BA (Hons) Fashion Design

Awarding institution	Bath Spa University
Teaching institution	Bath Spa University
School	Bath School of Design
Main campus	Locksbrook
Other sites of delivery	N/A
Other Schools involved in delivery	N/A
Name of award(s)	Fashion Design
Qualification (final award)	BA (Hons)
Intermediate awards available	Cert HE, Dip HE, BA
Routes available	Single honours
Professional Placement Year	Optional
Duration of award	3 years full-time 4 years full-time (with Professional Placement Year) 6 years part time

Modes of delivery offered	Campus-based
Regulatory Scheme [1]	Undergraduate Academic Framework
Exemptions from regulations/framework[2]	Yes
Professional, Statutory and Regulatory Body accreditation	N/A
Date of most recent PSRB approval (month and year)	N/A
Renewal of PSRB approval due (month and year)	N/A
UCAS code	W233 WXXX (with Professional Placement Year)
Route code (SITS)	FDSPS FDSPS-SW (with Professional Placement Year)
Relevant QAA Subject Benchmark Statements (including date of publication)	Art & Design (February 2017)
Date of most recent approval	Jan 2019
Date specification last updated	January 2025

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[1] This should also be read in conjunction with the University's Qualifications Framework

[2] See section on 'Exemptions'

Exemptions

The following exemptions are in place:

Programme/Pathway	Regulations/Framework	Brief description of variance	Approving body and date
BA (Hons) Fashion Design	Undergraduate Academic Framework	Exemption requested to depart from Framework, Paragraph 1.4	Academic Quality Standards Committee, 26-April-2018

Programme Overview

This studio-based course offers you a comprehensive design education aimed at a specialist career in the highly competitive arena of the fashion industry and offers you the opportunity to explore topics including design, drawing, 3D interpretation through pattern cutting, drape, tailoring and toiling, digital media and presentation.

The course introduces you to the fundamentals of fashion design and the debates that surround the subject as well as strategies that form the basis for an innovative and reflective design practice. The primary aim of the course is to provide a broad knowledge of design practice within fashion and to inspire creative confidence underpinned by the highest level of technical expertise within 2D and 3D processes supported by in-depth research and investigation. Through workshops, seminars, lectures and dialogue in the studios you will be exposed to a range of subject specific practical, theoretical and professional processes, methods and ideas.

With a balance between taught sessions and self-directed enquiry, the curriculum encourages you to identify and develop your own personal practice through investigation and exploration.

Teaching in Fashion Design takes the form of one-to-one and group tutorials, seminars, lectures, critiques, academic and technical workshops and study visits. With an approach that embeds theory and practice, the course will support you to develop an authoritative knowledge of the historical and contextual grounding to your design practice. Professional practice is embedded throughout the course that will equip you with the confidence and skills to prepare you for a career in this highly professional and competitive creative arena. Through your active participation in external projects, field trips, national competitions and public exhibition and presentations, you will learn to communicate your ideas visually and verbally. Fashion Design is a complex subject, it is about evolution and change, the course promotes curiosity, risk-taking and innovation as well as the knowledge and skills required to work in this highly professional and competitive arena.

Programme Aims

The programme aims to:

1. Provide specialist education in fashion design and equip students with the knowledge and skills to pursue a career within the sphere of fashion design and/or associated design related careers in the fashion industry.
2. Enable students to evaluate knowledge critically through enquiry and the synthesis of complex primary and secondary research material to formulate and evaluate ideas in the context of fashion design.
3. Enable students to develop their individual creativity within the discipline of fashion design, whilst also developing their powers of enquiry and analysis, critical awareness, problem-solving, research and professional practice.
4. Enable students to develop their capacity to exercise specialist and transferable skills appropriate for contemporary fashion design practice that satisfy the professional demands of the industry.
5. Develop in students a high level of appropriate creative and technical competency and prepare them to take enterprising approaches, innovate, and problem solve to realise ideas independently.
6. Develop students understanding of the contexts that influence fashion including cultural, historical, ethical, environmental, commercial, sustainable and professional contexts, as well as develop a creative dialogue between theory and practice.
7. Encourage students to work individually, collaboratively, and interdisciplinary in the studio environment and/or externally and enable them to develop as creative professionals with personal vision.

Programme Intended Learning Outcomes (ILOs)

A - Subject-specific Skills and Knowledge

Programme Intended Learning Outcomes (ILOs) On Achieving Level 6	On Achieving Level 5	On Achieving Level 4

A1	Evaluate knowledge critically through enquiry and the synthesis of complex primary and secondary research material to formulate and resolve ideas in the context of fashion design.	Undertake critical analysis of primary and secondary research sources to formulate and evaluate ideas in the context of Fashion Design.	Evaluate and interpret a range of primary and secondary research material to develop ideas in the context of Fashion Design.
A2	Systematic understanding of the practice of fashion design associated with three-dimensional interpretation, applying problem solving skills and appropriate methods of production.	Knowledge and critical understanding of practical solutions to design related problems, and applying appropriate technical solutions associated with three-dimensional interpretation.	Apply technical processes to investigate and realise three-dimensional creative outcomes whilst developing awareness of industrial requirements.
A3	Communicate creative talent and design process effectively through appropriate media (digital and/or analogue, two and three dimensional), to specific target markets/audience and potential employers.	Ability to apply design processes and techniques to a specific audience/target market and develop existing two-dimensional communication skills through applied use of analogue and digital technologies.	Demonstrate skills in drawing and two-dimensional presentation to communicate design process, including digital techniques, with competency in relevant software
A4	Critically evaluate and apply project management skills, demonstrating independence and ability to adapt to differing markets and contexts	Employ project management skills to plan and implement tasks, develop existing skills and acquire new competences for a range of markets and contexts	Knowledge of the underlying concepts and principles associated with project management, and comprehension of different markets and contexts
A5	Conceptual understanding to solve problems using ideas and techniques to investigate and resolve two-dimensional and three-dimensional creative outcomes to industry standards, recognising the dialogue between ideas and fabrication	Knowledge and critical understanding of techniques to investigate and resolve two-dimensional and three-dimensional outcomes, and the relationship between fabrication and ideas	Develop new skills and knowledge of fabric and the relationship with design, and the understanding of techniques to resolve two-dimensional and three-dimensional outcomes

A6	Systematic understanding of the methods and techniques to demonstrate personal design practice and a refined understanding of the commercial context of a fashion collection	Knowledge and application of the methods and techniques to demonstrate personal design practice within the context of a fashion collection	Understanding the fundamentals of the fashion industry to develop knowledge of the methods and techniques needed to develop a personal design practice
A7	Ability to critically employ historical and theoretical perspectives, undertake critical evaluation of the creative process, and to engage in contemporary debates in visual and material culture and wider society.	Ability to effectively employ historical and theoretical perspectives, reflect effectively on the creative process, and analyse contemporary issues in visual and material culture and wider society.	Ability to investigate selected historical and theoretical connections and reflect on the creative process.

B Cognitive and Intellectual Skills

Programme Intended Learning Outcomes (ILOs) On Achieving Level 6	On Achieving Level 5	On Achieving Level 4
B1	Confidence and flexibility in identifying and solving three-dimensional problems and investigate strategies and techniques, with critical analysis and evaluation	Investigate techniques to a variety of three-dimensional problems containing uncertainty, supported by analysing information from varied sources and evaluation.	Investigate three-dimensional problems, using a defined range of methods, collecting information from appropriate sources and communicating results.
B2	Critically evaluate visual creative thinking in unfamiliar contexts, synthesising ideas or information to generate solutions, achieving a body of work that is coherent and resolved.	Creative development of responses to problems in a range of contexts, drawing on and developing appropriate techniques to generate solutions	Fundamental approaches to creative thinking and ideas development for given problems

B3	Critically reflect, evaluate, analyse and decision make informed by subject knowledge and understanding in a range of contexts.	Reflect, analyse and decision make informed by an expanded and relevant subject knowledge and understanding. Apply these skills of evaluation in a range of contexts	Reflect, analyse and evaluate methods, processes and outcomes using knowledge and understanding of the subject.

C Skills for Life and Work

	On achieving Level 6 you will be able to:	On achieving Level 5 you will be able to:	On achieving Level 4 you will be able to:
C1	**Work Independently** Exercise initiative, independence and personal responsibility to manage your own learning and time.	**Work Independently** Exercise independence and personal responsibility to manage your own learning and time.	**Work Independently** Manage your own learning and time.
C2	**Work with Others** Work collaboratively with others to achieve individual and common goals, solve problems creatively and build interpersonal relationships to flourish in a global workplace.	**Work with Others** Work collaboratively with others to achieve individual and common goals, solve problems creatively.	**Work with Others** Work collaboratively with others.
C3	**Communicate with Impact** Communicate clearly, effectively and impactfully with specialist and non-specialist audiences.	**Communicate with Impact** Communicate clearly and effectively with others.	**Communicate with Impact** Communicate accurately and reliably with others.

	Demonstrate Digital Fluency	**Demonstrate Digital Fluency**	**Demonstrate Digital Fluency**
C4	Use digital skills productively, critically and ethically to enhance creativity and communication.	Use digital skills productively, critically and ethically.	Use digital skills productively.

Programme Content

This programme comprises the following modules

Key:

Core = C

Required = R

Required * = R*

Optional = O

Not available for this status = N/A

If a particular status is greyed out, it is not offered for this programme.

Subject offered as single award

BA (Hons) Fashion Design				Status	
Level	Code	Title	Credits	Single	Joint
4	FDE4000-20	Research for Design Development	20	C	

4	FDE4001-20	Presentation and Illustration	20	C	
4	FDE4002-20	Introduction to Fabrications	20	C	
4	CDT4000-20	Wicked Problems: The Complexity of Critical Design Thinking	20	C	
4	FDE4003-20	Introduction to Form, Construction and Cut	20	C	
4	FDE4004-20	Design through Cut	20	C	
5	FDE5000-40	Introduction to Tailoring and Live Brief	40	R*	
5	FDE5001-20	Introduction to Tailoring	20	R*	
5	FDE5002-20	Fashion Portfolio	20	C	
5	CDT5000-20	Critical Design Thinking and Contemporary Issues	20	C	
5	FDE5003-40	Period Fashion for Design Innovation	40	C	
5	PPY5100-120	Professional Placement Year	120	O	
6	CDT6000-20	Design Futures: Independent Critical Project	20	C	
6	FDE6000-40	Portfolio Projects and Final Project Capsule Collection	40	R*	
6	FDE6001-20	Portfolio Projects and Final Project Capsule Collection	20	R*	
6	FDE6002-40	Design Realisation	40	C	
6	FDE6003-20	Fashion Portfolio and Self-Promotion	20	C	

You will be required to take either of the R* modules at Level 5 and Level 6.

Assessment Methods

A range of summative assessment tasks will be used to test the Intended Learning Outcomes in each module. These are indicated in the attached assessment map which shows which tasks are used in which modules.

Students will be supported in their development towards summative assessment by appropriate formative exercises.

<u>Please note:</u> if you choose an optional module from outside this programme, you may be required to undertake a summative assessment task that does not appear in the assessment grid here in order to pass that module.

Work Experience and Placement Opportunities

The course will provide you with a range of opportunities to participate on external projects, such as live project briefs, national competition briefs and events and Industrial placements are encouraged between Levels 4-5 and 5-6. These opportunities contribute to your future development and facilitate your skills development in preparation for employment possibilities.

In addition to the course external projects, you will have the opportunity to consider undertaking the Professional Placement Year (module PPY5100). This is coordinated and supported by the Careers and Enterprise team, and you will be also be assigned a Professional Placement Year tutor.

In advance of starting a Professional Placement Year, the module preparation provides you with the opportunity to create a Development Plan, to identify, apply for, and secure the professional experience, normally comprising of 1-3 placements.

During the Professional Placement Year, you would commit to working for the external organisation/s for a period of 9-13 months, between the second and third year of your course.

At the start of your final year, you return to university and submit a Placement Report detailing your development on placement. By successfully completing the module, you are entitled to the addition of "with Professional Placement Year" to your degree title, evidencing your work and outcomes in respect of your placement, and demonstrating your ability to secure and sustain graduate-level employment.

Additional Costs Table

There are no additional costs associated with this course.

Module Code & Title	Type of Cost	Cost

Graduate Attributes

	Bath Spa Graduates…	In Fashion Design, we enable this…
1	Will be employable: equipped with the skills necessary to flourish in the global workplace, able to work in and lead teams	Projects and events offering opportunities for teamwork and leadership; live industry projects; active external engagement throughout the course.
2	Will be able to understand and manage complexity, diversity and change	Curriculum enables students to apply creative and technical skills to diverse design opportunities and problems; developing project management skills; engagement with contemporary social and cultural context.
3	Will be creative: able to innovate and to solve problems by working across disciplines as professional or artistic practitioners	Creative risk taking, problem solving through ideas and three-dimensional development; working across markets and contexts.
4	Will be digitally literate: able to work at the interface of creativity and technology	Developing students' skills in specialist digital design processes; utilising digital applications to enhance communication and promotion.
5	Will be internationally networked: either by studying abroad for part of their programme, or studying alongside students from overseas	Through study abroad opportunities; international field trips; studying alongside overseas students; participation in international live projects, networking with international graduates and international industry professionals at external events.
6	Will be creative thinkers, doers and makers	Through all practical aspects of the course.

7	Will be critical thinkers: able to express their ideas in written and oral form, and possessing information literacy	In Historical & Critical Studies, and in the development of communication skills for professional design contexts.
8	Will be ethically aware: prepared for citizenship in a local, national and global context	By embedding sustainability and ethics discussion and debate within design practice throughout the programme.

Modifications

Module-level modifications

Code	Title	Nature of modification	Date(s) of approval and approving bodies	Date modification comes into effect
FDE5002-20	Fashion Portfolio	Change to outline syllabus	Approved by PVC Academic Planning, 8 October 2019	2019/20
FDE5002-20	Portfolio Presentation	Changes to assessment items	Approved by Curriculum Committee Dec 2020	2021/22
FDE5003-20	Period Fashion for Design Innovation	Changes to assessment items	Approved by Curriculum Committee Dec 2020	2021/22
FDE6000-40	Portfolio Projects & Capsule Collection	Module status and changes to assessment items	Approved by Curriculum Committee Dec 2020	2021/22

FDE6003-20	Fashion Portfolio & Self Promotion	Changes to assessment items	Approved by Curriculum Committee Dec 2020	2021/22
FDE6002-40	Design Realisation	Module status and changes to assessment items	Approved by Curriculum Committee Dec 2020	2021/22
HAC6101-20	Visual and Material Culture - Final Study	New Module Descriptor	Approved by SQMC March 2022	2022/23
FDE6003-20	Fashion Portfolio & Self Promotion	Changes to prerequisite modules	Approved by SQMC March 2022	2022/23
FDE6002-40	Design Realisation	Changes to prerequisite modules	Approved by SQMC March 2022	2022/23
HAC4005-20	History and Context: Introduction to Material and Visual Culture	Changes to Module name and assessment item	Approved by SQMC March 2022	2022/23
Assorted	Progamme specification and multiple modules	Fashion Museum Bath removed as a resource	Approved by SQMC March 2024	2024/25

Programme-level modifications

Nature of modification	Date(s) of approval and approving bodies	Date modification comes into effect
Changes to Level 4 Programme Structure	Approved by Curriculum Committee Dec 2020	2021/22

HAC5102-20 Fashion Design: Contemporary Issues and Practice replaced with new HAC5111-20 Design: Contemporary Issues and Practice	Approved by Curriculum Approval Panel March 2024	2024/25
HAC4005-20 History and Context: Introduction to Material and Visual Culture replaced with CDT4000-20 Wicked Problems: The Complexity of Critical Design Thinking	Approved by Curriculum Approval Panel December 2024	2025/26
HAC5111-20 Design: Contemporary Issues and Practice replaced with CDT5000-20 Critical Design Thinking and Contemporary Issues	Approved by Curriculum Approval Panel December 2024	2025/26
HAC6101-20 Visual and Material Culture: Final Study replaced with CDT6000-20 Design Futures: Independent Critical Project	Approved by Curriculum Approval Panel December 2024	2025/26

Attached as appendices:

1. Programme structure diagram
2. Map of module outcomes to level/programme outcomes
3. Assessment map
4. Module descriptors

Appendix 1: Programme Structure Diagram - BA (Hons) Fashion Design

Single Honours	
Level 4	
Semester 1	**Semester 2**
Core Modules	
FDE4000-20 Research for Design Development FDE4002-20 Introduction to Fabrications FDE4003-20 Introduction to Form, Construction and Cut	CDT4000-20 Wicked Problems: The Complexity of Critical Design Thinking FDE4001-20 Presentation and Illustration FDE4004-20 Design though Cut
Rule Notes: N/A	
Level 5	
Core Modules	
FDE5002-20 Fashion Portfolio	FDE5003-40 Period Fashion for Design Innovation CDT5000-20 Critical Design Thinking and Contemporary Issues
Required* Modules	
FDE5000-40 Introduction to Tailoring and Live Brief FDE5001-20 Introduction to Tailoring	N/A
Rule Notes: Students can choose to take EITHER FDE5000-40 Introduction to Tailoring and Live Brief OR FDE5001-20 Introduction to Tailoring plus an Open Module (OMO)	
Optional: Professional Placement Year 120 credits	
Level 6	
Core Modules	
CDT6000-20 Design Futures: Independent Critical Project	FDE6002-40 Design Realisation FDE6003-20 Fashion Portfolio and Self Promotion

Single Honours	
Required* Modules	
FDE6000-40 Portfolio Projects and Final Project Capsule Collection FDE6001-20 Portfolio Projects and Final Project Capsule Collection	N/A
Rule Notes: Students can choose to take EITHER FDE6000-40 Portfolio Projects and Final Project Capsule Collection OR FDE6001-20 Portfolio Projects and Final Project Capsule Collection plus an Open Module (OMO)	

Appendix 2: Map of Intended Learning Outcomes

Level	Module Code	Module Title	Status (C,R,R*,O)[4]	Subject-specific Skills and Knowledge							Cognitive and Intellectual Skills			Skills for Life and Work			
				A1	A2	A3	A4	A5	A6	A7	B1	B2	B3	C1	C2	C3	C4
4	FDE4000-20	Research for Design Development	C	X		X	X		X		X	X	X	X		X	
4	FDE4001-20	Presentation and Illustration	C			X			X		X	X	X	X		X	X
4	FDE4002-20	Introduction to Fabrications	C	X			X	X	X		X	X	X	X		X	X
4	CDT4000-20	Wicked Problems: The Complexity of Critical Design Thinking	C	X					X	X		X	X	X		X	X
4	FDE4003-20	Introduction to Form, Construction and Cut	C		X		X	X	X		X	X		X	X		
4	FDE4004-20	Design through Cut	C	X	X		X	X	X		X		X	X		X	
5	FDE5000-40	Introduction to Tailoring and Live Brief	R*	X	X	X	X	X	X		X	X		X		X	
5	FDE5001-20	Introduction to Tailoring	R*	X	X		X	X	X		X	X		X		X	

Level	Code	Title	Type														
5	FDE5002-20	Fashion Portfolio	C	X		X	X	X	X			X	X	X		X	X
5	CDT5000-20	Critical Design Thinking and Contemporary Issues	C	X					X	X		X	X	X		X	X
5	FDE5003-40	Period Fashion for Design Innovation	C	X	X		X	X	X		X	X	X	X	X	X	
5	PPY5100-120	Professional Placement Year	O											X	X	X	X
6	CDT6000-20	Design Futures: Independent Critical Project	C	X					X	X		X	X	X		X	X
6	FDE6000-40	Portfolio Projects and Final Project Capsule Collection	R*	X	X	X	X	X	X		X	X	X	X		X	X
6	FDE6001-20	Portfolio Projects and Final Project Capsule Collection	R*	X	X	X	X	X	X		X	X	X	X		X	X
6	FDE6002 - 40	Design Realisation	C	X	X		X	X			X	X	X	X		X	
6	FDE6003-20	Fashion Portfolio and Self-Promotion	C			X	X	X	X		X	X	X	X	X	X	X

[4] C = Core; R = Required; R* = Required*; O = Optional

Appendix 3: Map of Summative Assessment Tasks by Module

Level	Module Code	Module Title	Status (C,R,R*,O)[5]	Coursework							Practical					Written Examination		
				Composition	Dissertation	Essay	Journal	Portfolio	Critical Project	Report	Performance	Practical Project	Practical skills	Presentation	Set exercises	Written Examination	In-class test (seen)	In-class test (unseen)
4	FDE4 000-20	Research for Design Development	C					X										
4	FDE4 001-20	Presentation and Illustration	C					X										
4	FDE4 002-20	Introduction to Fabrications	C					X										

Level	Code	Title	Type															
4	CDT 4000-20	Wicked Problems: The Complexity of Critical Design Thinking	C				X											
4	FDE4 003-20	Introduction to Form, Construction and Cut	C				X											
4	FDE4 004-20	Design through Cut	C				X											
5	FDE5 000-40	Introduction to Tailoring and Live Brief (40)	R*				X					X						
5	FDE5 001-20	Introduction to Tailoring (20)	R*				X											

	Code	Title	C/O																
5	FDE5002-20	Fashion Portfolio	C					X											
5	CDT5000-20	Critical Design Thinking and Contemporary Issues	C					X											
5	FDE5003-40	Period Fashion for Design Innovation	C					X											
5	PPY5100-120	Professional Placement Year	O				X	X											
6	CDT6000-20	Design Futures: Independent Critical Project	C						X										

6	FDE6 000-40	Portfolio Projects and Final Project Capsule Collection	R*					X												
6	FDE6 001-20	Portfolio Projects and Final Project Capsule Collection	R*					X												
6	FDE6 002-40	Design Realisation	C					X												
6	FDE6 003-20	Fashion Portfolio and Self-Promotion	C					X												

[5] C = Core; R = Required; R* = Required*; O = Optional