

FASHION

Student profile

Alicja Kurek, from Gdansk in Poland
BA (Hons) Fashion



It's changed the way I think about design

If possible the course has made me appreciate it even more. It covers the couture side of fashion but is also very commercially-focused. I feel I'm being prepared for the real world of employment and the Course Leader teaches a very disciplined approach to design while remaining open minded.

I had always been interested in the psychology of fashion and decided to go back to university to do something I love.

I already lived in Norfolk and had been to Open Days at NUCA and always had a good feeling about it.

The teaching staff are very patient covering the technical side of sewing and pattern cutting and the lecturers are able to talk from experience as designers at fashion labels. I'm already thinking about moving on to a Masters degree when I graduate and feel that working in fashion as a career would be the right pathway for me.

See a film about Alicja at: www.nuca.ac.uk/itunes

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ABOUT THE COURSE

The BA (Hons) Fashion course balances its focus between creativity and the development of the technical skills needed for a range of employment opportunities within an exciting and diverse fashion industry. It combines conceptual and directional fashion design practices with a strong emphasis on creative pattern-cutting methods, professional garment construction techniques and couture levels of craftsmanship.

You are expected to bring your own thoughts and influences to the course and are encouraged to develop your individual style and approach to design. The course focuses you on creativity and the acquisition of key skills. Exploration of both 2D/3D pattern cutting and garment manufacture will stimulate you to be truly revolutionary and push boundaries.

The course aims to produce industry-ready graduates with the relevant skills and attitude demanded by the workplace. Work-related learning is offered through work placement opportunities within the fashion industry as well as through set projects, competitions and live briefs that engage you in real-world fashion design practices.

Teaching staff have a wealth of skills and fashion house experience, having sold their own labels through Harrods and Harvey Nichols and worked with designers such as Nicole Farhi, Roland Mouret and French Connection. Guest lecturers from diverse areas of the fashion industry visit the University College regularly to deliver relevant lectures and workshops.

HOW THE COURSE IS TAUGHT

Year One

In your first year of study you explore and develop an individual approach to fashion design, gaining an understanding of fashion within a range of contexts. Based in the studio and workshop, you focus on a range of skills including visual research, drawing, design development, flat pattern cutting, 3D stand cutting, tailoring, draping on the stand and garment construction. You are introduced to methods of information gathering and evaluation ensuring that you understand the benefits of being outward looking, critical and enquiring. You visit shops, galleries and museums enabling you to relate industry, historical and theoretical issues to contemporary fashion design.

Year Two

As you move towards a level of independence in your study you continue to develop your personal conceptual approach through research of visual and written sources. Technical skills gained in Year One are built upon, through the introduction of tailoring, block making, extensive prototype and toile development.

You develop specialist pattern cutting and garment construction skills, which are both aesthetically and technically innovative. Projects focus on exploring different market levels through set briefs, live projects and competition work. During this year you have the opportunity to undertake work placement experience within the fashion industry.

Year Three

By your final year you have developed your individual design handwriting and this year allows you to consolidate and capitalise on the skills, knowledge and experience gained throughout the course. You work towards the production of a professional fashion design portfolio and final collection of outfits or alternative form of final submission. This is presented in the professional context of a catwalk show or static installation at the end of year exhibition and reflects your innovative approach, technical skills and ability to communicate your design ideas. In addition to your studio work you produce a Research Report that broadly contextualises your practice and demonstrates your engagement with a sustained piece of written work.



Clockwise from top:
The new fashion studio; Student fashion illustration and design; Detail of development work.

Opposite page clockwise from top:
A range of design work in progress.



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RESOURCES

The Fashion studio and workshop is a large integrated space within the Guntons Building, overlooking the river Wensum. The workshop facilities include an extensive range of specialist professional sewing and pressing equipment, purpose built pattern-cutting tables and state-of-the-art mannequins. A full-time dedicated technician with industry experience supports students as they develop their own technical skills.

YOUR FUTURE

The course develops you into an industry ready practitioner and graduates can follow a wide range of career paths within the fashion and related creative industries. Creative design opportunities in womenswear and menswear exist within a range of market levels, as well as technical opportunities within creative pattern cutting and garment production. Alternatively, graduates may take up roles within trend forecasting and prediction, business and media, fashion editorial, styling, art direction and illustration.

Business and professional skills are embedded into the course from the very first day of study. The staff team have extensive industry experience and specialist visiting lecturers from industry are invited to deliver lectures, seminars and live projects.

Recent visiting industry specialists include Ellen Brookes (Jack Wills and Aubin Wills), Lottie Tarpey (Marks & Spencer), David Jones (Fashion Management Services), Gresham Blake (Savile Row trained menswear tailor), Vanessa Denza (specialist recruitment and global consultancy), Harvey Bertram-Brown (music and commercial director), Dai Rees (artisan and crafts practitioner), Joan Brown (Savile Row couturier), Demetrios Psillos (ex-pattern cutter for John Galliano and fashion illustrator) and Julie Verhoven (fashion illustrator).

Students will have the opportunity to show in London at Graduate Fashion Week.

Students who successfully complete their undergraduate study may wish to further their career through postgraduate study with an MA in Fashion at NUCA.

COURSE INFORMATION

This course is available at BA (Hons) Degree.

UCAS Code: N39

Course Code: W232

Contact: fashion@nuca.ac.uk

For further information visit:
www.nuca.ac.uk/bafashion

Student profile

Siobhan O’Keeffe, from Suffolk
BA (Hons) Fashion



The course feels very personal

The tutors always make themselves available for students. The course leader has got so much knowledge thanks to her experience – she’s been in industry, run courses at other universities and got a book full of contacts.

Year One has a practical focus – the course leader wants us all to become makers, which is great because I find it fulfilling to work with garments and want to graduate with really good tailoring skills. I’m interested in making things and I’ve always wanted to be a designer with my own label.

I make and sell my own style of extravagant fascinators and I want to do a work placement so I can watch clothes being made – I always want to learn.

We’re already planning for our graduation and are starting to raise funds for our show of final work. We’re excited about the idea of showing in London for Graduate Fashion Week.

View Siobhan’s work at:
www.nuca.ac.uk/studentprofiles