



## Master Programme in Fashion and Textile Design

### Konstnärligt masterprogram i mode- och textildesign

120 credits

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**Ladok Code:** KMAMT

**Version:** 6.2

**Level:** Second cycle

**Approved by:** Artistic Research and Education Board 2020-09-30

**Valid from:** Autumn 2020

**Valid for:** Admitted autumn 2020

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#### 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

##### Aim

The Master's programme in Fashion and Textile Design aims to develop and deepen the student's knowledge as a textile/fashion designer with respect to the artistic, technical, theoretical and reflective skills. The programme offers in-depth practice-based studies in the form of projects that the student develops progressively from an application project until the final degree project.

Particular emphasis is placed on the objectives that the student, upon examination, must demonstrate excellence as a designer, show artistic skill, as well as demonstrate an ability for critical reflection when it comes to both of these components in the comprehensive design field.

Critical reflection is integrated into courses that relate historical design analysis and design theory to a variety of applications, from projects that focus on individual work to projects done in collaboration with companies, institutions and organisations. The programme aims to develop the student's ability to identify, strategically handle, and propose solutions to design related problems. Critical reflection, developed in discussions and by presenting problems and solutions to an audience of equals and representatives of the design profession, is a central component. After having acquired knowledge of the design field on the large-scale, students in the programme are further educated to evaluate, contextualise and critically review their own and others' work. In this way, individual artistic ability is deepened as well as technical expertise with the objective of further training designers for excellence in professional work and/or for doctoral studies in practice-based design research.

As the basis for artistic expression, the programme places great importance on further developing the student's understanding and knowledge of textile techniques and materials. Deeper reflection on sustainable development issues is an important part of this. The work that is done within the programme ranges from critical artistic work suggesting alternative designs to prototypes introducing new advanced techniques and materials.

Based on students' undergraduate work in the design field, students choose to specialise in textile design or fashion design with projects applied to given areas within these disciplines. For each specific specialisation, specific questions are linked, based on current discourse.

The Master's programme is focused on in-depth development and reflection. This is based on the students' changing focus from

individual design projects to a design programme that is exemplified and deepened in various projects. The design programme refers, in this case, to thematically overarching programme intentions, which provide support for focusing on the design decisions that are central to the general design intentions manifested in individual design projects. A design programme, very generally, identifies an ideological direction or, in a more concrete way, introduces new possibilities when it comes to materials and/or technologies.

### **Learning outcomes**

After completing their studies, students are expected to demonstrate excellence in design work and to master textile/fashion design in practice regarding development and reflection as well as presentation and discussion. After successfully completing the education, the student should be able to:

#### 1. Design

- a) Demonstrate excellence in fashion/textile design with regard to professional and/or experimental work (artistic development/practice-based design research).
- b) Develop expertise in, and understanding of, design work and artistic issues in relation to undergraduate level education.
- c) Develop original ideas and apply them in a systematic way, transforming concepts into concrete design, to develop them into researchable concepts.

#### 2. Design methodology

- a) Develop and reflect on design methodology and design theory with respect to both experimental and professional work in relation to the undergraduate level education.
- b) Independently perform investigations of new and/or unfamiliar fields based on a design-oriented analysis under given conditions; develop projects that are characterised by problem solving and reflection.
- c) Develop an ability to carry out design work that contributes to the development of design practice in general.

#### 3. Design discourse

- a) Present, contextualise and critically discuss their own and others' design work and artistic approach with reference to contemporary development of experimental and professional practice and practice-based design research.
- b) Lead discussions about design practice and design products at public events; demonstrate the ability to communicate the intentions of their own and others' work in seminars and workshops etc.

#### 4. Design aesthetics

- a) Develop and reflect on the methods of composition, form principles, and design expression as the basis for practical design work.
- b) Use and develop their own design practice and initiate well-founded approaches to the development of design practice in general through the use of new expression.

#### 5. Design ethics

- a) Develop and reflect on work processes and design management with reference to the cultural contexts and questions of sustainable development as ethical foundations for practical design work.
- b) Demonstrate the ability to apply a holistic perspective to the complex processes related to the interaction between design, production, marketing, and the branding of products and services related to design practice and its societal implications.
- c) Argue for and against products and services in ambiguous contexts and/or ethical discourses.

#### 6. Materials and techniques

- a) Demonstrate advanced knowledge and skills in textile techniques through experimental work.
- b) Show advanced knowledge of textile materials, their properties and possibilities of expression through experimental work.

### **Content**

The Master's programme in Fashion and Textile Design has two specialisations: fashion design and textile design. Specialisation is selected upon application to the programme.

The Master's programme combines individual studies through four major design projects with common courses in design methodology and artistic development as well as common design seminars that run parallel to other courses throughout the course or study programme. The individual study plan is based on the student's application projects. A number of courses are offered as an introduction to the work in workshops and labs. To further develop and deepen the student's understanding and knowledge regarding textile techniques and materials, individual course elements will be added to the design projects.

The programme is conducted in a multidisciplinary environment where instructors from a range of disciplines are gathered, supplemented by guest lecturers and external supervisors that provide the programme with specialised skills of various types, giving students an opportunity to build up a professional network during the studies. Instructional methods have a strong focus on mentoring, seminars and workshop activities. To ensure continuity, all students have a main supervisor who follows them

through all their design projects, and all design courses are additionally positioned within a common framework: introduction, seminars, and examination that gathers together all of the students in the group. The seminars are an important forum for the discussion of ongoing projects that initiate critical analysis.

Documented reflection in text, images, etc., about the results and the process is included in all design projects. By working with both interpretation and documented reflection, student knowledge is deepened along with the ability to discuss a given piece of work.

Examination is based on evaluation of the design work, oral and visual presentations, and documented reflection in accordance with the given learning outcomes for each course. Professors and lecturers from leading design education programmes in Nordic countries or professional designers within the students' specialisations are opponents for the Master's programmes degree projects.

### **Year 1, 60 higher education (HE) credits**

#### *Aesthetic Theory - Design Methods, 7.5 HE credits*

The course aims to deepen students' theoretical understanding of the principles and foundations of systematic design work and further develop their ability to design the design process by applying theoretical principles and foundations in practical work. The main focus of the course is on learning outcomes 1b-c, 2a-b.

#### *Aesthetic Theory - Design Seminars I, 7.5 HE credits*

The course aims to introduce students to research and professional development in textile and fashion design. The course also has an aim to train students in an open critical discussion of their own and others' work. The main focus of the course is on learning outcomes 3a-b, 5a-b.

#### *Artistic Development - Advanced level, 7.5 HE credits*

The course aims to develop the student's individual artistic ability and convey insight into contemporary art and design through the study of contemporary trends. The main focus of the course is on learning outcomes 1b-c, 2a-c, 3a.

#### *Design Project - Specialisation project, 7.5 HE credits*

The course aims to prepare and develop the Master's programme's application projects; to prepare, develop and determine a design programme on the foundation of the application project that was the basis for the student's admission to the Master's programme. The main focus of the course is on learning outcomes 1a-c, 2a-b, 4a, 5a.

#### *Design Project – Advancement project, 15 HE credits or Design Practise 15 HE credits*

##### **Design Project – Advancement project**

The course is aimed to deepen application projects results through a series of design examples, for example in collaboration with a textile and/or fashion company and/or organisation and/or through deepen knowledge of textile techniques, technology and theory. The course also aims to draw attention to sustainable issues in relation to the fashion and /or textile industry. The main focus of the course is on learning outcomes 1b-c, 2a-c, 3a-b, 4a-b, 5a-c, 6a-b.

##### **Design Practise**

The course aims to give students practical experience when it comes to working at a company or organisation in order to deepen their understanding of design work in relation to sustainable, artistic, and economic approaches. The course will be conducted at a company/organisation with a design focus. The student, in consultation with the supervisor/advisor, will formulate and determine the content, course structure, and course literature based on their own design programme, and will conduct design development adapted to the chosen company/organisation and subject area. The main focus of the course is on learning outcomes: 1b-c, 2a-c, 3a-b, 4a-b, 5a-c, 6a-b.

#### *Elective courses, 7,5 HE credits*

It is possible to study introductory or advanced courses in textile techniques designed to provide knowledge and skills in different techniques, such as: dyeing, textile printing and processing, weaving, tricot and knits, construction, as well as textile material knowledge. The main focus of the courses is on learning outcomes 6a-b.

#### *Advancement textile technology, 7,5 HE credits*

The course means specialisation within a specific textile technology with a focus on the interaction between materials, technology, and expression in order to further develop and specialise in accordance with a design programme formulated by the student. The student, in consultation with teachers, technicians, and research and/or professional supervisors, determines the content, course structure, course literature, and relevant software. The main focus of the course is on learning outcomes 6a-b.

### **Year 2, 60 higher education (HE) credits**

#### *Aesthetic Theory - Design Seminars II, 7.5 HE credits*

(See Aesthetic Theory - Design Seminars I in Year 1)

Design Seminars II includes design history, aimed at deepening reflection around, and critical review of, the student's own

work as it relates to the history of design in terms of artefacts, people, movements and companies, etc. The main focus of the course is on learning outcomes 3a-b.

#### *Design Project - Research project, 15 HE credits*

The course aims to develop students' artistic and creative abilities through experimentation with materials, design and functions in relation to fashion and textiles. The course also aims at a deeper perspective on design methodology and design concept through analysis, both exploratory and investigatory; to further develop the given design program through experimental design work. The main focus of the course is on learning outcomes 1a-c, 2a-c, 3a-b, 4a-b, 6a-b.

#### *Design Project – Master's degree project, 30 HE credits*

The course aims, through seminars and supervision, to prepare students for the final work expected to demonstrate excellence in textile and fashion design with respect to professional and/or experimental practice; to summarise and develop a final exam collection for display/exhibition. The main focus of the course is on learning outcomes 1a-c, 2a-c, 3ab, 4a-b, 5a-c, 6a-b.

#### *Elective courses, 7.5 HE credits*

Students choose courses in consultation with programme coordinator.

## **Admission Requirements**

### **Prerequisites, application and selection**

Special eligibility to the programme requires an undergraduate degree in design consisting of 180 credits or the equivalent and the ability to conduct experimental investigative work and critical reflection. Furthermore, knowledge of English equivalent to English 6 is required.

Candidates register for a specialisation, i.e. textile design or fashion design. Application is conducted via [www.universityadmissions.se](http://www.universityadmissions.se) and through the uploading of a portfolio with work samples, application projects, and a CV, see the below link. In the portfolio, the applicant's skills and abilities in the field of design should be clear and the application projects should provide a description of what the applicant wants to focus on during the Master's programme within the framework of the programme's project courses.

Assessment of eligibility and selection is made on artistic grounds and is based on the work samples in the portfolio, application projects, and interview. The first step is an assessment of the portfolio with respect to shown artistic creative ability, ability when it comes to experimental work, technical skill, and reflective ability. In the next step, some candidates are interviewed. Thereafter, a final assessment of eligibility and a ranking of applicants is conducted before acceptance.

Read more about how you should proceed with the application portfolio here:

**[www.hb.se/masterdesign/apply](http://www.hb.se/masterdesign/apply)**

## **Degree**

The completed education (120 HE credits) leads to a Master of Fine Arts in Fashion and Textile Design with specialisation in Fashion Design or a Master of Fine Arts in Fashion and Textile Design with specialisation in Textile Design.

Main area:

- Fashion and Textile Design

At the University of Borås, the following applies:

For a Master of Fine Arts, at least 90 ECTS credits at the advanced level with at least 60 HE credits in the main area as well as completed courses according to the established programme curriculum are required.

The issuing of diplomas is done by application via a special form. More information is available on the university website. Degree certificates are issued following application using a special form. More information is available at the University website.

Degree certificates are issued upon application on a special form. More information is available at [www.hb.se](http://www.hb.se).

## **Student Influence and Evaluation**

Student participation in the education programme is ensured through continuous dialogue between students, educational leaders, and instructors. With evaluation results and students' perceptions as the basis, the programme is revised regularly. Once per term, the programme as a whole is evaluated, where the instructors along with the Director of Studies and student representatives review students' views and the programme's formulation/implementation to continuously improve it and retain its present positive conditions.

For individual courses, the course coordinator is responsible for ensuring that the views of students on the course are

systematically and regularly captured. The results of these course evaluations, conducted orally or in writing, are the basis for the course's form.

Through an education council, with student representatives along with representatives composed of teachers and professionals, issues affecting present and future educational goals are discussed; here, students have more opportunity to influence the educational programme.

Apart from this, please note the university's policy for course evaluation as well as documents issued by the Director of Studies, course coordinator, and Faculty board.

Students are given the opportunity to evaluate the educational programme both in writing and orally. The evaluation is compiled and published in accordance with the university's guidelines.

### **Miscellaneous**

Elements of the educational programme may be located off-campus.

Reg. 168-20

The language of instruction is English.