Autumn (Semester One) Courses: Key: SCQF = Scottish Credit & Qualifications Framework				
SCQF Level 7 = Freshman level				
Level 8 = Sophomore Level				
Level 9 = Junior level				
Level10 = Senior level				
(these courses are not normally offered to Exchange or Visiting students therefore these have not been included)				
Course Code	Course Title	Course Description	# of Credits	SCQF level
E17DI	Rethinking Design 1	**Course Aims:** • Introduce resources and skills to discover social, economic, environmental and aesthetic design contexts. • Introduce methods ranging from design thinking to academic analysis to define design challenges **Course Outcomes:** • Understanding the link between design and various contexts, from social to economic to technological. • Develop mastery in discovering and defining contemporary design challenges. • Develop understanding of professionalism in different design disciplines. • Develop independent and collaborative studentship. • Develop academic research capability. Develop communication skills relating to complex issues	30	7
E17DD	Rethinking Design 2	**Course Aims** ☐ To introduce universal and discipline specific skills related to creativity, practice-based enquiry and design. ☐ To enable students to explore and apply analogue and digital media/skills for design development and communication. ☐ To provide the means for students to apply, test, and evaluate their design process through practical application ☐ To consider the means needed to deliver design through communication **Course Outcomes:** • Develop and deliver an adapted range of design processes through digital media software and analogue means • Demonstrate an awareness of technical expertise and relevant concepts of discipline competencies and specialisms • Develop and demonstrate visual and verbal communication skills to articulate simple to complex ideas and designs through a range of media • Demonstrate professionalism in workshops and self-directed study	30	7

E18BM	Fashion Buying	**Course Aims:** ☐ to fully understand the principles of fashion buying and function of retail businesses ☐ to develop thorough understanding of the role and contemporary issues facing merchandisers and buyers ☐ to highlight the key principles and approaches beneficial for problem-solving in a buying and merchandising context **Course Outcomes:** ☐ Understand and describe the nature of the merchandising function and its scope in relation to buying, allocation and visual merchandising ☐ explain the principles behind effective buying and merchandising ☐ discuss contemporary analytical and planning approaches to fashion buying problems ☐ Work independently and within a team with self-confidence ☐ Communicate effectively in writing	30	8
E18CB	Consumer behaviour and Visual Merchandising	**Course Aims:** • To understand the principles of consumer buyer behaviour • To understand the theories, research methods that help to predict, comprehend and bring about change in consumer behaviour within a retail context • To understand different types of consumption related to apparel and fashion • To maximise effectiveness of visual displays to promote awareness, interest, desire and action	30	8
E18BB	Branding	The development and management of brands is a key marketing activity, central to the rest of the marketing strategy. This course aims to develop learner's knowledge of branding frameworks, strategies and brandings role within business and society. By the end of this module learners should fully appreciate the value of a brand to an organisation. Course Aims (above): *Course Outcomes:* • Critically review brand management theory • Formulate, evaluate and justify brand development decisions • Analyse and discuss contemporary brand related problems and develop appropriate strategies and initiatives • Critically appraise the role of the marketing mix in supporting successful brands	30	8
E18CV	Consumer Behaviours	**Course Aims:** • To provide students with an overview of the field of consumer behaviour including how marketing is influenced by the actions of consumers and the implications for Fashion • To provide knowledge of the principles of good marketing and management practice within a (Fashion) Branding context	15	8

			• To investigate the consumer characteristics including personality, culture, demographics and psychographics which help determine who we are and how we behave • To provide a course which will develop skills of investigation, thorough research, evaluation, analysis and decision-making *Course Outcomes:* • To understand the principles of consumer buyer behaviour • To understand the theories, research methods that help to predict, comprehend and bring about change in consumer behaviours • To understand different types of consumption related to apparel and fashion • constraints • Develop an understanding of why people buy fashion, how it affects the way people think about themselves, their lives and others with whom they deal • Develop the importance of understanding consumers in formulating marketing strategy • Learn about consumers as decision makers in a fashion context, both as an individual as well as a group • Examine the influence of different social groups to which the consumer belongs and identifies with such as social class, family, age groups and personality • Understand how consumers are influenced by the senses in store environments and how to promote the visual appeal • Demonstrate an interest and in-depth understanding in current issues within the fashion supply chain • Take responsibility for personal and professional development • To apply principles of good practice in a commercial environment • To demonstrate an interest in and awareness of current consumer behaviour theory in the context of fashion • To develop broad knowledge of consumer behaviour theory and practice • To build confidence in the creative display of merchandise		
E18DT	Textiles in Practice 2	□ ***Summary sentence***: *An introduction to fashion knitwear design, keydesigners and manufacturing processes.* *Course Aims:* □ To produce a range of fashion textiles for a chosen designer/retailer □ To develop a decorative approach to observation drawing □ To identify the key physical characteristics of a fashion fabric and its fitnessfor purpose □ To develop skills in knitting a garment, construction, and the fundamentalprocesses and procedures in its manufacture □ To develop an awareness of material properties and behaviours to informend use *Course Outcomes:* □ Extend knowledge of textile practice demonstrating evaluation of acquired technical skills	30	8

				30	8
		□ Explore and apply historical and contemporary contexts within personal design process			
		□ Demonstrate ability to select appropriate media and techniques to explore visuals for fabric development			
		□ Consider personal design development in relation to market and end use			
		□ Demonstrate independence and evaluative skills in time and project management including best practice in workshops			
		□ Collaborate effectively with staff and peers to achieve desired outcomes			
		□ Document fabric and/or garment construction, production processes, technical specification using appropriate vocabulary and terminology			
E18SB	Sketchbook Enquiry (Linked with Textiles in Practice2, but can be taken as a stand- alone course)	**Summary sentence:** *An Introduction to sketchbook and their various uses forthe artist/designer* **Course Aims:** • Demonstrate visual perception and the ability to analyse, record and develop ideaswith visual sensitivity and imagination • Broaden observation skills and expertise using a wide variety of media and techniques • Develop visual ideas within a specified format exploring a personal response to a theme • Develop approaches to integrate written responses to visual themes into designpractice **Course Outcomes:** • Develop a visual methodology • Research and creatively respond to the approach, techniques and style of an external art / design practitioner • Experiment with appropriate media, including the written word • Generate original visual ideas integrating personal observation with external design references • Develop a visual awareness of relevant artists/ designers • Develop further independent decision making • Extend personal visual vocabulary • Develop writing for design skills		30	8
E18PE	Tailoring & Innovation	**Course Aims:** □ The aim of the course is to develop a creative and experimental approach to the development of fashion products to create contemporary fashion garments and apparel. □ To develop the students' ability to analyse products from the following perspectives – design, context, fabric, pattern, construction. □ To provide a theoretical and practical knowledge, and understanding of, pattern development and construction techniques in relation to tailored and non-tailored / mass market garments. □ To provide a range of skills required to design and develop tailored and innovativegarments relative to specific markets **Course Outcomes:**		30	8

		☐ Explore the development of fabric manipulation and pattern to reflect shape and structure		
		☐ Explore technical and innovative techniques in garment and tailored garment construction		
		☐ Experiment with materials for fashion products and explore the implications of fabric and components on pattern and garment shape.		
		☐ Broaden knowledge and application in pattern construction and garment construction		
		• Develop awareness and understanding of the broad range of possibilities for garment creation and innovation		
		• Develop a commercial awareness of the implications of pattern adaptation and construction		
		• Use current commercial practice within the development process of the project		
		• Use and apply appropriate measurements to synthesise the appropriate fit		
		• Broaden awareness of comfort and movement as an integral part of pattern adaptation.		
		• Develop analytical and evaluation skills and provide pattern and construction solutions		
E18FY	Fashion Photography	**Course Aims:** • To develop skills in Fashion Photography for the Fashion Industry • To develop and refine theoretical knowledge of contemporary photographic image making **Course Outcomes:** • A knowledge of the scope, defining features and main areas of fashion photography. • Ability to use a range of professional skills, techniques and practices associated with fashion and photography. • Undertake critical analysis, evaluation and synthesis of ideas that are within the common understanding of fashion photography • Use a range of ICT applications to process data. • Work, under guidance, with others to acquire an understanding of current professional practice	30	8
E18MI	Fashion Film	**Course Aims:** • To introduce the role of moving image and film making in Fashion Communication **Course Outcomes:** • Understand the role of moving image in Fashion Communication • Ability to appreciate music, sound in the promotion of moving fashion • An understanding of basic skills in the filming and editing of fashion films / animation • Awareness of the role of innovation in fashion and moving image • Knowledge of the key professionals utilising moving image and film making in their presentation of their work • Communicate fashion through moving image and music	30	8
E19BS	Buyers Specification	**Course Aims** To enable students to identify essential and desirable performance characteristics for products based on intended end-use and market level.	15	9

		☐ To provide an understanding of the specification of textile fabrics. This will include why fabric specifications are written, what fabric specifications mean and the standard methods of evaluating textile performance. ☐ To develop students' abilities to 'accept' or 'reject' fabrics for 'purchase' based on their test results and provided specification information. **Course Outcomes:** ☐ explain the importance of fabric specifications; ☐ understand typical fabric specifications; ☐ discuss the most common fabric specification test methods; ☐ explain the limitations and true meaning of specification results; ☐ suggest test methods most appropriate to the development of new textile products; ☐ decide whether to accept or reject fabrics for hypothetical purchase based on data supplied. ☐ Research, team working and presentation skills – group project to develop and present fabric specification for product of their choice; ☐ Simple numeracy through unit conversion (of test results) and matching test results to specifications; ☐ Analysis and summarising skills. ☐ Commercial specifications will be used by students to develop their fabric selection skills. ☐ Develop textile vocabulary and awareness of the functional requirements of textile products		
E19CP	Fashion process & Presentation	*Course Aims:* • To develop knowledge and practice based skills necessary to explore the design process • To develop fashion design presentation skills commensurate with industry expectations • To integrate relevant computer skills in the communication and promotion of fashion design ideas • To encourage self-awareness in design signature *Course Outcomes:* • Demonstrate a comprehensive knowledge of the principles of the fashion design process and the communication of ideas • The understanding and application of fashion presentation techniques for industry • Demonstrate a confidence and dexterity with relevant CAD packages and their integration to fashion practice	15	9	
E19DL	Garment Production & Process	*Course Aims:* • To develop deeper knowledge and skills in the development of commercially focused design through to the production of garments and specifications • To develop a faster and more focused commercial responsiveness *Course Outcomes:* • Further develop an understanding of the relationship between design, materials and manufacture in relation to commercial markets	30	9	

			• Prepare and compile full manufacturing documentation in preparation for manufacture implementation • Formally and professionally present project outcomes		
E19EN	Enterprise and Innovation		*Course Aims:* • To explore and engage in the discipline of entrepreneurship • To critically understand Idea generation • To model best practice in the management of new ventures • To comprehensively display an awareness of business models • To communicate business ideas through industry acceptable documents and media platforms	30	9
E19FW	Fashion Writing		*Course Aims:* • To develop your skills in contemporary fashion writing / journalism *Course Outcomes:* • An understanding of primary and secondary research skills, philosophies, and methodologies • A knowledge of target markets, trends and socio-political factors • An understanding of journalistic angle, bias, and content, and overall fashion industry • To be able to work effectively professionally to a near industry standard • Communicate effectively to specified audiences	15	9
E19ET	Enterprise and Innovation for Design		**Course Aims:** ☐ To introduce concepts of enterprise and innovation when applied to a design and creative professional context ☐ To explore and engage in the discipline of entrepreneurship ☐ To model best practice in the management of new ventures ☐ To comprehensively display an awareness of business in their field of expertise through company visits, key speakers, case studies ☐ To communicate business ideas through industry acceptable documents and media platforms *Course Outcomes:* ☐ Demonstrate an awareness of key principles and concepts associated with enterprise and innovation ☐ Effectiveness in the planning and preparation of a business plan ☐ Feasibility analysis research enquiry ☐ Knowledge of funding bodies and the application process ☐ Business support network	15	9
E19IM	Fashion Styling		*Course Aims:* • To advance knowledge and skills in fashion styling and image making for Fashion Communication and understand the forefront developments that influence it *Course Outcomes:* • The ability to evaluate and apply knowledge skills and understanding to the development of styling ideas, methods and techniques	30	9

				15	9
		• Undertake critical analysis, evaluation and synthesis of ideas • Present or convey information/ outcomes to a range of audiences / industry partners			
E19TA	Future Textiles & Apparel	*Course Aims:* • To develop an awareness of the changes taking place in the EU textiles and clothing industries as a result of globalisation and the shift of commodity manufacturing to the low wage economy countries. • To provide an understanding of the societal drivers behind the development of high- performance and smart (intelligent) textiles and garments. • To provide an insight into the technologies being developed for the manufacture of high added-value textile and clothing products. • To illustrate the product domains of smart (intelligent) materials. • To establish an appreciation of the role of fabric aesthetics in the performance of apparel. • To give an understanding of current research areas in smart materials. *Course Outcomes:* • By the end of the module students will be able to: • Understanding of the factors influencing the development of smart materials. • Differentiate between conventional, technical, smart/intelligent and multifunctional textile systems • Knowledge of the various existing types of smart, intelligent multifunctional systems and of their key elements. • Understanding of the types of smart materials and the product domains to which they are applied. • Awareness of the potential applications and markets of smart materials. • Critical awareness of the limitations of current materials and systems and the aims of current research. • Literacy, exposure to academic papers in smart, intelligent and multifunctional materials • Develop skills in trade press and academic literature searching for latest information • Develop critical mind and innovative and creative skills • Group work in presenting researched information.	15	9
E19FC	Fashion Design for a Commercial Context	*Course Aims* • To introduce the principles of commercial practice in the development of fashion design ideas for a specific product and market *Course Outcomes:* • Demonstrate an awareness of commercial considerations in the development of a fashion design collection • Ability to analyse the requirements of a commercial brief and a consumer profile • Ability to develop creative solutions within commercial constraints • Demonstrate further skills in the visual communication of design ideas appropriate to the expectations of the clients product area and market level	15	9

			• Ability to respond to a commercial design brief • Understanding of commercial practice • Demonstrate skills in negotiation and collaboration in the development of commercial design ideas		
E19TK	Textiles in Practice 4: Knit		*Course Aims:* • Exploit mark making, fibre and finishing techniques to produce imaginative fabric ideas for CAD/CAM packages • Encourage students to use and select appropriate stitch structures to generate innovative knitted fabrics suitable for purpose • Encourage students to develop advanced skills, techniques and practice in IT and digital communication through specialised CAD/CAM packages. • Develop evaluation and critical analysis skills towards assessing a practical design outcome in answer to a project brief. • Encourage students to present a collection of work in a professionally accepted manner. • Facilitate the students understanding of colour through visual research and textile practice. • Encourage students to contextualise their personally developed fabric collection against colour forecasts and trends. • Develop visual, written and verbal evaluation skills towards assessing a practical design outcome in answer to a set project brief exploring colour • Encourage students to present a collection of work in a professionally accepted manner. • To develop students understanding of knitting technology to facilitate their development as technically competent knit designers • To develop student's fabric analysis and specification skills • To place in context commercial practices and use of technology within the knitwear industry *Course Outcomes:* By the end of the module students will be able to: ☐ Implement specialist CAD/CAM skills to support exploration within the knitted textile discipline ☐ Appraise design development work to identify successful ideas to take forward to final fabric collection ☐ Investigate and evaluate research relevant to personal design practice with appropriate references ☐ Apply a sophisticated approach to colour; synthesizing trends, visual source, design development, market research and end use ☐ Communicate fabric construction, production processes and technical specification using relevant specialist vocabulary and terminology ☐ Adopt reflective practice to effectively evaluate, analyse and inform decision making, time and project management ☐ Implement best practice when using workshop and production areas	45	9

		☐ Demonstrate critical thinking to evaluate own design practice and/or textile outcomes in a wider commercial context		
E19TP	Textiles in Practice 4: Print	**Course Aims** • Exploit drawing, colour and pattern repeat techniques to produce imaginative digital imagery for CAD/CAM packages. • Encourage students to use and select appropriate digital imagery to generateprinted and constructed fabrics for interiors. • Encourage students to develop advanced skills, techniques and practice in IT anddigital communication through specialised CAD/CAM packages. • Develop evaluation and critical analysis skills towards assessing a practical designoutcome in answer to a project brief. • Encourage students to present a collection of work in a professionally accepted manner. • Facilitate the students understanding of colour through visual research and textile practice. • Encourage students to contextualise their personally developed fabric collection against colour forecasts and trends. • Develop visual, written and verbal evaluation skills towards assessing a practicaldesign outcome in answer to a set project brief exploring colour • Encourage students to present a collection of work in a professionally accepted manner. • To introduce students to the specialist principles underlying the techniques of coloration using print technology for textiles. • To develop a technical understanding which underpins students' practical design applications **Course Outcomes:** • Implement specialist CAD/CAM skills to support exploration within the printed textile discipline • Appraise design development work to identify successful ideas to take forward to final fabric collection • Investigate and evaluate research relevant to personal design practice with appropriate references • Apply a sophisticated approach to colour; synthesizing trends, visual source, design development, market research and end use • Communicate fabric construction, production processes and technical specification using relevant specialist vocabulary and terminology	45	9
E19TW	Textiles in Practice 4: Weave	**Course Aims:** • Exploit drawing, colour and pattern repeat techniques to produce imaginative digital imagery for CAD/CAM packages. • Encourage students to use and select appropriate digital imagery to generateprinted and constructed fabrics for interiors.	45	9

- Encourage students to develop advanced skills, techniques and practice in IT and digital communication through specialised CAD/CAM packages.
- Develop evaluation and critical analysis skills towards assessing a practical design outcome in answer to a project brief.
- Encourage students to present a collection of work in a professionally accepted manner.
- Facilitate the students understanding of colour through visual research and textile practice.
- Encourage students to contextualise their personally developed fabric collection against colour forecasts and trends.
- Develop visual, written and verbal evaluation skills towards assessing a practical design outcome in answer to a set project brief exploring colour
- Encourage students to present a collection of work in a professionally accepted manner.
- This module will concentrate on Complex Woven Fabric structures, providing students with a thorough understanding of how to design using these structures, their uses in industry, and how to cost for woven fabric production. Links will be made with practical woven fabric design, using Dobby and/or Jacquard weaving, as well as with relevant CAD systems.
- The aims of this module are as follows:
- To introduce students to, and familiarise them with, complex woven fabric structures and their role in industry
- To provide a technical grounding in order for students to be able to competently produce practical work using complex woven structures
- To allow students to have an appreciation for the costing of all types of woven fabrics and the production factors which could influence both the cost and commercial success of their practical woven fabric designs

Course Outcomes:
By the end of the module students will be able to:
- Implement specialist CAD/CAM skills to support exploration within the knitted textile discipline
- Appraise design development work to identify successful ideas to take forward to final fabric collection
- Investigate and evaluate research relevant to personal design practice with appropriate references
- Apply a sophisticated approach to colour; synthesizing trends, visual source, design development, market research and end use
- Communicate fabric construction, production processes and technical specification using relevant specialist vocabulary and terminology
- Adopt reflective practice to effectively evaluate, analyse and inform decision making, time and project management
- Implement best practice when using workshop and production areas

		• Demonstrate critical thinking to evaluate own design practice and/or textile outcomes in a wider commercial context		

Spring (Semester two) Courses:				
Course Code	Course Title	Course Description	# of Credits	SCQF level
E17MD	Intro to Fashion Media	**Course Aims:** • To introduce students to Fashion Communication and Fashion Media for publication • To introduce students to a diverse range of skills and processes to underpin the production of a Fashion publication • To develop students understanding of different market levels and readerships **Course Outcomes:** • The ability to apply knowledge in practical contexts • Demonstrate an overall appreciation of the body of knowledge that constitutes a contemporary fashion publication • Work effectively in a team and meet appropriate deadlines • Apply relevant IT skills to design a publication suitable for a specific market	30	7
E17FM	Fashion Marketing & Management	**Course Aims:** • To introduce the principles of management and the principles of marketing both within the context of the fashion and textiles industry but with reference to good/best practice in other sectors of industry **Course Outcomes:** • Examine industrial structure with respect to clothing and fashion companies. • Analyse the internal and external factors affecting business strategy and performance. • Understand the links in the supply chain and the impact of change from external and internal planning rounds • Appreciate the role of leadership in organising resources for maximum output • Promote the effective use of research in directing company outputs to target audiences– B2C and B2B	15	7

			• Apply the marketing mix to create awareness, interest, desire and action for a company brand • Understand the marketplace through customer, competitor and market analysis • General business awareness • Understanding of the fashion and textiles supply chain • Synthesising from sources of information • Investigating and considering options for the manufacture and marketing of fashion and textiles • Increase further commercial awareness of the clothing industry • Develop further skills of analysis and evaluation • Simulation of production planning issues currently faced by garment manufacturers • To apply best practice in applying both management and marketing tools to promote and maximise company outcomes		
E17TX	Textiles 1		**Course Aims:** • Introduce students to the world of textiles. • Foster an understanding of the production, properties and major end-uses of textile fibres and yarns. This will include the major benefits and limitations of the principal textile fibres and yarns for fabricproduction. • Introduce textile terminology at an appropriate rate during the course of the module. • Introduce in overview form the textile processing sequence. • Introduce the processes and resultant products of weaving, warp knitting, weft knitting and non-wovens. • 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 **Course Outcomes:** • Classify textile fibres according to origin and understand basic fabric specifications, matching them to fabric samples and end-use suitability • Basic understanding of worldwide production levels and trends in production of major fibres • Know the general steps involved in the textile production sequence • Understand the essential and desirable features of textile fibres and yarns and be	15	7

		able to recognise them by sight/touch and their application • Know the processing routes, properties and end-uses of selected natural and man-made fibres and yarn types • Understand in outline the production sequences for weaving, warp and weft knitting and non-wovens. • Understand the benefits, limitations and major end-uses of woven, warp knitted, weft knitted and non- woven fabrics • Professional practice, communication and team working skills will be encouraged/developed in group tasks. • Interpret data, information and principles and apply this understanding to given products and market levels during tests. • The students will develop basic numeracy skills when considering fibre properties such as tenacity or count.		
E17MW	Garment Construction	**Course Aims:** • To provide students with a theoretical and practical understanding of pattern creation and adaptation in relation to garment types and details • To provide students with a theoretical and practical understanding of garment construction methods in relation to garment types and details • To investigate, analyse and apply appropriate pattern construction and garment assembly methods **Course Outcomes:** 1. Develop and apply appropriate theoretical knowledge, methods and applications to produce final products 2. Establish and demonstrate measuring and fit considerations for garment design and production Take responsibility for time management to achieve a successful project outcome	30	7
E17TP	Textiles in Practice 1	**Summary:** Demonstrations and practical development in workshops to build basic knowledge of techniques & practices using domestic knitting machines, V Bed, screen print and dobbylooms. **Course Aims:** (COVERS INTRODUCTION TO KNITTED and PRINTED TEXTILE DESIGN) • Develop a broad understanding of shape, form, structure and space through direct observation • Demonstrate a coherent design process: showing links to visual research through translation of imagery into textile output • Develop and record a range of technical skills on the equipment, using appropriate	45	7

		techniques and materials
		
		• Create a range of exploratory fabrics, appropriate for a contemporary design statement
		• Present ideas and process in clear format with a high standard of finish and display a good sense of time management and professionalism
		
		Course Outcomes:
		    • Understand the basic principles and processes relating to the textile discipline(s)
		    • Demonstrate skills in accurately recording colour, considering balance and proportion
		    • Develop an understanding of appropriate media and materials
		    • Develop visual skills using a range of media and techniques to inform design process
		    • Practice effective visual, verbal and written presentation and communication
		    • Practice effective time and project management and best practice in the workshops
		Demonstrate a basic understanding of the use of different types of evaluation during projects		

E17PH	Intro to Photography	***Course Aims:***
		    • To introduce and familiarise students with camera skills and observational skills for Fashion Photography
		    • To familiarise students with key practitioners within the Fashion Industry
		    • To develop skills in identifying trends within Fashion Photography
		
		Course Outcomes:
		    • Understand knowledge that is embedded in the main theories, concepts and principles of Fashion Photography
		    • Apply knowledge, skills and understanding in a practical context for Fashion Photography
		Exercise initiative and independence in carrying out defined activities at a professional level
			15	7

E18DP	Digital Technologies	***Course Aims:***
		    ☐ To analyse and create visual imagery and digital media to promote or develop a concept
		    ☐ To introduce and develop concepts of cross discipline working, professionalism, and collaboration
		    ☐ To expand and refine knowledge of digital media and technologies both universal and specific to design disciplines
		    ☐ To create and edit moving images and mixed media to promote a design vision or concept
		    ☐ To develop strong digital visual communication skills using appropriate software in typography, composition, layout, alignment, proportion,
			15	8

		consistency, moving image, colour and imagery ***Course Outcomes:*** ☐ Refine and apply multiple CAD and digital media skills to meaningfully enhance digital media and presentation. ☐ Communicate concepts, visual themes, development, ideas and content creatively and efficiently through visual media. ☐ Demonstrate and refine professionalism, including project management and organization and peer support, consistently throughout project		
E18DX	Textiles in Practice 3	***Course Aims:*** • To allow students to interpret a traditional textile style into a contemporary design statement. • To produce a range of designs to develop students' ability towards working in repeat, consideration of scale and colour selection suitable for the market. • To creatively and expressively explore and investigate the potential of fabric processes from an inspirational starting theme. • To develop a specialist practical knowledge of techniques and an understanding of practices in order to express visual ideas through textiles. • To introduce students to the process of producing colourways and versions of their original design. ***Course Outcomes:*** • Extend knowledge of textile practice demonstrating evaluation of acquired technical skills • Explore and apply historical and contemporary contexts within personal design process • Demonstrate ability to select appropriate media and techniques to explore visuals for fabric development • Consider personal design development in relation to the interior market and end use • Demonstrate independence and evaluative skills in time and project management including best practice in workshops • Collaborate effectively with staff and peers to achieve desired outcomes Document fabric construction, production processes, technical specification using appropriate vocabulary and terminology	30	8
E18TS	Textiles 2	***Course Aims:*** This module is designed to build on the general appreciation of fabrics developed in year 1, giving students an understanding of the specific properties and uses of knitted, woven and non-woven fabrics and developing their awareness and skills in	15	8

| | | fabric specification and selection. The module will provide a foundation for the advanced study of textile fabrics, processes, production and specification.

The aims are as follows:
- To give students an appreciation of the variety of textile fabric structures and types available for use in the apparel and other textile industries, enable students to these appropriately and build on their personal fabric file begun in 'Textiles 1'.
- To develop student's understanding of the properties, end uses and constructional requirements (if any) of different principal knitted, woven and non-woven fabrics.
- To re-enforce and develop student understanding of the impact of fibre and yarn in combination with fabric structure on the resultant fabric properties.
- To give students an understanding of colour vision and appearance, and the processes of coloration and finishing for the production of specified aesthetic and performance requirements.

Course Outcomes:
- Understand, appreciate and recognise the diversity of fabrics available for use in product/garment construction, their general properties and variations in the methods of assembling them into products.
- Understand the link between fitness for purpose, fabric structures and fabric parameters.
- Have an appreciation of the effects of varying the parameters (fibres/yarns/stitch density/sett) of knitted, woven and non-woven fabric on resultant fabric properties.
- Understand the various factors that influence colour appearance and be able to specify a colour using a colour atlas.
- Be able to select an appropriate application class of dye for a specified fibre/fabric type and level of fastness.
- Know the various types of printing styles and understand the reasons for the complex nature of printing pastes for screen printing fabrics.
- Appreciate the reasons behind the trend towards digital ink-jet printing technologies.
- Understand the principles of fastness testing and the need for standardization (e.g. BSI, ISO methods).
- Appreciate the range of finishing processes available to enhance fabric appearance or performance in use.
- Develop an awareness of the diversity of the textile industry, | | |

		• Develop basic analysis, observation and evaluation skills and student ability to identify suitable fabrics for particular products/markets and further develop student ability to match fabrics to specifications. This will be done in team exercises, which will develop communication and team working skills as well as developing core professional competence. • Develop an awareness of common industrial production processing routes.		
E18PA	Promotion and Advertising	**Course Aims:** • To understand the importance of planned, integrated communication in a marketing context; • To appreciate the variety and scope of marketing communication theory and objectives; • To critically assess the roles and characteristics of each of the primary tools of the communication mix • taking branding projects and translating them creatively across all forms of media **Course Outcomes:** ☐ To develop an understanding of ongoing changes that are happening in the media andcommunication landscapes ☐ To gain an outline knowledge and understanding of the different activities associated withmanaging marketing communications, including planning and delivery ☐ To be able to develop a creative language and broad visual vocabulary which is adaptableto the needs of specific audiences ☐ To enhance group presentation skills and to enable communication of complex informationto a range of audiences ☐ To broaden knowledge of the advertising industry	15	8
E18TG	Typography & Graphic Communication	**Course Aims:** ☐ To analyse and create visual imagery and digital media to promote or develop a concept ☐ To introduce and develop concepts of cross discipline working, professionalism, andcollaboration ☐ To expand and refine knowledge of digital media and technologies both universal andspecific to design disciplines ☐ To create and edit moving images and mixed media to promote a design vision or concept ☐ To develop strong digital visual communication skills using appropriate software in typography, composition, layout, alignment, proportion,	30	8

		consistency, moving image, colour and imagery
		
		Course Outcomes:
		    ☐ Refine and apply multiple CAD and digital media skills to meaningfully enhance digital media and presentation.
		    ☐ Communicate concepts, visual themes, development, ideas and content creatively and efficiently through visual media..
		    ☐ Demonstrate and refine professionalism, including project management and organization and peer support, consistently throughout project		

E18CM	Creative Digital Media MIF	***Course Aims:***
		
		The course will introduce students to the basic principles of how moving image and digital media impact creative industries.
		
		Students will focus on:
		    • Understand the importance of moving image and digital media for creative industries
		    • Acquire camera, story, music and video editing skills
		
		• To develop an understanding of the key Visual Merchandising & Packaging principles by considering current issues and trends within the retail industry - Sustainability, Customer experience, and Branding
		
		• To understand how to use floor layouts for excellent customer flow - Colour, Lighting, and Graphic Design
		
		• To understand how to make displays and packaging correspond with a Brand Identity
		
		• Evaluate and enforce visual communication and sensory marketing techniques.
		
		• To understand the Visual Merchandising & Packaging Design process from initial research to final Brand development - Design concepts, mock-ups, and presentation.
		
		• To provide students with a greater ability to visually and verbally communicate concepts and ideas.
		
		Course Outcomes:
		• To develop an understanding of moving image in Creative Industries demonstrating a knowledge of the scope, defining features and main areas of contemporary film
		
		• To demonstrate that you have learnt to position and relate music and sound in the promotion of moving image and undertake critical analysis, evaluation and synthesis of ideas.
		
		• Understand the role of moving image demonstrating a knowledge of the scope, defining features and main areas of contemporary film
		
		• Ability to appreciate music and sound in the promotion of moving image and undertake critical analysis, evaluation and synthesis of ideas.
		
		• An understanding of basic skills in the filming and editing of films/animation through using a range of professional skills, techniques and practices for moving image
			15	8

E18DD	Fashion Product Development	***Course Aims:*** • To develop students' knowledge and skills in fashion design development from research and design to the production of garments for a specialised end market ***Course Outcomes:***	30	8

		By the end of the module students will be able to: • Develop knowledge and ability to synthesise the design development process • Develop a broader understanding of the relationship between design, materials and manufacture Develop the ability to critically analyse, evaluate and synthesise design concepts through the realisation of sample garments and supporting documentation		
E18LE	Lectra for Industry	*Course Aims:* ☐ To introduce the theory and practical uses of LECTRA within the garment product developmentprocess *Course Outcomes:* ☐ Develop an understanding and working knowledge of the applications of LECTRA software forthe development of garments Ability to clearly communicate design process from working drawings to garment specifications	15	8
E19CO	Critical & Contextual Studies 3	*Course Aims:* • Engage with a wide range of art and design theories;• • Establish familiarity with a wide range of writing types for art and design; • •Demonstrate the importance of the written word in art and design understanding;• • Build writing skills alongside own design practice; • •Build analytical skills related to practice and writing about practice; • •Identify area of own interest and practice.	15	9
E19EV	Events Management	*Course Aims:* • To understand the role of Fashion Communication and Fashion Marketing and Retailingin the Fashion Industry • To understand the role of promotional events within Fashion Communication andFashion Marketing and Retailing • To understand the organisation skills requited to organise a fashion show / event /activity • To develop promotional material to communicate a fashion event *Course Outcomes*: • Understand the role of organising fashion shows • Understand the requirement to communicate fashion through live events • Knowledge of the role of fashion shows in the annual fashion calendar • Ability to produce relevant promotion material • Knowledge of key show production companies	15	9

		• To be able to work effectively and communicate in a group • To be aware of the professional skills required for organising live fashion events To be aware of budgeting issues of event production		
E19RM	Retail Innovation	***Course Aims:*** • To identify and embed innovation into every facet of the value chain • To understand the new paradigms for competitive advantage through differentiated offers and strong brand propositions	30	9
E19VP	Visual Merchandising and Packaging	***Course Aims*** ☐ To understand the principles of visual merchandising & Packaging and how these impact retail environments ☐ To evaluate VVM & P presentations through visual communication and sensory marketing techniques ☐ To provide students with the ability to apply the principles of store design, layout, VM & P to retail spaces ***Course Aims*** • To develop an understanding of the key Visual Merchandising & Packaging principles by considering current issues and trends within the retail industry - Sustainability, Customer experience, and Branding • To understand how to use floor layouts for excellent customer flow - Colour, Lighting, and Graphic Design • To understand how to make displays and packaging correspond with a Brand Identity • Evaluate and enforce visual communication and sensory marketing techniques. • To understand the Visual Merchandising & Packaging Design process from initial research to final Brand development - Design concepts, mock-ups, and presentation. • To provide students with a greater ability to visually and verbally communicate concepts and ideas. • To develop an understanding of the key Visual Merchandising & Packaging principles by considering current issues and trends within the retail industry - Sustainability, Customer experience, and Branding • To understand how to use floor layouts for excellent customer flow - Colour, Lighting, and Graphic Design • To understand how to make displays and packaging correspond with a Brand Identity • Evaluate and enforce visual communication and sensory marketing techniques. • To understand the Visual Merchandising & Packaging Design process from initial research to final Brand development - Design concepts, mock-ups, and presentation. • To provide students with a greater ability to visually and verbally communicate concepts and ideas.	30	9
E19PP	Professional Practice for Design	**Summary:** *This course is designed to provide you with an understanding and an appreciation of your role as a textile designer in today's fashion and interiors industry. Wewill begin by reviewing the history of fashion and interior retailing and explore designers' influences and*	15	9

		timelines. We will consider industry expectations for the designer's role and have a look at the latest textile technologies and how they are impacting both the fashion and interior markets. Finally, we will consider the marketplace and areas such as branding, distribution and customer services. This course also aims to provide you with an opportunity to work in groups and to improve your oral presentation skills so that you have more confidence and are better prepared to work in industry. ***Course Aims*** 1. Demonstrate an understanding of the fashion/interior business. 2. Develop an understanding of the specific terminology used within the fashion/interiors business and be able to contextualise and evaluate the importance and relevance of each element of the business. 3. Acquire a theoretical grounding in the perspectives that guide decision making in the design process, contextualising by example. 4. Enhance skills working to a brief. 5. Enhance personal professional presentation skills (written and verbal) 6. Develop analytical and evaluative skills. ***Course Outcomes:*** • 7. Develop a critical awareness of the fashion/interiors industry. • To inform, and place into context, all aspects of the textile, fashion, accessory and interior industries • To give an understanding and appreciation of the scale and working practices of the associated industries • To advise on an appropriate code of practice and professional conduct appropriate for a career in the textile and associated industries • To give you practice in writing concisely and for a specifically requested format • To give you actual practice in constructing a Marketing Plan		
E19DI/DK/DP	Textile Industry Project	***Course Aims:*** • To demonstrate an ability to select and develop visual concepts to resolve a specific design brief • To demonstrate effective use of current design practice and production methods. • To show appropriate integration of CAD skills in development and presentation of design ideas. • To show appropriate understanding of market and customer in relation to brief ***Course Outcomes:*** • Apply a sophisticated approach to colour; synthesizing trends, visual source, design development, market research and end use	30	9

		• Implement best practice when using workshop and production areas • Appraise design development work to identify successful ideas to take forward to final fabric collection • Use initiative to develop a personal and original creative handwriting • Demonstrate critical thinking to evaluate own design practice and/or textile outcomes in a wider commercial context • Communicate fabric construction, production processes, technical specification and costing using relevant specialist vocabulary and terminology • Communicate ideas professionally through oral, written or visual presentation • Demonstrate an ability to collaborate successfully when working on external and internal projects		
E19CI	Fashion Design for Industry Context	**Course Aim:** • To further understand the role of Fashion Communication in the Fashion Industrythrough creating a fashion promotion concept for a specific brand / target market • To develop and connect both critical thinking and practical skills **Course Outcomes:** • Knowledge of one or more specialisms that is informed by contemporary developmentsin the Fashion Industry demonstrated through the research and analysis of the relationship between market level and design style. • Apply routine methods of enquiry and research to employ appropriate presentationalstyles. • Undertake critical analysis, evaluation and / or synthesis of ideas, concepts, informationand issues in a sector to create an appropriate concept for brand promotion / event • Use a range of ICT applications to support and enhance work specifically in advancecreative suite	30	9