



1. Programme title	Fashion Design
2. Awarding institution	Middlesex University
3a. Teaching institution 3b. Language of study	AKTO Art and Design (Athens, Thessaloniki) Greek
4a. Valid intake dates 4b. Mode of study	October Full-time & Part time
5. Professional/Statutory/Regulatory body	
6. Apprenticeship Standard	
7. Final qualification(s) available	BA (Hons) Degree
8. Year effective from	2021 - 2022
9. Criteria for admission to the Programme	
<p>One can enrol 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 enrol 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. Applicants must also be able to handle English bibliography. There is no maximum age limit.</p>	
10. Aims of the programme	
<p>Learning in art and design, as per Subject benchmark statement, develops:</p> <ul style="list-style-type: none"> • the capacity to be creative • an aesthetic sensibility • intellectual enquiry • skills in team working • an appreciation of diversity • the ability to conduct research in a variety of modes • the quality of reflecting on one's own learning and development • the capacity to work independently, determining one's own future learning needs. <p>The programme is designed to develop professionals with a good knowledge of the fashion industry and design in general, assisting you in achieving a successful career and constantly develop as Fashion Designers and creative professionals. It seeks to develop your creative aspirations and practices by combining the development of artistic and creative skills with the knowledge and theoretical understanding of the broad creative area.</p> <p>The main goal of this programme 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</p>	

practice. The programme combines the conceptual, theoretical and the practical and enhances your experiential, activity and enquiry-based learning.

It aims to develop your theoretical and historical awareness, your aesthetic perception as well as your technical skills and abilities. It advances your knowledge of the methodologies, technological developments, current international trends, concepts and principles used in the fashion industry and advances your critical abilities. It enhances your verbal and written communication skills, enables you to observe, identify and solve problems, make critical and reflective judgements and develop rational and analytical skills.

The programme also aims to enable you to understand the global nature of the fashion industry, the broad context of Fashion Design and the range of professional practices that inform it, by developing your awareness of competitive markets, marketing principles, and market trends both in the national and international arena. Ultimately it will enable you to address current and future social, political, technological and environmental challenges and opportunities through Fashion Design. As the industry is catching on to corporate social responsibility and sustainability, this programme will enable you to respond to the growing interest in sustainability issues within fashion today and understand the sustainable design process.

A range of transferable skills is incorporated into the programme, so as to assist you in achieving a successful career and constantly develop as creative individuals and professionals. Independence of thought, originality of ideas and professionalism, are the key parameters that are enhanced through both the curriculum and the organized complementary activities that form the educational experience within the programme.

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. Critically engage with key historical developments, demonstrate an understanding of the global nature of fashion and relate it with society, its economic, social, environmental and political context.
2. Evidence critical understanding of pattern cutting rules, construction methods, technical issues, concepts and principles used in the fashion industry.
3. Demonstrate knowledge and understanding of the methodology of fashion design and the elements constituting a fashion image.
4. Present evidence that demonstrates knowledge of the Fashion research principles, methodologies and models.
5. Evidence critical understanding of currency and innovation in contemporary design and knowledge of its professional standards and practice.
6. Demonstrate knowledge and understanding of fashion design concepts and extend their learning in different contextual frameworks.

Teaching/learning methods

Students gain knowledge and understanding through their attendance, participation and engagement in: lectures; seminars; independent study, group debate - discussion and tutorials.

Assessment

Student's knowledge and understanding is assessed through creative coursework and written assignments.

<p>B. skills</p> <p>On completion of this programme, successful students will be able to:</p> <ol style="list-style-type: none"> 1. Apply construction methods and techniques, incorporate styling and aesthetics principles and manage technical issues of the Fashion industry. 2. Select and make appropriate use of subject specific software, to combine creatively all the elements for the development of a good design. 3. Select the appropriate fabric types and other materials, demonstrate an understanding of their characteristics and relation to construction and interrelate those to the design practice. 4. Combine, apply and manage the appropriate research methodologies in order to investigate a topic, organise and evaluate research material. 5. Reflect critical awareness of contextual matters and how they link to practice and evidence professional skills including time management, teamwork, collaboration with related disciplines and interdisciplinary approaches. 6. Communicate to audiences and present research, both verbally and visually, using a variety of appropriate media, analyse and criticize completed work. 	<p>Teaching/learning methods</p> <p>Students develop practical skills through exercises, demonstrations, practical projects and workshops.</p> <p>Assessment</p> <p>Students' practical skills are assessed through creative coursework, creative projects and practical exercises.</p>
<p>12. Programme structure (levels, modules, credits and progression requirements)</p>	
<p>12.1 Overall structure of the programme</p>	
<p>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.</p> <p><u>FHEQ Levels 4 & 5 (Years 1 & 2):</u> Each module has a credit value of 20 credits. Each 20-credit module represents approximately 200 hours of student learning, endeavour and assessment.</p> <p><u>FHEQ Level 6 (Year 3):</u> There are two modules with a credit value of 40 and 20 credits respectively in semester 5 and one module with a credit value of 60 in semester 6, which is the main project. Upon successful completion of the third level of studies, students receive the BA award.</p> <p>Details of each module can be found in the module descriptors below.</p>	

12.2 Levels and modules	
Level 4	
COMPULSORY	PROGRESSION REQUIREMENTS
Students must take all of the following: FAD111 Fashion History & Theory (20 credits) FAD121 Fashion Techniques I (20 credits) FAD131 Drawing & Design (20 credits) FAD112 History, Culture & Creativity Development (20 credits) FAD122 Fashion Techniques II (20 credits) FAD132 Fashion Design – Means & Methods (20 credits)	120 credits are required for progression to the next level of study.
Level 5	
COMPULSORY	PROGRESSION REQUIREMENTS
Students must take the following: FAD213 Fashion Styling & Creative Practice (20 credits) FAD223 Fashion Techniques & the Fashion Industry (20 credits) FAD233 Fashion Design in Context (20 credits) FAD214 Styling & Contemporary Design (20 credits) FAD224 Communication in Fashion Design (20 credits) FAD234 Designing & Presenting a Collection (20 credits)	120 credits are required for progression to the next level of study.
Level 6	
COMPULSORY	PROGRESSION REQUIREMENTS
Students must take the following: FAD315 Fashion Design Research Project (40 credits) FAD325 Professional Practice & Promotion (20 credits) FAD316 Main Project (60 credits)	120 credits are required for successful completion of the academic year and a total of 360 credits are required in order for students to graduate.
12.3 Non-compensatable modules	
Module level	Module code
Compensation is not permitted in any module	
13. 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.	
14. Placement opportunities, requirements and support	
Not applicable	
15. Future careers	
The Careers Office looks after the professional provision of AKTO graduates. Various companies who have job vacancies connect with it and students are promoted based on the Career's Office records and student applications. It also deals with graduate requests for employment and holds several reference material and information on professional requirements and employment opportunities. AKTO's Fashion Design graduates depict high involvement, in a variety of activities, following the completion of their studies and find employment at most sectors within the international Fashion Industry, as Fashion Designers, Stylists, theatre costume Designers, work in the textile industry or pursue a career as entrepreneurs. They can also pursue an academic career or continue their studies further at a postgraduate level.	

16. Particular support for learning

The Fashion Design Programme is housed at both AKTO Campuses, in Athens and Thessaloniki. Both AKTO buildings provide for Fashion Design studios and workshops, design and drawing studios, lecture rooms, computer rooms which are equipped with all the relevant software and peripherals. Subject specific studio areas equipped with machines, dolls, pattern cutting surfaces and other subject-related equipment. All studios are at the student's disposal many hours during the week in order to practice and prepare their projects and there are always technicians and assistants to support them. WiFi access is available in all building areas, while the college is equipped with a variety of projection facilities which are used at lessons and seminars. Students of all programmes also have access to photographic studios and dark rooms, Green room, and a post-production unit, Auditorium and Gallery.

All AKTO buildings house a Library. The libraries of the college are equipped with computers, photocopying machines, internet stations and video room. The librarians also provide information on other libraries that the students can use and there is a database of relevant web-sites (see section 'Library and learning Resources' for the opening hours of the libraries).

The course operates within the multidisciplinary setting of AKTO, offering students the opportunity to come into contact with students from other Art & Design programmes, attend common activities and explore the common ground and applications of their disciplines and others.

AKTO has a strong tradition in establishing and maintaining strong links with the relevant industry, which creates opportunities for students to visit working areas such as publishing companies and printing workshops and, what's even more important, get assigned real projects by various companies while they study, thus gaining experience, participating in exhibitions outside the college, winning prizes and even seeing their work published while they still study.

The college also has a tradition in organizing various other activities that enrich student experience, such as educational excursions abroad, conferences, lectures by known professionals etc.

For more information please also refer to sections "Learning resources" and "Support" of this Handbook.

17. JACS code (or other relevant coding system)

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18. Relevant QAA subject benchmark group(s)

Art & Design

19. Reference points

1. Subject Benchmark Statements for Art and Design programmes as issued by the QAA (2017)
2. Descriptors of the National Qualifications framework for Art & Design (2014)
3. Middlesex University regulations (2021-2022)
4. AKTO College mission statement (2013)
5. The framework for higher education qualifications [FHEQ] (2014)

20. Other information

Students also benefit from:

-Qualifications and expertise of teaching staff: Most members of the programme team have completed university studies, undergraduate and/or postgraduate studies. All of them are practicing professionals with notable experience in the 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, the MA in Design course since 2003, The MA in Digital Design & Interactive Applications since 2017, the MA in Photography & Visual language course and the MA in Fashion Brand Communication and Styling course since 2018 and the MA in Art & Education since 2019. 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.

Curriculum map for BA (Hons) Fashion Design

This section shows the highest level at which programme outcomes are to be achieved by all graduates, and maps programme learning outcomes against the modules in which they are assessed.

Y	Module	Code	Programme outcomes												
			A1	A2	A3	A4	A5	A6	B1	B2	B3	B4	B5	B6	
1	FASHION HISTORY & THEORY	FAD 111	x			x					x	x	x		x
	FASHION TECHNIQUES I	FAD 121		x			x							x	
	DRAWING & DESIGN	FAD 131			x			x	x						
	HISTORY, CULTURE & CREATIVITY DEVELOPMENT	FAD 112	x			x				x	x	x			x
	FASHION TECHNIQUES II	FAD 122		x			x							x	
	FASHION DESIGN MEANS & METHODS	FAD 132			x			x	x					x	
2	FASHION STYLING & CREATIVE PRACTICE	FAD 213	x				x					x		x	
	FASHION TECHNIQUES & THE FASHION INDUSTRY	FAD 223		x		x				x		x	x		
	FASHION DESIGN IN CONTEXT	FAD 233			x			x	x		x				
	STYLING & CONTEMPORARY DESIGN	FAD 214	x				x					x		x	x
	COMMUNICATION IN FASHION DESIGN	FAD 224			x	x						x	x		
	DESIGNING & PRESENTING A COLLECTION	FAD 234		x			x	x	x						
3	FASHION DESIGN RESEARCH PROJECT	FAD 315	x		x	x		x	x				x		x
	PROFESSIONAL PRACTICE & PROMOTION	FAD 325		x	x		x	x		x	x		x	x	
	MAIN PROJECT	MP 316	x	x	x		x	x	x	x	x		x	x	

Programme learning outcomes

Knowledge and understanding	
A1	Critically engage with key historical developments, demonstrate an understanding of the global nature of fashion and relate it with society, its economic, social, environmental and political context.
A2	Evidence critical understanding of pattern cutting rules, construction methods, technical issues, concepts and principles used in the fashion industry.
A3	Demonstrate knowledge and understanding of the methodology of fashion design and the elements constituting a fashion image.
A4	Present evidence that demonstrates knowledge of the Fashion research principles, methodologies and models.
A5	Evidence critical understanding of currency and innovation in contemporary design and knowledge of its professional standards and practice
A6	Demonstrate knowledge and understanding of fashion design concepts and extend their learning in different contextual frameworks.

Skills	
B1	Apply construction methods and techniques, incorporate styling and aesthetics principles and manage technical issues of the Fashion industry.
B2	Select and make appropriate use of subject specific software, to combine creatively all the elements for the development of a good design.
B3	Select the appropriate fabric types and other materials, demonstrate an understanding of their characteristics and relation to construction and interrelate those to the design practice.
B4	Combine, apply and manage the appropriate research methodologies in order to investigate a topic, organise and evaluate research material.
B5	Reflect critical awareness of contextual matters and how they link to practice and evidence professional skills including time management, teamwork, collaboration with related disciplines and interdisciplinary approaches.
B6	Communicate to audiences and present research, both verbally and visually, using a variety of appropriate media, analyse and criticize completed work.