Fashion Design
Modedesign
180 credits

Ladok Code: DMODE
Version: 20.0
Level: First cycle
Approved by: Artistic Research and Education Board 2022-10-26
Valid from: Autumn 2022
Valid for: Admitted autumn 2023

General Objectives
First level education shall develop the students'
- ability to make independent and critical assessments,
- ability to independently perceive, formulate and solve problems, and
- preparedness to deal with change in working life.

In the educational field concerned, in addition to knowledge and skills, students shall develop an ability to
- seek and evaluate knowledge at a scholarly level,
- follow the development of knowledge, and
- exchange knowledge with other people, including people without specialist knowledge of the field

(The Higher Educations Act, Chapter 1, Section 8)

Objectives
Aims
The bachelor's programme in fashion design aims to develop students' knowledge as fashion designers in relation to their artistic, technical, theoretical and reflective capacity. The programme offers practice-based studies in the form of a number of project courses with progressive development from year one through to the concluding degree project.

There is a particular emphasis on the objective of students being able, on examination, to demonstrate skill and ability as a fashion designer, to demonstrate artistic proficiency and to demonstrate a capacity for critical reflection in relation to both of these component parts within the extensive field of design.

Critical reflection is integrated into courses that relate historic design analysis and design theory to a range of different applications, from projects that focus on individual work to projects carried out in cooperation with companies, institutions and organisations. The programme aims to develop students' ability to identify, formulate and propose solutions to design-related problems.

Based on familiarity with the field of design as a whole, students will be taught to evaluate and give criticism on their own work and that of others, and to place this work in a context. In this way, the programme strengthens the individual's artistic and technical skills, with the aim of training professional designers of a high artistic level and/or for a master's degree programme within the field of design.

As a foundation for artistic expression, the programme attaches great importance on developing students' understanding and knowledge of techniques and materials that relate specifically – but not exclusively – to fashion design. Reflection on sustainable development issues are an important part of this. The work that is produced within the programme ranges from critical artistic work that provides suggestions for alternative designs to prototypes that introduce new and advanced techniques and materials.

The emphasis of the programme is on basic knowledge, understanding and skills within the field of fashion design, with a focus on the investigation of form, materials and techniques. The concluding degree project brings together students'

understanding and skills through an independent and interpretive work, with a related document presented of and reflection on starting points, ways of working and results.

Learning Outcomes
After having completed the bachelor's programme, students will be expected to demonstrate basic skills and abilities in fashion design, as well as knowledge and understanding of the subject area in terms of reflection, presentation and discussion. After completing and passing the programme, students should be able to:

- *1. Design*

a) Demonstrate basic skills and abilities in fashion design with regard to experimental and professional work.
b) Demonstrate skills in developing an artistic language as a basis for an independent interpretation, and have the ability to express and interpret their ideas in a professional manner.

- *2. Design methodology*

a) Demonstrate skills and abilities in applying acquired knowledge in design methodology and design theory in both experimental and professional work.
b) Demonstrate skills and abilities in collaborating with other professional groups in the design process, and carry out artistic tasks within given frameworks.

- *3. Design discourse*

a) Present, contextualise and critically discuss their own design work and that of others, with reference to a contemporary development of experimental and professional practice.
b) Demonstrate knowledge and understanding of describing, analysing and interpreting form, technique and content and critically reflecting on their own artistic approach and that of others, within the field of fashion design.

- *4. Design aesthetics*

a) Apply their acquired knowledge of composition methods, form principles and design expression as a basis for developing their own language of design and individual product creation.
b) Demonstrate basic knowledge and understanding of the theoretical and practical foundation of design work in artistic problems.

- *5. Design ethics*

a) Demonstrate basic knowledge and understanding of the interaction between the design, production, marketing and profiling of products and services in relation to design practice and its social implications.
b) Demonstrate the ability to carry out independent and critical assessments of design work in relation to relevant cultural and ethical aspects, as well as questions of sustainability.

- *6. Materials and techniques*

a) Demonstrate basic knowledge of and skills in textile techniques through experimental work.
b) Demonstrate basic knowledge of textile materials, their properties and opportunities for expression through experimental work.

Content

The basic design methodology of the fashion design programme consists of aesthetic and artistic interpretations in which the interpretive capacity of fashion design is based on artistic skill and knowledge about the ethical, technical, material, industrial and economic opportunities offered by the field of design. The programme is based primarily on recurring course elements such as: Basic design, Design methodology, Design aesthetics and Design project, in accordance with the stated progression. The programme is characterised by two comprehensive basic design courses. The first of these courses takes form as its starting point, and the second course takes as its starting point materials for the creation of expression and function, as well as a number of design projects, with Design project 3 and the Degree project being the most extensive. The component courses are listed below. Some course elements may be moved between years.

Year 1, 60 credits
Basic Design 1: body and structure, 15 credits
The course aims to develop the student's knowledge of textile materials and their properties and to develop the student's design ability through experimental design development of structural design principles in relation to body and space. The main focus of the course is on learning outcomes: 1a-b, 3a-b, 4a-b, 5a-b, 6a-b.

Design methodology 1: design development, 7.5 credits
The course aims to develop students' basic knowledge of design methodology and more in-depth knowledge of design development through basic methods of illustration and visualisation for developing design concepts in both form and material. The main focus of the course is on learning outcomes: 1a, 2a, 4a-b.

Design Aestetique 1: History and contemporary movements, 4.5 credits
The course aims to provide basic knowledge and perspective on the historical development of clothing and fashion through text, concept, and image studies. The main focus of the course is on learning outcomes: 3b, 4a, 5a.

Dyeing, textile printing and preparation techniques, 9 credits
The course aims to offer the student basic understanding and knowledge in processes, tools and notions that are needed to

understand how the characteristics of textiles change through textile processes such as mechanical, thermic and chemical treatments. The focus is to critically examine and evaluate the different processes with reference to aesthetic and functional needs in relation to sustainable development within a globalised industry. The course also aims to give the student foundational knowledge in textile printing, digital printing as well as knowledge in dyeing and finishing techniques through theoretical instructions and practical exercises. The main focus of the course is on learning outcomes: 5b, 6a-b.

Design Project 1: virtual construction and design development, 9 credits
The course aims to train one's ability to investigate basic design possibilities and artistic expression through the development of experimental design with digital design tools. The main focus of the course is on learning outcomes: 1a-b, 3a-b, 4a-b, 6b.

Basic Design 2: design experiments and knitting, 7.5 credits
The course aims to provide basic knowledge in knitted fabric and knitwear technology, develop the students' technical skills in knitwear, and provide an understanding of the design potential of the techniques through one's own practical work. The main focus of the course is on learning outcomes: 4a, 5a, 6a-b.

Design project 2: technique and expression, 7.5 credits
The course aims to develop students' technical skills for independent artistic expression in knitwear through independent work in experimental knitting. The course includes planning, preparing, implementing, and presenting design work from idea to garment completion for the display of knitwear and knitted fabric. The main focus of the course is on learning outcomes: 1a-b, 2a, 6a-b.

Year 2, 60 credits
Design Methodology 2: Sensory Design, 7.5 credits
The course aims to train students' basic experimental and professional creative abilities on the basis of sustainable materials, textile techniques and manipulation and processing of materials through theoretical teaching and practical exercises. The main focus of the course is on learning outcomes: 1b, 2a-b, 3a-b, 4a-b, 5b.

Body, dress and graphics, 4.5 credits
The course aims to educate the student in pattern design and graphic expression when it comes to clothes and the body. The main focus of the course is on learning outcomes: 1a-b, 2b, 3b, 4a-b, 5a, 6a-b.

Experimental weaving, 4.5 credits
The course aims to develop the student's artistic skills through the experimental weaving of textile materials in relation to the body and basic weaving theory. The main focus of the course is on learning outcomes: 1a-b, 2a-b, 3a, 4a-b, 5b, 6a-b.

Design Project 3: specialisation, 13.5 credits
The course aims to give experience in the independent planning and execution of experimentally design work from the definition of design problems to the demonstration of design proposals based on the chosen area of specialisation towards the fashion area. The main focus of the course is on learning outcomes: 1a-b, 2a-b, 3a-b, 4a-b, 5b, 6a-b.

Design Aesthetics 2: principles and perspectives, 7.5 credits
The course aims to provide the student with knowledge and skills about clothing, fashion and its approach to the body, by studying design-based, formal and thematic similarities, over time and place. The course uses current issues and exhibitions, with relevance to clothing and fashion. The main focus of the course is on learning outcomes: 3a-b, 4b, 5b.

Basic Design 3: Body, dress, nature, 7.5 credits
The course aims to develop the student's experimental and professional design skills based on the interactions between the body, clothes, and nature. The course deals with basic concepts, design methods, and materials in activewear with a focus on clothing as a tool and expression for sports and outdoor activity where activity and interactivity between the body, environment, and nature are central. The main focus of the course is on learning outcomes: 1a-b, 2a-b, 3a-b, 4a-b, 5a-b, 6a-b.

Portfolio and presentation technique, 7.5 credits
The course aims to develop the student's skill and ability to communicate and visually present their design ability through the application of photography, layout, text- and image management of their own work. The course also aims to train the student in his understanding and ability for visual communication towards a specific fashion area and target group through adaptation of portfolio. The main focus of the course is on learning outcomes: 1b, 3a-b, 4a.

Sustainable business development and product development, 7.5 credits
Course contents and purpose is to develop a textile product through various sustainable methods by keeping environment, society and economy into consideration. The main focus of the course is to create synergy among different disciplines to work together for a strategical sustainable product development. However, the course also extend in to concepts of corporate social responsibility and circular economy for sustainable business development. The main focus of the course is on learning outcomes: 2a-b 5a-b, 6a-b.

Year 3, 60 credits
Design Project 4: design commission, 18 credits or Design project 4: applied design, 18 credits

Design Project 4: design commission 18 credits
The course aims to offer the student practical experiences of work through design commission for a company or organisation in order to deepen knowledge of design work in relation to sustainable, artistic and economical approaches. The main focus of the course is on learning outcomes: 1a-b, 2a-b, 3a-b, 4a-b, 5a-b.

Design project 4: applied design, 18 credits
The course aims to offer the student practical experiences of work within a company or organisation in order to deepen knowledge of design work in relation to sustainable, artistic and economical approaches. The course shall be conducted at a company/organisation with a design focus. The main focus of the course is on learning outcomes: 1a-b, 2a-b, 3a-b, 4a-b, 5a-b, 6a-b.

Design methodology 3: design research, 7.5 credits
The course seeks to develop students' basic skills in design research through experimental design methods and knowledge of basic research concepts on the basis of an academic perspective on art and design. The main focus of the course is on learning outcomes: 1b, 2a, 3a-b, 4a-b.

Artistic development: advancement, 15 credits
This course aims to provide advanced and in-depth knowledge in technology as chosen by the student (knitting, printing and preparation technology, 3D construction techniques, digital tools, or equivalent). The course further aims to develop the student's artistic skill through experimental design work in selected area based on current design problems and development areas in technology in relation to the body. As part of this course, the student chooses advanced and in-depth study of a kind suitable for a degree project. The main focus of the course is on learning outcomes: 1a-b, 2a-b, 3a-b, 4a-b, 5b, 6a-b.

Degree project, 15.0 credits
The course aims to ensure that students are able to demonstrate the knowledge and ability needed in order to manage, develop and carry out an independent investigative design project. The main focus of the course is on learning outcomes: 1a-b, 2a-b, 3a-b, 4-ab, 5a-b, 6a-b.

Fashion Communication: Fashion Photography, Styling and Presentation, 4.5 credits
The course aims to develop students' knowledge and understanding of fashion photography, styling, and presentation in the field of fashion. The main focus of the course is on learning outcomes: 3a, 5a-b.

Admission Requirements

General admission requirements and specific admission requirements. The following specific admission requirements apply for education leading to a Bachelor of Arts: (i) artistic design ability to work, experiment, illustrate and realise textile and other elements in an expressive manner, in order to convey intended ideas in a comprehensible manner, (ii) technical ability in textile techniques, e.g. weaving, printing, sewing, embroidery, knitting or other textile constructions, (iii) a certain degree of critical theoretical knowledge within the field of textiles and design.

Verified knowledge of English corresponding to the course English B/6 in the Swedish Upper Secondary School. For further information about English language proficiency requirements, please view: http:www.hb.se/en/International-student/Application-and-Admission/Admission-Process/English-language-proficiency/

An application portfolio with specific application samples, with the intention of testing and demonstrating the above admission requirements, will be announced in January of the same year for admission in the autumn. For textile design education, there will also be a significant emphasis on design research, experimentation for the artistic development of design ideas, experiments and technique training in studios and workshops. It is therefore important that the application portfolio demonstrates an ability to develop ideas from visual research (material gathering and working with source materials) into interesting finished work (composition and technical skill).

Candidates can apply for the education programme by confirming formal qualifications and submitting an application portfolio containing the specified application samples and CV. For information about this application portfolio, see www.hb.se/ths/anmalan.

Selection
Eligibility and selection will be assessed on artistic grounds, and will be based on portfolio work samples, the results of working with tasks during an assessment day and interviews. During the initial stage, the portfolio will be assessed in relation to proven artistic interpretative ability, technical ability in textile techniques and a degree of critical-theoretical knowledge of the field of textiles and design. In the next stage, a number of applicants will be invited to an assessment day. During the assessment day, the applicants' artistic and technical abilities will be tested, and the applicants' qualifications and other

experience will be discussed during interviews. A final assessment of eligibility and a ranking of applicants prior to admission will then be carried out.

The selection will be made from those who have been deemed by the group of assessors to be eligible based on the given criteria and ranked highest in the overall assessment of the abilities demonstrated in the application portfolio, solving assessment tasks and interviews. Other experience such as work/assignments within fashion, design and art of a critical, technical, artistic nature may be taken into consideration under each ability during selection, but will not be used as grounds for eligibility. Such experience may, for example, have an influence if several eligible applicants are otherwise equally matched.

Degree

Upon graduation, the student receives a Degree of Bachelor of Fine Arts in Fashion Design.
Student is eligible for a degree after completing 180 credits within the programme, including a thesis of 15 credits.
Major subject(s):

- Fashion design

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

Student Influence and Evaluation

In order to ensure that the programme fulfils its scope and purpose, a structured quality insurance programme has been initiated at the institution. The basis for this is the universitys quality policy and other policies regulating the activities of the university. These are complemented by the Swedish School of Textiles own system of mandatory course evaluations and scheduled evaluation meetings with students and responsible staff. In these meetings, courses are evaluated in relation to each other and in the relation to the overriding aims of the programme. Also, programme meetings with students and the programme director are regularly held each month. Students are also represented as elected representatives in the board of the institution. The programme director holds regular as well as informal meetings with the students. These meeting constitute and important forum for quickly identifying problems and to introduce suggestions and ideas from the students in the programme. The programme director is responsible to ensure progression in all courses and to for structuring teaching methods in a programme with a large number of visiting teachers.

Miscellaneous

This educational programme provides the opportunity of further study at an advance level such as the Master's level, including the Master Programme in Fashion and Textile design with Spec. in Fashion Design or Textile Design at the Swedish School of Textiles.
The lectures are in english. The programme can be conducted in Swedish in case no international students are admitted.
This programme syllabus has Ref. no. 859-22

The language of instruction is English.