

Heriot Watt Course Catalogue

School of Textiles and Design (TEX) including Apparel Construction, Fashion Design, Fashion Marketing, Fashion Technology, and Interior Design.

Email KEI (info@KEIabroad.org) if you need syllabi for courses. Make sure to include the course numbers and titles in your email.

Summary of Course information

Year One, SCQF level 7, each course 15 credits
Semester 1 weeks' 1-14

E17CS Contemporary and Contextual Studies

Delivery: Lecture Based
Course leader:

Assessed: 100% Coursework
Assistant Professor Fiona Jardine

Aims:

- This course develops student's intellectual skills and critical awareness of contextual factors influencing design.
- Students will develop an appreciation, awareness and understanding of the technological, historic and cultural context that design was, and is, produced.

E17WW Introduction to Fashion 1*

Delivery: Studio based
Course leader:

Assessed: 100% Coursework
Assistant Professor Bruce Roberts

Aims:

- To provide students with a theoretical and practical understanding of the fashion industry culminating in the process of product development
- To provide students with the basic context within which fashion design, production and promotion takes place
- To provide students with an understanding of the management of the design process within the fashion industry

E17VP Visual Presentation

Delivery: Studio based
Course leader:

Assessed: 100% Coursework
TBC

Aims:

- To develop the effective use of Digital Technology within the context of design
- To explore Digital Media in relation to design development

E17FM Introduction to Fashion Marketing

Delivery: Lecture based

Assessed: 50% Course work, 50%
Exam

Course leader:

Assistant Professor Andrew Grieve

Aims:

- To provide a general introduction for students to marketing theory and Practice
- To enable students to acquire and develop basic understanding, knowledge and skills related to marketing.
- To recognise and appreciate issues relating more specifically to: market segmentation, targeting and positioning; product & brand management; consumer buying behaviour; marketing communications; marketing of services; online marketing; distribution, pricing
- To assist the development of skills (particularly diagnostic, written, problem solving, communication, presentation and IT skills) through the use of tutorial assignments and presentations, written report assignments and exams.
- To enhance business skills via a basic understanding of the practical application of theoretical knowledge through industrial guest lectures where possible. Provide grounding for later courses in marketing.

Semester 2 weeks' 18-33

E17TX Textiles 1*

Delivery: Lecture based

Assessed: 60% exam and 40%
Coursework

Course leader:

Assistant Professor Lisa Macintyre

Aims:

- Introduce students to the world of textiles, including an overview of textile processing sequences and textile terminology.
- Foster an understanding of the production, properties and major end-uses of textile fibres, yarns and fabrics. This will include the major benefits and limitations of the principal textile fibres and yarns for fabric production and fabric types for product construction.
- To develop in the students an understanding of which fibre, yarn and fabric types should be selected for which garment type, season and market level.
- To enable students to recognise common fibre, yarn and fabric types and develop an ability to write basic fabric specifications.

E17MW Introduction to Fashion 2*

Delivery: Studio based
Course leader:

Assessed: 100% Coursework
Assistant Professor Bruce Roberts

Aims:

- To provide students with a theoretical and practical understanding of the fashion industry culminating in the process of product development
- To provide students with the basic context within which fashion design, production and promotion takes place
- To provide students with an understanding of the management of the design process within the fashion industry

E17FC Introduction to Fashion Communication

Delivery: Studio based

Assessed: 100% Course work

Course leader:

Assistant Professor Theresa Coburn

Aim:

- An understanding of how fashion is communicated in the fast paced fashion industry.
- Investigating, examining and analysing context, market, fashion writing, graphic communication, page layout and fashion photography and text.

E17CK Contemporary and Contextual Studies

Delivery: Lecture based

Assessed: 100% Course work

Course leader:

Assistant Professor Fiona Jardine

Aims:

- Develop students critical awareness of contextual factors influencing art and design
- Develop intellectual skills for critical analysis and informed personal judgement including independent enquiry into the context of art and design
- Develop written and visual communication skills as well as familiarity with technology to support research and presentation
- Introduce team working skills and self and peer evaluation against set criteria

Year Two, SCQF level 8, each course 15 credits**Semester 1 weeks' 1-14****E18CC Contemporary and Contextual Studies**

Delivery: Lecture based

Assessed: 100% Course work

Course leader:

Assistant Professor Aude Le Guennec

Aim:

- Written and visual expression and discussion of historical and contemporary issues in fashion and design
- Use Sketchbook enquiry to contextualise own practice in a written and visual format
- Explore formats and presentation of text and visual information appropriate to the wider fashion industries

E18DP Digital Application

Delivery: Studio based

Assessed: 100% Course work

Course leader:

TBC

Aims:

- To analyse and create visual imagery to promote a concept
- To create moving image to promote a fashion vision
- To create hyperlinked documents containing a rich variety of digital media to communicate an idea
- To develop strong visual communication skills using appropriate software in typography, composition, layout, moving image, colour and imagery

E18PE Pattern Experimentation*

Delivery: Studio based

Assessed: 100% Course work

Course leader:

Assistant Professor Bruce Roberts

Aim:

- The aim of the course is to develop a creative and experimental approach to the development of fashion products to create contemporary fashion garments.

E18FU Fashion Design for Function

Delivery: Studio based

Assessed: 100% Course work

Course leader:

Assistant Professor Dr Sue Thomas

Aims:

- To develop an understanding of garment construction and detailing in designing for function
- To design within specified parameters of appropriate fabrics and their fitness for purpose
- To investigate the creative application and interpretation of visual research for fashion
- To further develop the practical skills of garment make
- To develop practical skills in operating ancillary garment make equipment for a design outcome

Semester 2 weeks' 18-33**E18TJ Tailored Jacket***

Delivery: Studio based

Assessed: 100% Project work

Course leader:

Professor Fiona Waldron

Aims:

- To provide the student with a theoretical and practical knowledge and understanding of pattern development in relation to tailored garments.
- a detailed knowledge and understanding of the construction techniques used in tailored garments
- to provide the range of skills required to design and develop tailored jackets related to specific markets

E18FG Fashion Graphics & Illustration

Delivery: Studio based

Assessed: 100% Project work

Course leader:

TBC

Aims:

- To develop a personal fashion illustration style
- To further develop observation skills
- To broaden an awareness of contemporary designers and relevant artists and connect these discoveries with own visual ideas
- To make personal decisions regarding subject matter, pace of working, media choice and handling

E18GD Garment Design for Knitted Textiles

Delivery: Lecture based

Assessed: 100% Project work

Course leader:

Assistant Professor Sara Dearlove

Aims:

- To develop an understanding of the design process for Fashion knitwear
- To develop an understanding of the fundamental processes and procedures in knitwear and knitted garment manufacture
- To understand the key characteristics of knitwear or knitted textiles and their relevance in contemporary Fashion
- To understand the key visual communication considerations in the design of a knitted garment.

E18CD Contemporary and Contextual Studies

Delivery: Lecture based

Assessed: 100% Course work

Course leader:

Assistant Professor Aude Le Guennec

Aims:

- Written and visual expression and discussion of historical and contemporary issues in fashion and design
- Use Sketchbook enquiry to contextualise own practice in a written and visual format
- Explore formats and presentation of text and visual information appropriate to the wider fashion industries

Year Three, SCQF level 9, each course 15 credits

Semester 1 weeks' 1-14

E19FS Fashion Business in Practice

Delivery: Lecture based

Assessed: 100% Course work

Course leader:

Assistant Professor Alana James

Aims:

- To create a fashion design product for a specific brand/target market.
- To develop an investigation on trends
- To understand the identity of a brand and the context of a project
- To create a mood board based on professional skills

E19FM Fashion Theory into Manufacture

Delivery: Lecture/Studio based

Assessed: 100% Course work

Course leader:

Assistant Professor TBC

Aim:

- To demonstrate an understanding of interpreting fashion design ideas into garments appropriate for a nominated contemporary fashion market

- To demonstrate the ability to develop creative responses to the brief through an understanding of pattern cutting and manufacturing techniques executed to a high professional standard, appropriate to the market
- To demonstrate an ability to select fabrics and trimmings appropriate to the garment design and the nominated market

E19FT Fashion Theory into Practice

Delivery: Lecture/Studio based

Assessed: 100% Project work

Course leader:

Assistant Professor TBC

Aims:

- To demonstrate an ability to understand a fashion concept and to develop a design process including pattern and shapes experimentation and fabric manipulation
- To develop a knowledge of contemporary fashion and designers' current concerns
- To demonstrate an ability to emphasize the design process in the context of an exhibition

E19FD Fashion Design & Make

Delivery: Lecture based

Assessed: 100%% Project work

Course leader:

Assistant Professor Dr Alana James

Aims:

- To create a fashion design product for a specific brand/target market
- To develop an independent investigation of advanced pattern cutting and garment assembly techniques and processes to realise design ideas
- To further develop skills in pattern cutting and modelling to interpret designs from 2D into 3D

Semester 2 weeks' 18-33

E19CC Fashion Design for a Commercial Context

Delivery: Lecture/Studio based

Assessed: 100% Course work

Course leader:

Assistant Professor Theresa Coburn

Aims:

- To introduce students to the principles of commercial practice in the development of fashion design ideas for a specific product and market demonstrating an ability to provide creative solutions within commercial constraints.
- To develop the ability to respond to a commercial design brief and demonstrate skills in negotiation and collaboration in the development of commercial design ideas
- To adapt the offer to a market and trends

E19CA Capsule Collection 1

Delivery: Studio based

Assessed: 100% Course work

Course leader:

TBC

Aims:

- To introduce the students to the principles of designing and making a capsule collection to a self- initiated brief.
- To introduce the principles of commercial practice in the development of fashion design ideas for a specific product and market

E19CB Capsule Collection 2

Delivery: Studio based

Assessed: 100% Course work

Course leader:

TBC

Aims:

- To introduce the students to the principles of designing and making a capsule collection to a self- initiated brief.
- To introduce the principles of commercial practice in the development of fashion design ideas for a specific product and market

E19CP Commercial Portfolio

Delivery: Lecture based

Assessed: 100% Course work

Course leader:

Assistant Professor Alana James

Aims:

- To introduce the students to the principles of designing and making a capsule collection to a self- initiated brief.
- To introduce the principles of commercial practice in the development of fashion design ideas for a specific product and market

Year Four, SCQF level 10, each course 15 credits

Semester 1 weeks' 1-14

E10TA Contextual Personal Brief

Delivery: Lecture/Studio based

Assessed: 100% Course work

Course leader:

Dr B Karkreuter and Aude Le Guennec

Aims:

E10FA Collection 1

Delivery: Studio based

Assessed: 100% Course work

Course leader:

Assistant Professor Alana James

Aims:

- To develop a Fashion collection of original garments in response to a self- initiated design brief

E10FB Collection 2

Delivery: Studio based

Assessed: 100% Course work

Course leader:

Assistant Professor Bruce Roberts

Aims:

- To develop a Fashion collection of original garments in response to a self- initiated design brief

E10RR Portfolio 1

Delivery: Lecture based

Assessed: 100% Course work

Course leader:

Assistant Professor Dr Alana James

Aims:

- To produce a portfolio of design work that is individual, creative, and has currency in the contemporary market place
- To create a portfolio of design work that explores and promotes your unique skills and talents
- To identify key designer handwriting and interests

Semester 2 weeks' 18-33

E10FC Collection 3

Delivery: Studio based

Assessed: 100% Course work

Course leader:

Assistant Professor Alana James

Aims:

- To develop a Fashion collection of original garments in response to a self-initiated design brief

E10FD Collection 4

Delivery: Studio based

Assessed: 100% Course work

Course leader:

Assistant Professor Alana James

Aims:

- To develop a Fashion collection of original garments in response to a self-initiated design brief

E10TB Reflective Presentation

Delivery: Lecture/Studio based

Assessed: 100% Course work

Course leader:

TBC

Aims:

- To perform an oral presentation of the student's collection and portfolio in front of a panel of professionals, supported by a Prezi presentation of the main collection within the context of an exhibition, for example, the annual graduate exhibition of student work at the School;
- To construct a website, which reveals the student's fashion signature and presents his/her collection.

E10RT Portfolio 2

Delivery: Lecture based

Assessed: 100% Course work

Course leader:

TBC

Aims:

- To produce a portfolio of design work that is individual, creative, and has currency in the contemporary market place
- To create a portfolio of design work that explores and promotes your unique skills and talents
- To identify key designer handwriting and interests