



Master Programme in Fashion and Textile Design with Spec. in Fashion Design or Textile Design

Konstnärligt masterprogram i mode- och textildesign med inriktning mot modedesign eller textildesign

120 credits

Ladok Code: DMAMT

Version: 10.1

Level: Second cycle

Approved by: Artistic Research and Education Board 2013-02-27

Valid from: Autumn 2013

General Objectives

Second level education shall essentially build on the knowledge that students acquire in first level education or corresponding knowledge. Second level education shall involve a deepening of knowledge, skills and abilities relative to first level education and, in addition to what applies to first level education, shall

- further develop the students' ability to independently integrate and use knowledge,
- develop the students' ability to deal with complex phenomena, issues and situations, and
- develop the students' potential for professional activities that demand considerable independence or for research and development work.

(The Higher Education Act, Chapter 1, Section 9)

Objectives

Programme aims

Purpose

The purpose of the Master Programme in Fashion and Textile Design is to develop and advance the artistic, technical, theoretical and reflective abilities of students and thus enhance their expertise as textile/fashion designers. The programme provides advanced practice-based studies in the form of projects. These start with an application project and develop progressively towards the final degree project.

The following goals are given special importance: At graduation, students are to display i) excellence as designers, ii) artistic expertise and iii) an improved ability for critical reflection with regard to i) and ii) within the wide world of design.

Critical reflection is integrated into courses which relate historical design analysis and design theory to a number of different applications. These range from projects with individual work as the main component to projects carried out in collaboration with companies, academic institutions and other organisations. The programme aims to improve the ability of students to identify, deal strategically with and propose solutions to problems of creation and formation. The capacity for critical reflection is a core component of the programme. It is fostered in discussions and by students presenting problems and solutions to their peers and representatives of the design profession. Having learned about the field of design in general, the students on the programme are thus trained to evaluate, contextualise and critically examine their own work and the work of others. In this way, their individual artistic and technical abilities will be advanced. This in turn will enable us to achieve our aim of training designers to the level of excellence in their professional work and/or postgraduate studies in practice-based design research.

The need for the artistic expression means that great emphasis is given in the programme to further developing students' knowledge and understanding of textile technology and materials. In-depth reflection about sustainable development is an important part of this. Work produced during the programme ranges from critically artistic work which provides proposals for alternative designs to the design of prototypes to introduce new, advanced techniques and materials.

Depending on the bachelor's level design degree they hold, each student chooses a specialisation in textile design or fashion design and carries out projects applicable to stated areas within these disciplines. Specific issues related to each particular

specialisation will be examined. These issues will be drawn from current artistic and technical discourses.

This master's level programme aims to increase development and reflection. This is to be accomplished by students shifting focus from individual design projects and onto a design programme in which various projects serve as exemplification and advancement. 'Design programme' means a programme with a declared overall theme. The theme should allow concentration upon design decisions which are crucial in converting general design intentions into individual design projects. A design programme may have a general ideological basis or may introduce new material and technical possibilities in a more concrete manner.

Intended learning outcomes

Upon completion of their studies, students are expected to: i) display excellence in design work and ii) show a mastery of practical textile/fashion design in both discussions and presentations and in terms of both development and reflective capacity. Upon gaining a Pass grade for the programme, students should be able to:

- *1. Design*

- a) Show excellence in textile/fashion design useful in professional applications and/or experimental work (such as artistic development/practice-based design research).
- b) Learn about and understand design work and artistic issues compatible with courses at bachelor's level.
- c) i) Produce original ideas and apply these in a systematic manner, ii) convert concepts into concrete forms and configurations and iii) develop these into concepts upon which research can be carried out.

- *2. Design methods*

- a) Create and reflect upon design methods and design theories for both professional and experimental work applicable for courses at bachelor's level.
- b) i) Use design-oriented analyses with given parameters in order to carry out independent research into new and/or unknown areas and ii) set up projects characterised by problem-solving and reflection.
- c) Develop an ability to carry out design work which will contribute to general design praxis.

- *3. Design discourse*

- a) Present, contextualise and discuss critically their own and others' design work and artistic approaches with reference to contemporary developments in experimental and professional praxis and practice-based design research.
- b) i) Lead discussions about design praxis and design products in public situations and ii) demonstrate an ability to communicate intentions in their own and others' work at seminars, workshops etc.

- *4. Design aesthetics*

- a) Develop and reflect upon composition methods and form and design principles and expressions as the aesthetic basis for practical design work.
- b) i) Create and use their own general design praxis and ii) initiate apt and appropriate approaches to the development of general design praxis using innovative and creative expressions.

- *5. Design ethics*

- a) Develop and reflect upon work processes and design management. Factors such as cultural context and sustainable development issues should then be used as the basis of the choices to be made when it comes to practical design work.
- b) Display an ability to apply a holistic perspective to complex processes. These processes involve the interaction between design, production, marketing and the profiling of products and services. Other factors such as design praxis and social implications will also need to be considered.
- c) Debate the pros and cons of products and services in a variety of contexts and/or as part of ethical discourses.

- *6. Materials and technology*

- a) Demonstrate advanced knowledge of and expertise in textile techniques acquired through experimental work.
- b) Demonstrate advanced knowledge of textile materials, their properties and expressive possibilities as acquired through experimental work.

Content

The master's programme combines individual studies in the form of four major design projects with shared courses in design methods and artistic development. There are also design seminars for all students which run parallel to the other courses throughout the study programme. Individual study syllabuses are based upon the each student's application project. A number of courses are offered as introductions to work in the workshops and laboratories. In order to advance and develop students' knowledge and understanding of textile techniques and materials, individually tailored course components are included in the design projects.

The programme is run in a multidisciplinary environment which collects together teaching staff from a number of different disciplines. These teachers are supplemented by guest lecturers and external supervisors who lend various kinds of specialist

expertise to the programme. This also gives students the opportunity to start building up a professional network while they are still students. Teaching is predominantly in the form of tutoring/supervision, seminars and workshops. In order to achieve continuity, all students have a main tutor who will monitor them throughout all of their design projects. In addition, all design courses follow a common framework of introduction, seminars and examinations which brings together the entire student group. The seminars are an important forum for discussing projects in progress and for initiating critical analysis.

Documented reflection upon results and processes is part of every design project and is to be presented in the form of texts and pictures etc. By working with both design and documented reflection, students improve their knowledge and, at the same time, their ability to discuss particular work being done.

Students are examined using assessment of i) their design work, ii) their oral and visual presentations, iii) their documented reflection and iv) how well they achieve the desired learning outcome for each course. Examiners for master's level degree projects are professors and lecturers mainly from design institutions in the Nordic countries or professional designers working within the specialist field of the students.

Year one, 60 university credits

Aesthetic theory and design methods, 10 credits

The course aims to i) deepen students' theoretical understanding of the principles and basic choices to be made for systematic design work and ii) further develop their ability to devise design processes by applying such theoretical principles and basic choices to practical assignments. The main focus of the course is upon intended learning outcomes 1b-c, 2a-c.

Aesthetic theory and design seminars I, 5 credits

The aim of the course is to introduce students to research and developments within the textile and fashion design profession. The course also aims to train students to carry on open, critical discussions of their own and others' work. The main focus of the course is upon intended learning outcomes 3a-b.

Artistic development work - master's level, 7.5 credits

The course aims to develop students' individual artistic abilities and to provide insight into contemporary art and design by examining current trends. The main focus of the course is upon intended learning outcomes 1a-c, 2a-c, 3a.

Design project and application project, 15 credits

The purpose of the course is to prepare students for their master's degree application project. The application project for the master's programme will in turn serve as preparation for developing and constructing a design programme. The main focus of the course is upon intended learning outcomes 1a-c, 2a-b, 4a-b, 6a-b.

Design project and advanced project, 15 credits

The purpose of the course is to provide students with advanced training in design work. They will make in-depth studies of and test given design programmes using a series of design examples. This will be carried out in collaboration with a textile and/or fashion company and/or another kind of organisation, depending upon each student's choice of specialisation. For the course, students carry out a design project of their own choosing. In doing so, they are to focus upon developing ideas which take into account environmental, technical, marketing and aesthetic factors. The main focus of the course is upon intended learning outcomes 1a-c, 2a-c, 3a-b, 4a-b, 5a-c, 6a-b.

Optional courses comprising 7.5 credits

Opportunities are provided to take introductory or advanced courses in textile techniques with the aim of gaining knowledge of and proficiency in various techniques, such as dyeing, textile printing and preparation, weaving, tricot and knitted fabrics, textile structures and materials. The main focus of the course is upon intended learning outcomes 6a-b.

Year two, 60 university credits

Aesthetic theory and design seminars II, 7.5 credits

(See Aesthetic theory and design seminars I, year 1). Design seminars II includes the history of design. The aim is to encourage in-depth reflection about and critical examination of the student's own work and relate it to aspects of design history such as artefacts, people, movements and companies etc. The main focus of the course is upon intended learning outcomes 3a-b.

Design project and development project, 15 credits

The purpose of the course is to enhance the artistic and creative abilities of students by carrying out experimental work with textile/fashion materials, designs and functions. The course also aims to i) provide wider perspectives on design methods and concepts by means of analysis, research and testing and ii) further develop a given design programme by applying experimental design work. The main focus of the course is upon intended learning outcomes 1a-c, 2a-c, 3a-b, 4a-b, 6a-b.

Design project and degree project, 30 credits

By means of seminars and tutoring, the course aims to prepare students for their final degree project. In their degree project, students are expected to attain a level of professional and/or experimental excellence in textile/fashion design. To this end, they are to produce and put together a final degree collection which is to be paraded or exhibited. The main focus of the course is

upon intended learning outcomes 1a-c, 2a-c, 3a-b, 4a-b, 5c, 6a-b.

Optional courses comprising 7.5 credits

Students themselves choose appropriate courses in consultation with their tutors.

Admission Requirements

A special requirement for admission to this master of arts degree programme is a bachelor's degree in design of 180 university credits, or the equivalent. An additional requirement is English at a level equivalent to at least 6/B. Applicants with degrees from Sweden, Denmark, Norway, Finland or Iceland are exempted from the language requirement.

Applications for admission to the programme are to be in the form of verified formal qualifications and an application portfolio consisting of an application project and a CV. The portfolio is to present clearly the applicant's skills and abilities within the field of design. The application project is to state the choice of specialisation (textile design or fashion design) and a description of what the applicant wants to concentrate upon during the master's programme as delineated by the project courses. The student's application portfolio is looked at by an assessment group who will use it to determine whether the entrance requirements have been fulfilled and as the basis for selection.

After scrutiny of the application portfolio and other documents and assessment of their skills and abilities, applicants are ranked. The qualified applicants who ranked highest will be called for an interview. A revised ranking then takes place based upon an evaluation of the potential of the applicants' artistic abilities, ability to do experimental work, their technical proficiency and their capacity for reflection.

How to put together an application portfolio is described at www.hb.se/thsmasterdesign/apply

Degree

- Degree of Master of Fine Arts (120 credits) in Fashion and Textile Design - Fashion Design
- Degree of Master of Fine Arts (120 credits) in Fashion and Textile Design - Textile Design

The exam is based on evaluation of design work, oral and visual presentation, and written reflection in accordance with learning outcomes for each course. As opponents in the master programme exam project presentations, primarily professors and senior lecturers from other design schools in the Nordic countries or professional designers within the students' area of specialisation are employed.

Degree certificates are issued upon application on a special form. More information is available at www.hb.se.

Student Influence and Evaluation

Student democracy for students taking the programme is assured by means of a continuous dialogue between students, programme co-ordinators and teaching staff. Students' evaluations and students' opinions are used as the basis for continual revisions of the study programme. Once each term, the programme is evaluated in its entirety. The programme co-ordinators, director of studies and student representatives use student opinions and a review of how the programme is put together and run in order to continually improve the programme and keep it up-to-date.

For single-subject courses, the teacher responsible has the task of systematically and regularly gathering students' opinions. The results of these course evaluations, both oral and written, are then used to influence the course structure and contents.

There is a Programme Council which is used by student representatives, teachers and people from trade and industry in order to discuss issues which affect the present and future aims of the programme. This gives students one further opportunity to influence the study programme.

Interested parties are otherwise asked to consult the university's course evaluation policy and other documents issued by the director of studies and Departmental Board.

Miscellaneous

Parts of the programme may be held at a different location.

This programme syllabus has ref. no. 155-11-510.

Undervisningen bedrivs på engelska.

The language of instruction is English.