



## **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**

#### **Future Fashion Concepts**

This 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 future 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 and project proposal to reflect their intended final major project.

Credit Points: 40

#### **FutureProof: Personal Development Planning**

In this module, students will build on the skills and reflection developed in earlier years. They will continue to collate, curate and reflect on the interpretation and context of their current career development. Students will be expected to consider and identify their career aims and ambitions and 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 at an event to the fashion industry. This presentation must be relevant, appropriate and considered. Individual, group and class work may be presented and must be organized and coordinated.

Credit Points: 10

#### **Fashion Design Directions**

This module gives students the opportunity, through negotiation with staff, and where appropriate, mentors from the creative industries to build on the project proposal and development work in Future Fashion Concepts, 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 organization, 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 organizational 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

### **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