



**Definitive Programme Document: Design: Fashion & Textiles**

**(Master's Degree)**

|   |  |
|---|--|
| Awarding institution  | Bath Spa University  |
| Teaching institution  | Bath Spa University  |
| School  | School of Art and Design   |
| Department  | Field of Design  |
| Main campus   | Sion Hill  |
| Other sites of delivery   | Corsham Court & Newton Park  |
| Other Schools involved in delivery  | None   |
|   |  |
| Name of award(s)  | MA Design: Fashion & Textiles  |
| Qualification (final award)   | MA   |
| Intermediate awards available   | PgCert, PgDip  |
| Routes available  | Single   |
| Duration of award   | 1 Year Full Time / 2 Years Part time   |
| Sandwich period   | No   |
| Modes of delivery offered   | Campus-based   |
| Regulatory Scheme <sup>1</sup>  | Taught Postgraduate Framework  |
|   |  |
| 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  |
|   |  |
| JACS code   | W231   |
| Route code (SITS)   | MAMD   |
| Relevant QAA Subject Benchmark Statements (including date of publication) | Art and Design (February 2017)<br>Master's Degree Characteristics Statement (September 2015) |
| Date of most recent approval  | February 2018  |
| Date specification last updated   | May 2018   |

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<sup>1</sup> This should also be read in conjunction with the University's Qualifications Framework

## **Programme Overview**

The MA Design: Fashion and Textiles course aims to provide you with the necessary skills to become a designer, designer-maker or textile artist. These might be within the professional (and related) industries, setting up a small businesses independently, entering further study or research, or working in other sectors.

The course consists of five modules taken over three trimesters full-time, or seven trimesters part-time. You'll begin by studying Research Methods, which introduces generic methodologies and considers subject specific data retrieval analysis and evaluation techniques. You'll also study the Development of Product, Market Research and Product ideas, where you'll have the opportunity to build a body of experimental and innovative practical work. Subsequently you will study Marketing Skills, where you'll be able to develop relevant professional awareness, and Product Sampling, Development and Research. The final stage focuses on the Masters Project where you will have the opportunity to take ideas to a practical and professional conclusion in the form of an exhibition and/or final collection.

The full programme of study provides the opportunity to freely develop creative design practice and valuable marketing and business skills, building comprehensive understanding, vision and direction.

The course is developed through tutorials, seminars, lectures, visiting speakers, group critiques, market research and personal research. You will be introduced to research skills and methods, product development, design management and methods, with marketing and business skills. The emphasis of the course is learning how best to present ideas, and where and how to place them in the market.

You will have the opportunity to develop and propose a personal route of study and explore and research textiles through print, embroidery, knit, weave, mixed-media or surface engineering for fashion or interiors, for fashion design, or as applied arts.

## **Programme Aims**

1. To develop and extend understanding of current contexts for creative work in fashion and textiles in relation to professional practice.
2. To develop integrated design or artistic practices that combine aesthetic, practical and research skills.
3. To increase and develop technical skill and theoretical understanding of fashion and textiles processes and materials (through autonomous learning).
4. To foster a culture of experimentation, innovation, risk-taking and creative problem solving.
5. To provide opportunities to develop capacities for self-criticism and sound evaluation of the work of others.
6. To build advanced knowledge of the professional roles of fashion and textile designers and artists engaged in production, live projects, or presenting work in public or professional contexts.
7. To enhance critical, analytical and ethical approaches to the research and practice of fashion and textiles.
8. To synthesize core skills to enable informed, contemporary, contextually engaged, professionally presented and executed outcomes.

## **Programme Intended Learning Outcomes (ILOs)**

### A Subject-specific Skills and Knowledge

- A1 Skills of conceptualisation, making, contextualization and original application in chosen fashion and textiles medium
- A2 Ability to develop and present original and complex research proposals to guide individual practice to a professional conclusion
- A3 Comprehensive understanding of a range of practical methods and resources, both analogue and digital, appropriate to individually defined research and outcomes
- A4 A conceptual understanding of technical and cultural issues affecting fashion and textiles practice, with specific knowledge of those relating to your chosen medium(s)
- A5 Systematic understanding and critical awareness of contemporary ethical and sustainability issues relevant to fashion and textiles practices
- A6 Knowledge and autonomous application of established techniques of project management appropriate to fashion and textiles practices including marketing

### B Cognitive and Intellectual Skills

- B1 Practical knowledge of established techniques of research and enquiry in fashion and textile design and how these are used to create and interpret knowledge
- B2 Ability to discriminate between a range of techniques, processes and current research relevant to the development of fashion and textiles practices
- B3 Demonstrate self-direction, creative thinking and problem solving through project conception and development, management, execution and presentation
- B4 Exercise appropriate critical reflection, initiative, and ownership when planning and implementing fashion and textile projects at a professional or equivalent level

### C Skills for Life and Work

- C1 Autonomous learning (including time management) that demonstrates the exercise of initiative, personal responsibility and decision-making in complex and unpredictable situations and the independent learning ability required for continuing professional development
- C2 Team working skills necessary to succeed in the global workplace, with an ability both to work in and lead teams effectively, as well as the ability to act autonomously in planning and implementing tasks at a professional or equivalent level
- C3 Communication skills that show the ability to communicate clearly to specialist and non-specialist audiences knowledge at, or informed by, the forefront of the academic discipline, field of study or area of professional practice, and the conclusions drawn from dealing with complex issues systematically
- C4 IT skills and digital literacy that demonstrate the ability to develop new skills to a high level and to approach complex issues systematically and creatively

## Intermediate awards

### PgCert Intended Learning Outcomes

A3; A4; A5; A6

B1; B2

C1; C2; C4

### PgDip Intended Learning Outcomes

A1; A3; A4; A5; A6

B1; B2; B4

C1; C2; C4

## Programme content

This programme comprises the following modules

### Key:

Core = C

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 programme

| <b>MA Design: Fashion &amp; Textiles</b> |               |   |         | <b>Status</b> |       |
|--|---------------|---|---------|---------------|-------|
| Level                                    | Code          | Title   | Credits | Single        | Joint |
| 7  | AR700<br>1-30 | Research Methods  | 30      | C             |       |
| 7  | TD700<br>2-30 | The Development of Product,<br>Market Research and Product<br>Ideas | 30      | C             |       |
| 7  | TD700<br>3-30 | Marketing Skills  | 30      | C             |       |
| 7  | TD701<br>4-30 | Product Sampling, Development<br>and Research                       | 30      | C             |       |
| 7  | AR700<br>7-60 | Masters Project   | 60      | C             |       |

### 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.

Please note: 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 intensely practical, self-directed and studio-based nature of the MA Design: Fashion and Textiles programme is such that there isn't sufficient 'free-time' during the module periods to allow for extended work placement activity. However, students are encouraged and supported to explore opportunities to take-on subject related work and professional activities which might support and extend their learning.

This is particularly true for part-time students, who with a third trimester 'off-module' have a 12week period during which they can undertake professional internships, full-time employment, or research and/or travel, which can inform the subsequent course modules and practice.

### Graduate Attributes

|   | Bath Spa Graduates...  | In MA Design: Fashion & Textiles, this means...  |
|---|--|--|
| 1 | Will be employable: equipped with the skills necessary to flourish in the global workplace, able to work in and lead teams       | <ul style="list-style-type: none"><li>● Developing core professional skills (especially marketing) for fashion and textiles professionals.</li><li>● Enhancing creative practice and individual identity through developing autonomous practice and direction.</li><li>● Offering live / industry projects to deliver opportunities for 'real tasks', teamwork and leadership.</li><li>● Actively engaging with a variety of external professional contexts through industry visits and attendance at trade fairs etc.</li></ul> |
| 2 | Will be able to understand and manage complexity, diversity and change   | <ul style="list-style-type: none"><li>● Understanding current professional and creative contexts and how to relate these to individual practice.</li><li>● Building reflexive project development and management skills.</li><li>● Developing a thorough knowledge of contemporary trends and practices.</li></ul>   |
| 3 | Will be creative: able to innovate and to solve problems by working across disciplines as professional or artistic practitioners | <ul style="list-style-type: none"><li>● Encouraging a sustained interest in material and technological developments in Fashion and Textiles (and other specialist disciplines).</li><li>● Encouraging experimentation, risk</li></ul>  |

|   |  |   |
|---|--|---|
|   |  | <p>taking and crossing of traditional boundaries of materials, techniques and contexts.</p> <ul style="list-style-type: none"> <li>● Developing thinking and problem solving through making.</li> </ul>   |
| 4 | Will be digitally literate: able to work at the interface of creativity and technology   | <ul style="list-style-type: none"> <li>● Encouraging the use of software based planning and presenting; and design and making.</li> <li>● Developing sophisticated skills in specialist analogue and digital fashion and textiles processes.</li> </ul>   |
| 5 | Will be internationally networked: either by studying abroad for part of their programme, or studying alongside students from overseas | <ul style="list-style-type: none"> <li>● Integration with international students on the programme and in the wider school and university.</li> <li>● Promotion of study abroad and international study trip opportunities.</li> <li>● Encouraging participation in international research projects.</li> </ul>  |
| 6 | Will be creative thinkers, doers and makers  | <ul style="list-style-type: none"> <li>● Ensuring creative practice and confident attitudes to experimentation are expectations of all students.</li> <li>● Encouraging and delivering innovation.</li> <li>● Championing the School ethos of 'thinking through making'.</li> </ul>   |
| 7 | Will be critical thinkers: able to express their ideas in written and oral form, and possessing information literacy                   | <ul style="list-style-type: none"> <li>● Building capacity to relate critical and conceptual approaches to fashion and textiles by developing written and analytical skills alongside practical outcomes, to deliver professional assignments and reports.</li> </ul>   |
| 8 | Will be ethically aware: prepared for citizenship in a local, national and global context  | <ul style="list-style-type: none"> <li>● Building sustained engagement with and understanding of good practice in fashion and textiles.</li> <li>● Managing a shared studio environment and exercising responsibility and consideration of others.</li> <li>● Working together as a diverse peer group to deliver a public facing degree show.</li> </ul> |

## Modifications

### Module-level modifications

| Code | Title | Nature of modification | Date(s) of approval and approving bodies | Date modification comes into effect |
|------|-------|------------------------|--|-------------------------------------|
|      |       |                        |  |                                     |
|      |       |                        |  |                                     |
|      |       |                        |  |                                     |
|      |       |                        |  |                                     |

### Programme-level modifications

| Nature of modification | Date(s) of approval and approving bodies | Date modification comes into effect |
|------------------------|--|-------------------------------------|
|                        |  |                                     |
|                        |  |                                     |
|                        |  |                                     |
|                        |  |                                     |

### **Attached as appendices:**

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

**Programme structure diagram - Full time route**

| Trimester 1  | Trimester 2   | Trimester 3  |
|--|---|--|
| <b>PG Cert</b><br>(on completing 60 Credits)   | <b>PG Dip</b><br>(on completing 120 Credits)  | <b>Masters</b><br>(on completing 180 Credits)            |
| <b>AR7001-30</b><br><b>Research Methods</b><br>30 Credits  | <b>TD7003-30</b><br><b>Marketing Skills</b><br>30 Credits                           | <b>AR7007-60</b><br><b>Masters Project</b><br>60 Credits |
| <b>TD7002-30</b><br><b>The Development of Product, Market Research and Product Ideas</b><br>30 Credits | <b>TD7014-30</b><br><b>Product Sampling, Development and Research</b><br>30 Credits |  |

**Programme structure diagram – Part time route**

| Trimester 1   | Trimester 2  | Trimester 3             | Trimester 4   | Trimester 5   | Trimester 6   | Trimester 7   |
|---|--|-------------------------|---|---|---|---------------|
| <b>PG Cert</b><br>(on completing 60 Credits)              |  | OFF<br>MODULE<br>PERIOD | <b>PG Dip</b><br>(on completing 120 Credits)  |   | <b>Masters</b><br>(on completing 180 Credits)             |               |
| <b>Year 1</b>   |  |                         | <b>Year 2</b>   |   |   | <b>Year 3</b> |
| <b>AR7001-30</b><br><b>Research Methods</b><br>30 Credits | <b>TD7002-30</b><br><b>The Development of Product, Market Research and Product Ideas</b><br>30 Credits |                         | <b>TD7014-30</b><br><b>Product Sampling, Development and Research</b><br>30 Credits | <b>TD7003-30</b><br><b>Marketing Skills</b><br>30 Credits | <b>AR7007D-60</b><br><b>Masters Project</b><br>60 Credits |               |

## Map of Intended Learning Outcomes (ILOs) against modules

### MA Design: Fashion & Textiles



| Level | Module Code | Module Title  | Status<br>(C,R,O)<br><sup>2</sup> | Intended Learning Outcomes            |    |    |    |    |    |                                   |    |    |    |                          |    |    |    |
|-------|-------------|---|-----------------------------------|---------------------------------------|----|----|----|----|----|-----------------------------------|----|----|----|--------------------------|----|----|----|
|       |             |   |                                   | Subject-specific Skills and Knowledge |    |    |    |    |    | Cognitive and Intellectual Skills |    |    |    | Skills for Life and Work |    |    |    |
|       |             |   |                                   | A1                                    | A2 | A3 | A4 | A5 | A6 | B1                                | B2 | B3 | B4 | C1                       | C2 | C3 | C4 |
| 7     | AR7001-30   | Research Methods  | C                                 |                                       |    | ✓  | ✓  | ✓  |    | ✓                                 | ✓  |    |    |                          | ✓  |    | ✓  |
| 7     | TD7002-30   | The Development of Product, Market Research and Product Ideas | C                                 |                                       |    | ✓  |    |    | ✓  | ✓                                 | ✓  |    |    | ✓                        |    |    | ✓  |
| 7     | TD7003-30   | Marketing Skills  | C                                 |                                       |    | ✓  | ✓  | ✓  | ✓  | ✓                                 | ✓  |    | ✓  | ✓                        | ✓  |    | ✓  |
| 7     | TD7014-30   | Product Sampling, Development and Research                    | C                                 | ✓                                     |    | ✓  | ✓  | ✓  | ✓  | ✓                                 | ✓  |    | ✓  | ✓                        | ✓  |    | ✓  |
| 7     | AR7007-60   | Masters Project   | C                                 | ✓                                     | ✓  | ✓  | ✓  | ✓  | ✓  | ✓                                 | ✓  | ✓  | ✓  | ✓                        | ✓  | ✓  | ✓  |

<sup>2</sup> C = Core; R = Compulsory (ie required for this route); O = Optional

**Map of summative assessment tasks by module**  
**MA Design: Fashion & Textiles**

| Level | Module Code | Module Title  | Status (C,R,O) <sup>3</sup> | Assessment method |                        |                    |            |           |                  |                  |                   |            |              |               |                     |                      |                        |  |
|-------|-------------|---|-----------------------------|-------------------|------------------------|--------------------|------------|-----------|------------------|------------------|-------------------|------------|--------------|---------------|---------------------|----------------------|------------------------|--|
|       |             |   |                             | Coursework        |                        |                    |            |           |                  | Practical        |                   |            |              |               | Written Examination |                      |                        |  |
|       |             |   |                             | Composition       | Practitioner Statement | Written Assignment | Evaluative | Portfolio | Marketing Report | Research Poster/ | Practical Project | Exhibition | Presentation | Set exercises | Written Examination | In-class test (seen) | In-class test (unseen) |  |
| 7     | AR7001-30   | Research Methods  | C                           |                   |                        |                    |            | ✓         |                  | ✓                |                   |            |              |               |                     |                      |                        |  |
| 7     | TD7002-30   | The Development of Product, Market Research and Product Ideas | C                           |                   |                        | ✓                  |            |           |                  |                  | ✓                 |            |              |               |                     |                      |                        |  |
| 7     | TD7003-30   | Marketing Skills  | C                           |                   |                        |                    |            |           | ✓                |                  | ✓                 |            |              |               |                     |                      |                        |  |
| 7     | TD7014-30   | Product Sampling, Development and Research                    | C                           |                   | ✓                      |                    |            |           |                  |                  | ✓                 |            |              |               |                     |                      |                        |  |
| 7     | AR7007-60   | Masters Project   | C                           |                   |                        |                    | ✓          |           |                  |                  |                   | ✓          |              |               |                     |                      |                        |  |

<sup>3</sup> C = Core; R = Required; O = Optional