

# BA (HONS) FASHION DESIGN: COMMUNICATION



## BA (Hons) Fashion Design: Communication

<b>Awarding Body</b>	University of the Arts London
<b>College</b>	Central Saint Martins
<b>School</b>	M School
<b>Programme</b>	CSM Fashion (L028)
<b>Course AOS Code</b>	CSMBAFDRF01
<b>FHEQ Level</b>	Level 6 Degree
<b>Course Credits</b>	360
<b>Mode</b>	Full Time
<b>Method</b>	Face to Face
<b>Duration of Course</b>	3 years
<b>Valid From</b>	2025/26
<b>Collaboration</b>	N/A
<b>UAL Subject Classification</b>	Fashion Design
<b>PSRB</b>	N/A
<b>Work placement offered</b>	Yes
<b>Course Entry Requirements</b>	<p>The standard entry requirements for this course are as follows:</p> <p>One of the following accepted full Level 3 qualifications:</p> <ul style="list-style-type: none"> <li>• Pass at Foundation Diploma in Art and Design (Level 3 or 4) and one A Level at grade C or above</li> <li>• Merit, Pass, Pass (MPP) at BTEC Extended Diploma (preferred subjects include Art, Art and Design or Design and Technology)</li> </ul>

	<ul style="list-style-type: none"> <li>• Pass at UAL Extended Diploma</li> <li>• Access to Higher Education Diploma equivalent to 64 UCAS tariff points (preferred subjects include Art, Art and Design or Design and Technology)</li> <li>• Pass at Foundation Diploma in Art and Design (Level 3 or 4) plus equivalent EU/international qualifications, such as International Baccalaureate Diploma (24 points)</li> </ul> <p><b>And</b> three GCSE passes at grade 4 or above (grade A*–C).</p> <p>Entry to this course will also be determined by assessment of your portfolio.</p> <p><b>AP(E)L – Accreditation of Prior (Experiential) Learning</b></p> <p>Exceptionally applicants who do not meet these course entry requirements may still be considered. The course team will consider each application that demonstrates additional strengths and alternative evidence. This might, for example, be demonstrated by:</p> <ul style="list-style-type: none"> <li>• Related academic or work experience</li> <li>• The quality of the personal statement</li> <li>• A strong academic or other professional reference</li> </ul> <p><b>Or</b> a combination of these factors.</p> <p>Each application will be considered on its own merit but we cannot guarantee an offer in each case.</p> <p><b>English language requirements</b>  IELTS score of 6.0 or above, with at least 5.5 in reading, writing, listening and speaking (please check our main <a href="#">English language requirements webpage</a>).</p>
<b>Selection Criteria</b>	<p>We select applicants who can demonstrate current ability and potential to:</p> <p><b>Work imaginatively and creatively in 2D and 3D visual and material media:</b></p> <ul style="list-style-type: none"> <li>• Engage with experimentation and invention</li> <li>• Show imagination and ambition in proposals for</li> </ul>

their work

- Take informed risks

**Demonstrate a range of skills and technical abilities:**

- Through the portfolio, demonstrate a range of approaches to design development, originated from personal experience or visual research and progressed through logical stages to a finished design solutions
- Evidence handling a material or medium with sensitivity to its qualities
- Demonstrate engagement and improvement in a recently learned technical skill
- Demonstrate an awareness of planning and time management skills
- Provide evidence of intellectual enquiry within their work

**Demonstrate relevant research skills:**

- Evidence your ability to critically reflect on and evaluate your achievements

**Demonstrate cultural awareness and/or contextual framework of their work:**

- Demonstrate an awareness of contemporary fashion design communication and promotion
- Identify social and/or cultural influences on their work
- Articulate and communicate intentions clearly
- Discuss their work in individual and group situations
- Present their work appropriately and effectively

**Demonstrate commitment and motivation in relation to the subject and the course:**

- Develop their own ideas and address both set and personal project briefs
- Show willingness to collaborate
- Show initiative

**What we are looking for**

BA Fashion Design is for the talented, self-motivated fashion enthusiast. Spirited, informed and mature enough to commit to a course that is demanding in its breadth and depth, you will thrive in the creative atmosphere that has spawned many of fashion's brightest talents. In this fast-moving global industry it takes hard work, flexibility and passion to succeed.

## Awards and Percentage of Scheduled Learning

### Year 1

Awards	Credits
Certificate of Higher Education (Exit Only)	120

### Year 2

Awards	Credits
Diploma of Higher Education (Exit Only)	240

### Year 3

Awards	Credits
Bachelor of Arts	360

### Scheduled Learning Split by Level

Level 4	34%
Level 5	13%
Level 6	14%
<b>Total Scheduled Learning Split</b>	<b>18%</b>

## Course Aims and Outcomes

The Aims and Outcomes of this Course are as follows:

Aim/Outcome	Description
Aim	To facilitate an understanding of the global context of fashion, through a curriculum that represents a diverse and inclusive definition of fashion and creative practice, and actively promotes social, racial, and climate justice.
Aim	To engage students in self-reflection, creative challenge, and collaborative learning, developing work that will expand their knowledge and enrich their contribution to fashion design and creative practice.
Aim	To support students in formulating skill-based making practices and selecting appropriate materials to create a physical body of work that explores their individual identity.
Aim	To develop responsible designers with the critical and reflective ability and knowledge to contribute positively to the global fashion industry.
Outcome	Students will work within their chosen specialist pathway to demonstrate and apply a critical understanding of the global fashion industry, producing outcomes considering body diversity and social, racial, and climate justice & the appropriate use of technologies to support these.
Outcome	Students will apply independent learning and communicate effectively with others through negotiation and collaborative engagement to set goals, formulate ideas and present and evolve imaginative solutions.
Outcome	Students will apply their learning to develop ideas and information effectively using a range of established and emerging skills appropriate to their chosen pathway.
Outcome	Students will demonstrate sustainable and regenerative values to present a portfolio of guided projects that communicate ethical design development and final outcomes effectively.

	Distinctive Features
1	<b>World-leading:</b> The fashion programme has nurtured many successful independent designers and creative practitioners, some working in the most prominent fashion houses worldwide across a broad spectrum of careers. The course retains links with its alums, who regularly contribute to teaching and curriculum development.
2	<b>Five specialist pathways:</b> The named pathways encompass the main disciplines of fashion design: womenswear, Menswear, Knit, Print, and Communication. Each offers a unique combination of fashion design and cultural and theoretical studies, taught by highly experienced creative practitioners.
3	<b>Interdisciplinary:</b> The breadth and diversity of the curriculum promote active learning through analogue, digital and hybrid project-based inquiry. Students harness the power of cooperation, collaboration, and partnerships to enhance their creative practice by interacting with their peers and tutors on the course, who come from around the globe.
4	<b>Embedding social, racial, and climate justice in design:</b> In all projects, students consider fashion within a global context; they are expected to question their work and are discouraged from using non-regenerative virgin materials. External professionals championing diversity, decolonisation, and sustainability teach on the course. These insights give the students essential knowledge to guide their thinking in a planet-positive way.
5	<b>Employability-focused:</b> There is an emphasis on employability and professional development throughout the course, with opportunities to undertake a placement year (DPS) or additional qualifications in enterprise (EDIP) and creative computing (CCI).
6	<b>Purpose-driven:</b> Fashion Design at Central Saint Martins inspires students to find their purpose, gain confidence and use their research and creativity to have a positive impact on society.



## Course Detail

BA Fashion Design comprises five pathways: Womenswear, Menswear, Knit, Print, and Communication. We encourage collaboration at every stage, and throughout the course you will work on projects with the other courses and with students of the BA Fashion Communication course. As a program we encourage students to break down all societal barriers and perceptions when describing gender and identity. We embrace a non-gendered approach.

On the BA Fashion Design Communication pathway, students learn how to express creative ideas using the body as a foundation. While on the course, students understand how to develop a creative identity and how to communicate that within their practice uniquely. Their work could fit within a multitude of creative fields, such as an exhibition, a book, a zine launch, a club night, a fashion presentation, or a catwalk. Students are encouraged to develop their design vision, become confident at communicating ideas visually on paper and through engaging with digital software, tools and platforms, and learn how to express their creativity from 2d into 3d engineered conception.

BA Fashion Design at Central Saint Martins is globally renowned. The course has an excellent staff team of highly experienced practitioners and researchers with international profiles who come from diverse backgrounds and remain connected to their industry and are at the forefront of fashion. Students are innovators, critical thinkers, and trailblazers and thrive within the lively and dynamic art school environment that differentiates fashion at CSM from other fashion courses. Students learn through different experiences as a community, they are encouraged to connect, working with peers and industry to strengthen their learning, understanding, and opportunities.

In the Central Saint Martins Fashion Programme, we work to be at the heart of the debate about the future of fashion. Learning is our core purpose and our research, industry and external relationships enrich our approach. We are committed to reflecting and influencing the sustainable transformation of the industry. Social, racial and climate justice are our core values and we believe in a fairer world for all.

Our outlook responds to decolonising the curriculum agendas by focusing on inclusive and diverse fashion pedagogical thinking and practices that reflect the international nature of our community and global fashion systems. We believe we must constantly challenge ourselves to shape ethical approaches in creative practice.

## Course Units

An emphasis on professionalism, innovation and creativity on this pathway will allow you to develop and realise your ideas. You will be introduced to various design skills which will inform and support your creativity. These will include research methods; flat pattern cutting; modelling on the stand; garment construction; tailoring processes and finishing; illustration; and presentation skills. You will widen your awareness of the diversity of the industry and gain an understanding of the global context and system of fashion. Within this first year, you will engage with the urgency of the climate emergency and community engagement to explore a diverse and inclusive definition of fashion and approaches to creative practice. Knowledge will be enhanced through targeted projects and the guidance of lecturers who are specialists in their field. The whole course is a learning journey; you will gain a deeper appreciation for your pathway area at each stage.

### Stage 1

**Unit 1: Introduction to the Fashion Programme and to Studying at CSM**

**Unit 2: Skills, Research and Creative Development. Part 1**

**Unit 3: Skills, Research and Creative Development. Part 2**

**Unit 4: Creative Unions**

In Stage 1, all students arrive at CSM with different skills and experiences, which adds richness to the course and enhances peer learning and collaboration. This first year aims to improve your understanding and approaches to learning and will provide a base level of skills to enable you to be successful in your pathway. You will focus on the skills needed to communicate information effectively and will be introduced to resources which support your studies. Units 2 and 3 will provide a foundation in the generation and development of design ideas. Through practical workshops, you will learn the unique aspects your chosen pathway. You will also be introduced to other course pathways. Creative Unions provides you with the opportunity to engage collaboratively with students from different disciplines at CSM. The unit introduces you to ways of thinking about cross-disciplinary, participatory practice to address common world challenges. Working in a small team you will identify a context where social and environmental issues arise and produce a collective response that seeks to activate positive and ethical change.

### Stage 2

**Unit 5: Positioning and Professional Preparation**

**Unit 6: Developing Creative Perspectives**

**Unit 7: Voice and Vision**

**Unit 8: Fashion Critical Studies**

In stage 2, Unit 5 encourages you to consolidate the skills needed to develop and articulate your own practice. You will further enhance your knowledge of industry and collaborative working with a focus on your future employability. During this

year, you will benefit from the opportunity to interact with, and gain feedback from external guest speakers and live projects. In Units 6 and 7 you will explore the breadth of your subject, gaining confidence and developing your individual talents to allow you to form your own opinions. Learning includes studio and formal tutorial guidance, seminars, lectures, external projects and competitions, critiques, personal research, independent study and team projects. Unit 8 offers a range of research methods and approaches which will support you in undertaking more self-directed study. This unit centres on the critical and cultural theories, which underpin the thinking and creative practice throughout the course.

### **Stage 3**

#### **Unit 9: Final Collection: Research, Design and Development**

#### **Unit 9a: Final Collection: Research, Design and Development (Option 2)**

#### **Unit 10: Dissertation**

#### **Unit 10a: Dissertation: Extended (Option 2)**

#### **Unit 11: Final Collection: Resolution and Global Sharing**

Stage 3 gives you an increased level of autonomy. Within a supportive community, you will benefit from regular tutorials and guidance. Through exposure to different manufacturing processes, systems and materials, you to define your creative identity as a designer during this final year of study. By the end of Unit 9, you will have completed the initial research and design phase and presented your degree collection proposal to a portfolio presentation standard.

Your dissertation represents the culmination of your cultural studies work for your degree. It extends your research, analytical and communication skills. You will focus on a selected aspect of visual, textual, material, social, media or spatial culture, this will align with an area of interest for your studio-based work. In some cases, students may wish to place greater emphasis on the dissertation. There is a route in place to accommodate this which you must make an application for. This will allow you to demonstrate a focused study of your chosen subject. In the final unit of the course, you will complete and present your degree collection and portfolio of work.

### **Optional Diploma Year**

#### **Industry Diploma in Professional Studies (DIPS)**

This optional diploma can be taken between years 2 and 3. With support from your tutors, you will undertake an industry placement for a minimum of 100 days/20 weeks. As well as developing industry skills, you will gain an additional qualification upon successful completion.

#### **CCI Creative Computing**

Between years 2 and 3, you can undertake the year-long Diploma in Creative

Computing. This will develop your skills in creative computing alongside your degree. After successfully completing the diploma and your undergraduate degree, you will graduate with an enhanced degree: BA (Hons) Fashion Design: Communication (with Creative Computing).

### **CCI Apple Diploma**

Between years 2 and 3, you can undertake the year-long Diploma in Apple Development. This will give you an opportunity to become an accredited apple developer alongside your degree. After successfully completing the diploma and your undergraduate degree, you will graduate with an enhanced degree: BA (Hons) Fashion Design: Communication (with Apple Development).

### **Mode of study**

BA Fashion Design runs for 90 weeks in full-time mode. It is divided into three stages over three academic years. Each stage lasts 30 weeks. You will be expected to commit 40 hours per week to study, which includes teaching time and independent study.

**CSM Academic Support** is delivered by a team of academics and practitioners working alongside your course to help you progress and achieve your maximum potential as a student. Academic Support can help you to develop your skills in different areas, including critical thinking, research and writing, time management, presentations and working independently and collaboratively. These may be offered as part of your timetabled classes or as bookable tutorials and workshops.

### **Credit and award requirements**

The course is credit-rated at 360 credits, with 120 credits at each stage (level). On successfully completing the course, you will gain a Bachelor of Arts with Honours (BA Hons degree).

Under the Framework for Higher Education Qualifications the stages for a BA are: Stage 1 (Level 4), Stage 2 (Level 5) and Stage 3 (Level 6). In order to progress to the next stage, all units of the preceding stage must normally be passed: 120 credits must be achieved in each stage. The classification of the award will be derived from the marks of units in Stages 2 and 3 or only Stage 3, using a dual algorithm.

If you are unable to continue on the course, a Certificate of Higher Education (CertHE) will normally be offered following the successful completion of Level 4 (or 120 credits), or a Diploma in Higher Education (DipHE) following the successful completion of Level 5 (or 240 credits).

## **Learning and Teaching Methods**

- Technical demonstrations
- Individual tutorials
- Creative studio practice
- Interactive workshops
- Lectures
- Peer learning
- Self-directed study
- Group tutorials and seminars
- Critiques
- Collaborative activities
- Live projects
- Guest speakers
- Moodle
- Independent study

## **Assessment Methods**

- Research
- Development work and processes (physical, digital and/or hybrid)
- Practical project outcomes
- Critiques
- Presentations

## **Reference Points**

The following reference points were used in designing the course:

- The Learning and Teaching policies of the University of the Arts London
- College policies and initiatives
- The QAA Framework for Higher Education Qualifications (FHEQ)
- The Art and Design Benchmark Statement
- UAL Framework for Embedding the Principles for Climate, Racial and Social Justice

# Course Diagram

**BA (Hons) Fashion Design: Communication** – PLEASE NOTE DUE TO VACATION DATES, SPECIFIC DELIVERY WEEKS MAY CHANGE.

S=summative assessment

E=elemental assessment

BLOCK 1															BLOCK 2																																
LEVEL 4 – Stage 1																																															
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30																		
Unit 1: Introduction to the Fashion Programme and to Studying at CSM  (20 credits)										S					E	E				E	Unit 3: Skills, Research and Creative Development. Part 2  (40 credits)					Unit 4: Creative Unions  (20 credits)				S																	
			E	Unit 2: Skills, Research and Creative Development. Part 1  (40 credits)				E						E																																	
LEVEL 5 – Stage 2																																															
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30																		
		Unit 5: Positioning and Professional Preparation  (20 credits)									S				Unit 7: Voice and Vision  (40 credits)															S																	

Unit 6: Developing Creative Perspectives (40 credits)															S	Unit 8: Fashion Critical Studies (20 credits)															S					
OPTIONAL DIPLOMA YEAR – LEVEL 5																																				
LEVEL 6 – Stage 3																																				
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30							
Unit 9: Final Collection: Research, Design and Development (40 credits)															S	Unit 11: Final Collection: Resolution and Global Sharing (60 credits)														S						
	Unit 10: Dissertation (20 credits)											S																								
LEVEL 6 – Stage 3 (Extended Dissertation Option 2)																																				
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30							
Unit 9a: Final Collection: Research, Design and Development (20 credits)															S	Unit 11: Final Collection: Resolution and Global Sharing (60 credits)														S						
	Unit 10a: Dissertation: Extended (40 credits)																			S																

*The University will use all reasonable endeavours to provide the Course and the services described in this Output. There may be occasions whereby the University needs to add, remove or alter content in relation to your Course as may be appropriate for example the latest requirements of a commissioning or accrediting body, or in response to student feedback, or to comply with applicable law or due to circumstances beyond its control. The University aim to inform you of any changes as soon as is reasonably practicable*