

BA Honours Fashion Design
Claire Storey

I feel privileged to be studying fashion at Westminster. I'm always proud to say where I'm studying because I'm confident that Westminster is the best university in England for fashion. The course is intense, but my tutors have really motivated me to work hard because the fashion industry is tough. They make you realise how much you can achieve if you work hard enough for it.



I Inspired

Other related areas/courses you might be interested in:
Business and Management (p76)

For further information about Fashion courses visit the School of Media, Arts and Design website at www.westminster.ac.uk/mad

Fashion Buying Management BA Honours

Designed with the support of leading retail companies, this new course addresses the buying side of the retail industry. The School has an international reputation in the field of retail management and this course sits alongside the established and highly regarded BA Honours Fashion Merchandise Management. The course aims to produce graduates who have the knowledge and skills necessary for becoming an effective buying professional within the retail industry.

Course content

This course will help you to build thorough, detailed, retail industry product-buying knowledge and skills. This core will be further supported by rigorous academic grounding in strategic business management, and other key elements of the wider business environment. Emphasis is placed on developing creative, technical and interpersonal skills, commercial flair and business acumen.

You will have the opportunity to advance your language skills to meet the increasing standards of global competition, which reflects the global nature of the business environment. The course offers excellence, relevance and employability in the field of product-buying management.

Year 1 (Credit Level 4)

The modules provide an overview of the retail industry while exploring in more depth trend forecasting, product development, fashion marketing and key elements of business finance. An introduction is given to the techniques and methods of 2D and 3D design practice. Career Planning provides the tools to attain the required business placement in the sandwich year.

Subjects of study include: Buying and Merchandising in the Fashion Industry • CAD and Illustration • Career Planning • Fashion in Society • Fashion Marketing • Finance • Languages • Product Development – Design

Year 2 (Credit Level 5)

Modules build upon those of Year 1 (Credit Level 4), encompassing consumer and contract law, textiles and manufacturing knowledge, range planning and visual merchandising. Techniques and tools for maximising business profit are examined and practiced, and your design capabilities are further developed.

Subjects of study include: Business Acumen • Business Law • Buying Calculations and Negotiation • Languages • People Work and Organisations • Product Development – Realisation • Range Planning • Textiles and Manufacturing • Visual Merchandising

Sandwich placement year

A year out in business experiencing first-hand the dynamic and fast-paced nature of product-buying management provides an excellent opportunity to build on your industry knowledge and skills. Your placement will be within the buying function of a retail head office, but may also encompass the opportunity for working within related sourcing/manufacturing international offices. The option of an element of study abroad in the Far East/India is also being developed.

Year 3 (Credit Level 6)

This level develops and synthesizes the cumulative and practical learning achieved. The emphasis is on strategic thinking, commercial creative flair and business acumen.

Subjects of study include: Brand Management • Commercial Skills and Application • Customer Insight • Global Sourcing • Languages • Major Project • Multi-Channel Retailing • Strategic Management • The Future of Fashion Buying

Length of course

Four-year, full-time sandwich

UCAS code

N590

Location

Harrow

Teaching and assessment

Teaching and learning is interactive covering the academic, practical and applied elements of the subjects studied. As well as lectures, seminars and individual tutorials there is a wide range of off-site visits to the manufacturing and retailing industry. Assessment methods and processes are designed to meet the business environment that you will subsequently enter, and take the form of self-reflection through learning logs, interpersonal skills through presentations, academic skills and business acumen through business reports, and creative and technical skills through practical exams and design projects.

Associated careers

Our impressive employability record and global industry contacts ensure graduate opportunity and success in the fields of buying, product development and retail management. Subsequent roles may encompass fashion buyer, PR manager, trend forecaster, and retail manager.

Typical offer for September 2009

Qualification type	Grade/points
A Levels	BBC
International Baccalaureate	29 points
BTEC National Diploma	DMM

At interview, you must show your creative skills through a portfolio, literacy skills through a research assignment and pass a numeracy test.

See also entry requirements on p48.

Fashion Design BA Honours

With an international design reputation and alumni running top fashion houses across the world, this course offers a creative, inspirational and yet realistic education for creating the successful fashion design professional. Throughout the course, the emphasis is on the development of personal design philosophy. The sandwich course is for those who feel they would benefit from an opportunity of professional development within industry, and is spent working within the international fashion industry either in London or abroad.

Former students include Burberry Creative Director Christopher Bailey, Sophie Dean (Fashion Editor, Wallpaper* Magazine), Stuart Vevers, the Creative Director of Loewe, Michael Herz (Head of Womenswear Design, Aquascutum), Ben Sherman Creative Director Mark Maidment, and Katie Hillier, Consultant Accessory Designer for Marc by Marc Jacobs.

Course content

Whether negotiating the design elements appropriate for commercial fashion retailing or exploring the individual conceptual practice of the designer, you are critically challenged to extend your creativity. The course's exceptional links with the fashion industry ensure fast-track access to both cutting-edge and established designers.

Year 1 (Credit Level 4)

This level covers the basic elements of the discipline. Introductions are given to all areas of 2D and 3D practice. Design, research, cut/make, print/knit and CAD are all covered.

Subjects of study include: Experimental Design and Modernity

- Introduction to Design Development and Creative Cut
- Introduction to Fabrication and Print
- Introduction to Fashion Research
- Introduction to Tailoring and Menswear
- Technology for Illustration

Year 2 (Credit Level 5)

Intensive research forms the basis for the development of a more personal design style. Practice in design translation includes toiling, fabric development and sample making, CAD, fashion business and marketing. This practice will also include a work placement with a designer or fashion company.

Subjects of study include: Design for Industry • Future Textiles Fabrication and Print • Historical Research for Design Innovation • Industrial Work Placement • The Business of Fashion: The Design Proposal

A period of work placement is also undertaken at organisations such as: Alexander McQueen • Anne Valerie Hash • Aquascutum • Ben Sherman • Blow PR • Burberry • Cassette Playa • Christopher Kane • Frost French • Fred Perry • Giles Deacon • Harper's Bazaar, NY • Jens Laugessen • Jimmy Choo • Jonathan Saunders • Luella • Moschino • Mulberry • Peter Jensen • Preen • Stella McCartney • Todd Lynn • Topshop • Versace • Vivienne Westwood • Vogue

Year 3 (Credit Level 6)

Your signature design style is developed in final portfolio and design collections. Further research in design development leads to a final collection. A diffusion collection is developed from this and a marketing strategy. The best students from Year 3 (Credit Level 6) get to present their collections at Graduate Fashion Week.

Subjects of study include: Brand Identity and the Fashion Product

- Major Project (Research, Pre-collection, Final Design Ranges, Portfolio and Presentation, Design and Realisation)
- Market Specific Portfolio

Length of course

Three-year, full-time; four-year, full-time sandwich

UCAS codes

W230; with sandwich W232

Location

Harrow

Teaching and assessment

A number of different teaching and learning methods are employed to enable you to develop a creative approach to your discipline, based on an increasing knowledge of practice and transferable skills. Assessment methods help to identify and evaluate your learning and encourage a self-reflective appreciation of your own development.

Associated careers

Career opportunities include: creative director, design assistant, fashion buyer, fashion designer, knitwear designer, PR manager, studio manager, stylist, and trend researcher.

Typical offer for September 2009

Qualification type	Grade/points
A Levels	Not applicable
International Baccalaureate	26 points (minimum)
BTEC National Diploma	MMP

Ideally you should have passed the BTEC Foundation Diploma in Art and Design but other equivalent qualifications may be considered. You should have a portfolio of practical work to bring to interview.

See also entry requirements on p48.

Fashion Merchandise Management BA Honours

This course was developed in response to an industry shortage of graduates with appropriate merchandising and business skills, and is unique in Europe. The course enjoys widespread support throughout the fashion and retail industries, and benefits from close links with major retail companies such as Arcadia, House of Fraser, Marks & Spencer, Principles, River Island and Tesco. Our graduates are much sought after with over 90 per cent finding employment within a short time of graduating. Graduates are working for companies such as Ted Baker, Burtons, House of Fraser, Mackays, Marks & Spencer, Principles, River Island, Tesco and Topshop, and many graduates have been fast-tracked in their careers because of the skills they have acquired via the course and the work placement experience.

'The course is very focused on industry needs and is evolving. These students will be highly prized. You can see this already with the number of retailers queuing up to offer them placements and jobs, which is a reflection of the success of the course.' Derek Lovelock, Chief Executive at Mosaic Group (Whistles, Karen Millen, Oasis, Coast).

Course content

Year 1 (Credit Level 4)

The modules studied will ensure you have a good understanding of the retail industry, the factors that affect it, the key responsibilities of the merchandiser and an introduction to skills applicable to the wider business. You will also learn how to sell yourself by developing your personal skills. You will learn to write a targeted CV and develop and practice your interview techniques, all of which will help you to secure a work placement.

Subjects of study include: Fashion in Society • Law • Management of Information • Merchandising in the Fashion Industry

Year 2 (Credit Level 5) – (two calendar years)

In preparation for your one-year paid business placement you will study modules that cover the human side of business and organisational theory, the maths used by merchandisers and how to research and write a business report. To help you understand all aspects of the fashion retail industry in order to make informed commercial decisions, you will learn about the textiles used, the manufacturing process, design and product development. In the final term of the second year there is the opportunity to study abroad in Hong Kong or North America, which includes the opportunity to work as an intern within a US fashion company. An internship is unpaid work experience and is an excellent way of learning about the US retail fashion industry.

Subjects of study include: Internship • Management Research Methods • Merchandise Calculations • People, Work and Organisations • Product Development • Role of Design • Textiles and Manufacturing • Work Placement • plus one retail-related option

Year 3 (Credit Level 6)

You will study subjects that will develop your general business skills, as well as those that focus more specifically on the role of the merchandiser. You will have the option to study subjects that allow you to specialise, or are of particular interest to you. The project is a culmination of your studies throughout the course.

Subjects of study include: Commercial Skills • Future of Fashion Merchandising • Global Sourcing • Major Project • Multi-Channel Merchandising • Strategic Management • Supply Chain Management • Team Dynamics Options: Brand Management

Length of course

Four-year, full-time sandwich

UCAS code

WN25

Location

Harrow

Teaching and assessment

Teaching methods include formal lectures, activity-based seminars, discussions, debates and tutorials. A feature of the course is the high number of guest speakers from industry who share their knowledge and expertise. Assessment is predominantly through written reports and presentations, with a few case study exams.

Associated careers

These include: buying, fashion PR, merchandising, retail management, stock distribution, and supply chain management.

Typical offer for September 2009

Qualification type	Grade/points
A Levels	BBC
International Baccalaureate	29 points (minimum)
BTEC National Diploma	DMM

At interview you will be expected to demonstrate numeracy and communication skills. Retail experience is highly recommended.

See also entry requirements on p48.