

MA Fashion Design

Award Document 2018/19

Course Map - MA Fashion Design

Stage 1		
Study Block 1	Study Block 2	Study Block 3
AD710 Experimental Practice Compulsory (40 credits)	AD740 Creative Futures Compulsory (20 credits)	AD750 Independent Major Project Compulsory (60 credits)
FAD710 Design 1: Diagnosis & Exploration Compulsory (40 credits)	FAD730 Design 2: Concept & Development Compulsory (40 credits)	

General Course Information

Status	Approved
Qualification (course type)	Postgraduate Course
Course Title	MA Fashion Design
Intermediate Qualification(s)	PG Cert, PG Dip
Awarding Institution	
Location of Delivery	OFF CAMPUS (DISTANCE OR BLENDED LEARNING)
Duration of course	1 years
Professional, Statutory and Regulatory Body Accreditation	
Accreditation Renewal Date	
UCAS Code	
Relevant External Benchmarking	<ul style="list-style-type: none"> • Art & Design (2017) - QAA • Master's Degree Characteristics Statement (2015) - QAA • Enterprise and entrepreneurship education: Guidance for UK Higher Education providers (2012) - QAA

Course Aims

Entry requirements

For entry onto our Master's programmes at CSVPA we recognise a wide variety of qualifications and/or relevant experience. We encourage applications from people of all ages, backgrounds and cultures, with demonstrable experience and interest in their subject whom we believe will benefit from study at postgraduate level.

The minimum entry qualifications for our MA programmes are:

- A good BA (Hons) degree or equivalent qualification in art or design or a closely related subject.
- A portfolio demonstrating appropriate skills, research and prior experience of the subject.
- A Personal Statement that tells us about you, your approach to practice, and your ambitions and aspirations for the future.

All portfolios and applications will be approved by the Head of Department or relevant Course Leader. Where possible, we will invite you to meet us through an informal interview online or in person.

Applications without the qualifications or disciplinary background identified above but who demonstrate relevant experience, necessary skills and intellectual achievement needed to succeed on the course will be considered on an individual basis. Equivalent experience should be evidenced with a professional CV. In some cases students may be required to complete a Graduate Diploma or Pre-Master's before progressing onto MA programmes.

The minimum level of attainment required for admission onto a programme in the Postgraduate regulations is a score of 6.5 overall with a minimum of 5.5 in each component of the British Council IELTS Academic English Test, or equivalent.

Please follow the links below for additional information on our entry requirements along with the specific requirements of the course as well as information on fees and funding.

<http://www.csvpa.com/art-and-design/ma-art-design/course-details/entry-requirements.htm#menu>

<http://www.csvpa.com/art-and-design/ma-art-design/course-details/about.htm#menu>

<http://www.csvpa.com/art-and-design/ma-art-design/course-details/fees.htm#menu>

<http://www.csvpa.com/art-and-design/ma-art-design/course-details/student-finance.htm#menu>

Educational Aims

MA Fashion: Design is an intensive programme in a supportive and encouraging learning environment that empowers our graduates to fulfil their individual potential as creative, ethical and innovative individuals with the skills, knowledge and confidence to take the next steps into creative careers or further study.

All postgraduate programmes at CSVPA share the following common aims:

- To encourage our graduates to recognise their individual strengths by building confidence in their ability to communicate their own creative thinking, originality and vision.
- To enable students to master the subject specific, technical and digital skills necessary for careers in the creative industries.
- To advance research and enquiry as a driver for creative practice.
- To engage students with opportunities for collaboration that models the 'real life' cross-cultural and multi-disciplinary nature of the creative industries worldwide.
- To provide students with the opportunity to complete an informed and intelligent research project that joins up theory and practice, reflects their originality and ambition, and is built upon independent research, critical thinking, technical competence, and advanced scholarship.
- To develop our graduates as responsible future professionals with an informed understanding of the critical, ethical, technological and professional contexts of global creative practice.

- To build professional behaviours and approaches through industry projects and live briefs, work placements and professionally oriented projects and exhibitions.
- To develop students as reflective practitioners engaged with lifelong learning and continuing professional development in the world of work or ongoing postgraduate study.

Learning Outcomes

All of our MA programmes at CSVPA share the following Learning Outcomes. Upon successful completion of this award, you should be able to:-

1. Conduct independent **research** and apply critical methodologies and scholarship to advance your practice.
2. Master and deploy the necessary **specialist and technical skills** to realise and present outputs in an appropriate format and to professional standards.
3. Develop a **critical framework** for your creative activity informed by current issues and debates shaping the practice of art and design.
4. Critically appraise information, methods, practices or arguments as the basis for innovative approaches to complex **problem-solving** and speculative and/or real world **problem-setting**.
5. **Communicate** complex information, persuasive argument and clear intention in appropriate visual, material, oral and written forms.
6. Articulate a high level of individual **ambition, originality and entrepreneurial vision** within your own pathway and in dialogue with wider contexts.
7. **Locate yourself** and your practice within appropriate critical, historical, global, ethical, industry and/or professional contexts.

Course specific employability skills

Career/future study opportunities

The course provides students with the experience and expertise to pursue a variety of career possibilities in the fashion industry in the UK and worldwide.

Career advice is embedded throughout the programme. Teaching and Learning is provided by a team of experienced and industry-active HE staff and supported by Visiting Lecturers working across the fashion design and business sector.

1:1s provide students with advice on preparing for careers, while visiting speakers share their own career histories and advice on getting into relevant industries. Technical workshops enable students to develop professional skills necessary for their chosen careers. Visiting Lecturers from the fashion and creative industries more widely offer insight and advice.

Our embedded work placements encourage students to research and identify a variety of appropriate opportunities in the fashion industry, and offer students the opportunity to gain work experience or secure advice from a professional mentor as appropriate to individual stages of development.

The programme's emphasis on self-directed learning, research-informed practice, and the development of advanced research skills and methodologies prepares students for the pursuit of further study and research degrees at postgraduate level.

Structure of Course Delivery

Distinctive Features

MA Fashion: Design at CSVPA is a contemporary postgraduate programme tailored to develop your individual approach to fashion design, giving you the professional skills, confidence and creative focus necessary for a careers in the fashion industry. The Fashion School at CSVPA aims to produce versatile, creative individuals, with a strong sense of personal identity and a considered, contemporary aesthetic who are ready to operate within both the commercial and conceptual realms of fashion.

Throughout the 12-month programme based in our central Cambridge studios, you will work closely with our team of inspirational professional tutors to refine your expertise and creative process, deepen research skills and concept development, and apply your individual approach to the creation and presentation of a final collection with a strong design direction and personal signature.

The ethos of all our Fashion courses at CSVPA centres on creating a professional and stimulating environment in which students develop and explore their own creativity. Maintaining the Atelier approach at postgraduate level, with tightly monitored class sizes, high contact hours, extensive studio time and allocated working spaces, students have all the tools to advance their individual approach to design within a bespoke contemporary fashion context.

You will build existing skills, experiment, and refine your design process as you explore contemporary fashion design today. At the same time you will develop the research skills and critical enquiry at the heart of the design process and be introduced to current thinking in critical design practice to help you develop your own voice and locate your own practice within relevant theoretical, ethical, technological and global contexts in which you will work in the future. You will develop awareness of critical and ethical issues impacting on the fashion industry and its global impact, including supply chains and labour, fabric and materials technologies and sustainability, in order to develop an independent and responsive approach to fashion design that might challenge existing practices and propose new solutions. Practical knowledge is enriched through lectures and seminars that introduce historical and theoretical debates concerning the fashion image and its importance in digital and post-digital culture.

Opportunities for placements, mentoring or business-related projects within the programme are designed to help you establish national and international industry contacts and networks, build your CV, and give you experience of working within a professional creative environment to prepare you for future work. Workshops and talks from Visiting Lecturers provide professional insight and career advice, as well as introducing new skills.

Alongside lecturers in design, pattern-cutting and technical skills, students on MA Fashion: Design are also supported by an inter-disciplinary staff team available across our postgraduate programmes, giving you the flexibility to support your design work with expert tuition in graphic design and fashion media, branding and promotion, illustration, animation and video in order to build your brand and communicate your unique vision. In addition, you will be supported to explore new technologies, materials and production processes by collaborating with industry and academic expertise in the city. Tutorial advice is provided to enable you to realise a wide range of final project outcomes that support your collection: these might include installation, fashion magazine, film or website, interactive experience, curated exhibition, promotional packaging or branding.

Local-Global:

We celebrate the 'local', encouraging our students to engage with Cambridge's historic surroundings, home to one of the most dynamic student communities in the world. Located in one of the UK's top ten hotspots for technology and creative entrepreneurship, our students take advantage of opportunities offered by expertise in the city's universities and the region's Silicon Fen, forging collaborations that link creative arts practice to the design and technology industries on their doorstep—as evidenced in previous MA projects in interactive digital design and holographic experience, education, and fashion technology and materials.

At the same time we are an international community with staff and students from all over the world: we work together to develop both our home and international students as the informed and responsible graduates that will be tomorrow's global citizens. Induction activities and cross-disciplinary collaborative projects embed our shared values, professional responsibilities and ethical behaviours from the start. Throughout our postgraduate programmes we work together to build the foundations of a solid and supportive community of practice, actively sharing the diversity of our experience and knowledge while building lasting international networks for the future.

Resources:

All students on our MA programmes have access to a wide range of resources to support the hybrid nature of contemporary practice across art and design. Resources include wood and metal 3D workshops; wet dark room and digital suites; drawing studio; live performance studio; studio facilities for product, fashion and portrait photography; industrial sewing machines and Gerber technology; industry-standard software including Adobe Creative Suite and Maxon Cinema 4D.

In addition to facilities and expertise offered at CSVPA, students have been supported to collaborate with experts and engineers from the local creative technology industry and University of Cambridge and gain access to leading-edge technology and equipment through Cambridge Makespace.

Course Structure

MA Fashion: Design is delivered over one calendar year for full-time students. You will study for three Study Blocks. Each block consists of 12 teaching weeks plus 3/4 assessment weeks.

Study Block 1 invites you to build your knowledge of the essential skills necessary for fashion design. After a diagnostic induction, in the module **Design 1: Diagnosis & Exploration** you will undertake a series of projects that help you strengthen your knowledge of the fundamental design principles and processes, develop your creative signature, and explore new materials, technologies and approaches. You will make connections to the history and theory of fashion to reflect on the centrality of fashion, its imagery and its objects, in the global digital culture of the contemporary world. In **Research Practice** you will develop the advanced research skills necessary for postgraduate study, applying them to projects that explore the historical and contemporary landscape of design and help you to build a critical framework in which to locate yourself and your developing practice.

Study Block 2 looks ahead, and is designed to prepare you for your future in professional practice. In **Design 2: Concept & Development** you will enhance your idea generation and be supported to enter appropriate industry and international

competitions to gain targeted public exposure for your work and develop a professional approach. The focus this term is on developing the independent, enquiry-based and self-initiated project that maps your area of future focus by generating ideas and researching the concepts, methods and technologies that will inform and drive the development of your final collection. Your position as an emerging designer will be strengthened through **Creative Futures**, in which you will work with other MA students to explore the critical, technological, environmental, geo-political and ethical issues that impact on contemporary creative practice—and the ways in which artists and designers today are responding to the challenges we face today, while speculating about what tomorrow may bring.

As part of this module you will have the opportunity apply for an internship (including competitive internships offered by our partner Hearst Magazines UK). Alternatively, you will identify and approach a mentor within an area of interest in the fashion industry, or design and develop a professional or industry-facing project around your own emerging practice. In the past, fashion students at CSVPA have been successful at securing work experience at brands including Chalayan and Peter Pilotto, as well as *ELLE Ukraine*.

By building on your engagement with the contemporary professional practice of your discipline and the exploratory projects and prototypes you have already completed, you will have the confidence and skills to realise a final collection in the capstone module **Independent Major Project** in Study Block 3.

Over the summer term you will focus on realising, finessing and exhibiting a final collection that is the culmination of your research and development. You will lead the project—but you will be guided and supported every step of the journey, with regular group seminars, 1:1 tutorials and technical support to deliver your final outcome. You will continue to chart your progress in your ongoing Critical Reflection Journal, and your final project will be supported by an analytical and critical report that puts it into relevant critical context. You will also be supported in perfecting and presenting a professional portfolio. The MA culminates in a group show where you will consider the professional and public presentation of your final project, working together to design and promote an event that celebrates the end of your studies—and marks your next step into an exciting creative future.

Course Assessment Strategy

Our MA programmes at CSVPA use both formative assessment and summative assessment to support students' success.

Formative assessment (assessment for learning) provides opportunities for students to identify their strengths and weakness, and focus on areas to work on. Formative assessment is carried out throughout the programme, and is an integral part of weekly seminars, tutorials and review of portfolio and reflective journals. Formative feedback and developmental 'feedforward' is delivered through regular peer review, group crits and 1:1s, as well as more formally at the end of projects. Key skills of self-reflection, communication and interpersonal abilities are developed through these sessions that are both tutor and progressively student-led. All students are required to present, listen and feed back to their peers. Formative assessment within each module provides guidance, direction and support as individual approaches to project work are developed towards the submission for summative assessment at the completion of each module. Feedback provided is designed to guide deep understanding of student's individual progress against the aims of each module—and the course in general. All students are required to keep an ongoing log of all feedback as part of the reflective journals, and submit this in support of project work at assessment points.

Summative assessment is carried out at the end of each module and is based on the extent to which the student has met the module Learning Outcomes; comments, indicative grades mapped against assessment criteria and developmental feedback is provided alongside the numerical grade. Summative assessment is intended to identify what has been learned (assessment of learning) and therefore assessed marks count toward the module grade awarded. The assessment strategy and criteria are clearly described in every written brief and mapped appropriately to the module Learning Outcomes. Assessment criteria are additionally communicated at each project briefing and mid-point review.

Assessment for the MA takes many forms. For all modules, a portfolio of assessment is required, that may consist of a number of different elements that record and measure student engagement with teaching and learning activities. Portfolio assessments are designed to be holistic in order to encourage deep learning and in recognition of the independent learning necessary at MA-level.

Portfolio of assessments. A portfolio of assessment is a body of work created in response to the learning activities undertaken throughout a module, and demonstrates engagement with, and fulfilment of module and course Learning Outcomes. As a body of work it records and reflects a wide variety of skills, tasks and abilities that present a holistic view of student engagement, offering a developmental record of learning, and a platform for further study.

A portfolio of assessment may include:

- Practical creative project outputs and visual summaries
- Evidence of exhibitions or presentations
- Proposals for future research
- Evidence of primary and secondary research
- Concept, mood and research boards
- Technical dossiers
- Reflective journals
- Design development work
- Sketchbooks
- Written context or project reports

- Oral presentations
- Critical essays

Legacy TPA table

Module Code	Level	Module Name	Credit	Semester	Compulsory (C) Option (O)	Assessment methods*	Contributing towards the Learning Outcomes (Taught (T), Practised (P) and/or Assessed (A))						
				1/2/3			1	2	3	4	5	6	7
FAD710	7	Design 1: Diagnosis & Exploration	40	1	C	PO	TPA	TPA	TP	TPA	TP	TP	TP
AD720	7	Research Practice	20	1	C	PO, ES	TPA		TPA	TP	TPA	TP	TP
FAD730	7	Design 2: Concept & Development	40	2	C	PO	TPA	TPA	TP	TPA		TPA	
AD740	7	Creative Futures	20	2	C	PO; RE	TPA		TPA	TPA	TPA	TP	TPA
AD750	7	Independent Major Project	60	3	C	PO, ES	TPA	TPA	TPA	TPA	TPA	TPA	TPA

Assessment Criteria

Learning Outcome

1. Conduct independent research and apply critical methodologies and scholarship to advance your practice
2. Master and deploy the necessary specialist and technical skills to realise and present outputs in an appropriate format and to professional standards
3. Develop a critical framework for your creative activity informed by current issues and debates shaping the practice of art and design.
4. Critically appraise information, methods, practices or arguments as the basis for innovative approaches to complex problem-solving and speculation
5. Communicate complex information, persuasive argument and clear intention in appropriate visual, material, oral and written forms.
6. Articulate a high level of individual ambition, originality and entrepreneurial vision within your own pathway and in dialogue with wider contexts.

7. Locate yourself and your practice within appropriate critical, historical, global, ethical, industry and/or professional contexts.