

**PROGRAMME SPECIFICATION AND CURRICULUM MAP
FOR FASHION DESIGN**



1. Programme title	Fashion Design
2. Awarding institution	Middlesex University
3. Teaching institution	AKTO Art and Design (Athens, Thessalonica)
4. Details of accreditation by professional/statutory/regulatory body	
5. Final qualification	BA (Hons) Degree
6. Year of validation	2014
Year of amendment	2020
7. Language of study	Greek
8. Mode of study	Full-time & Part time
9. Criteria for admission to the Programme	
<p>One can enroll in the course if they have creative thinking or a talent and have a love for the field. For their enrolment those interested in the course have to apply via a special AKTO form, they must have completed secondary education and they must attend an interview with the Head of the course. It is possible for one to enroll without having completed secondary education if they are judged to be an exceptional talent, provided that they have completed their 17th year of age. In all cases the interested party presents a portfolio to the Head of the course. In no case can one be enrolled in the course if they are not 17 years of age and they have not completed the 9-year compulsory education. As the programme is taught in Greek, Greek language requirements for foreign applicants are of a B2 level. There are no maximum age limits.</p>	
10. Aims of the programme	
<p>The course aims at developing your creative aspirations and practices in Fashion Design by combining the development of artistic and creative skills with the knowledge and theoretical understanding of the broad creative area.</p> <p>Specifically, the programme instills Fashion Designers with knowledge of the history, principles, developments and current international trends in the field, contextual awareness and a high aesthetic perception, as well as the skills required in order to develop as original creators of a high standard and professionals in a broad creative field.</p> <p>Its goal is to prepare professional Fashion Designers who will be able to operate efficiently at most sectors and levels of the Fashion Industry, by demonstrating a high level of aesthetics and creativity, combined with appropriate subject specific technical knowledge and the ability to critically apply theoretical knowledge, international trends and contextual issues in the design practice. It also develops a range of transferable skills appropriate for this level of study.</p>	

11. Programme outcomes - the programme offers opportunities for students to achieve and demonstrate the following learning outcomes.

A. Knowledge and understanding

On completion of this programme the successful students will be able to:

1. Relate the fashion phenomenon, its history and aesthetics with society and other forms of artistic expression.
2. Employ their Design and pattern cutting knowledge according to pattern cutting rules and design practices.
3. Employ the methodology of fashion design as well as elements constituting a comprehensive fashion image.
4. Identify compare and contrast fabrics, materials and construction methods, their interrelation and importance for good design.
5. Evaluate and assess concepts of Marketing in the fashion industry.

Teaching/learning methods

Students develop knowledge and understanding through doing, study and reading, listening, constructing, practice and creating.

Assessment

Student's knowledge and understanding is assessed by creative coursework, written assignments and unseen exams.

B. Cognitive skills

On completion of this programme the successful student will be able to:

1. Integrate theory and practice, criticize and evaluate completed work.
2. Apply and present research, interpret texts, recognize problems, determine correlations and evaluate findings.
3. Develop concepts, set design parameters and goals, determine action sequences.
4. Analyse and evaluate arguments, contribute to relevant debates.

Teaching/learning methods

Students develop cognitive skills through participation in seminars, research projects, creative work, written assignments.

Assessment

Students' cognitive skills are assessed through creative coursework, presentations to staff and students as well as through written assignments.

C. Practical skills

On completion of this programme, successful students will be able to:

1. Apply a variety of design methods and means creatively and imaginatively.
2. Apply creatively a variety of construction methods and materials and interrelate those to the design practice.
3. Present and communicate Fashion Design and fashion through a variety of means.
4. Practically apply Marketing concepts to their own work.

Teaching/learning methods

Students develop practical skills through exercises, creative project work, research assignments, written assignments, participation in seminars.

Assessment

Students' practical skills are assessed through creative coursework, presentations and written assignments.

D. Graduate skills

1. Organisational and time management skills.
2. Communication, presentation and teamwork skills.
3. Investigation and research skills.
4. Problem solving skills.
5. Personal and career development skills.
6. Information Technology skills

Teaching/learning methods

Students develop graduate skills through their creative project work, participation in seminars, presentations, written assignments and studio practice.

Assessment

Students' key skills are assessed through creative coursework, presentations and written assignments.

12. Programme structure (levels, modules, credits and progression requirements)

12.1 Overall structure of the programme

The course is studied over three years (6 semesters) full-time and study is undertaken in three levels (one for each year of study). A part-time mode is also offered, whereby students complete the course in 8 semesters (Level 4 is completed in the first year of studies, Level 5 is completed in the second year of studies and Level 6 is completed in the third and fourth year of studies). 100% of the course is College-based. The course is arranged in 15 week semesters. There are 13 study weeks per semester.

The course is divided into study units called modules. Each level has an equivalent of 120 credits.

Levels 4 and 5: Each module has a credit value of 20 credits/10 ECTS. Each 20-credit module represents approximately 180 hours of student learning, endeavor and assessment.

Level 6: There are two modules with a credit value of 20 credits/10 ECTS and 40 credits/20 ECTS respectively in semester 5 and one module with 60 credits/30 ECTS in semester 6, which is the main project. Upon successful completion of the third level of studies, students receive the BA award.

Details of each module can be found in the module descriptors below:

12.2 Levels and modules

Level 4

COMPULSORY	PROGRESSION REQUIREMENTS
Students must take all of the following: -Historical & Cultural Issues & Creativity Development I -Technical Issues I -Drawing & Design I -Historical & Cultural Issues & Creativity Development II -Technical Issues II -Fashion Design I	Students need to complete 120 credits/ 60 ECTS at level one

Level 5

COMPULSORY	PROGRESSION REQUIREMENTS
Students must take the following: - Styling & Contemporary Design in Context I -Technical Issues & the Fashion Industry -Fashion Design II -Styling & Contemporary Design in Context II -Communication in Fashion Design -Professional Practice in Fashion Design	Students need to complete 120 credits/ 60 ECTS at level two

Level 6

COMPULSORY	PROGRESSION REQUIREMENTS
Students must take the following: -Professional Practice & Promotion - Professional Research in Action -Main Project	Students need to complete 120 credits/ 60 ECTS at level three

12.3 Non-compensatable modules

Module level	Module code
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Compensation is not permitted in any module

13. A curriculum map relating learning outcomes to modules

See Curriculum Map attached

14. Information about assessment regulations

Detailed information about assessment regulations that apply to the programme can be found in the handbook (Also see Middlesex University Regulations at www.mdx.ac.uk/regulations). In general, students must pass all components of each module, in order to complete the module successfully.

15. Placement opportunities, requirements and support

Not applicable

16. Future careers

The programme has young students in developing as independent artists, promoting their work through shows, galleries, group exhibitions, art festivals and forums, and/or professionals in the general field of Fashion Design. AKTO's Fashion Design graduates depict high involvement, in a variety of activities, following the completion of their studies and enter a variety of positions within the international Fashion Industry.

The Careers Office looks after the professional provision of AKTO graduates. Various companies who have job vacancies contact it. By advising the student records and academic staff, it promotes, in line of priority, the most capable students. It also deals with graduate requests for employment and holds several reference material and information on professional requirements and employment opportunities.

17. Particular support for learning

The Fashion Design Programme is housed in Evelpidon building of AKTO, where they have subject specific studio areas equipped with machines, dolls, pattern cutting surfaces and other subject-related equipment. Students also use other classrooms and drawing studios that are shared with other courses, as well as computer rooms in the same building. The building houses the large library of the college which is open 56 hours per week and has a fashion design section with books, magazines and relevant digital material. The library is equipped with photocopying machines and internet stations and the staff is keen in providing information on other sources of reference. Notable projection equipment is provided to tutors and students for presentation purposes.

The college provides unique support for learning through various other means, such as:

- A Fashion Show which is organized every year by the college, offering students the opportunity to work and present their work professionally.
- Students have the opportunity to work for several companies while they study, through arrangements that are made by the Public Relations office of the college.
- Students also have the opportunity to come into contact with well known Greek designers, who give presentations for them, or visit their ateliers or assist in their fashion shows, also following arrangements by the Public Relations Office.
- Studying in an artistic environment with other disciplines from the same sector, AKTO students come into contact with students from other programmes and their work; attend several activities and exchange views, thus developing an inter-disciplinary perspective. In several cases they work together, especially with students from the photography department in order to photograph their models.
- The college being in the center of the city, in an area where important cultural activities take place, students gain experience and broaden their perspective by visiting a number of notable exhibitions and other cultural events.

AKTO provides support for students with disabilities and any who require counselling. Any disability which might affect your study should be reported to your Programme Leader and the Academic Manager through the Administration services on commencement of your course. Student requiring counselling support should contact Ms Georgia Founta (Athens) and Ms Maria Kapna (Thessalonica), based at the Administration offices of the two sites. Lab support gives you supervised access to all workshops, computer labs, and studios, while personal tutorials are available to you when required and can be arranged through the Administration. For more information see section "Support services at AKTO".

Please also refer to sections "library" and "student support" of this Handbook, as well as "Fees and Scholarships" at <http://aktocollege.com/fees-and-scholarships/> for more information on learning support.

18. JACS code (or other relevant coding system)	-
19. Relevant QAA subject benchmark group(s)	Art & Design
20. Reference points The following reference points were used in designing the programme: <ol style="list-style-type: none"> 1. Subject Benchmark Statements for Art and Design programmes as issued by the QAA (2015) 2. Descriptors of the National Qualifications framework for Art & Design (2014) 3. Middlesex University regulations (2018-2019) 4. AKTO College mission statement (2013) 5. The framework for higher education qualifications [FHEQ] (2008) 	
21. Other information Students also benefit from: -Qualifications and expertise of technical and teaching staff: Most members of the programme team have completed university studies, undergraduate and/or postgraduate studies. All teaching staff are practicing professionals and theorists with notable experience and all technical staff are qualified in their field. -Educational experience of the teaching staff: all members of staff have substantial educational experience since they have been teaching in advanced levels of undergraduate programmes for a number of years. -History and experience of the college: AKTO, which is the largest provider in the field of Art & Design education in Greece, has been running successfully a number of undergraduate programmes in the field, validated by Middlesex University since 1992 and a post-graduate course at Master's level since 2003. The college has a long-standing good reputation for the quality of its provision. -The validation by Middlesex University ensures implementation of all quality factors and procedures officially referring to academic programmes of such standards. The programme is evaluated and improved in the following ways: -Student feedback in surveys (end of first semester) and board of studies (once per semester). -External Examiner arrangements: Future reports on the operation and standards of the BA Level will assist in the evaluation and improvement of the Programme. -Feedback from the employment market, whereby there is a demand for AKTO graduates by employers, is very positive, and the very good reputation of AKTO graduates in the industry.	

Programme learning outcomes

Knowledge and understanding		Practical skills	
A 1	Relate the fashion phenomenon, its history and aesthetics with society and other forms of artistic expression.	C1	Apply a variety of design methods and means creatively and imaginatively.
A 2	Employ their Design and pattern cutting knowledge according to pattern cutting rules and design practices.	C2	Apply creatively a variety of construction methods and materials and interrelate those to the design practice.
A 3	Employ the methodology of fashion design as well as elements constituting a comprehensive fashion image.	C3	Present and communicate Fashion Design and fashion through a variety of means.
A 4	Identify compare and contrast fabrics, materials and construction methods, their interrelation and importance for good design.	C4	Practically apply Marketing concepts to their own work.
A 5	Evaluate and assess concepts of Marketing in the fashion industry.		
Cognitive skills		Graduate Skills	
B 1	Integrate theory and practice, criticize and evaluate completed work.	D1	Organisational and time management skills.
B 2	Apply and present research, interpret texts, recognize problems, determine correlations and evaluate findings.	D2	Communication, presentation and teamwork skills.
B 3	Develop concepts, set design parameters and goals, determine action sequences.	D3	Investigation and research skills.
B 4	Analyse and evaluate arguments, contribute to relevant debates.	D4	Problem solving skills.
		D5	Personal and career development.
		D6	Information Technology skills.