





FASHION

ABOUT THE COURSE

The fashion industry is innovative, creative, exciting, visual and stimulating. Students are encouraged to be open minded and experimental, challenging creativity at all times whilst producing conceptual and directional work. Great emphasis is placed on achieving high professional standards in what is a demanding but highly rewarding career.

This exciting new course approaches fashion in a holistic and global way and has been designed to lead to a number of relevant career pathways within the creative industries. The course aims to inspire and develop both creative and technical skills, encouraging students to produce highly innovative, revolutionary and ground breaking work, and to become creative, dynamic and forward thinking individuals. Students will need to be analytical, self motivated and focused.

Students will gain experience and knowledge of design, garment production and an understanding of the fashion industry while exploring the importance of ethical, social, cultural and environmental issues in relation to fashion.

The course balances an awareness of both historical and contemporary influences within design. The acquisition of practical skills such as pattern cutting, draping, garment manufacture, fabric sourcing and the exploration of materials run alongside business fundamentals such as promotion, buying, marketing and merchandising.

Students will have the opportunity to participate in national and international competitions, and live industry based design projects. Team working, business case studies and professional practice are important elements within the course as these reflect working practices within the fashion industries. The course also offers opportunities for collaborative work with students from other related disciplines at the University College such as Textiles, Surface Design, Graphic Communication and Film and Video.

LEVEL ONE

Fashion is a fast moving and dynamic industry. The course philosophy is to nurture individual students and in turn produce innovative designers and practitioners. You will begin with an introduction to the fundamentals of fashion design and business. The course will help you to develop intellectual curiosity and produce innovative concepts through study and practice, which will focus on materials, processes and techniques. You will be encouraged to explore and develop conceptual ideas utilising your own visual research and to gain a broad understanding of the fashion industry. Embedded within your studio practice will be an introduction to historical and theoretical issues that relate to fashion design.

LEVEL TWO

Building upon the fundamental skills and concepts you have mastered in Level One, you will begin to develop and identify a personal design philosophy and handwriting. You will be encouraged to analyse, visualise, synthesise and articulate; to be resourceful and entrepreneurial; and to develop learning strategies to facilitate the acquisition of knowledge and understanding.

You will be required to investigate an industry case study and further your understanding of the contemporary fashion contexts in which you will be working. As Level Two ends you will prepare to launch into a fashion related career with your completed Foundation Degree, or to progress to BA (Hons) level study.

LEVEL THREE

Level Three BA (Hons) allows you to consolidate and capitalise on the skills, knowledge and experience gained throughout the course and provides a unique opportunity to generate a sustained body of work that will support you in your future career or further study. You will utilise skills in organisation, management and communication alongside the technical, creative and conceptual skills associated with your subject practice.

You will plan and develop your final project with the help of your tutors, which may comprise a fashion collection or other equivalent body of work. In addition to your studio work, you will produce a Research Report that broadly contextualises your practice and demonstrates your engagement with a sustained piece of written work.



WHAT MAKES US SPECIAL

Highly qualified professionals who have a thorough understanding of the subject and its significance in the creative sector deliver teaching on the course. NUCA's facilities and workshops are excellent and students have access to design tools and production technologies associated with relevant media.

With this new course we are confident that graduates will be prepared for entry-level creative roles in the fashion industry and will also be able to apply their skills into wider creative industries. Students who successfully complete their undergraduate studies are also able to progress to a range of MA courses at NUCA.

QUALIFICATION LEVEL

This course is available at Foundation Degree (FdA) with optional One Year top up to BA (Hons) Degree. For further details on qualification levels please see page 17.

The Small Print

UCAS Code: N39*

Course Code: W232

Entry Requirements

For details of entry qualifications please refer to page 106.

About You and Your Portfolio

You will need to show awareness and enthusiasm for fashion through drawing, photography and other media. Your portfolio should show a range of techniques and skills and not just be concentrated on fashion-related work. We encourage applicants with a wide range of interests and variety of backgrounds. It is not necessary to show computer-based work, we are more interested in your ideas and sketches, but students do need basic PC/Mac skills.

For further information please email:
fashion@nuca.ac.uk

* please refer to the
inside back cover