Course Specification

BA(Hons) Fashion

Faculty of Arts & Humanities
School of Art and Design

March 2018

Please note: This specification provides a concise summary of the main features of the course and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if s/he takes full advantage of the learning opportunities that are provided.

We regularly review our course content, to make it relevant and current for the benefit of our students. For these reasons, course modules may be updated.

More detailed information on the learning outcomes, content, and teaching, learning and assessment methods of each module can be found in the Module Information Directory (MID), student module guide(s) and the course handbook.

The accuracy of the information contained in this document is reviewed by the University and may be verified by the Quality Assurance Agency for Higher Education.
1. Introduction

The first year of the Fashion course provides a broad-based course of study, covering a wide range of subjects, practical and theoretical, necessary for a comprehensive understanding of the fashion industry. This includes: fashion forecasting, design, pattern cutting, traditional manufacturing, high tech production methods, illustration, styling, photography, marketing and CAD (computer aided design). Using both traditional and leading-edge technology, students work on projects to produce fashion products, including garments, accessories, footwear and packaging.

During the second year, subjects covered include PR, styling, brand management, CAD, creative marketing, entrepreneurship, team working, promotional, consumer and designer trends, trend forecasting, sustainability, eco design, product design, development and production, digital printing, critical reflection and analysis, new media marketing and communications. Students undertake a variety of real-life projects, produce website content for fashion companies, undertake design projects, photo-shoots and manufacture products for sale.

After the second year, the course offers an optional Professional Enhancement Year or International Enhancement Year. Students who selected this option have undertaken placements at companies including, Tatty Devine, Seraphine, Comptoir Des Cotonnieres, Mary Katranzou, Sainsbury’s TU, The Future Laboratory, Calvin Klein, Natori (New York), POP Magazine, Arena Homme and Arena Homme +magazine, Vogue, Iris Van Herpen (Amsterdam), WGSN, New Look, Topshop, Burberry, Boden, George, Peter Jensen, Injury (Hong Kong), The Fashion and Textile Museum and J Model Management.

In the third year, students are expected to undertake a Fashion Design Directions module. Past students have travelled to places such as Brazil, Norway, Sweden, Rwanda, Istanbul, Morocco, Paris, Milan, Venice and Rome to undertake research which has then inspired their catwalk collections, and final exhibitions. Students are expected to develop their own course of research and study visits to support their learning, culminating in a showcase of individual talent in a professional arena, such as the Coventry Degree Show and Graduate Fashion Week, London.

Students will undertake Add+Vantage and PDP modules at Levels 1, 2 and 3 to develop their employability and entrepreneurship skills.

The new course is designed to take account of and develop the growing International and Entrepreneurial focus of the existing course and align with International partner courses. The aim is to offer Fashion students the best opportunities for cross course collaboration, International engagement and industry experience.

The Fashion course team at Coventry have established an enviable reputation in their first 10 years, winning awards, setting up a University spin-out company (‘Future Armour’) and a social enterprise (ReFreshed UnLtd). The course achieved 9th UK University for Fashion and Textiles in the Times Higher Education Awards 2015, and in 2016 achieved 100% Overall Student Satisfaction. All senior CU Fashion academics were awarded Senior Teaching Fellowships in 2015, and the more recently appointed lecturer achieved fellowship recognition in 2016. The team have built extensive industry contacts which have resulted in successful student internships and awards and employment.

The course has now developed a strong International presence. In 2014, the course team worked with colleagues at Zhejiang University of Media and Communication (ZJMC), China to validate a joint CU / ZJMC BA (Hons) Fashion and Accessories Design course to be delivered by CU and ZJMC staff in English to Chinese students in China, with the CU Fashion team committed to flying faculty (33% in-country delivery) for the first nine years of the course. The four-year course recruited the first cohort of 27 students for the year starting September 2015 and 44 students for the year starting September 2016.

From January 2017, CU Fashion Course Team now validate a CU BA (Hons) International Fashion Business (one year top-up) at Raffles, Singapore, with partnerships at DSK, (Pune, India), Raffles, Kuala Lumpur, (Indonesia), Renasup, (Paris), and Raffles, (Hong Kong) under development.

From September 2017, the team will offer a BA (Hons) International Fashion Business (IFB) course at the Coventry Campus. The (IFB) course, is designed to offer an opportunity to study international fashion business
in a creative environment to students with a range of ambitions and interests in fashion, who do not however aspire to be fashion design.

2 Available Award(s) and Modes of Study

<table>
<thead>
<tr>
<th>Title of Award</th>
<th>Mode of attendance</th>
<th>UCAS Code</th>
<th>FHEQ Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>BA (Hons) Fashion</td>
<td>F/T 3 years</td>
<td>WN25</td>
<td>6</td>
</tr>
<tr>
<td>BA(Hons) Fashion with International Enhancement</td>
<td>F/T or sandwich 4 years</td>
<td></td>
<td>6</td>
</tr>
<tr>
<td>Ba(Hons) Fashion with Professional Enhancement</td>
<td>F/T or sandwich 4 years</td>
<td></td>
<td>5</td>
</tr>
<tr>
<td>BA Fashion</td>
<td>F/T 3 Years</td>
<td></td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>F/T 2 Years</td>
<td></td>
<td>4</td>
</tr>
<tr>
<td>Dip HE Fashion</td>
<td>F/T</td>
<td></td>
<td>4</td>
</tr>
<tr>
<td>Cert HE Fashion</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

3 Awarding Institution/Body: Coventry University.

4 Collaboration: Not Applicable

5 Teaching Institution and Location of delivery: Coventry University

6 Internal Approval/Review Dates:
- Date of latest review: (03/2017)
- Date for next review: (2026/2027)

7 Course Accredited by: Not Applicable

8 Accreditation Date and Duration:

9 QAA Subject Benchmark Statement(s) and/or other external factors:
- Art and Design
- Subject Benchmark statements can be found at:
  - [http://www.qaa.ac.uk/AssuringStandardsAndQuality/subject-guidance/Pages/Subject-benchmark-statements.aspx](http://www.qaa.ac.uk/AssuringStandardsAndQuality/subject-guidance/Pages/Subject-benchmark-statements.aspx)

10 Date of Course Specification: March 2018

11 Course Director: Angela Armstrong
12 Outline and Educational Aims of the Course

- To inspire individual students to become independent global graduates through the development of effective communication skills.
- To nurture the development of individual creativity and informed aesthetic through fashion design practice and the production of fashion artefacts.
- To champion the capabilities of enterprise, initiative and resourcefulness so that graduates have the independence and skills to work in the global fashion industry.
- To create an enabling environment for experimentation, exploration, enquiry, investigation and analysis within a variety of traditional & new materials, media and processes.
- To provide for the acquisition of discipline related transferable skills so students can become independent learners thus having the intellectual flexibility to contribute to, and to cope with, continual change.
- To cultivate the application of sound critical judgements on practice and ethics in diverse and cosmopolitan environments and within the global fashion industry.
- To enable students from a range of previous experiences to develop their creative practice and intellectual potential through fashion and design practice.
- To develop students’ confidence in applying advanced knowledge and theory to practice in fashion and marketing in a global context.

The intended learning outcomes of this Coventry University BA (Hons) Fashion has been specifically designed to ensure the Art and Design (2017) subject benchmark statements of the Framework for Higher Education Qualifications in England Wales and Northern Ireland have been addressed. This innovative course bridges the gap between art and design and business with the intention of giving graduates a distinct set of skills to operate effectively in the fashion industry.

In the design process, close attention has also been paid to the Framework for Higher Education Qualifications in England Wales and Northern Ireland’s Descriptor for a higher education qualification at Level 6: Bachelor’s Degree with Honours (2017).

The detailed requirements of the benchmark statements and the level descriptor have been included in both course learning outcomes and module learning outcomes. A mapping exercise has been undertaken to ensure the course learning outcomes have been cumulatively met through the module learning outcomes.

The Fashion staff team at Coventry University (CU) have developed an extensive network of fashion-industry contacts, both UK and international, over the past 10 years. The network consists of fashion employers, manufacturers, suppliers, social enterprises, trend agencies and NGOs. The Fashion team currently run a social enterprise, ReFreshed Fashion, which involves students from across the University and a University spin-out company, SOWN. This knowledge has informed the course; learning outcomes are thus relevant to the needs of the fashion industry. Coventry University graduates have gone on to work in the fashion industry, or set up SMEs both in the UK and internationally. These graduates keep in touch with staff at CU, again keeping staff aware of industry trends.
13 Course Learning Outcomes

CLO1. Demonstrate an active approach to learning through fashion design practice and the production of fashion artefacts.

CLO2. Develop individual creativity and the exercise of informed aesthetic, utilitarian and fashion design judgements in the global fashion industry.

CLO3. Evidence capabilities of enterprise, initiative and resourcefulness evidencing the independence and skills to work in a diverse and cosmopolitan environment.

CLO4. Evidence experimentation, exploration, enquiry, investigation and analysis within a variety of traditional & new materials, media and processes.

CLO5. Demonstrate the acquisition of discipline related transferable skills and independent learning evidencing the intellectual flexibility to contribute to, and to cope with, continual change.

CLO6. Develop and cultivate the application of sound critical judgements on practice and ethics within a global fashion context.

CLO7. Develop interpersonal skills to enable effective communication within the global fashion industry.

CLO8. Develop creative practice and intellectual potential through fashion and design practice.

CLO9. Apply theory to practice in fashion and marketing confidently.

CLO10. Develop advanced knowledge and the ability to apply it in the international fashion industry.

14 Course Structure and Requirements, Levels, Modules, Credits and Awards

BA (Hons) Fashion Course structure

<table>
<thead>
<tr>
<th>Level</th>
<th>Semester 1</th>
<th>Semester 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Level 1</td>
<td>1002AAD Fashion Design &amp; Technology (20)</td>
<td>1004AAD Fashion Design and Innovation (40)</td>
</tr>
<tr>
<td></td>
<td>1001AAD Fashion Culture and Creativity (20)</td>
<td>1003AAD Digital Fashion Marketing (20)</td>
</tr>
<tr>
<td></td>
<td>100AAD Into Fashion: Personal Development Planning (10)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Add+Vantage (10) once, in either semester</td>
<td></td>
</tr>
<tr>
<td>Level 2</td>
<td>2000AAD Fashion Enterprise and Experience (40)</td>
<td>2001AAD Marketing Digital Futures (40)</td>
</tr>
<tr>
<td></td>
<td>200AAD Future Fashion: Personal Development Planning (10)</td>
<td>2002AAD International Fashion Project (20) (could be an OIL project)</td>
</tr>
<tr>
<td></td>
<td>Add+Vantage (10) once, in either semester</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Optional Sandwich Year</td>
<td></td>
</tr>
<tr>
<td></td>
<td>226AAD Professional Enhancement (0) OR 227AAD International Enhancement (0)</td>
<td></td>
</tr>
<tr>
<td>Level 3</td>
<td>3004AAD Future Fashion Concepts (40)</td>
<td>3005AAD Fashion Design Directions (60)</td>
</tr>
<tr>
<td></td>
<td>3016AAD Future Proof Fashion: PDP (10)</td>
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</tr>
<tr>
<td></td>
<td>Add+Vantage (10) once, in either semester</td>
<td></td>
</tr>
</tbody>
</table>

This is a full time 3 stage course (3 years - 120 Credits at each stage). Students taking the course with optional sandwich year would normally complete their course in 4 years. Each stage has mandatory modules that align to
Two half modules are included in each stage of study Add+Vantage and Personal Development Planning (PDP). These provide an opportunity for students to explore enterprise and employability and consider their own personal development towards future careers.

Modules within the course, their status (whether mandatory or options), the levels at which they are studied, their credit value and pre/co requisites are identified in the table below.

In the first two years of the course students on the Fashion course will work with International Fashion Business students on a range of joint projects such as The Fashion Event and ReFreshed UnLtd., projects which would involve opportunities for students to be involved in marketing and PR.

**Distinctive Features**

**The course**

The course has been designed to foster the capabilities of enterprise, initiative and resourcefulness, it is practice-led from the start with students working on real-life projects and undertake work experience from year 1. The course enables students through practice to gain an understanding of the different roles within the fashion industry, from design, manufacture, the role of marketing to the global consumer, trend analysis and prediction through to the retail of products. The students work on a range of live projects, for example: ReFreshed UnLtd, a social enterprise project, Reebok International, Sainsbury’s TU, George and Kitty Joseph and Project, and work at ‘live’ events and with real clients, for example; Urban Style Collective and the Fashion Exhibition Project.

The course is underpinned with the latest industry standard technology and 96% of students gain employment within six months of graduating.

Students have the opportunity to undertake an optional sandwich year. The ‘with International Enhancement’ route allows students to spend a year out studying, or on placement abroad, or a mixture of the two; ‘with Professional Enhancement’ allows students to undertake a placement in the UK or abroad. Students opting to take the International Enhancement module may undertake a study abroad under the Erasmus exchange scheme, a study placement under another study abroad scheme for placements outside the EU, a work placement under the Erasmus work placement scheme or a work placement organised on their own initiative outside the EU. Students studying abroad will study subjects on offer at their host institution. The opportunity of taking the Enhancement year is seen by students as career enriching, 98% of students elect to undertake either the International Enhancement or Professional Enhancement year.

In their final year the students will be able to work with International Fashion Business students exhibiting their graduate collections in London, which will offer a multitude of professional-level opportunities in marketing and event management.

There is a course of optional study visits; this consists of mainly day-visits in the UK and the optional opportunity to travel overseas to Paris to attend Premiere Vision (the World’s Premiere Textile Trade Fair), and Berlin Fashion Week alongside BA Fashion students. There will also be opportunities to travel and attend trade fairs in China alongside the CU / Zhejiang University of Media and Communications (ZUMC) joint course BA (Hons) Fashion and Accessories Design students.

**Awards and Classification**

For the award of BA (Hons) Fashion a student must pass all 360 credits of course based modules.

For the award of BA (Hons) Fashion with Professional Enhancement a student must pass the 360 credits of course based credits and the Professional Enhancement module 226AAD.

For the award of BA (Hons) Fashion with International Enhancement a student must pass the 360 credits of course based modules plus the International Enhancement year module 227AAD.

In all three cases only marks from the course based modules will count in the classification calculation.
Where a student does not meet the requirements of the award for which they are registered the following cascades will apply (a cascade is the ranking order of awards for which the student will be considered):

For the award of an unclassified degree students must pass a minimum of 300 credits from course based modules.

To qualify for the DipHE in Fashion, students must achieve a minimum of 240 credits from course based modules.

To qualify for the CertHE in Fashion, students must achieve a minimum of 120 credits from course based modules.

To progress to the next level of study and in line with University regulations, students must normally have passed all subject specific modules for the next level's course, however students may carry forward failed PDP and Add+Vantage.

In order to proceed to level two students must have successfully completed:

1001AAD  Fashion Culture and Creativity
1002AAD  Fashion Design and Technology
1003AAD  Digital Fashion Marketing
1004AAD  Fashion Design and Innovation

In order to proceed to Professional Enhancement Year/International Enhancement Year students must have successfully completed:

1001AAD  Fashion Culture and Creativity
1002AAD  Fashion Design and Technology
1003AAD  Digital Fashion Marketing
1004AAD  Fashion Design and Innovation
2000AAD  Fashion Enterprise and Experience
2001AAD  Marketing Digital Futures
2002AAD  International Fashion Project

In order to proceed to level three students must have successfully completed:

1001AAD  Fashion Culture and Creativity
1002AAD  Fashion Design and Technology
1003AAD  Digital Fashion Marketing
1004AAD  Fashion Design and Innovation
2000AAD  Fashion Enterprise and Experience
2001AAD  Marketing Digital Futures
2002AAD  International Fashion Project
No core modules are condonable. Only 100AAD, 200AAD, 3016AAD and ADD+Vantage modules can be condoned.

<table>
<thead>
<tr>
<th>Module credit level</th>
<th>Module Code</th>
<th>Title</th>
<th>Credit Value</th>
<th>Mandatory/Optional</th>
<th>Course Learning Outcomes</th>
<th>Pre-requisite</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>1001AAD</td>
<td>Fashion Culture and Creativity</td>
<td>20</td>
<td>M</td>
<td>CLO6. Develop and cultivate the application of sound critical judgements on practice and ethics within a global fashion context. CLO7. Develop interpersonal skills to enable effective communication within the global fashion industry. CLO9. Apply theory to practice in fashion and marketing confidently. CLO10. Develop advanced knowledge and the ability to apply it in the international fashion industry.</td>
<td>None</td>
</tr>
<tr>
<td>4</td>
<td>1002AAD</td>
<td>Fashion Design and Technology</td>
<td>20</td>
<td>M</td>
<td>CLO1. Demonstrate an active approach to learning through fashion design practice and the production of fashion artefacts. CLO4. Evidence experimentation, exploration, enquiry, investigation and analysis within a variety of traditional &amp; new materials, media and processes. CLO10. Develop advanced knowledge and the ability to apply it in the international fashion industry</td>
<td>None</td>
</tr>
<tr>
<td>4</td>
<td>1003AAD</td>
<td>Digital Fashion Marketing</td>
<td>20</td>
<td>M</td>
<td>CLO2. Develop individual creativity and the exercise of informed aesthetic, utilitarian and fashion design judgements in the global fashion industry. CLO3. Evidence capabilities of enterprise, initiative and resourcefulness evidencing the independence and skills to work in a diverse and cosmopolitan environment.</td>
<td>None</td>
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<tr>
<td>CLO9.</td>
<td>Apply theory to practice in fashion and marketing confidently.</td>
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<tr>
<td>CLO10.</td>
<td>Develop advanced knowledge and the ability to apply it in the international fashion industry.</td>
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<tr>
<td>4</td>
<td>1004AAD</td>
<td>Fashion Design and Innovation</td>
<td>40</td>
<td>M</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CLO1.</td>
<td>Demonstrate an active approach to learning through fashion design practice and the production of fashion artefacts.</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>CLO2.</td>
<td>Develop individual creativity and the exercise of informed aesthetic, utilitarian and fashion design judgements in the global fashion industry.</td>
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<tr>
<td>CLO4.</td>
<td>Evidence experimentation, exploration, enquiry, investigation and analysis within a variety of traditional &amp; new materials, media and processes.</td>
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<tr>
<td>CLO8.</td>
<td>Develop creative practice and intellectual potential through fashion and design practice.</td>
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<tr>
<td>4</td>
<td>100AAD</td>
<td>In To Fashion</td>
<td>10</td>
<td>M</td>
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<tr>
<td>CLO5.</td>
<td>Demonstrate the acquisition of discipline related transferable skills and independent learning evidencing the intellectual flexibility to contribute to, and to cope with, continual change.</td>
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<tr>
<td>4</td>
<td>Add+Vantage</td>
<td>XXXXXXXXXXX</td>
<td>10</td>
<td>M</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>None</td>
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<td></td>
<td></td>
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<tr>
<td>5</td>
<td>2000AAD</td>
<td>Fashion Enterprise and Experience</td>
<td>40</td>
<td>M</td>
<td></td>
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<tr>
<td>CLO2.</td>
<td>Develop individual creativity and the exercise of informed aesthetic, utilitarian and fashion design judgements in the global fashion industry.</td>
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<tr>
<td>CLO3.</td>
<td>Evidence capabilities of enterprise, initiative and resourcefulness evidencing the independence and skills to work in a diverse and cosmopolitan environment.</td>
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</tr>
<tr>
<td>Code</td>
<td>Course Name</td>
<td>Credits</td>
<td>Level</td>
<td>Learning Outcomes</td>
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<tr>
<td>2001AAD</td>
<td>Marketing Digital Futures</td>
<td>40</td>
<td>M</td>
<td>CLO2. Develop individual creativity and the exercise of informed aesthetic, utilitarian and fashion design judgements in the global fashion industry.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2002AAD</td>
<td>International Fashion Project</td>
<td>20</td>
<td>M</td>
<td>CLO6. Develop and cultivate the application of sound critical judgements on practice and ethics within a global fashion context.</td>
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<tr>
<td>200AAD</td>
<td>Future Fashion Personal Development planning</td>
<td>10</td>
<td>M</td>
<td>CLO3. Evidence capabilities of enterprise, initiative and resourcefulness evidencing the independence and skills to work in a diverse and cosmopolitan environment.</td>
<td></td>
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</tbody>
</table>

CLO4. Evidence experimentation, exploration, enquiry, investigation and analysis within a variety of traditional & new materials, media and processes.

CLO8. Develop creative practice and intellectual potential through fashion and design practice.

CLO10. Develop advanced knowledge and the ability to apply it in the international fashion industry.
<table>
<thead>
<tr>
<th></th>
<th>Add+Vantage</th>
<th>XXXXXXXXXXXXXXXX</th>
<th>10</th>
<th>M</th>
<th>None</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>226AAD</td>
<td>Professional Enhancement</td>
<td>0</td>
<td>O</td>
<td>CLO3. Evidence capabilities of enterprise, initiative and resourcefulness evidencing the independence and skills to work in a diverse and cosmopolitan environment. CLO5. Demonstrate the acquisition of discipline related transferable skills and independent learning evidencing the intellectual flexibility to contribute to, and to cope with, continual change. CLO7. Develop interpersonal skills to enable effective communication within the global fashion industry.</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1001AAD, 1002AAD, 1003AAD, 1004AAD, 2000AAD, 2001AAD, 2002AAD</td>
</tr>
<tr>
<td>5</td>
<td>227AAD</td>
<td>International Enhancement</td>
<td>0</td>
<td>O</td>
<td>CLO3. Evidence capabilities of enterprise, initiative and resourcefulness evidencing the independence and skills to work in a diverse and cosmopolitan environment. CLO5. Demonstrate the acquisition of discipline related transferable skills and independent learning evidencing the intellectual flexibility to contribute to, and to cope with, continual change. CLO7. Develop interpersonal skills to enable effective communication within the global fashion industry.</td>
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<td></td>
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<td></td>
<td>1001AAD, 1002AAD, 1003AAD, 1004AAD, 2000AAD, 2001AAD, 2002AAD</td>
</tr>
<tr>
<td>6</td>
<td>3004AAD</td>
<td>Future Fashion Concepts</td>
<td>40</td>
<td>M</td>
<td>CLO2. Develop individual creativity and the exercise of informed aesthetic, utilitarian and fashion design judgements in the global fashion industry. CLO3. Evidence capabilities of enterprise, initiative and resourcefulness evidencing the independence and skills to work in a diverse and cosmopolitan environment. CLO4. Evidence experimentation, exploration, enquiry, investigation and analysis within a variety of traditional &amp; new materials, media and processes. CLO6. Develop and cultivate the application of sound critical judgements on practice and ethics within a global fashion context.</td>
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<tr>
<td></td>
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<td></td>
<td></td>
<td></td>
<td>2000AAD, 2001AAD, 2002AAD</td>
</tr>
</tbody>
</table>
| 6 | 300SAAD | Fashion Design Directions | 60 | M | CLO2. Develop individual creativity and the exercise of informed aesthetic, utilitarian and fashion design judgements in the global fashion industry.
CLO3. Evidence capabilities of enterprise, initiative and resourcefulness evidencing the independence and skills to work in a diverse and cosmopolitan environment.
CLO4. Evidence experimentation, exploration, enquiry, investigation and analysis within a variety of traditional & new materials, media and processes.
CLO5. Demonstrate the acquisition of discipline related transferable skills and independent learning evidencing the intellectual flexibility to contribute to, and to cope with, continual change.
CLO6. Develop and cultivate the application of sound critical judgements on practice and ethics within a global fashion context.
CLO8. Develop creative practice and intellectual potential through fashion and design practice.
CLO9. Apply theory to practice in fashion and marketing confidently.
CLO10. Develop advanced knowledge and the ability to apply it in the international fashion industry. |
<p>| 6 | 3016AAD | Future Proof Fashion: PDP | 10 | M | None |</p>
<table>
<thead>
<tr>
<th></th>
<th>Add+Vantage</th>
<th>XXXXXXXXXXXXX</th>
<th>10</th>
<th>M</th>
<th>None</th>
</tr>
</thead>
<tbody>
<tr>
<td>CLO3.</td>
<td>Evidence capabilities of enterprise, initiative and resourcefulness evidencing the independence and skills to work in a diverse and cosmopolitan environment.</td>
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<tr>
<td>CLO5.</td>
<td>Demonstrate the acquisition of discipline related transferable skills and independent learning evidencing the intellectual flexibility to contribute to, and to cope with, continual change.</td>
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<tr>
<td>CLO7.</td>
<td>Develop interpersonal skills to enable effective communication within the global fashion industry.</td>
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<tr>
<td>CLO9.</td>
<td>Apply theory to practice in fashion and marketing confidently</td>
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</table>
### 15 Criteria for Admission and Selection Procedure

UCAS entry profiles may be found by searching for the relevant course on the [UCAS website](https://www.ucas.com), then clicking on 'Entry profile'.

All applicants will be expected to submit a portfolio of practical work and attend an interview prior to admission.

**Essential entry requirements:**
- **5 GCSEs** at grade A*–C including English Language and Mathematics or specified equivalents.

**Typical offers**
- **A Levels:** BBC;
- **BTEC Level 3 Extended Diploma:** DMM;
- **Access:** The Access Diploma to include 30 Level 3 credits at Merit plus GCSE English Language and Mathematics at grade A*–C or specified equivalents;
- **International Baccalaureate Diploma:** 30 points;
- An adequate proficiency in English must be demonstrated and will be assessed during the induction phase of the course. The requirement is a minimum IELTS score of 6.0, or its equivalent, in both reading and writing;
- Accreditation for prior learning is in accordance with the Academic Regulations for undergraduate courses.

### 16 Academic Regulations and Regulations of Assessment

This Course conforms to the standard [University Regulations](https://www.coventry.ac.uk/about/policies-regulations-and-standards/)

### 17 Indicators of Quality Enhancement

The following are key indicators of quality and standards:

- The course has been designed in accordance with the QAA benchmark statements for Art and Design.
- The course has a strong portfolio of industry-related research; all staff have research profiles published on the Coventry University website;
- The subject area has excellent links with local/national and international employers/industry; these inform course management and development;
- 6 months after finishing: 90% of students in work/study, 45% in professional/managerial jobs;
- Outcomes from the National Student Survey (NSS) 100% Overall Student Satisfaction, 100% students satisfied with teaching on their course, 100% students satisfied with the resources available, 100% students satisfied with their personal development.

**QAA HE Review (Audit Feb 2016) published report**

(Re: QAA’s Judgements of Coventry University)

The QAA review team formed the following judgements about the higher education provision at Coventry University – that it meets UK expectations for:

- the setting and maintenance of the academic standards of award meet UK expectations;
- the quality of student learning opportunities meets UK expectations;
- the quality of the information about learning opportunities meets UK expectations;
- the enhancement of student learning opportunities meets UK expectations.
18 Additional Information

Enrolled students have access to additional, key sources of information about the course and student support including,

- Course Handbook
- Module Guides
- Module Webs
- Module Information Directory ([https://webapp.coventry.ac.uk/MidWebNext/Main.aspx](https://webapp.coventry.ac.uk/MidWebNext/Main.aspx)).
- Study Support information ([https://share.coventry.ac.uk/students/SSV/Pages/Home.aspx](https://share.coventry.ac.uk/students/SSV/Pages/Home.aspx)).
- Student Support information ([https://share.coventry.ac.uk/students/Pages/Index.aspx](https://share.coventry.ac.uk/students/Pages/Index.aspx)).