



Course Catalogue

This document provides course descriptions for the following subjects:

- Design for Textiles
- Fashion Communication
- Fashion Marketing & Retailing
- Fashion – Womenswear & Menswear
- Fashion Technology

Note that “Semester 1” is Fall semester and “Semester 2” is Spring semester.

Design for Textiles

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

E17TD Drawing for Textiles*

Delivery: Studio based

Course leader:

Assessed: 100% Project

Assistant Professor Angela Cassidy

Aims:

This course facilitates the understanding of observation and colour development towards the production of design ideas. It encourages an experimental approach to mixed media drawing, collage, gouache painting and mark making projects.

E17CS Introduction to Contemporary and Contextual Studies

Delivery: Lecture Based

Course leader:

Assessed: 100% Course work

Assistant Professor Fiona Jardine

Aim:

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.

E17TK Textile Design Knit*

Delivery: Studio based

Course leader:

Assessed: 100% Coursework

Assistant Professor Angela Cassidy

Aims:

This course provides a creative practical introduction to the process of design development for knitted textiles.

The development of visual sensitivity is encouraged towards the developing and grouping of knitted fabric designs using appropriate techniques and equipment.

E17TP Textile Design Print*

Delivery: Studio based

Assessed: 100% Coursework

Course leader:

Assistant Professor Susan Carden

Aims:

This course provides a creative practical introduction to the process of design development for printed textiles.

The application of visual sensitivity is developed towards creating and grouping of printed textile designs using a variety of drawing/mark making and screen printing techniques.

Semester 2 weeks' 18 - 33

E17DM Digital Imaging 1*

Delivery: Practical Lab

Assessed: 100% Coursework

Course leader:

TBC

Aims:

This course develops the use of digital technology within the context of textile design development

This is an introduction towards the recognition and practical application of raster and vector graphics systems.

E17MA Fashion & Garment make/Textiles Designers

Delivery: Studio based

Assessed: 100% Coursework

Course leader:

Technician Lucy Welsh

Aims:

This course provides an Introduction to basic pattern cutting and garment assembly techniques and principles to stimulate a creative response.

Students will learn to recognise and appreciate appropriate assembly techniques for sewing woven and knitted fabrics and their application to basic fashion silhouettes through practical assignments

E17TW Textile Design Weave*

Delivery: Studio based

Assessed: 100% Coursework

Course leader:

Assistant Professor Marnie Collins

Aims:

This course is an introduction to the world of textiles giving an overview of fibres through to finished fabric.

Students are encouraged to develop an appreciation, awareness and understanding of the use and properties of textile fibres, yarns and fabrics.

E17TX – Textiles 1

Delivery: Lecture based

Assessed: 60% exam and 40% continuous assessment

Course leader:

Assistant Professor Lisa Macintyre

Aims:

- To provide knowledge of the principal textile fibres and filaments and their functional groupings.
- To introduce the major benefits and limitations of principal textile fibres, yarns and structures for fabric production.
- To develop an appreciation and understanding of the relationships between a textile's processing history and its resultant properties.
- To build up an appropriate industry knowledge of textile specific terminology.

Year Two, SCQF level 8, each course 15 credits
Semester 1 weeks' 1-14

E18SB Sketchbook Enquiry*

Delivery: Studio based
Course leader:

Assessed: 100% Coursework
Assistant Professor Mark Parker

Aim:

This course allows students to demonstrate their visual perception and heighten their ability to analyse, record and develop ideas with visual sensitivity and imagination

Students learn to develop visual ideas within a specified format exploring a personal response to a theme

E18AP Design Development for Printed and Woven Textiles

Delivery: Studio based
Course leader:

Assessed: 100% Coursework
Assistant Professors Mark Parker & Marnie Collins

Aims:

This course allows students to explore and investigate the potential of printed and woven fabric processes from an inspirational starting theme.

Students are encouraged develop a specialist practical knowledge of techniques to express visual ideas through the printed and woven textile disciplines.

E18IF Interior Fabrics for Weave & Print

Delivery: Studio based
Course leader:

Assessed: 100% Coursework
Assistant Professors Marnie Collins & Sara Keith

Aims:

The course facilitates the production of a range of designs that take into account commercially recognised repeat sizes, scale considerations and colour selection suitable for the market.

Students are taught how to interpret market research into the production of their own contemporary furnishing statement

E18TS Textiles 2*

Delivery: Lecture based
Course leader:

Assessed: Assessed: 60% exam and 40% continuous assessment
Assistant Professors Danmei Sun & Lisa MacIntyre

Aims:

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

Students learn how to consider the properties, common/suitable end-uses and any specific requirements needed during garment/product assembly for knitted and woven fabrics

Semester 2 weeks' 18 - 33**E18FF Fashion Fabrics for Knit & Print**

Delivery: Studio based

Assessed: 100% Project Work

Course leader:

Assistant Professors Angela Cassidy & Sara Keith

Aim:

This course encourages the production of a range of fashion textiles designed with a chosen designer/retailer in mind. Students investigate contemporary textile design practices for fashion developing further their textile construction and pattern making skills

E18CA CAD for Print & Constructed Textiles

Delivery: Practical based

Assessed: 100% Course work

Course leader:

Assistant Professor : Lee Miles

Aims:

This course improves the student's ability to draw, manipulate and control visual imagery through CAD. Students develop designs for Fashion Fabrics for Print & Knit and are taught to produce illustrations and garment simulations using CAD.

Students select 1 course from set 1**E18DA Knitwear Design & Assembly***

Delivery: Studio based

Assessed: 100% Project work

Course leader:

Assistant Professor Angela Cassidy

Aims:

This course develops an understanding of the design process for fashion knitwear.

Students are taught to apply the key characteristics of knitwear production and its relevance in contemporary Fashion

E18CS Realisation through Screen Printing*

Delivery: Lecture based

Assessed: 100% Project work

Course leader:

Assistant Professor Mark Parker

Aims:

This course provides students with the opportunity to produce a collection of screen printed pieces relevant to the contemporary fashion or interiors market. Students develop their design process from artwork through to a viable printed statement.

Students select 1 course from set 2

E18YS Yarn Making & Spinning*

Delivery: Workshop/Studio

Course leader:

Assessed: 100% Project work

Assistant Professor Angela Cassidy

Aims:

This course introduces students to the design and production processes for yarns across the technologies available in the School of Textiles and Design. Students learn how to design and develop of a yarn collection appropriate to their body of specific visual research.

E18FP Floral Print*

Delivery: Studio based

Course leader:

Assessed: 100% Project work

Assistant Professor Mark Parker

Aims:

This course facilitates the students' awareness of the contemporary textiles market to produce an original floral print statement. Student's observation skills are heightened around a specific subject and their use of appropriate media to record these is developed.

**Year Three, SCQF level 9, each course 15 credits
Semester 1 weeks' 1-14**

E19PW Writing for Design Practice*

Delivery: Lecture based

Course leader:

Assessed: 100% Course work

Assistant Professor Britta Kalkrueter

Aims:

The course establishes familiarity with a wide range of writing types for art and design. It also demonstrates the importance of the written word in art and design understanding. Students are taught to build analytical skills related to practice and writing about practice.

Students choose 1 course from set 3

E19TP Techniques, colour & practice for printed textile design (45 credits)

Delivery: Lecture, studio & workshop

Course leader:

Assessed: 100% Combination of Exam & Course work

Assistant Professors Susan Carden & Danmei Sun

Aims:

- Facilitate the students understanding of colour through visual research and textile practice for printed textiles
- Introduce students to the specialist principles underlying the techniques of coloration using print technology for textiles.
- Develop a technical understanding which underpins students' practical design applications.

- Encourage students to contextualise their personally developed fabric collection against colour forecasts and trends.
- Exploit drawing, colour and pattern repeat techniques to produce imaginative digital imagery for CAD/CAM packages.
- Encourage students to develop advanced skills, techniques and practice in IT and digital communication using Photoshop, Illustrator and AVA programmes and any other relevant CAD/CAM packages.

E19TW Techniques,colour & practice for woven textile design (45 credits)

Delivery: Lecture, studio & workshop Assessed: 100% Combination of Exam & Course work

Course leader: Assistant Professors Fiona Pankhurst & Marnie Collins

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 generate printed and constructed fabrics for specified end use.
- Encourage students to develop advanced skills, techniques and practice in IT and digital communication using Scotweave Dobby, Jacquard & Drape programmes and any other relevant CAD/CAM packages.
- Facilitate the students understanding of colour through visual research and textile practice
- Study and understand complex woven fabric structures and their role in industry.

E19TK Techniques,colour & practice for knitted textile design (45 credits)

Delivery: Lecture, studio & workshop Assessed: 100% Combination of Exam & Course work

Course leader: Assistant Professors Sarah Dearlove & Lisa Macintyre

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
- 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.
- 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

Semester 2 weeks' 18-33

E19DI Textile Design for Industry 1*

Delivery: Studio based Assessed: 100% Project work

Course leader:

Assistant Professors Sarah Dearlove,
Fiona Pankhurst and Emily Quinn

Aim:

This course enables student to demonstrate their ability to select and develop visual concepts and to show an effective use of current design practice in answer to a market lead brief. Students are encouraged to show an appropriate understanding of market and customer in relation to brief.

E19DY Textile Design for Industry 2*

Delivery: Studio based

Assessed: 100% Project work

Course leader:

Assistant Professors Sarah Dearlove,
Fiona Pankhurst and Emily Quinn

Aims:

Students are taught to develop an increased awareness of art and design contexts and apply findings to their own process and ideas. Students are asked to show appropriate understanding of market and customer in relation to the brief.

E19TI Textile Innovation 1

Delivery: Studio based

Assessed: 100% Course work

Course leader:

Assistant Professor Sara Keith

Aim:

The course enables students to explore a design concept that expands on the discipline of textile design to encompass emerging technologies, scientific thinking, or cutting edge techniques. Students' awareness of ways in which they can contextualise their own practice is enhanced and they are encouraged to develop their individual use of innovative techniques and thinking.

E19PP Professional Practice for Design*

Delivery: Lecture based

Assessed: 100% Course work

Course leader:

Assistant Professor Marnie Collins

Aims:

This course provides a critical understanding and appreciation of the global textile industry, in terms of scale, time frame, lead times from colour to consumer. Students are provided with the knowledge, understanding and potential application of new technologies and concepts of fibres, yarns, and fabrics.

Year Four, SCQF level 10, each course 15 credits unless otherwise stated

Semester 1 weeks' 1-14

E10CX Capsule Fabric Collection from Sketchbook Research (30 credits)

Delivery: Studio based

Assessed: 100% Project work

Course leader:

Assistant Professors Mark Parker,
Angela Cassidy & Fiona Pankhurst

Aims:

The course allows students to gather visual and contextual information and record this in the form of a sketchbook. The development of a personal visual

style through drawing, painting and photography relevant for textile design is encouraged. Students design a capsule fabric collection working from gathered information suitable for a specific end exploiting colour, fabric making and finishing techniques in order to produce a contemporary statement. Students have Individual and group tutorials to identify an original and in depth study of a theme or group of ideas.

E10TI Textile Innovation 2

Delivery: Studio based
Course leader:

Assessed: 100% Course work
Assistant Professor Sara Keith

Aims:

Students are encouraged to develop a depth of understanding through self-initiated enquiry into design concepts that explore emerging technologies, scientific thinking, or cutting edge techniques. The course develops innovative practical outcomes that can be applied to students own textile practice through pursuit of varied design research methodologies facilitating the contextualisation of contemporary practice informed by theory and current trends in art, design, science and technology.

Students select 1 course from set 2?

E10CD Contextual Studies in Design

Delivery: Studio based
Course leader:

Assessed: 100% Course work
Assistant Professor Britta Kalkreuter

Aims:

The course helps students identify a pertinent context for own design practice in a written format. Students are encouraged to discuss context of own design practice in a written format to enable them to reach conclusions that explain and advance their own design practice.

E10MS Marketing and Strategy for Design

Delivery: Lecture based
Course leader:

Assessed: 100% Course work
Assistant Professor Andrew Grieve

Aims:

This course provides students with a critical overview and understanding of marketing strategy within a variety of contexts, to develop in depth understanding of the strategic importance of marketing planning.

Students are asked to highlight the crucial role of marketing strategy in an increasingly competitive environment.

The course facilitates a marketing planning incorporating a number of tools used to analyse competitive strategy. This will include critically assessing different types of marketing strategies

Semester 2 weeks' 18-33

E10PA Honours Personal Project (60 credits)

Delivery: Studio based

Assessed: 100% Project work

Course leader:

Assistant Professors Mark Parker,
Angela Cassidy and Fiona Pankhurst

Aims:

The courses allow students to formulate their own project brief with relevance to a textile design market sector and facilitate the students understanding of research methodology towards a wide range of textile design and related outcomes.

Students are encouraged to contextualise their personally developed fabric collection against contemporary trends in art and design and asked to develop a breadth of solutions and options appropriate in answering a design brief.

Students are asked to evaluate and assess a practical design outcome in answer to a set project brief. The self - initiated project must exploit colour, fabric making and finishing techniques in order to produce a contemporary design statement. Students are expected to present a collection of textile designs in a professionally accepted manner.

Fashion Communication

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

E17CS Introduction to Contemporary and Contextual Studies

Delivery: Lecture based

Assessed: 100% Coursework

Course leader:

Assistant Professor Fiona Jardine

Aims: To develop students awareness of political, social and contextual factors influencing contemporary culture and design. To encourage critical thinking, analysis and evaluation.

To develop an appreciation, awareness and understanding of the contemporary, historical and cultural context which influence the fashion and art and design zeitgeist.

E17VP Visual Presentation

Delivery: CAD Lab based

Assessed: 100% Coursework

Course leader:

TBC

Aims: To develop skills appropriate to the communication and presentation of contemporary fashion concepts through digital media and technologies.

To develop an awareness of contemporary presentational techniques through the practical application of Powerpoint, Illustrator and In Design.

E17FM Introduction to Fashion Marketing

Delivery: Lecture based

Assessed: 100% Coursework

Course leader:

Assistant Professor Andrew Grieve

Aims: To introduce students to the theory and practice of fashion marketing, to enable them to recognise and appreciate issues relating to product management, market research and consumer buying behaviour.

To develop an awareness of the role of marketing and current developments within fashion marketing.

E17WW Introduction to Fashion 1*

Delivery: Studio based

Assessed: 100% Coursework

Course leader:

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

Semester 2 weeks' 15 - 30

E17CK Introduction to Contemporary and Contextual Studies

Delivery: Lecture based

Assessed: 100% Coursework

Course leader:

Assistant Professor Fiona Jardine

Aims: To develop an awareness of seminal events and developments in the history of Art and Design in the 20th Century through developing the skills necessary to investigate, analyse and document the context of art and design. To develop analytical, evaluative, and critical thinking skills through the production of reflective learning journals and to encourage independent learning skills through peer review, self- evaluation, group work and reflective writing.

E17TX

Delivery: Lecture based

Assessed: 60% exam and 40% continuous assessment

Course leader:

Assistant Professor Dr 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.

E17FC Introduction to Fashion Communication

Delivery: Studio based

Assessed: 100% Project work

Course leader:

Assistant Professor Theresa Coburn

Aims: To introduce students to Fashion Communication through the medium of the contemporary fashion magazine. Investigating, analysing and evaluating context, market, fashion writing, graphic communication, page layout, fashion photography and text.

An understanding of how fashion is communicated in the fast paced fashion industry, demonstrated through a knowledge of current contemporary issues, research methods, media analysis and consumer awareness. Underpinned by an introduction into photography, fashion writing, IT and CAD skills (In Design, Photoshop, Illustrator) leading to the production of a contemporary fashion magazine.

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

**Year Two, SCQF level 8, each course 15 credits unless otherwise stated
Semester 1 weeks' 1-14**

E18FY Fashion Photography

Delivery:
Course Leader:

Assessed: 100% Project work 15 credits
Assistant Professor Stephen Lee

Aims:

To develop skills in fashion photography through an understanding of contemporary practice, digital photography and an appreciation of model casting, styling, location and client.

To demonstrate an understanding of key industry practitioners and an appreciation of the appropriate use of digital photography and ICT skills for fashion photography.

E18PY Photography (Still Life)

Delivery: Studio based Assessed: 100% Project work. 15 Credit Course

Course leader: Assistant Professor Stephen Lee

Aims:

To introduce students to the technical and practical skills employed in studio based photography and to underpin an understanding of the role of still life photography for a specific market.

To develop the ability to work professionally within a studio environment and develop skills for photography and image editing appropriate to the fashion industry

E18CC Contemporary and Contextual Studies

Delivery: Lecture based

Assessed: 100% Coursework

Course leader:

Assistant Professor Aude Le Guennec

Aims: To further encourage written and visual expression and discussion of historical and contemporary issues in fashion and design.

To develop visual, written and verbal communication skills through participation in group debates, peer review, self-evaluation and problem based learning.

E18DP Digital Application

Delivery: Practical Lab

Assessed: 100% Coursework

Course leader:

TBC

Aims: To analyse and create visual imagery to promote a fashion concept, demonstrating strong visual communication skills using appropriate software in typography, composition, layout, moving image, colour and imagery.

To design a contemporary website containing a rich variety of digital media to communicate an idea.

Semester 2 weeks' 18 - 33

E18PA Promotion and Advertising

Delivery: Studio based

Assessed: 100% Project Work

Course leader:

Assistant Professor Andrew Grieve

Aims: To introduce students to branding, advertising and promotion within a marketing context.

To develop a broad knowledge of the advertising industry and develop skills in communicating complex information to a range of audiences.

E18TG Typography and Graphics

Delivery: Studio based

Assessed: 100% Project Work

Course leader:

Assistant Professor Stephen Lee

Aims: To develop skills and knowledge and understanding of the role of graphic design and graphic communication in a contemporary fashion marketplace. Through investigation of contemporary promotional imagery – page layout, typography and visuals and through the investigation of corporate identity and branding and underpinned with a knowledge of appropriate digital applications.

Practical application of research and skills into graphic communication to demonstrate a strong understanding of fashion brand identity through image manipulation, typeface and layout.

E18MI Moving Image

Delivery: Studio based

Assessed: 100% Project work

Course leader: TBC

Aims: To introduce the role of moving image, film making and music in contemporary fashion communication and to develop skills in the filming and editing of fashion films/ animation.

To demonstrate an awareness of the role of innovation in fashion and moving image in a contemporary context.

E18CD Contemporary and Contextual Studies

Delivery: Lecture based Assessed: 100% Coursework

Course leader: TBC

Aims: To continue from Semester 1 the exploration of formats and presentation of texts and visual information appropriate to the wider fashion industries.

To further develop visual, written and verbal communication skills through participation in group debates, peer review, self evaluation and problem based learning.

Year Three, SCQF level 9, each course 15 credits
Semester 1 weeks' 1-14

E19CZ Contemporary and Contextual Studies

Delivery: Lecture based Assessed: 100% Coursework

Course leader: Assistant Professor Dr Britta Kalkreutter

Aims: To further encourage students to engage with a wide range of art and design theories and establish familiarity with a wide range of writing styles for art and design.

To encourage independent learning skills in planning research targets for a defined assignment and to demonstrate advanced written communication skills and academic referencing.

E19PR Personal Design Project Fashion 1

Delivery: Studio based Assessed: 100% Project work

Course leader: Assistant Professor Theresa Coburn

Aims: To further develop students skills in contemporary fashion image making and styling for fashion Communication, demonstrating an understanding the intended market and of fashion illustration, and traditional and digital drawing skills.

To demonstrate an awareness of key professional in the fashion styling industry, contemporary practice and the role of fashion illustration and styling in Fashion Communication.

E19FS Fashion Business in Practice

Delivery: Studio based Assessed: 100% Project work

Course leader: Assistant Professor Stephen Lee

Aims: To develop skills in working collaboratively with other design professionals and disciplines within the fashion industry and to understand the role of Fashion Communication.

The appreciation of Fashion Communication in relation to other design pathways and the ability to work effectively in a team.

E19EP Client Based Project 1 (Events)

Delivery: Studio based

Assessed: 100% Project work

Course leader:

Assistant Professor Andrew Grieve

Aims: To understand the role of promotional events within Fashion Communication and to develop the organisational skills required to organise a fashion show/ event / activity and to develop the promotional material to promote it.

To develop the professional skills and knowledge to organise and promote fashion shows and other live events.

Semester 2 weeks' 15-30

E19FW Personal Design Project 2 (Fashion Writing)

Delivery: Studio based

Assessed: 100% Project work

Course leader:

Dr Sue Thomas

Aims: To develop students skills in contemporary fashion writing and journalism, through an understanding of primary and secondary research and a knowledge of various target markets.

An appreciation of the structure of the fashion industry and an ability to communicate effectively to specified audiences.

E19CC Fashion Design for Commercial Context

Delivery: Studio based

Assessed: 100% Project 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

E19BO Client Based Project 2 (Brand Promotion)

Delivery: Studio based

Assessed: 100% Project work

Course leader:

Assistant Professor Stephen Lee

Aims: To introduce the role of public relations within the fashion industry and to create a fashion promotion concept for a specific brand / target market, through press release, press pack and brand promotion.

To further understand the role of Fashion Communication within the fashion industry and to analyse the relationship between market level and design style.

To development the ability to respond to a commercial design brief and demonstrate skills in negotiation and collaboration in the development of commercial design ideas.

E19CZ Contemporary and Contextual Studies

Delivery: Lecture based

Assessed: 100% Coursework

Course leader:

Assistant Professor Dr Britta Kalkreutter

Aims: To further demonstrate an awareness of current themes in art and design and an understanding of scholarship in dealing with design practise through the written word.

To continue to encourage independent learning skills in planning research targets for a defined assignment and to demonstrate advanced written communication skills and academic referencing.

Year Four, SCQF level 10, each course 15 credits Semester 1 weeks' 1-14

E10PX Product Development 2 (Research and Development)

Delivery: Studio based

Assessed: 100% Project work

Course leader:

Assistant Professor Stephen Lee

Aims: To research and plan for a Final Major Project in Fashion Communication, to propose, plan and initiate an independently managed project.

To demonstrate the ability to produce clear and concise written rationale, employing critical, creative, communication and practical skills in generating ideas and solutions. To research, evaluate, source and select appropriate materials, techniques and processes to further develop the project in Product 2.

E10PW Product 1 (Research and Development)

Delivery: Studio based

Assessed: 100% Project work

Course leader:

Assistant Professor Theresa Coburn

Aims: To further develop a range of ideas for a Final Major Project in Fashion Communication.

To translate ideas into working prototypes further developing ideas and concepts explored in Product Development 1.

TBC: Fashion Communication Portfolio Research and Realisation (S1)

Delivery: Studio based

Assessed: 100% Project work

Course leader:

Assistant Professor Theresa Coburn

Aims: To produce a professional Fashion Communication portfolio using a variety of mediums, demonstrating contemporaneity, versatility and individuality.

Demonstrating knowledge and understanding of the ways in which a fashion communication portfolio is developed through the ability to professionally produce a body of contemporary work which critically evaluates and responds to developments in the fashion communication industry

E10CE Contemporary Contextual Essay and Personal Brief

Delivery: Studio based

Assessed: 100% Project work

Course leader:

Assistant Professor Aude Le Geunnec

Aims: To design challenging and relevant briefs for own design practise. To discuss context of design practice in written format to reach conclusions that contextualise, advance and evaluate students own design practice.

To demonstrate independent learning skills in the planning, methodology, execution and dissemination of a topic.

Semester 2 weeks' 15-30

E10ER Evaluative Report

Delivery: Studio based

Assessed: 100% Project work

Course leader:

Assistant Professor Stephen Lee

Aims: To demonstrate an understanding and critical analysis of chosen market including the critical awareness of the commercial imperative.

To provide effective analysis to evaluate the achievements of objectives and outcomes of the report

TBC: Fashion Communication Portfolio Research and Realisation (S2)

Delivery: Studio based

Assessed: 100% Project work

Course leader:

Assistant Professor Theresa Coburn

Aims: Continuation of ideas and concepts explored in Semester One. To produce a professional portfolio using a variety of mediums, demonstrating contemporaneity, versatility and individuality.

Demonstrating knowledge and understanding of the ways in which a fashion communication portfolio is developed through the ability to professionally produce a body of contemporary work which critically evaluates and responds to developments in the fashion communication industry

E10PY Product 3 (Development and Realisation)

Delivery: Studio based

Assessed: 100% Project work

Course leader:

Assistant Professor Stephen Lee

Aims: To produce a professional Fashion Communication Product which could be a fashion film, Fashion Magazine, fashion Promotional Package or Fashion Website demonstrating the ability to analyse target markets and consolidating knowledge and skills gained throughout the Programme.

Demonstrating the ability to research, evaluate, source and select appropriate materials, techniques and processes required to develop the project and to reflect critically on the relevant professional contexts in which creative practise and personal strengths can be applied and developed.

E10PZ Product 4 (Development and Realisation)

Delivery: Studio based
Course leader:

Assessed: 100% Project work
Assistant Profesoor Stephen Lee

Aims: To produce a professional Fashion Communication Product which could be a fashion film, Fashion Magazine, fashion Promotional Package or Fashion Website demonstrating the ability to analyse target markets and consolidating knowledge and skills gained throughout the Programme.

Demonstrating the ability to research, evaluate, source and select appropriate materials, techniques and processes required to develop the project and to reflect critically on the relevant professional contexts in which creative practise and personal strengths can be applied and developed.

Fashion, Marketing and Retailing

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

E17CS Introduction to Contemporary and Contextual Studies

Delivery: Lecture based Assessed: 100% Course work
Course Responsible Person: 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.

E17VP Visual Presentation

Delivery: Practical Lab Assessed: 100% Course work
Course Responsible Person: TBC

Aim:

- 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 Responsible Person: 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.

E17WW Introduction to Fashion 1

Delivery: Studio based

Assessed: 100% Project work

Course Responsible Person:

Assistant Professor Bruce Roberts

Aim:

- To provide students with a practical and theoretical understanding of pattern creation and adaptation in relation to garment types and details culminating in the process of product development.
- To introduce basic principles and techniques for simple sewn garment assembly using modern industrial machinery.
- To investigate, analyse and apply appropriate pattern construction and garment assembly methods.
- To initiate standards for drawing the human female form, garment shapes and fabric drape for the purpose of developing working fashion drawings.

Semester 2 weeks' 18 - 33

E17CK Introduction to Contemporary and Contextual Studies

Delivery: Lecture based

Assessed: 100% Course work

Course Responsible Person:

Assistant Professor Fiona Jardine

Aims:

This course will develop further intellectual skills for critical analysis and informed personal judgement.

E17TX Textiles 1

Delivery: Lecture based

Assessed: 60% exam and 40% continuous assessment

Course Responsible Person:

Assistant Professor Lisa MacIntyre

Aims:

- To provide knowledge of the principal textile fibres and filaments and their functional groupings.
- To introduce the major benefits and limitations of principal textile fibres, yarns and structures for fabric production.
- To develop an appreciation and understanding of the relationships between a textile's processing history and its resultant properties.
- To build up an appropriate industry knowledge of textile specific terminology.

E17FC Introduction to Fashion Communications

Delivery: Studio based

Assessed: 100% Project work

Course Responsible Person:

Assistant Professor Theresa Coburn

Aims:

- 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.

E17MW Introduction to Fashion 2

Delivery: Studio based

Assessed: 100% Project work

Course Responsible Person:

Assistant Professor Bruce Roberts

Aims:

- To develop and add to pattern cutting and garment assembly techniques.
 - To provide the student with a fuller understanding of the practical application of pattern cutting and garment assembly whilst developing problem solving skills through the exploration and study of more complex garment types and their components.
- To investigate, analyse and apply more complex pattern construction and garment assembly methods.
- To apply knowledge gained in the design and development of two products
- To initiate standards for drawing the human male form, garment shapes and fabric drape for the purpose of developing working fashion drawings

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 Responsible Person:

Assistant Professor, Aude Le Guennec

Aims:

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

E17PM Principles of Management

Delivery: Lecture based

Assessed: 30% Course work, 70% Exam

Course Responsible Person:

Assistant Professor Cath Fenton

Aims:

The course aims to introduce the principles of management and provide an appreciation of the economic and trading factors which affect companies' performance.

E18BM Fashion Buying and Merchandising

Delivery: Lecture based

Assessed: 30% Course work, 70% Exam

Course Responsible Person:

Assistant Professor Andrew Grieve

Aims:

The course will review the buying process and explore the role of merchandising within the fashion industry with live projects, where possible, to support learning

E18CB Consumer Behaviour

Delivery: Studio based

Assessed: 100% Project Work

Course Responsible Person:

Assistant Professor Cath Fenton

Aims:

This course will provide an understanding of the principles of consumer buyer behaviour, the theories, research methods that help to predict, comprehend and bring about change in consumer behaviour within a retail context

Semester 2 weeks' 18 - 33**E18CD Contemporary and Contextual Studies**

Delivery: Seminar/Practical

Assessed: 100% Project Work

Course Responsible Person:

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

E18DP Digital Application

Delivery: Practical Lab

Assessed: 100% Course work

Course Responsible Person:

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

E18SM Services Marketing and Management

Delivery: Practical Lab

Assessed: 100% Course work

Course Responsible Person:

Assistant Professor Cath Fenton

Aims:

This course will provide students with a far deeper understanding of the latest development in retailing, taking on board the important role of the services industry.

E18PA Promotion and Advertising

Delivery: Lecture based

Assessed: 100% Course work

Course Responsible Person:

Assistant Professor Andrew Grieve

Aims:

This course will provide an understanding of the role of promotions and advertising within the fashion industry and the current trends and themes to target niche and mainstream mass market audiences. Live projects, where possible, will be used to support the learning.

Year Three, SCQF level 9, each course 15 credits
Semester 1 weeks' 1-14

E19CZ Contemporary and Contextual Studies

Delivery: Seminar/Practical Assessed: 100% Course work
Course Responsible Person: Associate Professor Britta Kalkreuter

Aims:

The students will develop a deeper understanding of fashion and retail from a contextual point of view with industry visits and speakers sharing their experiences and views on the fashion and retail industry

E19FS Fashion Business in Practice

Delivery: Lecture/Seminar Assessed: 100% Course work
Course Responsible Person: Assistant Professor Andrew Grieve

Aim:

An industry led course where the students will be set a task to research and investigate a current fashion issue and to then to present in their field of interest their findings and conclusions

E19EV Events Promotion

Delivery: Lecture based Assessed: 100% Course work
Course Responsible Person: Assistant Professor Cath Fenton

Aims:

This course will enable students to understand the role of fashion communication in the Fashion Industry, the role of promotional events and the organisational skills required to organise a fashion show/event/activity.

E19BS Buyers Specification

Delivery: Lecture based Assessed: 100% Course work
Course Responsible Person: Assistant Professor Lisa Macintyre

Aims:

This course will provide students an opportunity to understand the standards required within retail and manufacture of the materials specifications from the retailer perspective.

Semester 2 weeks' 18 - 33

E19CO Contemporary and Contextual Studies

Delivery: Seminar and Practical Assessed: 100% Course work
Course Responsible Person: Associate Professor Britta Kalkreuter

Aim:

This course develops further the work from CCS in semester 1

E19BC Brand Communications

Delivery: Lecture/Seminar
Course Responsible Person:

Assessed: 100% Course work
Assistant Professor Andrew Grieve

Aim:

This course will help students further understand the role of brand communications in the Fashion Industry and to create a fashion promotion concept for a specific brand.

E19RM Retail Management and Finance

Delivery: Lecture based
Course Responsible Person:

Assessed: 100% Course work
Assistant Professor Cath Fenton

Aim:

This course will develop the students' understanding of the retail structure, the dynamics within the industry sector and how ideas can be transferred from other sectors to enable retail to promote the interests of its customers. The financial component will allow the students to understand the cost/benefit analysis of decision making in terms of choices in strategies.

E19MA Management Report

Delivery: Seminar
Course Responsible Person:

Assessed: 100% Course work
Assistant Professor Andrew Grieve

Aims:

This course requires the students to develop a small business idea for retail and to produce a management report to be presented to industry. This course will cover the individual stages of compiling a management report, including the cash flow and break even analysis sections to consider the financial viability of the idea

Year Four, SCQF level 10, each course 15 credits
Semester 1 weeks' 1-14

E10CA/CB - Honours Project / Dissertation

Delivery: Workshops
Course Responsible Person:

Assessed: 100% Course work
Assistant Professor Andrew Grieve

Aims:

These courses aim to afford students the opportunity to study in depth, a topic of particular relevance in the field of fashion/clothing management.

E10SM Strategic Management

Delivery: Lecture based
Course Responsible Person:

Assessed: 30% Course work, 70% Exam
Assistant Professor Cath Fenton

Aims:

This course will give students an appreciation of the concept of strategic management as well as developing an understanding of strategic options, implementing strategic plans and realising company capabilities.

E10EC E-Commerce

Assessed: 100% Course work
Assistant Professor Cath Fenton

This course will enable students the opportunity to explore the supply chain in the context of specific industries such as the fashion, design and textile industries. To analyse the effect of evolving channels of communication on product, marketing and customer relationship management

E10CC/DD Honours Project (Dissertation 3/Dissertation 4)

Assessed: 100% Coursework

Assistant Professor Andrew Grieve

These courses aim to afford students the opportunity to study in depth, a topic of particular relevance in the field of fashion/clothing management.

Assessed: 30% Course work, 70% Exam

Assistant Professor Andrew Grieve

This course will enable students to assess marketing opportunities, devise appropriate market entry strategies and develop marketing plans for international markets.

E10ER Evaluative Report

Assessed: 100% Course work

Assistant Professor Cath Fenton

This course will help students to identify the appropriate market for their design practice/ fashion collection /marketing concept or business idea. In addition, the course will help students to justify and provide a coherent rationale for marketing their own business idea.

Year One, SCQF level 7, each course 15 credits

E17CS Contemporary and Contextual Studies

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

Assessed: 100% Coursework

Course leader:

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

Assessed: 100% Coursework

Course leader:

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

Assessed: 100% Coursework

Course leader:

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
Course leader:

Assessed: 100% Project work
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
Course leader:

Assessed: 100% Project work
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
Course leader:

Assessed: 100% Project work
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
Course leader:

Assessed: 100% Course work
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
Course leader:

Assessed: 100% Course work
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
Course leader:

Assessed: 100% Course work
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
Course leader:

Assessed: 100% Project work
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
Course leader:

Assessed: 100%% Project work
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

Course leader:

Assessed: 100% Course work

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

Course leader:

Assessed: 100% Course work

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

Course leader:

Assessed: 100% Course work

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

Course leader:

Assessed: 100% Course work

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

Course leader:

Assessed: 100% Course work

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

Course leader:

Assessed: 100% Course work

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
Course leader:

Assessed: 100% Course work
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

Fashion Technology

**Year One, SCQF level 7, each course 15 credits (unless stated otherwise)
Semester 1 weeks' 1-14**

E17FM Introduction to Fashion Marketing*

Delivery: Lecture based
Course leader:

Assessed: 50% Course work, 50% Exam
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.

E17WW Introduction to Fashion 1*

Delivery: Studio based

Assessed: 100% Coursework

Course leader:

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

Assessed: 100% Coursework

Course leader:

TBC

Aims:

- To develop the effective use of digital technology within the context of design
- To explore digital media in relation to design development

E17PM Introduction to Principles of Management*

Delivery: Lecture based

Assessed: 30% Coursework 70% Exam

Course leader:

Assistant Professor Cath Fenton

Aims:

- Provide an appreciation of the economic and trading factors which affect companies' performance
- Introduce the principles of management
- Explore the controls that are important for successful and effective volume clothing and fashion manufacture in the 21st Century.

Semester 2 weeks' 18 - 33

E17MW Introduction to Fashion 2*

Delivery: Studio based

Assessed: 100% Coursework

Course leader:

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

E17PC Design & Development Process (30 credits) *

Delivery: Studio based

Assessed: 100% Coursework

Course leader:

Assistant Professor Bruce Roberts

Aims:

- To provide the student with knowledge and skills in techniques of fashion design for a variety of applications
- To provide knowledge and understanding of the relevant design development communication techniques

- To provide students with a theoretical and practical understanding of pattern creation and adaptation in relation to garment types and details
- To investigate, analyse and apply appropriate pattern construction and garment assembly methods

E17TX Textiles 1*

Delivery: Lecture based
Course leader:

Assessed: 60% exam and 40% Coursework
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.

Year Two, SCQF level 8, each course 15 credits
Semester 1 weeks' 1-14

E18TS Textiles 2*

Delivery: Lecture based
Course leader:

Assessed: 60% exam and 40% Coursework
Assistant Professor Dr Lisa Macintyre

Aims:

This course is designed to build on the general appreciation of fabrics developed in Textiles 1, giving students an understanding of the specific properties and uses of knitted and woven fabrics and developing their awareness and skills in fabric specification and selection. The aims are as follows:

- To develop student's understanding of the properties, end uses and constructional requirements (if any) of different principal knitted and woven fabrics.
- To develop basic practical fabric analysis and specification skills, including basic quality measurements.
- 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.

E18PE Pattern Experimentation*

Delivery: Studio based
Course leader:

Assessed: 100% Course work
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.

E18BM Fashion Buying and Merchandising*

Delivery: Lecture based
Course leader:

Assessed: 30% Course work, 70% Exam
Assistant Professor Andrew Grieve

Aims:

- to fully understand the merchandising and buying 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 merchandising context

E18DD Sustainable Product Development*

Delivery: Studio based
Course leader:

Assessed: 100% Coursework
Assistant Professor Dr. Sue Thomas

Aim:

- The course will develop knowledge and skills in the development from design through to the production of garment/s for a specialised market focusing on sustainability; including basic market research, research analysis, development of design ideas, pattern development, realisation of sample garment/s, preparation of relevant production documentation and total project evaluation.

Semester 2 weeks' 15 - 30

E18TJ Tailored Jacket*

Delivery: Studio based
Course leader:

Assessed: 100% Course Work
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

E18LE CAD Design & Development*

Delivery: Studio based
Course leader:

Assessed: 100% Course work
Assistant Professor Bruce
Roberts

Aims:

- To explore different computer aided design programmes with mixed media and software design tools for product development
- To provide an introduction to the use of specific CAD systems for the garment product development process.

E18GT Garment Technology*

Delivery: Lecture based
Course leader:

Assessed: 100% Course work
TBC

Aims:

- To introduce advanced and specialised technologies which are used in the global garment manufacturing industry.
- To introduce the importance and use of technical fabric specifications (functionality)
- To develop ability to originate a full range of specifications for specified products/garments.
- To identify essential physical properties for particular garments and markets

E18ME Menswear Development*

Delivery: Studio based
Course leader:

Assessed: 100% Course work
TBC

Aims:

- To develop and awareness of the requirements of menswear
- To develop a deeper knowledge and skills in the development from design through to the production of menswear garment/s.
- To develop skills of analysis and synthesis of menswear products

Year Three, SCQF level 9, each course 15 credits
Semester 1 weeks' 1-14

E19DL Commercial Product Development*

Delivery: Studio based
Course leader:

Assessed: 100% Course work
Assistant Professor Bruce Roberts

Aims:

- The course will develop a deeper knowledge and skills in the development of commercially focused design through to the production of garment/s.
- To develop a faster and more focused commercial responsiveness

E19CD Professional CAD Portfolio*

Delivery: Studio based
Course leader:

Assessed: 100% Course work
Assistant Professor Dr Alana James

Aims:

- To enhance cognitive development in a variety of clothing design fields.
- To develop knowledge of analysis and interpretation of research information.
- To encourage self-awareness in design style in relation to commerciality.
- To expand range of design awareness.

E19PM Production Management 3A*

Delivery: Lecture based
Course leader:

Assessed: 50% Course work, 50% Exam
TBC

Aims:

- To further develop the skills in production management and to equip the student with the knowledge to undertake production planning and implementation.

E19BS Buyers Specifications

Delivery: Lecture Based
tutorials

Assessed: 50% Coursework, 50% assessed

Course Leader: Assistant Professor Dr Lisa Macintyre

Aims:

- To enable students to identify essential and desirable performance characteristics for products based on intended end-use and market level.
- 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.

Semester 2 weeks' 15-30

E19CX Collection Project (30 credits)*

Delivery: Studio based
Course leader:

Assessed: 100% Course work
Assistant Professor Dr Sue Thomas

Aims:

- To further develop skills in commercial design and development
- Apply knowledge and understanding of processes relevant to commercial product development.
- Design and develop a collection of garments and specification pack for a specified market level

E19PX Production Management 3B*

Delivery: Lecture based
Course leader:

Assessed: 50% Course work, 50% Exam
TBC

Aim:

- To synthesise the introduction of a new product into a manufacturing situation.

E19TA Future Textiles and Apparel*

Delivery: Lecture based
Course leader:

Assessed: 30% Course work, 70% Exam
Assistant Professor Dr Danmei Sun

Aims:

- To provide knowledge of the difference between conventional, technical and smart/interactive textile and clothing systems and the need for the development of smart textile clothing systems.
- To provide insight into the technologies being developed for high added-value smart, intelligent multifunctional clothing systems and to illustrate the key elements in a smart clothing system from various product domains
- To establish an appreciation of the role of fabric aesthetics in the performance of clothing, to give an understanding of current research areas in smart materials.

Year Four, SCQF level 10, each course 15 credits

Semester 1 weeks' 1-14

E10IT International Trade Issues*

Delivery: Lecture based

Assessed: 30% Course work, 70% Exam

Course leader:

Assistant Professor Cath Fenton

Aims:

- To consider the flows of trade in textiles and fashion in the global market
- To enable students to develop understanding of theories of international business and trade
- To introduce students to the increasingly global world of fashion operations
- To emphasise the role of the multinational company in the conduct of international business
- To highlight modern theories of the competitive advantage of nations and the importance of business clusters
- To enhance business planning skills through a deeper understanding of the global context and the business environment for the fashion and textiles industry

E10SM Strategic Management*

Delivery: Lecture based

Assessed: 30% Course work, 70% Exam

Course leader:

Assistant Professor Cath Fenton

Aims:

- Introducing the concept of strategic management
- Identifying Strategic Position
- Realising company capabilities
- Identification of Strategic Options
- Implementing the Strategic Plan
- Development of Organisational and Operational Strategies

E10CA/CB/CC/DD Honour Project (60 credits in total) (Semesters 1 & 2)*

Delivery: Lecture based

Assessed: 100% Course work

Course leader:

Assistant Professor Bruce Roberts

E10CA/CB/CC/DD - Honours Project / Dissertation 1/2/3/4 – 60 credits total

Aim:

- To provide an opportunity to study, in depth, a topic of particular relevance in the field of fashion, clothing or related subject area.

Semester 2 weeks' 15-30

E10MG International Marketing & Globalisation Strategy*

Delivery: Lecture based

Assessed: 30% Course work, 70% Exam

Course leader:

Assistant Professor Andrew Grieve

Aims:

- To encourage students to be aware of the potential benefits of involvement in international marketing.
- To show the challenges that international marketing may pose and to provide an indication as to how these challenges can be faced
- To enable students to develop a deeper understanding of the firm's competitive environment and the basis of competitive advantage of the firm

- To introduce students to the increasingly global world of business operations, organisational structures and cultural issues
- To explore the nature of competitive interactions on different battlefields and in international industries
- To highlight modern theories of international competitive advantage
- To enhance business planning skills through a deeper understanding of the optional global business strategies of companies
- The module will enable students to assess marketing opportunities, devise appropriate market entry strategies and develop marketing plans for international markets.

E10CZ Commercialisation in Context*

Delivery: Lecture based

Course leader:

Assessed: 100% Project work

Assistant Professor Cath Fenton

Aims:

- a detailed knowledge and understanding of advanced research methods and techniques
 - an in depth understanding of the logistical requirements for the commercialisation of a product range