

Appendix 2

**APPENDIX 2 - DETAILED COURSE STRUCTURE TABLE, INCORPORATING MODULES FOR EACH LEVEL / STAGE OF AWARD**

<b>AWARD TITLE AND MODES</b>	<b>Cert HE Fashion Production with Business (Level 4) FdA Fashion Production with Business (L4 and L5)</b>
<b>YEAR / STAGE OF COURSE</b>	<b>1</b>

<b>Module Code (if existing module)</b>	<b>Module Title</b>	<b>Level</b>	<b>Credits</b>	<b>Module Designation: Core or Elective</b>	<b>Semester of Delivery</b>	<b>Assessment Tasks for Module</b>	<b>Assessment Type (EX/CW/PR)</b>	<b>Task Weightings</b>
FAB 401	Fashion Drawing, Illustration, Technical Drawing and CAD/CAM Techniques	4	20	C	S1	Presentation and Collated Research Evidence (3000 words equiv)	CW	100%
FAB 402	Personal and Professional Development	4	20	C	S1	Development Plan, CV, Portfolio (1500 words equiv)  Presentation (1500 words equiv)	CW  CW	50%  50%
FAB 403	Technical Making Skills	4	20	C	S1	Practical Skills Sampling(2500 words equiv)	PR	75%

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						Evaluative Reflection Presentation (500-750 words)	CW	25%
FAB 404	Design Process	4	20	C	S2	Presentation (1500 words equiv)	CW	50%
						Evaluative Research Report (1500 words)	CW	50%
FAB 405	Business Management and Promotion in Fashion	4	20	C	S2	Group Presentation (1000 words equiv)	CW	30%
						Business Plan, Strategy and Reflective Evaluation (2000 words)	CW	70%
FAB 406	Cultural, Historical and Ethical Studies in Fashion	4	20	C	S2	Presentation and Research Evidence (3000 words equiv)	CW	100%



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<b>AWARD TITLE AND MODES</b>	<b>FdA Fashion Production with Business (L4 and L5)</b>
<b>YEAR / STAGE OF COURSE</b>	<b>2</b>

<b>Module Code (if existing module)</b>	<b>Module Title</b>	<b>Level</b>	<b>Credits</b>	<b>Module Designation: Core or Elective</b>	<b>Semester of Delivery</b>	<b>Assessment Tasks for Module</b>	<b>Assessment Type (EX/CW/PR)</b>	<b>Task Weightings</b>
FAB 501	Professional Development: (Live Project Brief)	5	20	C	S1	Development Portfolio (2500 words equiv) Evaluation (500-750 words)	PR CW	75% 25%
FAB 502	Enterprise: Managing a Creative Business	5	20	C	S1	Enterprise Plan and Development for Range of Products (2500 words equiv) Evaluation (500-750 words)	CW CW	75% 25%
FAB 503	Technical Skills	5	20	C	S1	Sampling Portfolio Evaluation (3000 words equiv)	CW	100%

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FAB 504	Design Process and Application (Pre-Planning)	5	20	C	S2	Business Plan for Collection (3000 words equiv)	CW	100%
FAB 505	Fashion Collection	5	40	C	S2	Final Collection (6000-6500 words equiv)  Evaluation (1000-1500 words)	PR  CW	80%  20%

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## External Examiners

As a student on a Sheffield Hallam University award it is important to note that the University welcomes and values the involvement of students in quality management processes. To support this, please note that the External Examiner for your course is:

Name: tbc

Email: tbc



Institution: tbc

External Examining is one of the principal means of maintaining academic standards across the UK. Suitably qualified and experienced External Examiners are appointed to provide informative comment and recommendations upon whether or not -

- the University is maintaining the threshold academic standards
- the assessment process measures student achievement rigorously and fairly against the intended outcomes of the programme(s) and is conducted in line with the University's policies and regulations
- the academic standards and the achievements of students of the University are comparable with those in other UK higher education institutions

All assessment tasks and student work is marked and moderated by internal members of staff before being sent to the External Examiner. In order to carry out their role, External Examiners are asked to comment on assessment tasks, moderate a sample of student work, endorse Assessment Board decisions, and provide the University with an annual report.



At the end of each academic year, the External Examiner annual reports and the responses to them will be made available to you. Students will also have the opportunity to discuss the reports during staff/ student committee meetings. Students can request a copy of a particular External Examiner's report in full by emailing [quality@shu.ac.uk](mailto:quality@shu.ac.uk)

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Please note, this information has been provided in order to ensure External Examining arrangements are transparent. Students should not make direct contact with external examiners, in particular regarding individual performance in assessments. External Examiners have been advised to refer any direct contact from students to the University.

Students may be asked to attend meetings with the External Examiner. The purpose of these meetings is to allow the External Examiner to gain student feedback on modules, course and experience. It would not be appropriate to discuss individual people and/or assessments.

Methods of discussing individual assessments, and engaging with quality management and enhancement processes should already be familiar to you, however if you have any queries, please do not hesitate to contact your tutor.

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## MODULE SPECIFICATIONS

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Enterprise: Managing a Creative Business	40
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## MODULE DESCRIPTOR

<b>TITLE</b>	Fashion: Drawing, Illustration, Technical Drawing and CAD/CAM
<b>MODULE CODE</b>	FAB401
<b>LEVEL</b>	4
<b>CREDITS</b>	20
<b>ECTS CREDITS VALUE</b>	10
<b>FACULTY</b>	Sheffield Hallam University – ACES
<b>DEPARTMENT</b>	Sheffield Hallam University – ADCAM
<b>SUBJECT GROUP</b>	The Sheffield College – Design and Visual Arts
<b>DATE APPROVED</b>	TBC 2016

## MODULE AIM

This module aims to develop professional skills in presenting ideas, working drawings and final designs to potential clients and industry, using different techniques and technologies.



## LEARNING OUTCOMES

LO Ref	Learning Outcome
1	Enhance skills to use computer aided design (CAD) techniques to design and visualise for fashion.
2	Understand how technological developments can be applied within the fashion industry.
3	Select visual communication techniques to realise creative intentions and to develop the presentation skills to express complex ideas.

## INDICATIVE CONTENT

You will be introduced to digital and technical software and develop your manual skills to enhance design images or layouts for clients as working drawings and presentations. You will also be encouraged to develop skills and personal responses and design styles for different aspects of presentation product ideas, and to create technical drawings to support realising concepts and working information for industry.



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## LEARNING, TEACHING AND ASSESSMENT STRATEGY



Students will be supported in their learning to achieve the above outcomes in the following ways:

- The module is delivered by lectures, workshops/demonstrations and external visits as well as by small group and individual tutorials;
- Student discussion will be encouraged and is essential in developing an individual's area of study;
- The module will be supported by a reading list appropriate to the subject which will encourage academic research. The assessment strategy is intended to encourage independent and autonomous learning to develop a reflective practitioner;
- Assessment for this module is 100% through coursework. You will receive formative feedback throughout the module in the form of verbal and written feedback, through tutorial discussion, advice and guidance.

## ASSESSMENT INFORMATION

Assessment for this module is through a 20 minute presentation and collated research demonstrating different techniques. This task satisfies all the learning outcomes for the module. You are required, where appropriate, to use the APA referencing system.

Task No.	Description of Assessment Task	Assessment Task Type Coursework (CW) Written Exam (EX) Practical (PR)	Word Count or Exam Duration	Task Weighting %
1	Presentation and collated research	CW	20 mins (3000 words equiv)	100%

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## FEEDBACK TO STUDENTS



You will receive feedback on your performance in the following ways:

- You will be given feedback in the form of tutorial input throughout the module. Initial feedback will concentrate upon the orientation of your individual interpretation of the module brief;
- There will be written feedback given after the controlled assessment;
- Tutor assessment and written feedback will be provided on submission of the reflective account.

## LEARNING RESOURCES FOR THIS MODULE

Students will be encouraged to research widely and to use the college Moodle VLE site to supplement learning. Individual research topics will dictate resources, but a suggested reading list will be given at the start of the module. Indicative texts may include:

- Arnheim, R. (1992) *Art and Visual Perception: A Psychology of the Creative Eye* (new rev. ed.) Berkeley: University of California Press.
- Barnes, C. (1988) *Fashion Illustration*. London: Macdonald.
- Berger, J. (2008) *Ways of Seeing*. London: Penguin.
- Berger, J. (2009) *About Looking*. London: Bloomsbury.
- Burke, S. (2013) *Fashion Artist: Drawing Techniques to Portfolio Presentation*. (3<sup>rd</sup> ed.) China: Everbest/ Burke Publishing.
- Burke, S. (2006) *Fashion Computing – Design Techniques and CAD*. China: Everbest / Burke Publishing.
- Davies, H. (2013). *Fashion Designers Sketchbooks Two*. London: Laurence King Publishing.
- Dawber, M. (2014) *The Big Book of Fashion Illustration*. London: Batsford Ltd.
- Gaimster, J. (2011) *Visual Research Methods in Fashion*. London: Bloomsbury.

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Ireland, P.J. (1995) *Fashion Design and Presentation*. London: Batsford Ltd.

Ireland, P.J. (1995) *Introduction to Fashion Design*. London: Batsford Ltd.

Ireland, P.J. (2008) *New Encyclopaedia of Fashion Details*. London: Batsford Ltd.

Jenkyn Jones, S. (2011) *Fashion Design (Portfolio)*. London: Laurence King Publishing.



McKelvey, K. and Munslow, J. (2007) *Illustrating Fashion*. (2<sup>nd</sup> ed.) Oxford: Blackwell Science.

Stewart Smith, S. (2015). *CAD for Fashion Design and Merchandising*. London: Fairchild/Bloomsbury.

- [www.good-tutorials.com](http://www.good-tutorials.com) (Adobe Photoshop online tutorials)
- [www.vam.ac.uk](http://www.vam.ac.uk)
- [www.vogue.co.uk](http://www.vogue.co.uk)
- [www.wgsn-edu.com](http://www.wgsn-edu.com)

**MODULES INCLUDING RESEARCH PROJECTS AND/OR TEACHING-RELATED RESEARCH PROJECTS**

Will the assessment for this module require approval by Faculty Research Ethics Committee? If YES, please detail below how students will seek approval for their research	NO

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## NOTIONAL STUDY HOURS FOR THIS MODULE

<b>Module Study Hours by Type (see KIS definitions)</b>		
<b>Scheduled Learning and Teaching Activity</b>	<b>No. of Hours</b>	<b>KIS category</b>
Lecture	4	Scheduled L&T
Seminar		Scheduled L&T
Tutorial		Scheduled L&T
Project Supervision with tutor	10	Scheduled L&T
Demonstration	20	Scheduled L&T
Practical classes and workshops		Scheduled L&T
Supervised time in studio/workshop/laboratory	40	Scheduled L&T
Fieldwork		Scheduled L&T
External visits	12	Scheduled L&T
<b>Scheduled Learning and Teaching Activities sub-total</b>	<b>86</b>	
<b>Guided Independent Study</b>	114	Independent
<b>Placement or Work-based Learning**</b>		Placement
<b>TOTAL NUMBER OF NOTIONAL STUDY HOURS FOR MODULE</b>	<b>200</b>	

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## MODULE DESCRIPTOR

<b>TITLE</b>	Personal and Professional Development
<b>MODULE CODE</b>	FAB402
<b>LEVEL</b>	4
<b>CREDITS</b>	20
<b>ECTS CREDITS VALUE</b>	10
<b>FACULTY</b>	Sheffield Hallam University – ACES
<b>DEPARTMENT</b>	Sheffield Hallam University – ADCAM
<b>SUBJECT GROUP</b>	The Sheffield College – Design and Visual Arts
<b>DATE APPROVED</b>	May 2016

## MODULE AIM



This module aims collate knowledge of life and study skills, future career pathways, professional etiquette, knowledge and skills for employability. It looks at all the different employability opportunities and career pathways such as fashion forecasting, sourcing, fashion product development, digital design, garment development, pattern construction, merchandising, marketing and promotion.

## LEARNING OUTCOMES

LO Ref	Learning Outcome
1	Take responsibility to implement and continually review own personal and professional development plan.
2	Explore the different employment routes, types of legislation affecting designers and the relationship designers working with industry.
3	Understand the types of legislation affecting designers and the relationship designers working with industry.

## INDICATIVE CONTENT

Each student will develop a professional Curriculum Vitae and letter of introduction. You will also develop an understanding of how to create a portfolio for employability opportunities and be expected to keep a log of potential job and networking

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opportunities. You will also practice interview techniques and preparing for an interview for as a freelance designer or full time employment.

## **LEARNING, TEACHING AND ASSESSMENT STRATEGY**

Students will be supported in their learning to achieve the above outcomes in the following ways:

- The module is delivered by lectures, seminars, workshops, demonstrations and external visits as well as by small group and individual tutorials;
- The module also requires you to understand guided independent study, and will be supported by a reading list appropriate to the subject which will encourage primary and secondary research;
- The assessment strategy is intended to encourage independent and autonomous learning to develop a reflective practitioner;
- Student discussion will be encouraged and is essential in developing an individual's area of study;
- Assessment for this module is 100% through coursework. You will receive formative feedback throughout the module in the form of verbal and written feedback, through tutorial discussion, advice and guidance.

## **ASSESSMENT INFORMATION**

Assessment for this module is through a personal and professional development plan, CV and portfolio, which should evidence different employment routes and legislation affecting designers. You will also be required to create a visual presentation and reflective evaluation of your own practice and potential client groups. These tasks satisfy all the learning outcomes for the module. You are required, where appropriate, to use the APA referencing system.

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<b>Task No.</b>	<b>Description of Assessment Task</b>	<b>Assessment Task Type Coursework (CW) Written Exam (EX) Practical (PR)</b>	<b>Word Count or Exam Duration</b>	<b>Task Weighting %</b>
1	Personal and professional development plan, CV, and portfolio	CW	1500 words equiv	50%
2	Visual presentation and reflective evaluation	CW	1500 words equiv	50%

## **FEEDBACK TO STUDENTS**

You will receive feedback on your performance in the following ways:

- You will be given formative feedback in the form of tutorial input throughout the module. Initial feedback will concentrate upon the orientation of your individual interpretation of the module brief;
- There will be written summative feedback given after the portfolio and presentation;
- Tutor assessment and written summative feedback will be provided on submission of the reflective evaluation.

## **LEARNING RESOURCES FOR THIS MODULE**



Students will be encouraged to research widely and to use the college Moodle VLE site to supplement learning. Individual research topics will dictate resources, but a suggested reading list will be given at the start of the module. Indicative texts may include:

Barnes, C. (1988) *Fashion Illustration*. London: Macdonald.

Berger, J. (2008) *Ways of Seeing*. London: Penguin.

Berger, J. (2009) *About Looking*. London: Bloomsbury.

Blackwell, E. (2004) *How to Prepare a Business Plan*. London: Kogan Page.

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Buzan, T. (2002) *How to Mind Map*. London: Thorsons.

Craft, A. (2000) *Continuing Professional Development*. (2<sup>nd</sup> ed.) London: Routledge.

Eggert, M. (2007) *The Perfect CV*. London: Random House Books.

Eraut, M. (1994) *Developing Professional Knowledge and Competence*. London: Routledge.

Gowrek, H. (2006) *Careers in Fashion & Textiles*. Oxford: Blackwell Publishing.



van de Brink-Budgen, R. (2010) *Critical Thinking for Students: Learn the Skills of Analysing, Evaluating and Producing Arguments*. Begbroke, Oxford: How To Books

- [www.fashioninganehticalindustry.org](http://www.fashioninganehticalindustry.org)
- [www.bbcthread.com](http://www.bbcthread.com)
- [www.drapersonline.com](http://www.drapersonline.com)
- [www.businesslink.gov.uk](http://www.businesslink.gov.uk)
- [www.designcouncil.org.uk](http://www.designcouncil.org.uk)
- [www.graduatefashionweek.co.uk](http://www.graduatefashionweek.co.uk)
- [www.hmrc.gov.uk](http://www.hmrc.gov.uk)
- [www.londonfashionweek.co.uk](http://www.londonfashionweek.co.uk)
- [www.mintel.co.uk](http://www.mintel.co.uk)
- [www.nesta.org.uk](http://www.nesta.org.uk)
- [www.premierevision.fr](http://www.premierevision.fr)
- [www.princess-trust.org.uk](http://www.princess-trust.org.uk)
- [www.skillfast-uk.org](http://www.skillfast-uk.org)
- [www.thebritishfashioncouncil.co.uk](http://www.thebritishfashioncouncil.co.uk)
- [www.wgsn-edu.com](http://www.wgsn-edu.com)
- [www.purewomenswear.co.uk](http://www.purewomenswear.co.uk)

**MODULES INCLUDING RESEARCH PROJECTS AND/OR TEACHING-RELATED RESEARCH PROJECTS**

Will the assessment for this module require approval by Faculty Research Ethics Committee? If YES, please detail below how students will seek approval for their research	NO



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## NOTIONAL STUDY HOURS FOR THIS MODULE

<b>Module Study Hours by Type (see KIS definitions)</b>		
<b>Scheduled Learning and Teaching Activity</b>	<b>No. of Hours</b>	<b>KIS category</b>
Lecture	8	Scheduled L&T
Seminar	4	Scheduled L&T
Tutorial	2	Scheduled L&T
Project Supervision with tutor	12	Scheduled L&T
Demonstration	6	Scheduled L&T
Practical classes and workshops		Scheduled L&T
Supervised time in studio/workshop/laboratory	6	Scheduled L&T
Fieldwork		Scheduled L&T
External visits	6	Scheduled L&T
<b>Scheduled Learning and Teaching Activities sub-total</b>	<b>44</b>	
<b>Guided Independent Study</b>	156	Independent
<b>Placement or Work-based Learning**</b>		Placement
<b>TOTAL NUMBER OF NOTIONAL STUDY HOURS FOR MODULE</b>	<b>200</b>	

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## MODULE DESCRIPTOR

<b>TITLE</b>	Technical Making Skills
<b>MODULE CODE</b>	FAB403
<b>LEVEL</b>	4
<b>CREDITS</b>	20
<b>ECTS CREDITS VALUE</b>	10
<b>FACULTY</b>	Sheffield Hallam University - ACES
<b>DEPARTMENT</b>	Sheffield Hallam University - ADCAM
<b>SUBJECT GROUP</b>	The Sheffield College – Design and Visual Arts
<b>DATE APPROVED</b>	May 2016

## MODULE AIM



This module aims to develop your technical skills for small batch and industry production, focusing on garment technology and production.

## LEARNING OUTCOMES

LO Ref	Learning Outcome
1	Be able to apply pattern construction processes and manufacturing to interpret garment designs using knowledge of old and new technologies.
2	Understand the costing and purchasing systems currently used in the clothing industry.
3	Understand the merits of the different production systems currently used in the clothing industry.

## INDICATIVE CONTENT

You will experience demonstrations and support will be provided for you as you develop an understanding of different sewing, cutting and finishing equipment used in garment manufacture and production. You will learn how to design pattern technology and how to create using specific measurements, cut patterns manually and aware of new technologies and processes.

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## LEARNING, TEACHING AND ASSESSMENT STRATEGY

Teaching and learning will vary due to its practical nature but will include:

- Project Supervision, demonstrations, practical class and supervised time in workshops;
- 2D visual research and design portfolio development work;
- Visual and verbal presentations;
- Reflective learning journals.

Assessment for this module is 100% through coursework. You will receive formative feedback throughout the module in the form of verbal and written feedback, through tutorial discussion, advice and guidance.



## ASSESSMENT INFORMATION

Assessment for this module is through a Practical skills sampling portfolio and a presented evaluative reflection. These satisfy all the learning outcomes for the module. You are required, where appropriate, to use the APA referencing system.

Task No.	Description of Assessment Task	Assessment Task Type Coursework (CW) Written Exam (EX) Practical (PR)	Word Count or Exam Duration	Task Weighting %
1	Practical Skills Sampling	PR	2500 words equiv	75%
2	Evaluative Reflection Presentation	CW	500-750 words equiv	25%

## FEEDBACK TO STUDENTS

You will receive feedback on your performance in the following ways:

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- You will be given formative feedback in the form of tutorial input throughout the module. Initial feedback will concentrate upon the orientation of your individual interpretation of the module brief;
- There will be written summative feedback given after the Practical Skills Sampling assignment;
- Tutor assessment and summative written feedback will be provided on submission of the evaluative reflection.

## LEARNING RESOURCES FOR THIS MODULE

Students will be encouraged to research widely and to use the college Moodle VLE site to supplement learning. Individual research topics will dictate resources, but a suggested reading list will be given at the start of the module. Indicative texts may include:

- Aldrich, W. (2015) *Metric Pattern Cutting for Women's Wear*. (6<sup>th</sup> ed.) Chichester: John Wiley and Sons.
- Joseph Armstrong, H. (2013) *Patternmaking for Fashion Design*. Harlow: Pearson Education.
- Keiser, S. and Garner, M. B. (2012) *Beyond Design: The Synergy of Apparel Product Development*. (3<sup>rd</sup> ed.) New York: Fairchild Books.
- McKelvey, K. and Munslow, J. (2011) *Fashion Design: Process, Innovation and Practice*. (2<sup>nd</sup> ed.) Oxford: Blackwell Science.
- Silberberg, L. and Shoben, M. (1998) *The Art of Dress Modelling*. Oxford: Butterworth-Heinemann Ltd.
- Smith, P. (2003) *You Can Find Inspiration in Everything*. (new ed.) London: Thames and Hudson.
- Waddell, G. (2004) *How Fashion Works: Couture, Ready to Wear and Mass Production*. Oxford: Blackwell Science.
- Thompson, R. and Thompson, M. (2013) *Sustainable Materials, Processes and Production (The Manufacturing Guides)*. London: Thames and Hudson.
- Wolff, C., Fanning, R. and Cooker, R. (eds.) (2003) *The Art of Manipulating Fabric*. Iola, Wisconsin: Krause Publications.

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*Berg Fashion Library.* <http://www.bergfashionlibrary.com/page/77/-links-to-ejournals>

*Fashion and Textiles.* <http://www.springer.com/materials/journal/40691>

*Journal of Fashion Technology and Textile*



*Engineering:* <http://www.scitechnol.com/fashion-technology-textile-engineering.php>

### **MODULES INCLUDING RESEARCH PROJECTS AND/OR TEACHING-RELATED RESEARCH PROJECTS**

Will the assessment for this module require approval by Faculty Research Ethics Committee? If YES, please detail below how students will seek approval for their research	NO

### **NOTIONAL STUDY HOURS FOR THIS MODULE**

<b>Module Study Hours by Type (see KIS definitions)</b>		
<b>Scheduled Learning and Teaching Activity</b>	<b>No. of Hours</b>	<b>KIS category</b>
Lecture		Scheduled L&T
Seminar		Scheduled L&T
Tutorial		Scheduled L&T
Project Supervision with tutor	5	Scheduled L&T
Demonstration	20	Scheduled L&T
Practical classes and workshops	20	Scheduled L&T
Supervised time in studio/workshop/laboratory	30	Scheduled L&T
Fieldwork		Scheduled L&T
External visits	5	Scheduled L&T
<b>Scheduled Learning and Teaching Activities sub-total</b>	<b>80</b>	
<b>Guided Independent Study</b>	120	Independent
<b>Placement or Work-based Learning**</b>		Placement
<b>TOTAL NUMBER OF NOTIONAL STUDY HOURS FOR MODULE</b>	<b>200</b>	

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## MODULE DESCRIPTOR

<b>TITLE</b>	Design Processes
<b>MODULE CODE</b>	FAB404
<b>LEVEL</b>	4
<b>CREDITS</b>	20
<b>ECTS CREDITS VALUE</b>	10
<b>FACULTY</b>	Sheffield Hallam University - ACES
<b>DEPARTMENT</b>	Sheffield Hallam University - ADCAM
<b>SUBJECT GROUP</b>	The Sheffield College – Design and Visual Arts
<b>DATE APPROVED</b>	May 2016

## MODULE AIM



This module aims to help you gain an awareness and understanding of the creative practice, the importance of research, experimentation and product development. It also aims to help you experience the different aspects of design, production and management to support, individual, small to large manufacture and fashion production.

## LEARNING OUTCOMES

LO Ref	Learning Outcome
1	Research, Development and Production in Fashion demonstrating expectation of the client and professional practice
2	Understand the potential for personal development through the application of new approaches to visual communication
3	Understand how to develop the design process through experimental ideas and applications

## INDICATIVE CONTENT

The module explores different research methods, sourcing of material and present information, and also supports the experimentation and development of ideas through to product development. This will include marketing and production techniques and the presentation to potential clients or employers.

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## LEARNING, TEACHING AND ASSESSMENT STRATEGY



Students will be supported in their learning to achieve the above outcomes in the following ways:

- The module is delivered by lectures, seminars, workshops, demonstrations and external visits as well as by presentations and small group and individual tutorials;
- The module also requires you to understand guided independent study, and will be supported by a reading list appropriate to the subject which will encourage primary and secondary research;
- The assessment strategy is intended to encourage independent and autonomous learning to develop a reflective practitioner;
- Student discussion will be encouraged and is essential in developing an individual's area of study;
- Assessment for this module is 100% through coursework. You will receive formative feedback throughout the module in the form of verbal and written feedback, through tutorial discussion, advice and guidance.

## ASSESSMENT INFORMATION

Assessment for this module is through a visual presentation to a client and an evaluative research report. These satisfy all the learning outcomes for the module. You are required, where appropriate, to use the APA referencing system.

Task No.	Description of Assessment Task	Assessment Task Type Coursework (CW) Written Exam (EX) Practical (PR)	Word Count or Exam Duration	Task Weighting %
1	Visual presentation to the client	CW	1500 words equiv	50%
2	Evaluative research report	CW	1500 words equiv	50%

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## FEEDBACK TO STUDENTS

You will receive feedback on your performance in the following ways:

- You will be given formative feedback in the form of tutorial input throughout the module. Initial feedback will concentrate upon the orientation of your individual interpretation of the module brief;
- There will be summative verbal and written feedback given after the presentation;
- Tutor assessment and summative written feedback will be provided on submission of the evaluative report.

## LEARNING RESOURCES FOR THIS MODULE

Students will be encouraged to research widely and to use the college Moodle VLE site to supplement learning. Individual research topics will dictate resources, but a suggested reading list will be given at the start of the module. Indicative texts may include:

- Abling, B. and Maggio, K. (2014) *Integrating Draping, Drafting and Drawing*. London: Fairchild/Bloomsbury.
- Birley, S. and Muzyka, D.F. (1997) *Mastering Enterprise*. London: Prentice Hall.
- Blackwell, E. (2004) *How to Prepare a Business Plan*. London: Kogan Page.
- Breward, C. (1999) *The Hidden Consumer: Masculinities, Fashion & City Life 1860-1914*. Manchester: Manchester University Press.
- Gileska, T. (2011) *Pattern-Drafting for Fashion: The Basics*. London, Bloomsbury.
- Ireland, P.J. (1995) *Introduction to Fashion Design*. London: Batsford Ltd.
- Ireland, P.J. (2008) *New Encyclopaedia of Fashion Details*. London: Batsford Ltd.
- Jenkyn Jones, S. (2011) *Fashion Design (Portfolio)*. London: Laurence King Publishing.
- Shoben, M. and Ward, J. (1987) *Pattern-Cutting and Making Up: The Professional Approach*. London: Routledge.



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*Journal of Fashion Technology and Textile Engineering:*  
<http://www.scitechnol.com/fashion-technology-textile-engineering.php>

### **MODULES INCLUDING RESEARCH PROJECTS AND/OR TEACHING-RELATED RESEARCH PROJECTS**

Will the assessment for this module require approval by Faculty Research Ethics Committee? If YES, please detail below how students will seek approval for their research	NO

### **NOTIONAL STUDY HOURS FOR THIS MODULE**

<b>Module Study Hours by Type (see KIS definitions)</b>		
<b>Scheduled Learning and Teaching Activity</b>	<b>No. of Hours</b>	<b>KIS category</b>
Lecture	6	Scheduled L&T
Seminar	4	Scheduled L&T
Tutorial		Scheduled L&T
Project Supervision with tutor	10	Scheduled L&T
Demonstration	10	Scheduled L&T
Practical classes and workshops		Scheduled L&T
Supervised time in studio/workshop/laboratory	60	Scheduled L&T
Fieldwork		Scheduled L&T
External visits	5	Scheduled L&T
<b>Scheduled Learning and Teaching Activities sub-total</b>	<b>95</b>	
<b>Guided Independent Study</b>	105	Independent
<b>Placement or Work-based Learning**</b>		Placement
<b>TOTAL NUMBER OF NOTIONAL STUDY HOURS FOR MODULE</b>	<b>200</b>	

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## MODULE DESCRIPTOR

<b>TITLE</b>	Business Management and Promotion in Fashion
<b>MODULE CODE</b>	FAB405
<b>LEVEL</b>	4
<b>CREDITS</b>	20
<b>ECTS CREDITS VALUE</b>	10
<b>FACULTY</b>	Sheffield Hallam University - ACES
<b>DEPARTMENT</b>	Sheffield Hallam University - ADCAM
<b>SUBJECT GROUP</b>	The Sheffield College – Design and Visual Arts
<b>DATE APPROVED</b>	May 2016

## MODULE AIM



This module aims to contextualise the businesses of the fashion industry by studying different business models, practices and roles within the industry, nationally and internationally.

## LEARNING OUTCOMES

LO Ref	Learning Outcome
1	Understand the principles of business practice and explore business practice within the Fashion industry.
2	Understand the fashion promotion industry and its component parts to execute a self-initiated promotional campaign, able to evaluate
3	Understand and apply skills in fashion forecasting and analysis

## INDICATIVE CONTENT

A programme of Designer Guest lecturers and workshops that are in business, employed in a larger company or work freelance will support ideas and knowledge to form a new business. You will also have the opportunity to explore and develop the necessary commercial skills needed within the fashion industry, designing business

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plans, market research, branding, promotion and sales. You will also study accountancy for a small business and project management strategies

## **LEARNING, TEACHING AND ASSESSMENT STRATEGY**

Students will be supported in their learning to achieve the above outcomes in the following ways:

- The module is delivered by lectures, seminars, workshops, and external visits as well as by small group and individual tutorials;
- The module also requires you to understand guided independent study, and will be supported by a reading list appropriate to the subject which will encourage primary and secondary research;
- The assessment strategy is intended to encourage independent and autonomous learning to develop a reflective practitioner;
- Student discussion will be encouraged and is essential in developing an individual's area of study;
- Assessment for this module is 100% through coursework. You will receive formative feedback throughout the module in the form of verbal and written feedback, through tutorial discussion, advice and guidance.

## **ASSESSMENT INFORMATION**

Assessment for this module is through a group presentation which demonstrates knowledge and understanding of fashion business, promotion and marketing strategies. You will also be required to create a business plan for your own creative practice, supported by a personal business strategy and promotional campaign. This should be supported by a reflective evaluation. These satisfy all the learning outcomes for the module. You are required, where appropriate, to use the APA referencing system.

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<b>Task No.</b>	<b>Description of Assessment Task</b>	<b>Assessment Task Type Coursework (CW) Written Exam (EX) Practical (PR)</b>	<b>Word Count or Exam Duration</b>	<b>Task Weighting %</b>
1	Group Presentation.	CW	1000 words equiv	30%
2	Business plan, personal business strategy and reflective evaluation.	CW	2000 words	70%

## **FEEDBACK TO STUDENTS**

You will receive feedback on your performance in the following ways:

- You will be given formative feedback in the form of tutorial input throughout the module. Initial feedback will concentrate upon the orientation of your individual interpretation of the module brief;
- There will be summative verbal and written feedback given after the presentation;
- Tutor assessment and written summative feedback will be provided on submission of the business plan, strategy and reflective evaluation.



## **LEARNING RESOURCES FOR THIS MODULE**

Students will be encouraged to research widely and to use the college Moodle VLE site to supplement learning. Individual research topics will dictate resources, but a suggested reading list will be given at the start of the module. Indicative texts may include:

Burke, S. (2012) *Fashion Entrepreneur: Starting Your Own Fashion Business*. China: Everbest / Burke Publishing.

Dickson, M. (2009) *Social Responsibility in the Global Apparel Industry*. New York and London: Fairchild.

Granger, M.M. and Sterling, T. M. (2015) *Fashion Entrepreneurship: Retail Business Planning*. (2<sup>nd</sup> ed.) London: Fairchild/Bloomsbury.

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Gwilt, A. (2014) *A Practical Guide to Sustainable Fashion*. London: Fairchild / Bloomsbury.

Hancock, J. H. (2016) *Brand/Story: Cases and Explorations in Fashion Branding* (2<sup>nd</sup> ed). London: Fairchild/Bloomsbury.

Hethorn, J. and Ulasewicz, C. (2015) *Sustainable Fashion: What's Next?* (2<sup>nd</sup> ed.) London: Bloomsbury.

Moore, G. (2012) *Basics Fashion Management 02: Fashion Promotion*. London: Bloomsbury.

Paulins, V. A. and Hillery, J. L. (2015) *Ethics in the Fashion Industry*. London: Fairchild / Bloomsbury.

Stewart Smith, S. (2015). *CAD for Fashion Design and Merchandising*. London: Fairchild/Bloomsbury.

Thompson, R. and Thompson, M. (2013) *Sustainable Materials, Processes and Production (The Manufacturing Guides)*. London: Thames and Hudson.

*Journal of Fashion Marketing and Management: An International Journal.*

<http://www.emeraldinsight.com/loi/jfmm>

[www.fashioninganehticalindustry.org](http://www.fashioninganehticalindustry.org)

[www.bbcthread.co.uk](http://www.bbcthread.co.uk)

[www.drapersonline.com](http://www.drapersonline.com)

[www.businesslink.gov.uk](http://www.businesslink.gov.uk)

[www.designcouncil.org.uk](http://www.designcouncil.org.uk)

[www.graduatefashionweek.co.uk](http://www.graduatefashionweek.co.uk)

[www.hmrc.gov.uk](http://www.hmrc.gov.uk)

[www.londonfashionweek.co.uk](http://www.londonfashionweek.co.uk)

[www.mintel.co.uk](http://www.mintel.co.uk)

[www.nesta.org.uk](http://www.nesta.org.uk)

[www.premierevision.fr](http://www.premierevision.fr)

[www.princess-trust.org.uk](http://www.princess-trust.org.uk)

[www.skillfast-uk.org](http://www.skillfast-uk.org)

[www.thebritishfashioncouncil.co.uk](http://www.thebritishfashioncouncil.co.uk)

[www.wgsn-edu.com](http://www.wgsn-edu.com)

[www.purewomenswear.co.uk](http://www.purewomenswear.co.uk)

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### **MODULES INCLUDING RESEARCH PROJECTS AND/OR TEACHING-RELATED RESEARCH PROJECTS**

Will the assessment for this module require approval by Faculty Research Ethics Committee? If YES, please detail below how students will seek approval for their research	NO

### **NOTIONAL STUDY HOURS FOR THIS MODULE**

<b>Module Study Hours by Type (see KIS definitions)</b>		
<b>Scheduled Learning and Teaching Activity</b>	<b>No. of Hours</b>	<b>KIS category</b>
Lecture	10	Scheduled L&T
Seminar	4	Scheduled L&T
Tutorial	4	Scheduled L&T
Project Supervision with tutor	10	Scheduled L&T
Demonstration		Scheduled L&T
Practical classes and workshops	10	Scheduled L&T
Supervised time in studio/workshop/laboratory		Scheduled L&T
Fieldwork		Scheduled L&T
External visits	12	Scheduled L&T
<b>Scheduled Learning and Teaching Activities sub-total</b>	<b>50</b>	
<b>Guided Independent Study</b>	<b>150</b>	Independent
<b>Placement or Work-based Learning**</b>		Placement
<b>TOTAL NUMBER OF NOTIONAL STUDY HOURS FOR MODULE</b>	<b>200</b>	

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## MODULE DESCRIPTOR

<b>TITLE</b>	Cultural, Historical and Ethical Studies in Fashion
<b>MODULE CODE</b>	FAB406
<b>LEVEL</b>	4
<b>CREDITS</b>	20
<b>ECTS CREDITS VALUE</b>	10
<b>FACULTY</b>	Sheffield Hallam University - ACES
<b>DEPARTMENT</b>	Sheffield Hallam University - ADCAM
<b>SUBJECT GROUP</b>	The Sheffield College – Design and Visual Arts
<b>DATE APPROVED</b>	May 2016

## MODULE AIM

This module aims to explore and analyse fashion design and manufacturing in context, exploring cultural, historical and ethical considerations from a wide range of perspectives.

## LEARNING OUTCOMES

LO Ref	Learning Outcome
1	Undertake in-depth research and understand influences on Fashion historically and how it continually changes.
2	Understand the cultural contexts in which ideas are visually transmitted
4	Understand the need for professional ethics, environmental and social responsibility in design

## INDICATIVE CONTENT

The module will include an historical exploration of fashion through the ages, considering the specific cultural contexts in which key movements have flourished and faded. It also considers the environment and the various social/ethical responsibilities involved in an industrial and professional context in the modern world.

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## LEARNING, TEACHING AND ASSESSMENT STRATEGY

Students will be supported in their learning to achieve the above outcomes in the following ways:



- The module is delivered by lectures, seminars, workshops, demonstrations and external visits as well as by group and individual tutorials;
- The module also requires you to understand guided independent study, and will be supported by a reading list appropriate to the subject which will encourage primary and secondary research;
- The assessment strategy is intended to encourage independent and autonomous learning to develop a reflective practitioner;
- Student discussion will be encouraged and is essential in developing an individual's area of study;
- Assessment for this module is 100% through coursework. You will receive formative feedback throughout the module in the form of verbal and written feedback, through tutorial discussion, advice and guidance.

## ASSESSMENT INFORMATION

Assessment for this module is through a visual presentation on a set theme, written coursework and a supporting folder of research evidence. These requirements satisfy all the learning outcomes for the module. You are required, where appropriate, to use the APA referencing system.

<b>Task No.</b>	<b>Description of Assessment Task</b>	<b>Assessment Task Type Coursework (CW) Written Exam (EX) Practical (PR)</b>	<b>Word Count or Exam Duration</b>	<b>Task Weighting %</b>
1	Visual presentation and written research evidence	CW	3000 words equiv	100%



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## FEEDBACK TO STUDENTS

You will receive feedback on your performance in the following ways:

- You will be given formative feedback in the form of tutorial input throughout the module. Initial feedback will concentrate upon the orientation of your individual interpretation of the module brief;
- Tutors will provide summative verbal feedback on completion of the presentation;
- Tutor assessment and summative written feedback will be provided on submission of the evaluation and research folder.

## LEARNING RESOURCES FOR THIS MODULE

Craik, J. (1994) *The Face of Fashion: Cultural Studies in Fashion*. London: Routledge.

De la Haye, A. (1988) *Fashion Source Book*. London: Macdonald Orbis.

De la Haye, A. (1998) *The Cutting Edge: 50 Years of British Fashion*. London: V&A Publications.

Dickson, M. (2009) *Social Responsibility in the Global Apparel Industry*. New York and London: Fairchild.

Dormer, P. (1991) *The Meanings of Modern Design: Towards the Twenty-First Century*. London: Thames & Hudson.



Dormer, P. (1993) *Design Since 1945*. London: Thames & Hudson.

English, B. (2013) *A Cultural History of Fashion in the 20th and 21st Centuries: From Catwalk to Sidewalk* (2<sup>nd</sup> ed.) London: Bloomsbury.

Guy, A. (2001) *Through the Wardrobe: Women's Relationships with Their Clothes*. Oxford: Berg.

Gwilt, A. (2014) *A Practical Guide to Sustainable Fashion*. London: Fairchild/Bloomsbury.

Hancock, J.H. (2016) *Brand/Story: Cases and Explorations in Fashion Branding* (2<sup>nd</sup> ed.). London: Fairchild/Bloomsbury.

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- Haye, A. (1999) *Defining Dress: Dress as Object, Meaning and Identity*. Manchester: Manchester University Press.
- Hebdige, D. (1970) *Subculture: The Meaning of Style*. London: Routledge.
- Hethorn, J. and Ulasewicz, C. (2015) *Sustainable Fashion: What's Next?* (2<sup>nd</sup> ed.) London: Bloomsbury.
- Jackson, T. and Shaw, D. (2006) *The Fashion Handbook (Media Practice)*. London: Taylor and Francis.
- Kunz, G.I., Karpova, E. and Garner, M. B. (2016) *Going Global: The Textile and Apparel Industry*. (3<sup>rd</sup> ed.) London: Fairchild/Bloomsbury.
- Paulins, V. A. and Hillery, J. L. (2015) *Ethics in the Fashion Industry*. London: Fairchild/Bloomsbury.
- Peacock, J. (1997) *20<sup>th</sup> Century Fashion: The Complete Sourcebook*. London: Thames and Hudson.
- Pensver, N. (1991) *Pioneers of Modern Design: From William Morris to Walter Gropius*. (new ed.) Harmondsworth: Penguin Books.
- Polhemus, T. (2010) *Street Style*. (new ed.) London: Thames and Hudson.
- Posen, Z. and Gehlhar, M. (2008) *Fashion Designers Guide to Survival*. (rev. exp. ed.) Wokingham: Kaplan Business Publishing Group Ltd.
- Quinn, B. (2002) *Techno Fashion*. Oxford: Berg Publishers Ltd.
- Scheffer, D. (1999) *What is Beauty? New Definitions from the Fashion Vanguard*. London: Universe Publishing/Barnes and Noble.
- Silberberg, L. and Shoben, M. (1998) *The Art of Dress Modelling*. Oxford: Butterworth-Heinemann Ltd.
- van de Brink-Budgen, R. (2010) *Critical Thinking for Students: Learn the Skills of Analysing, Evaluating and Producing Arguments*. Begbroke, Oxford: How To Books.
- International Journal of Fashion Design, Technology and Education*.  
<http://www.tandfonline.com/toc/tfdt20/current>
- International Journal of Fashion Studies*.  
<http://www.intellectbooks.co.uk/journals/view-Journal,id=230/>



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### **MODULES INCLUDING RESEARCH PROJECTS AND/OR TEACHING-RELATED RESEARCH PROJECTS**

Will the assessment for this module require approval by Faculty Research Ethics Committee? If YES, please detail below how students will seek approval for their research	NO

### **NOTIONAL STUDY HOURS FOR THIS MODULE**

<b>Module Study Hours by Type (see KIS definitions)</b>		
<b>Scheduled Learning and Teaching Activity</b>	<b>No. of Hours</b>	<b>KIS category</b>
Lecture	36	Scheduled L&T
Seminar	2	Scheduled L&T
Tutorial	2	Scheduled L&T
Project Supervision with tutor	12	Scheduled L&T
Demonstration	3	Scheduled L&T
Practical classes and workshops		Scheduled L&T
Supervised time in studio/workshop/laboratory		Scheduled L&T
Fieldwork		Scheduled L&T
External visits	5	Scheduled L&T
<b>Scheduled Learning and Teaching Activities sub-total</b>	<b>60</b>	
<b>Guided Independent Study</b>	<b>140</b>	Independent
<b>Placement or Work-based Learning**</b>		Placement
<b>TOTAL NUMBER OF NOTIONAL STUDY HOURS FOR MODULE</b>	<b>200</b>	

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## MODULE DESCRIPTOR

<b>TITLE</b>	Professional Development: Live Project Brief
<b>MODULE CODE</b>	FAB501
<b>LEVEL</b>	5
<b>CREDITS</b>	20
<b>ECTS CREDITS VALUE</b>	10
<b>FACULTY</b>	Sheffield Hallam University - ACES
<b>DEPARTMENT</b>	Sheffield Hallam University - ADCAM
<b>SUBJECT GROUP</b>	The Sheffield College – Design and Visual Arts
<b>DATE APPROVED</b>	May 2016

## MODULE AIM



This module aims to allow you to experience working with a client in a professional setting and achieving a final agreed outcome for production. It aims to help you to develop skills in researching the market, and to understand the entire creative process from initiation to completion and reflection.

## LEARNING OUTCOMES

LO Ref	Learning Outcome
1	Understand how to develop the design process through experimental ideas and applications
2	Be able to present research analysis to client groups
3	Be able to synthesise, apply and critically evaluate fashion forecasting and analysis, and experimentation in personal creative practice

## INDICATIVE CONTENT

The specifics of the set brief will vary from student to student, but working closely with a client in a professional context and expectations, you will be expected to source materials and maintain awareness of the production, manufacturing technologies and management process. You will also consider ethical and sustainable materials and fashion production to support your product development.

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## LEARNING, TEACHING AND ASSESSMENT STRATEGY



Students will be supported in their learning to achieve the above outcomes in the following ways:

- The module is delivered by lectures, seminars, workshops, demonstrations practical classes and project supervision with tutor as well as well as by small group and individual tutorials.
- The module also requires you to understand guided independent study, and will be supported by a reading list appropriate to the subject which will encourage primary and secondary research.
- The assessment strategy is intended to encourage independent and autonomous learning to develop a reflective practitioner.
- Student discussion will be encouraged and is essential in developing an individual's area of study.
- Assessment for this module is 100% through practical output and coursework. You will receive formative feedback throughout the module in the form of verbal and written feedback, through tutorial discussion, advice and guidance.

## ASSESSMENT INFORMATION

Assessment for this module is through a presentation of a portfolio of design skills and creative practice, and by a personal evaluation. These tasks satisfy all the learning outcomes for the module. You are required, where appropriate, to use the APA referencing system.

<b>Task No.</b>	<b>Description of Assessment Task</b>	<b>Assessment Task Type Coursework (CW) Written Exam (EX) Practical (PR)</b>	<b>Word Count or Exam Duration</b>	<b>Task Weighting %</b>
1	Presentation of developing portfolio of work	PR	2500 words equiv	75%
2	Evaluation of personal creative practice.	CW	500-750 words	25%

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## FEEDBACK TO STUDENTS

You will receive feedback on your performance in the following ways:

- You will be given feedback in the form of tutorial input throughout the module. Initial feedback will concentrate upon the orientation of your individual interpretation of the module brief;
- There will be verbal and written feedback given on the submission of your developing portfolio;
- Tutor assessment and written summative feedback will be provided on submission of the evaluation.

## LEARNING RESOURCES FOR THIS MODULE

Students will be encouraged to research widely and to use the college Moodle VLE site to supplement learning. Individual research topics will dictate resources, but a suggested reading list will be given at the start of the module. Indicative texts may include:

Burns, L. D., Mullet, K. M. and Bryant, N. O. (2016) *The Business of Fashion: Designing, Manufacturing and Marketing*. (5<sup>th</sup> ed.) London: Fairchild/Bloomsbury.

Eraut, M. (1994) *Developing Professional Knowledge and Competence*. London: Routledge.

Paulins, V. A. and Hillery, J. L. (2016) *Guide to Fashion Career Planning*. London: Fairchild/Bloomsbury.

Fairchild/Bloomsbury Waddell, G. (2004) *How Fashion Works: Couture, Ready to Wear and Mass Production*. Oxford: Blackwell Science.

Shoben, M. and Ward, J. (1987) *Pattern-Cutting and Making Up: The Professional Approach*. London: Routledge.

Solomon, M. and Rabolt, N. (2003) *Consumer Behaviour: In Fashion*. Harlow: Prentice Hall.

Stewart Smith, S. (2015). *CAD for Fashion Design and Merchandising*. London: Fairchild/Bloomsbury.

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Thompson, R. and Thompson, M. (2013) *Sustainable Materials, Processes and Production (The Manufacturing Guides)*. London: Thames and Hudson.

Berg Fashion Library. <http://www.bergfashionlibrary.com/page/77/-links-to-ejournals>

Fashion and Textiles. <http://www.springer.com/materials/journal/40691>

### MODULES INCLUDING RESEARCH PROJECTS AND/OR TEACHING-RELATED RESEARCH PROJECTS

Will the assessment for this module require approval by Faculty Research Ethics Committee? If YES, please detail below how students will seek approval for their research	NO

### NOTIONAL STUDY HOURS FOR THIS MODULE

<b>Module Study Hours by Type (see KIS definitions)</b>		
<b>Scheduled Learning and Teaching Activity</b>	<b>No. of Hours</b>	<b>KIS category</b>
Lecture	4	Scheduled L&T
Seminar	2	Scheduled L&T
Tutorial	2	Scheduled L&T
Project Supervision with tutor	4	Scheduled L&T
Demonstration	6	Scheduled L&T
Practical classes and workshops	10	Scheduled L&T
Supervised time in studio/workshop/laboratory	40	Scheduled L&T
Fieldwork		Scheduled L&T
External visits		Scheduled L&T
<b>Scheduled Learning and Teaching Activities sub-total</b>	<b>68</b>	
<b>Guided Independent Study</b>	132	Independent
<b>Placement or Work-based Learning**</b>		Placement
<b>TOTAL NUMBER OF NOTIONAL STUDY HOURS FOR MODULE</b>	<b>200</b>	

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## MODULE DESCRIPTOR

<b>TITLE</b>	Enterprise: Managing a Creative Business
<b>MODULE CODE</b>	FAB502
<b>LEVEL</b>	5
<b>CREDITS</b>	20
<b>ECTS CREDITS VALUE</b>	10
<b>FACULTY</b>	Sheffield Hallam University - ACES
<b>DEPARTMENT</b>	Sheffield Hallam University - ADCAM
<b>SUBJECT GROUP</b>	The Sheffield College - Design and Visual Arts
<b>DATE APPROVED</b>	May 2016

## MODULE AIM

This module aims to allow you to gain further fashion business acumen, marketing, promotion and entrepreneur knowledge to create a successful creative professional practice/business. You will also learn how to design a business plan proposal for a fashion venture, referring to marketing strategies for sustainable growth within the national or global market.



## LEARNING OUTCOMES

LO Ref	Learning Outcome
1	Understand the principles of business practice by designing and executing a self-initiated promotional campaign
2	Develop a plan for an effective creative Fashion enterprise: project products.
3	Design, produce and evaluate for fashion outcomes for a creative enterprise project

## INDICATIVE CONTENT

A programme of Designer Guest lecturers and workshops that are in business, employed in a larger company or work freelance, will support ideas and knowledge to form a new business. You will be expected to work as part of a team to set up a new fashion creative business that will be underpinned by research and product



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development. Marketing, promotion and management of your company and products is a key aspect of this module.



## **LEARNING, TEACHING AND ASSESSMENT STRATEGY**

Students will be supported in their learning to achieve the above outcomes in the following ways:

- The module is delivered by lectures, workshops, practical classes and project supervision with tutors as well as by external visits, small group and individual tutorials;
- The module also requires you to understand guided independent study, and will be supported by a reading list appropriate to the subject which will encourage primary and secondary research;
- The assessment strategy is intended to encourage independent and autonomous learning to develop a reflective practitioner;
- Student discussion will be encouraged and is essential in developing an individual's area of study;
- Assessment for this module is 100% through coursework. You will receive formative feedback throughout the module in the form of verbal and written feedback, through tutorial discussion, advice and guidance.

## **ASSESSMENT INFORMATION**

Assessment for this module is through the planning of an enterprise business supported by a fashion promotion and marketing plan, a range of projects and an evaluation. These tasks satisfy all the learning outcomes for the module. You are required, where appropriate, to use the APA referencing system.

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Task No.	Description of Assessment Task	Assessment Task Type Coursework (CW) Written Exam (EX) Practical (PR)	Word Count or Exam Duration	Task Weighting %
1	Enterprise business plan and product range development	CW	2500 words	75%
2	Evaluation	CW	500-750 words equiv	25%

## FEEDBACK TO STUDENTS

You will receive feedback on your performance in the following ways:

- You will be given formative feedback in the form of tutorial input throughout the module. Initial feedback will concentrate upon the orientation of your individual interpretation of the module brief;
- There will be written summative feedback given after the creation of the enterprise business and proposed product range;
- Tutor assessment and summative written feedback will be provided on presentation of the evaluation.

## LEARNING RESOURCES FOR THIS MODULE



Students will be encouraged to research widely and to use the college Moodle VLE site to supplement learning. Individual research topics will dictate resources, but a suggested reading list will be given at the start of the module. Indicative texts may include:

Birley, S. and Muzyka, D.F. (1997) *Mastering Enterprise*. London: Prentice Hall.

Burke, S. (2012) *Fashion Entrepreneur: Starting Your Own Fashion Business*. China: Everbest / Burke Publishing.

Keenan, W. (2001) *Dressed to Impress: Looking the Part*. Oxford: Berg Publishing.

Keiser, S. and Garner, M. B. (2012) *Beyond Design: The Synergy of Apparel Product Development*. (3<sup>rd</sup> ed.) New York: Fairchild Books.

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Okonkwo, U. (2007) *Luxury Fashion Branding: Trends, Tactics & Techniques*. London: Palgrave Macmillan.

Pensver, N. (1991) *Pioneers of Modern Design: From William Morris to Walter Gropius*. (new ed.) Harmondsworth: Penguin Books.

Smith, P. (2003) *You Can Find Inspiration in Everything*. (new ed.) London: Thames and Hudson.

Solomon, M. and Rabolt, N. (2003) *Consumer Behaviour: In Fashion*. Harlow: Prentice Hall.

[www.fashioninganehticalindustry.org](http://www.fashioninganehticalindustry.org)

[www.bbcthreads.co.uk](http://www.bbcthreads.co.uk)

[www.drapersonline.com](http://www.drapersonline.com)

[www.businesslink.gov.uk](http://www.businesslink.gov.uk)

[www.designcouncil.org.uk](http://www.designcouncil.org.uk)

[www.graduatefashionweek.co.uk](http://www.graduatefashionweek.co.uk)

[www.hmrc.gov.uk](http://www.hmrc.gov.uk)

[www.londonfashionweek.co.uk](http://www.londonfashionweek.co.uk)

[www.mintel.co.uk](http://www.mintel.co.uk)

[www.nesta.org.uk](http://www.nesta.org.uk)

[www.premierevision.fr](http://www.premierevision.fr)

[www.princess-trust.org.uk](http://www.princess-trust.org.uk)

[www.skillfast-uk.org](http://www.skillfast-uk.org)



[www.thebritishfashioncouncil.co.uk](http://www.thebritishfashioncouncil.co.uk)

[www.wgsn-edu.com](http://www.wgsn-edu.com)

[www.purewomenswear.co.uk](http://www.purewomenswear.co.uk)

**MODULES INCLUDING RESEARCH PROJECTS AND/OR TEACHING-RELATED RESEARCH PROJECTS**

Will the assessment for this module require approval by Faculty Research Ethics Committee? If YES, please detail below how students will seek approval for their research	NO

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## NOTIONAL STUDY HOURS FOR THIS MODULE

<b>Module Study Hours by Type (see KIS definitions)</b>		
<b>Scheduled Learning and Teaching Activity</b>	<b>No. of Hours</b>	<b>KIS category</b>
Lecture	6	Scheduled L&T
Seminar		Scheduled L&T
Tutorial	2	Scheduled L&T
Project Supervision with tutor	6	Scheduled L&T
Demonstration		Scheduled L&T
Practical classes and workshops	6	Scheduled L&T
Supervised time in studio/workshop/laboratory	40	Scheduled L&T
Fieldwork		Scheduled L&T
External visits	15	Scheduled L&T
<b>Scheduled Learning and Teaching Activities sub-total</b>	<b>75</b>	
<b>Guided Independent Study</b>	125	Independent
<b>Placement or Work-based Learning**</b>		Placement
<b>TOTAL NUMBER OF NOTIONAL STUDY HOURS FOR MODULE</b>	<b>200</b>	

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## MODULE DESCRIPTOR

<b>TITLE</b>	Technical Skills
<b>MODULE CODE</b>	FAB503
<b>LEVEL</b>	5
<b>CREDITS</b>	20
<b>ECTS CREDITS VALUE</b>	10
<b>FACULTY</b>	Sheffield Hallam University - ACES
<b>DEPARTMENT</b>	Sheffield Hallam University - ADCAM
<b>SUBJECT GROUP</b>	The Sheffield College – Design and Visual Arts
<b>DATE APPROVED</b>	May 2016

## MODULE AIM



This module aims to further refine your production and manufacturing knowledge and skills. It also investigates industry-related production and manufacturing methods.

## LEARNING OUTCOMES

LO Ref	Learning Outcome
1	Develop and evaluate own pattern cutting and grading skills applied to original designs.
2	Understand the use of manufacturing equipment and technologies in creating and presenting a capsule collection
3	Understand the merits of systems currently used in the clothing industry for both pattern and garment production

## INDICATIVE CONTENT

This module encourages you to further explore and refine your skills in pattern and garment construction techniques to support the production of a technical sample portfolio and the production of the final collection and garments for live project briefs.

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## LEARNING, TEACHING AND ASSESSMENT STRATEGY

Students will be supported in their learning to achieve the above outcomes in the following ways:

- The module is delivered by lectures, workshops, demonstrations and project supervision with tutors as well as by small group and individual tutorials;
- The module also requires you to understand guided independent study, and will be supported by a reading list appropriate to the subject which will encourage primary and secondary research;
- The assessment strategy is intended to encourage independent and autonomous learning to develop a reflective practitioner;
- Student discussion will be encouraged and is essential in developing an individual's area of study;
- Assessment for this module is 100% through practical work. You will receive formative feedback throughout the module in the form of verbal and written feedback, through tutorial discussion, advice and guidance.



## ASSESSMENT INFORMATION

Assessment for this module is through an evaluative presentation and associated sampling portfolio. These satisfy all the learning outcomes for the module. You are required, where appropriate, to use the APA referencing system.

Task No.	Description of Assessment Task	Assessment Task Type Coursework (CW) Written Exam (EX) Practical (PR)	Word Count or Exam Duration	Task Weighting %
1	Sampling portfolio with evaluation	PR	3000 words equiv	100%

## FEEDBACK TO STUDENTS

You will receive feedback on your performance in the following ways:

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- You will be given formative feedback in the form of tutorial input throughout the module. Initial feedback will concentrate upon the orientation of your individual interpretation of the module brief;
- Tutor assessment and formative written feedback will be provided on presentation of the portfolio and evaluation.

## LEARNING RESOURCES FOR THIS MODULE

Students will be encouraged to research widely and to use the college Moodle VLE site to supplement learning. Individual research topics will dictate resources, but a suggested reading list will be given at the start of the module. Indicative texts may include:

Abling, B. and Maggio, K. (2014) *Integrating Draping, Drafting and Drawing*. London: Fairchild/Bloomsbury.

Aldrich, W. (2007) *Fabric, Form and Flat Pattern Cutting*. Oxford: Blackwell Science.

Aldrich, W. (2013) *Fabrics and Pattern Cutting*. Chichester: John Wiley and Sons.

Aldrich, W. (2008) *Metric Pattern Cutting for Women's Wear*. Oxford: Blackwell Science Ltd.

Dingemans, J. (1999) *Mastering Fashion Styling*. London: MacMillan Publishing.

Dixon, M. (1980) *From Fibres to Fashion*. London: Harrap Books Ltd.

Gileska, T. (2011) *Pattern-Drafting for Fashion: The Basics*. London: Bloomsbury.

Liechty, E., Rasband, J. and Pottberg-Steineckert, D. (2016) *Fitting and Pattern Alteration: A Multi-Method Approach to the Art of Style Selection, Fitting and Alteration*. (3<sup>rd</sup> ed.) London: Fairchild/Bloomsbury. (also as PDF ebook.)

Shoben, M. and Ward, J. (1987) *Pattern-Cutting and Making Up: The Professional Approach*. London: Routledge.

*International Journal of Fashion Design, Technology and Education*.

<http://www.tandfonline.com/toc/tfdt20/current>

*Journal of Fashion Technology and Textile Engineering*.

<http://www.scitechnol.com/fashion-technology-textile-engineering.php>

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### **MODULES INCLUDING RESEARCH PROJECTS AND/OR TEACHING-RELATED RESEARCH PROJECTS**

Will the assessment for this module require approval by Faculty Research Ethics Committee? If YES, please detail below how students will seek approval for their research	NO

### **NOTIONAL STUDY HOURS FOR THIS MODULE**

<b>Module Study Hours by Type (see KIS definitions)</b>		
<b>Scheduled Learning and Teaching Activity</b>	<b>No. of Hours</b>	<b>KIS category</b>
Lecture	10	Scheduled L&T
Seminar		Scheduled L&T
Tutorial	4	Scheduled L&T
Project Supervision with tutor	4	Scheduled L&T
Demonstration	6	Scheduled L&T
Practical classes and workshops	10	Scheduled L&T
Supervised time in studio/workshop/laboratory	40	Scheduled L&T
Fieldwork		Scheduled L&T
External visits		Scheduled L&T
<b>Scheduled Learning and Teaching Activities sub-total</b>	<b>74</b>	
<b>Guided Independent Study</b>	<b>126</b>	Independent
<b>Placement or Work-based Learning**</b>		Placement
<b>TOTAL NUMBER OF NOTIONAL STUDY HOURS FOR MODULE</b>	<b>200</b>	



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## MODULE DESCRIPTOR

<b>TITLE</b>	Design Process and Application (Pre Planning)
<b>MODULE CODE</b>	FAB504
<b>LEVEL</b>	5
<b>CREDITS</b>	20
<b>ECTS CREDITS VALUE</b>	10
<b>FACULTY</b>	Sheffield Hallam University - ACES
<b>DEPARTMENT</b>	Sheffield Hallam University - ADCAM
<b>SUBJECT GROUP</b>	The Sheffield College – Design and Visual Arts
<b>DATE APPROVED</b>	May 2016

## MODULE AIM



This module aims to help you to understand how to develop and present a range of fashion product ideas for a collection, supported by research, considerations for manufacture, production and a business plan.

## LEARNING OUTCOMES

LO Ref	Learning Outcome
1	Gain an awareness of the different technologies and manufacturing processes available in creating a collection.
2	Understand the costing and purchasing systems currently used in the clothing industry
3	Develop a creative range; of ideas for a collection, supported by a marketing and promotion strategy.

## INDICATIVE CONTENT

Each student's focus will vary according to their interests, but you will learn how to refine your research utilising different production technologies and manufacturing processes suitable to your specific designs.

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## LEARNING, TEACHING AND ASSESSMENT STRATEGY



Students will be supported in their learning to achieve the above outcomes in the following ways:

- The module is delivered by lectures, workshops, demonstrations practical classes and project supervision with tutors as well as well as by small group and individual tutorials;
- The module also requires you to understand guided independent study, and will be supported by a reading list appropriate to the subject which will encourage primary and secondary research;
- The assessment strategy is intended to encourage independent and autonomous learning to develop a reflective practitioner;
- Student discussion will be encouraged and is essential in developing an individual's area of study;
- Assessment for this module is 100% through coursework. You will receive formative feedback throughout the module in the form of verbal and written feedback, through tutorial discussion, advice and guidance.

## ASSESSMENT INFORMATION

Assessment for this module is through the creation of a business plan and a collection. These tasks satisfy all the learning outcomes for the module. You are required, where appropriate, to use the APA referencing system.

Task No.	Description of Assessment Task	Assessment Task Type Coursework (CW) Written Exam (EX) Practical (PR)	Word Count or Exam Duration	Task Weighting %
1	Business Plan and Collection Plan for Final Project (Pre Planning)	CW	3000 words equiv	100%

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## FEEDBACK TO STUDENTS

You will receive feedback on your performance in the following ways:

- You will be given feedback in the form of tutorial input throughout the module. Initial feedback will concentrate upon the orientation of your individual interpretation of the module brief;
- There will be written formative and summative feedback given after the submission of the business and collection plans.

## LEARNING RESOURCES FOR THIS MODULE

Burns, L. D., Mullet, K. M. and Bryant, N. O. (2016) *The Business of Fashion: Designing, Manufacturing and Marketing*. (5<sup>th</sup> ed.) London: Fairchild / Bloomsbury.

Davies, H. (2013). *Fashion Designers Sketchbooks Two*. London: Laurence King Publishing.

De la Haye, A. (1998) *The Cutting Edge: 50 Years of British Fashion*. London: V&A Publications.

Dickson, M. (2009) *Social Responsibility in the Global Apparel Industry*. New York and London: Fairchild.

Dingemans, J. (1999) *Mastering Fashion Styling*. London: MacMillan Publishing.

Dixon, M. (1980) *From Fibres to Fashion*. London: Harrap Books Ltd.

Gaimster, J. (2011) *Visual Research Methods in Fashion*. London: Bloomsbury.

Leach, R. (2012) *Resource Book: Research for Design*. London: Thames and Hudson.

Thompson, R. and Thompson, M. (2013) *Sustainable Materials, Processes and Production (The Manufacturing Guides)*. London: Thames and Hudson.

*International Journal of Fashion Design, Technology and Education*.

<http://www.tandfonline.com/toc/tfdt20/current>

*International Journal of Fashion Studies*.

<http://www.intellectbooks.co.uk/journals/view-Journal,id=230/>

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### **MODULES INCLUDING RESEARCH PROJECTS AND/OR TEACHING-RELATED RESEARCH PROJECTS**

Will the assessment for this module require approval by Faculty Research Ethics Committee? If YES, please detail below how students will seek approval for their research	NO

### **NOTIONAL STUDY HOURS FOR THIS MODULE**

<b>Module Study Hours by Type (see KIS definitions)</b>		
<b>Scheduled Learning and Teaching Activity</b>	<b>No. of Hours</b>	<b>KIS category</b>
Lecture	4	Scheduled L&T
Seminar		Scheduled L&T
Tutorial	2	Scheduled L&T
Project Supervision with tutor	4	Scheduled L&T
Demonstration	6	Scheduled L&T
Practical classes and workshops	12	Scheduled L&T
Supervised time in studio/workshop/laboratory	36	Scheduled L&T
Fieldwork		Scheduled L&T
External visits	6	Scheduled L&T
<b>Scheduled Learning and Teaching Activities sub-total</b>	<b>70</b>	
<b>Guided Independent Study</b>	<b>130</b>	Independent
<b>Placement or Work-based Learning**</b>		Placement
<b>TOTAL NUMBER OF NOTIONAL STUDY HOURS FOR MODULE</b>	<b>200</b>	

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## MODULE DESCRIPTOR

<b>TITLE</b>	Fashion Collection
<b>MODULE CODE</b>	FAB505
<b>LEVEL</b>	5
<b>CREDITS</b>	40
<b>ECTS CREDITS VALUE</b>	20
<b>FACULTY</b>	Sheffield Hallam University - ACES
<b>DEPARTMENT</b>	Sheffield Hallam university - ADCAM
<b>SUBJECT GROUP</b>	The Sheffield College – Design and Visual Arts
<b>DATE APPROVED</b>	May 2016

## MODULE AIM



This module aims to encourage and support independent learning and production, alongside exploring new and developing garment manufacturing and production technologies. It also allows you to gain an in-depth knowledge of Fashion forecasting, marketing and promotion.

## LEARNING OUTCOMES

LO Ref	Learning Outcome
1	Research, develop, design and produce a collection relating to a self-set project brief.
2	Apply market trends and contextual research to inform personal design solutions
3	Be able to research and analyse promotional strategies and campaign planning
4	Design and execute a self-initiated promotional campaign, able to evaluate own promotion strategies.

## INDICATIVE CONTENT

You will research, develop and implement a fashion collection relating to a self-set brief, supported by a marketing and promotion plan/strategy.

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## LEARNING, TEACHING AND ASSESSMENT STRATEGY


Students will be supported in their learning to achieve the above outcomes in the following ways:

- The module is delivered by demonstrations and project supervision with tutor as well as well as by individual tutorials;
- The module also requires you to understand guided independent study, and will be supported by a reading list appropriate to the subject which will encourage primary and secondary research;
- The assessment strategy is intended to encourage independent and autonomous learning to develop a reflective practitioner;
- Student discussion will be encouraged and is essential in developing an individual's area of study;
- Assessment for this module is 100% through coursework and practical work. You will receive formative feedback throughout the module in the form of verbal and written feedback, through tutorial discussion, advice and guidance.

## ASSESSMENT INFORMATION

Assessment for this module is through a presentation of business plan and a final fashion collection. These tasks satisfy all the learning outcomes for the module. You are required, where appropriate, to use the APA referencing system.

Task No.	Description of Assessment Task	Assessment Task Type Coursework (CW) Written Exam (EX) Practical (PR)	Word Count or Exam Duration	Task Weighting %
1	Final Collection	PR	6000-6500 words equiv	80%
2	Evaluation	CW	1000-1500 words	20%

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## FEEDBACK TO STUDENTS

You will receive feedback on your performance in the following ways:

- You will be given feedback in the form of tutorial input throughout the module. Initial feedback will concentrate upon the orientation of your individual interpretation of the module brief;
- There will be verbal and written formative feedback given after the presentation of the Fashion Collection;
- Tutor assessment and written summative feedback will be provided on submission of the Evaluation.

## LEARNING RESOURCES FOR THIS MODULE

Stewart Smith, S. (2015). *CAD for Fashion Design and Merchandising*. London: Fairchild/Bloomsbury.

Thompson, R. and Thompson, M. (2013) *Sustainable Materials, Processes and Production (The Manufacturing Guides)*. London: Thames and Hudson.

*Berg Fashion Library*. <http://www.bergfashionlibrary.com/page/77/-links-to-ejournals>

*Fashion and Textiles*. <http://www.springer.com/materials/journal/40691>

*Journal of Fashion Marketing and Management: An International Journal*. <http://www.emeraldinsight.com/loi/jfmm>

*Journal of Fashion Technology and Textile Engineering*. <http://www.scitechnol.com/fashion-technology-textile-engineering.php>

*Textile: The Journal of Cloth and Culture*. [http://cx2ef4jw8j.search.serialssolutions.com/?V=1.0&N=100&tab=JOURNALS&L=CX2EF4JW8J&S=T\\_M&C=Textile%3A+The+Journal+of+Cloth+and+Culture+](http://cx2ef4jw8j.search.serialssolutions.com/?V=1.0&N=100&tab=JOURNALS&L=CX2EF4JW8J&S=T_M&C=Textile%3A+The+Journal+of+Cloth+and+Culture+)

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### **MODULES INCLUDING RESEARCH PROJECTS AND/OR TEACHING-RELATED RESEARCH PROJECTS**

Will the assessment for this module require approval by Faculty Research Ethics Committee? If YES, please detail below how students will seek approval for their research	NO

### **NOTIONAL STUDY HOURS FOR THIS MODULE**

<b>Module Study Hours by Type</b>		
<b>Scheduled Learning and Teaching Activity</b>	<b>No. of Hours</b>	<b>KIS category</b>
Lecture		Scheduled L&T
Seminar		Scheduled L&T
Tutorial	4	Scheduled L&T
Project Supervision with tutor	12	Scheduled L&T
Demonstration	8	Scheduled L&T
Practical classes and workshops		Scheduled L&T
Supervised time in studio/workshop/laboratory	120	Scheduled L&T
Fieldwork		Scheduled L&T
External visits		Scheduled L&T
<b>Scheduled Learning and Teaching Activities sub-total</b>	<b>144</b>	
<b>Guided Independent Study</b>	<b>256</b>	Independent
<b>Placement or Work-based Learning**</b>		Placement
<b>TOTAL NUMBER OF NOTIONAL STUDY HOURS FOR MODULE</b>	<b>400</b>	