minimum requirements	Available at end of Level	Programme Learning Outcomes developed (see above)
University Certificate		45 credit points at level 4	4	See UPR AS11, section 13: <a href="http://sitem.herts.ac.uk/secreg/upr/AS11.htm">http://sitem.herts.ac.uk/secreg/upr/AS11.htm</a>
Certificate of Higher Education		120 credit points at level 4	4, 5	See: <a href="http://www.herts.ac.uk/about-us/corporate-governance">http://www.herts.ac.uk/about-us/corporate-governance</a>
Diploma of Higher Education	Fashion	240 credit points including at least 120 at level 5	5, 6	A1, A3 B1, B2, B3, B4 C1, C2, C3 D1, D2, D3, D4
BA	Fashion	300 credit points including 180 at level 6/5 of which 60 must be at level 6	6	A1, A2, A3 B1, B2, B3, B4 C1, C2, C3 D1, D3, D4

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## Programme-specific assessment regulations

The programme complies with the University's academic regulations (in particular, [UPR AS11](#), [UPR AS12/UPR AS13](#) (*delete as applicable*) and [UPR AS14](#)) with the exception of those listed below, which have been approved by the University:

- Module 6FTC1180 Fashion L6 Degree Essay **cannot** be substituted with equivalent credits from any level to improve the degree classification of the award.

Course Code	Course Instance	Award Title	Modules (child instance codes and Title)	Must be included in Award degree algorithm
CTBRFASH	FASHBR3F FASHBR5P	BA (Hon) Fashion	6FTC1180 Fashion L6 Degree Essay	Yes

Further points of clarification and interpretation relevant to this specific programme are given below:

- Students are expected to commit to all elements of their programme of study, be punctual in their attendance and meet deadlines. Persistent, unexplained absence or late arrival / departure from lectures, seminars and practicals is not acceptable. Students may be required to attend some specific timetabled sessions for their programme. Some modules have additional specific attendance requirements in place which will normally be highlighted within the relevant DMD (Definitive Module Document) or other assessment documentation (module guide or assignment brief). Lack of attendance may inhibit the student's ability to meet the learning outcomes of such modules leading to reduced or fail grades through poor performance.

### **Students transferring between Franchise Partners and UH:**

In instances where a student has transferred between the UH and a Franchised version of this programme (or vice versa), final degree classification will be determined using the standard UH methodology (i.e. L5 performance will count towards classification, in addition to L6) irrespective of the location of the final year of study.

The programme operates a University-wide policy for treatment of serious adverse circumstances and students receive details in the Student Handbook.

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## Other information relevant to the programme

- **Copyright:** Students retain the Intellectual Property Rights, including copyright, in their films, images and other artefacts. Unless specifically notified by the student, the student grants the University the right to use any of their material for non-commercial academic use including the promotion of the Programme, British Higher School of Art and Design and the University. The student may withdraw this consent at any time by contacting their programme leader or the School Admin. Office.

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## E. Management of Programme & Support for student learning.

### Management

The programme is managed and administered through:

#### **at BHSAD:**

- Head of British Programmes.
- A Deputy Director Academic Quality.
- Programme Leaders responsible for day to day management of the student experience, open days and selection processes.
- A designated Administrator to deal with day to day programme administration.
- Year Leaders responsible for general day to day management of the year group, including pastoral care.
- Module Leaders responsible for individual modules.
- Programme Committees.

#### **at UH:**

- Dean of School.
- A School Admissions Tutor with specific responsibility for open days and selection.
- A designated Administrator to deal with day to day administration associated with the programme.
- A Link Tutor responsible for day to day communications with BHSAD, academic quality and moderation processes.

### Support

Students are supported by:

- Advice at the admissions stage to ensure they have a clear picture of the programme, with access to further information by email.
- An induction at the beginning of each new academic session.
- Academic Subject Group Leader to oversee and advise on programme related issues.
- A Programme Leader responsible for day to day management of the student experience, open days and selection processes.
- Year Leaders responsible for general day to day management of the year group, including pastoral care.
- Module Leaders responsible for individual modules.
- Tutors to provide academic and pastoral support.
- Student representatives on Programme Committees.
- A designated Student Administrator to deal with student enquiries.
- StudyNet use as part of the learning environment.
- Access to digital and print collections of information resources.
- Careers advice for all current students and graduates.
- A Link Tutor who will meet students on a bi-annual basis.



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## F. Other sources of information

In addition to this Programme Specification, the University publishes guidance to registered students on the programme and its constituent modules:

- A Programme (or Student) Handbook;
- A Definitive Module Document (DMD) for each constituent module;
- A Module Guide for each constituent module.

The [A-Z of the University of Hertfordshire](#) is an introduction to the academic, social, cultural and sporting services and opportunities available at the University of Hertfordshire and includes the Student Charter and Student Code of Conduct.

As a condition of registration, all students of the University of Hertfordshire are required to comply with the University's rules, regulations and procedures. These are published in a series of documents called 'University Policies and Regulations' (UPRs). The University requires that all students consult these documents which are available on-line, on the UPR web site, at: <http://www.herts.ac.uk/secreg/upr/>. In particular, [UPR SA07](#) 'Regulations and Advice for Students' Particular Attention - Index' provides information on the UPRs that contain the academic regulations of particular relevance for undergraduate and taught postgraduate students.

The UK Quality Assurance Agency for Higher Education (QAA) has confirmed the quality and standards of provision at the University of Hertfordshire. A key part of QAA's role is to review and report on how universities maintain their academic standards and quality, to inform students and the wider public. The team of QAA reviewers visited the University of Hertfordshire in 2015/16 and judged that its academic standards, the quality and enhancement of its students' learning experience and the quality of information about this learning experience all meet UK expectations. In other words, the University meets national requirements for standards and quality. The QAA's report can be accessed at: <http://www.qaa.ac.uk/reviews-and-reports/provider?UKPRN=10007147#.V-KHajXy0nE>

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## G. Entry requirements

The normal entry requirements for the programme are:

**Admission to the BA (Hons) programme** is normally through one of the following specified routes or equivalent:

- pre-degree year of art and design study;
- school study showing a good academic profile, including ability in art and design subjects;
- professional experience equivalent to a pre-degree year of study.

All students must have an IELTS score of 6 or equivalent.

Selection is usually by interview and portfolio inspection. BHSAD may specify that the applicant undertakes an entry exam.

Candidates for Level 4 should be able to show evidence of:

- a portfolio of work demonstrating a broad-based approach to visual language and media handling;
- visual communications and problem-solving skills;
- an open-minded and questioning attitude to ideas and issues;
- a desire to engage in contextual debate in relation to fashion design practice;
- written and verbal communication skills.

## Non-standard / Direct Applicants into Year 2

In the case of students seeking to transfer to the programme from either foundation degree courses or from another non BHSAD degree courses, applications will be looked at on a case by case basis.

Progression either to Level 5 or Level 6 of the BA (Hons) Fashion at the University of Hertfordshire in the UK is guaranteed to any student who, on completion of their Level 4 or Level 5 of study, has met the minimum requirements to progress to the next Level of Study. Candidates wishing to take up either of these options should, in the first instance, contact their programme administrator and will also be required to notify the School of Creative Arts Admissions Tutor in writing at the start of Semester B of their Level 4 or level 5 of study, as appropriate.

The programme is subject to the University's Principles, Policies and Regulations for the Admission of Students to Undergraduate and Taught Postgraduate Programmes (in [UPR SA03](#)), along with associated procedures. These will take account of University policy and guidelines for assessing accredited prior certificated learning (APCL) and accredited prior experiential learning (APEL).

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If you would like this information in an alternative format please contact:

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Email: [caadmin@herts.ac.uk](mailto:caadmin@herts.ac.uk)

If you wish to receive a copy of the latest Programme Annual Monitoring and Evaluation Report (AMER) and/or the External Examiner's Report for the programme, please email a request to [aqo@herts.ac.uk](mailto:aqo@herts.ac.uk)

## BA (Hons) Fashion

Table 2: Development of Intended Programme Learning Outcomes in the Constituent Modules

This map identifies where the programme learning outcomes are assessed in the constituent modules. It provides (i) an aid to academic staff in understanding how individual modules contribute to the programme aims (ii) a checklist for quality control purposes and (iii) a means to help students monitor their own learning, personal and professional development as the programme progresses.

			Programme Learning Outcomes (as identified in section 1 and the following page)																				
			Knowledge and Understanding					Intellectual Skills					Practical Skills			Transferable Skills							
			A1	A2	A3	A4	A5	B1	B2	B3	B4	B5	C1	C2	C3	D1	D2	D3	D4	D5	D6	D7	D8
	Module Title	Module Code																					
Level 4	Design Studio 1 L4 A: Fashion Process (BHSAD)	4FTC1057	X		X	X		X	X				X			X		X	X	X			
	Studio Skills 1 L4: Technical, Design and Communication (BHSAD)	4FTC1056	X		X	X			X	X			X		X		X	X	X				
	C&CS L4: Fashion (BHSAD)	4FTC1146	X	X	X		X	X				X			X	X	X		X				X
	Design Studio 2 L4 B: Fashion Realisation (BHSAD)	4FTC1055	X	X	X	X		X	X	X			X			X	X	X	X	X	X		
Level 5	Design Practice 1 L5 A: Commercial Process and Realisation (BHSAD)	5FTC1064	X		X	X		X	X				X	X	X	X		X	X				
	Studio Skills 2 L5: Fashion Technologies	5FTC1063	X	X		X		X					X	X	X	X	X	X	X			X	
	C&CS L5: Fashion (BHSAD)	5FTC1160	X	X	X		X	X				X				X			X				X
	Design Practice 2 L5 B: Design and Communication (BHSAD)	5FTC1062	X		X	X		X	X		X			X	X			X	X	X			
Level 6	Design Directions: Major Project L6 B (BHSAD)	6FTC1087	X	X	X	X		X	X	X			X	X	X	X		X	X	X	X		
	Professional Portfolio L6 B (BHSAD)	6FTC1086			X	X		X	X	X	X		X	X	X	X	X	X	X			X	
	Fashion L6 Degree Essay (BHSAD)	6FTC1180	X	X	X		X	X				X				X			X				X

**Key:** Learning Outcome which is assessed as part of the module

## KEY TO PROGRAMME LEARNING OUTCOMES

### Knowledge and Understanding

- A1. the significance of research methods within contemporary, commercial, national and International fashion markets;
- A2. cultural, historical and professional contexts;
- A3. visual languages, materials and techniques of the practice of fashion;
- A4. technical skills and processes within a fashion context;
- A5. some of the histories, theories and critical issues and debates that inform historical and contemporary fashion design practice.

### Intellectual Skills

- B1. generate ideas, concepts, proposals and solutions independently and/or collaboratively in response to briefs and/or self initiated study;
- B2. demonstrate a willingness to explore visual languages, materials and techniques;
- B3. employ resourcefulness and entrepreneurial skill to support developed, individual working practice;
- B4. develop skills relevant to the operation of marketing and communication as a consumer activity;
- B5. describe and analyse both visual and textual sources; frame appropriate questions for enquiry and devise a sustained and substantiated argument.

### Practical Skills

- C1. begin to employ appropriate materials, techniques and methods in relation to contemporary commercial fashion;
- C2. demonstrate relevant levels of professional competence in the realisation, presentation and communication of design ideas in fashion;
- C3. make aesthetic and functional judgements in the realisation of design ideas.

### Transferable Skills

- D1. research, critically evaluate, organise and present information to a range of audiences;
- D2. retrieve and present information digitally;
- D3. demonstrate personal strengths, responsibility and initiative in the management of own learning;
- D4. Demonstrate effective communication skills through considered use of English language, both orally and in writing.
- D5. work effectively within a team;
- D6. respond flexibly to change;
- D7. analyse and apply data;
- D8. continue to develop skills in visual, oral and written communication of ideas and information using appropriate academic conventions.

## Section 2

### Programme management

**Relevant QAA subject benchmarking statements**

**Type of programme**

**Date of validation/last periodic review**

**Date of production/ last revision of PS**

**Relevant to level/cohort**

**Administrative School**

Art and Design

Undergraduate

April 15 (Previously April 11)

June 2017 (Previously June 2016)

Level 4 entering September 2017

School of Creative Arts

British Higher School of Art and Design

Table 3 Course structure

Course details					
Course code	Course description			JACS	
CTBRFA	BA (Hons) Fine Art (BHSAD, Moscow)			W230	
Course Instances					
Instances code	Intake	Stream	Instances Year	Location:	Mode of study
FASHBR1F	A	BA (Hons) Fashion	1	BHSAD, Moscow	Full-time
FASHBR2F	A	BA (Hons) Fashion	2	BHSAD, Moscow	Full-time
FASHBR3F	A	BA (Hons) Fashion	3	BHSAD, Moscow	Full-time
FASHBR1P	A	BA (Hons) Fashion	1	BHSAD, Moscow	Part-time
FASHBR2P	A	BA (Hons) Fashion	2	BHSAD, Moscow	Part-time
FASHBR3P	A	BA (Hons) Fashion	3	BHSAD, Moscow	Part-time
FASHBR4P	A	BA (Hons) Fashion	4	BHSAD, Moscow	Part-time
FASHBR5P	A	BA (Hons) Fashion	5	BHSAD, Moscow	Part-time