

## Fashion

BA (Hons)

A fashion programme which offers an innovative approach to the creative design process, where students develop their ideas through collaborative live projects and individual exploration.

### Course content

The course aims to equip graduates with a broad range of skills relevant to the fashion and associated industries and our students have an excellent track record of success in national and international design competitions. Students benefit from the School's strong links with the industry, which supports live design projects. The course offers a stimulating working environment where students are encouraged to develop their own individual aesthetic signature. Emphasis is placed on technical finesse, balanced by creative exploration and material investigation.

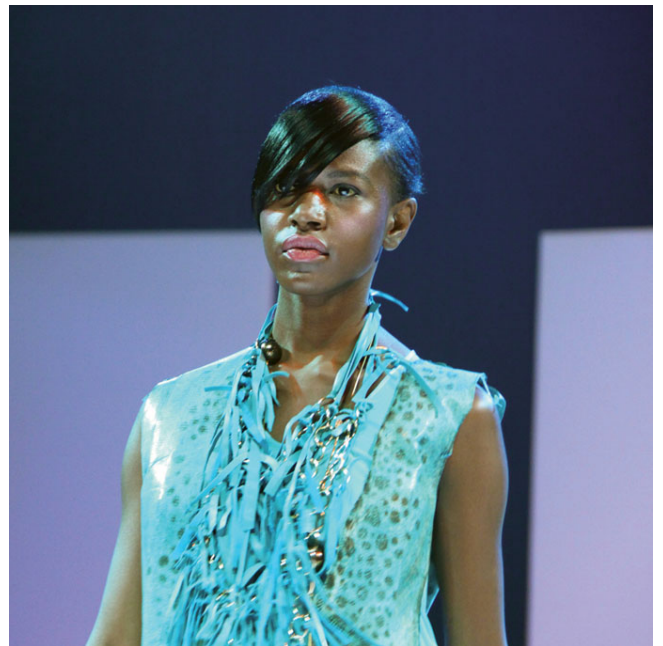
Students select their chosen pathway at the conclusion of stage two. Students are invited to present their skills to academic staff and representatives from the industry, their skills supported by a portfolio of work developed over the first two stages. Stage three is dedicated to specialist projects with the focus on either fashion, textiles for fashion or footwear/accessories. Students may also get the chance to produce work for the London and/or Northampton Graduate Fashion Shows.

### Stage one

There is an introduction to studio design and workshop practice in fashion, printed textiles, footwear and accessories, supported by the theoretical studies programme. Throughout this stage students are offered the opportunity to work on 'live' projects, in collaboration with the industry.

### Stage two

The emphasis is placed on students' creative potential and individuality with opportunity for co-ordinated work experience. Projects are generally led by external contacts and sponsors and some projects will be undertaken in consultancy groups which simulate the working practices of the industry. The design management and marketing programme includes a range of guest speakers in support of preparation for the world of work.



### Course level

Undergraduate

### Modes of study

Full time

### UCAS or UKPASS details

UCAS code: W230

UCAS description: BA/Fash

### School

School of The Arts

### Location

Avenue Campus

### Course contact

[study@northampton.ac.uk](mailto:study@northampton.ac.uk)

#### Avenue Campus

St George's Avenue  
Northampton  
NN2 6JD

#### Park Campus

Boughton Green Road  
Northampton  
NN2 7AL

Every effort has been made to ensure that all of the information contained in this fact sheet is correct at the time of distribution. Please note that The University of Northampton accepts no liability for the accuracy of statements in this and other marketing publications.

## Stage three

The final major project is the design and production of a capsule collection supported by academic research. Students develop a self-negotiated project, which should promote their personal aims and ambitions. Subjects covered include pattern cutting, manufacture, printed textiles, design research, portfolio presentation, design management and marketing, fashion photography and styling, fashion PR, fashion forecasting and computer aided design (CAD).

## Special course features

- Emphasis is placed on students' creative development whilst recognising the importance of marketing and management skills
- Finalist (top ten) River Island Gold Award - Graduate Fashion Week 2008/2010
- International Fashion Salon Show - Asian Pacific Leather Fair, Hong Kong 2009
- Leathersellers' Scholarships from £1200 to £800 for fashion leather collections
- Success in national and international student design competitions such as ORIBE (Japan), PIELESPANNA (Barcelona) Graduate Fashion Week (London)
- Finalists for Ultimate Little White Dress 2007, Graduate Fashion Week
- Fashion Salon Show - Leathersellers' Company, London
- Annual exhibitor at Clothes Show Live "...vibrant and multicultural collections that won't be forgotten in a hurry..." [www.vogue.com](http://www.vogue.com)
- Finalist Merchant Taylors' Company Golden Scissors award 2007

## Typical modules

- Design Management and Marketing
- Historical and Contextual Studies
- Integrated Design

- Visual Studies
- Visual Studies and Promotion
- Workshop Practice

## Types of assessment

Theory is assessed through essay writing, assignments, a dissertation and presentations, while practical work is judged through studio presentations and exhibitions.

## Entry requirements

Standard entry requirements apply. A typical offer is around 260-300 UCAS points, to include an A-level in an Art or Textiles related subject, or successful completion of a Foundation Art and Design course or equivalent qualification. Applicants are invited to interview with a portfolio of their work.

## Career opportunities

Graduates have been highly successful in securing employment in the fashion design industry. For example, one graduate began her career working on POP Magazine.

**Avenue Campus**  
St George's Avenue  
Northampton  
NN2 6JD

**Park Campus**  
Boughton Green Road  
Northampton  
NN2 7AL

Every effort has been made to ensure that all of the information contained in this fact sheet is correct at the time of distribution. Please note that The University of Northampton accepts no liability for the accuracy of statements in this and other marketing publications.