



## BACHELOR OF ARTS (HONOURS) IN FASHION (TOP UP)

**Awarded by** : Coventry University, United Kingdom  
**Intakes** : January and July  
**Duration** : 1 Year (Full-time)

### Core Modules

#### Fashion Major Project

This triple module gives students the opportunity, through negotiation with staff, and where appropriate, mentors from the creative industries to select a suitable format to produce a body of work which illustrates, and forms the basis of, their professional potential.

Students may select to exhibit their work in the form of a catwalk or capsule collection, event organisation, development of fashion products, journal and newspaper contributions, visual merchandising, agency, public relations or other negotiated forms of presentation. Students may also consider developing a body of work in a professional environment.

Students will be encouraged to work with independence, initiative and confidence in preparation for graduation and employment. They will be expected to apply organisational skills and independent critical thinking.

This module enables students to express and evaluate, via a reflective report, their full potential in terms of the knowledge and insight gained throughout their course and to develop areas of personal focus.

Credit Points: 60

#### Negotiated Fashion Studies

This double module offers students the opportunity to appraise their individual strengths and abilities in preparation for independent study and graduation.

Students will be encouraged to build on previous experience and focus on an area of creative development appropriate to their career intentions. This may involve the students electing to follow a range of possible fashion activities that will inform their future practice. Possible activities may include live project briefs/competitions, work placement/internships and the development of personal Fashion projects that are appropriate to their professional ambitions.

Students will be expected to evaluate the commercial and intellectual contexts that affect the decision making process of the design practitioner. Across the module students will be expected to plan efficiently, assemble thorough research, appraise market forces and analyse anticipated change within the creative industries.

At the end of the module students will submit a portfolio of practical work supported by research to reflect their intended final major project.

Credit Points: 40



### **Professional Practice**

In this module, students will build on the skills and reflection developed in earlier years. They will continue to collect work and reflect on the interpretation and context of their current practice. Students will be expected to consider their career aims and ambitions. The module will encourage students to consider their own body of work within the context of their chosen field.

At the conclusion of their final year, students present themselves and their work to their practice community and their peers. This presentation must be relevant, appropriate and considered. Individual, group and class work may be presented and must be organised and coordinated.

Credit Points: 10

### **Elective Modules**

Choose any 1 elective module



## Elective Modules

### Design Promotion

Students will be introduced to established methods of promoting design work. The use of public relations specialists, media agents, web based marketing and other promotional agencies will be discussed. The aim of the module is to introduce students to methods of promoting themselves and their work.

Credit Points: 10

### Global Experience in Art and Design

This module is designed for students studying on courses within the School of Art and Design participating in a short-term international field trip (1 to 2 weeks) organised by the School of Art and Design. Students interested in this opportunity must look at the entry requirements section below for further information and application details.

In the increasingly global context of trade and recruitment, competition for graduate jobs has become fiercer than ever. Students and graduates with an international profile are favourably positioned to seize the best employment opportunities.

Coventry University aspires to be a global University both in terms of the students it recruits from around the world and the international experiences offered to students during and at the end of their course. Many students are able to participate in field trips, either as a formally accredited part of the degree course or as an additional option. These international experiences help students to broaden their horizons, become more culturally aware, understand how business is conducted in other countries, and develop language and other competencies that are sought in the global job market.

Students taking this module will reflect on their practice, experiences, and analyse and record the employability benefits gained by engaging in the experience and how this can be used to enhance their employability.

The module will help students to recognise, reflect on and articulate the important personal and professional development gained as a result of taking part in an international experience.

Credit Points: 10

### How to set up a Freelance Business

The aim of this module is to gain the knowledge necessary to practice as a freelance professional especially in creative industries such as design. It will equip you with the skills to negotiate with clients and potential clients and help you develop skills to write a professional and workable business proposal. During this module you will write a proposal document for a creative client and create responses in answer to a business simulation. You will learn the relevant laws and regulations relevant to free-lance consultancy and learn about the preparation of business proposal development. You will also explore practical and analytical techniques for planning and analysis such as Gantt chart production and SWOT analysis/milestone programming. This module will be completed with a self-evaluation document to reflecting upon your understanding and experiences of preparing a professional and workable creative business proposal.

Credit Points: 10