

## Course Specification

<b>Published Date:</b>	05-May-2022
<b>Produced By:</b>	Multi Type Usr Record For All Personnel
<b>Status:</b>	Validated

## Core Information

<b>Awarding Body / Institution:</b>	University of Wolverhampton		
<b>School / Institute:</b>	Wolverhampton School of Art		
<b>Course Code(s):</b>	AA021P01UV AA021P31UV	Full-time Part-time	12 Months 2 Years
<b>Course Title:</b>	MA Design and Applied Arts (Fashion)		
<b>Hierarchy of Awards:</b>	Master of Arts Design and Applied Arts (Fashion) Postgraduate Diploma Design and Applied Arts (Fashion) Postgraduate Certificate Design and Applied Arts (Fashion) University Statement of Credit University Statement of Credit		
<b>Language of Study:</b>	English		
<b>Date of DAG approval:</b>	26/May/2017		
<b>Last Review:</b>	2013/4		
<b>Course Specification valid from:</b>	2010/1		
<b>Course Specification valid to:</b>	2019/0		

## Academic Staff

<b>Course Leader:</b>	Dr Maxim Stewart
<b>Head of Department:</b>	Ms Margaret Ayliffe

# Course Information

---

<b>Location of Delivery:</b>	University of Wolverhampton
<b>Category of Partnership:</b>	Not delivered in partnership
<b>Teaching Institution:</b>	University of Wolverhampton
<b>Open / Closed Course:</b>	This course is open to all suitably qualified candidates.

---

## Entry Requirements:

---

Entry requirements are subject to regular review. The entry requirements applicable to a particular academic year will be published on the University website (and externally as appropriate e.g. UCAS)

Students will have a good honours degree in a relevant subject and a good standard of written English. Students are also encouraged to apply with a significant professional experience or learning in a relevant subject.

Applicants with a 2.2 class honours degree in a relevant subject can be registered on a prescribed Postgraduate Diploma; successful completion of the Postgraduate Diploma will provide progress to the full Masters course.

All offers to applicants are subject to an interview and portfolio review.

## English language requirements for Masters

English Language requirements are normally IELTS 6.5 equivalent with a minimum of 6.0 in each area (unless otherwise stated) or equivalent accepted qualification <https://www.wlv.ac.uk/international/international-academy/english-at-the-international-academy/language-entry-requirements/>

We accept the Wolverhampton English Proficiency Exam (WEPE), our own exam for candidates. Please see <https://www.wlv.ac.uk/international/international-academy/english-at-the-international-academy/english-language-pathway-courses/wolverhampton-english-proficiency-examination-we/>

If you do not have the level of English required, you can also do our Pre-sessional. See <https://www.wlv.ac.uk/international/international-academy/english-at-the-international-academy/english-language-pathway-courses/english-language-pre-sessional-courses/>

For students applying from Wales, Scotland, Ireland and the rest of Europe, we gladly accept equivalent qualifications. In exceptional circumstances, students will be considered for entry based on equivalent experience or learning.

## Distinctive Features of the Course:

---

The Postgraduate Design and Applied Arts courses at The University of Wolverhampton are intensive practice-led studio programmes, supported by technical workshops, theoretical lecture programmes and seminar critique. You will have opportunities to join a wide range of study visits during your course and have dedicated time to engage in exhibitions and external projects to promote and exhibit your work, culminating in a curated public show.

The MA Design and Applied Art (Fashion) course is taught by practicing artists with strong design profiles and highly specific subject knowledge across the broad range of contemporary practice. You will also be supported to make your work in our excellent fashion facilities by specialist technicians who will enable you

to further your technical skills and produce work to a high professional standard.

A programme of studio practice tutorials and group critique sessions with assigned tutors will enable focussed development of your portfolio and support your individual art practice to evolve and meet your professional ambitions and creative objectives.

The practice led research modules will enable you to develop an in-depth knowledge of the history, concepts and ideas aligned to your art practice. Contextual lectures around practice methodologies and post-2000 theories, movements and concepts will enable you to develop a deeper knowledge and understanding of contemporary debates and inform your own design practice accordingly.

Exhibition and study visits provide an exciting opportunity for you to engage with a wide range of contemporary practice from around the world. Off-site and external projects regularly encourage students to present their artwork and knowledge in a variety of professional situations. The MA teaching team retain strong links with industry and regional and internationally recognized design teams, and you will find yourself part of a much wider community of artists and designers emanating from the University.

A series of research methods workshops during your time on the MA Design and Applied Art will help to facilitate those students with ambitions of proceeding with further academic research.

### Educational Aims of the Course:

---

The Design and Applied Art Course aims to provide you with the opportunity to engage in a specific area of Fashion pertinent to your ambitions and professional objectives. The philosophy of the course is to “think through making” and students are encouraged to evolve their own studio practice throughout the period of study.

It aims:

1. To provide an inclusive creative community that allows individuals to re-think and develop new and personally pertinent approaches to practice.
2. To provide opportunities for students to further develop technical expertise and become highly specialised and knowledgeable about their defined field of practice and the broader contexts in which they work.
3. To provide a space for experimental practice and thinking that may lead to innovative and exceptional work with routes through to further academic study, industry led research and practice or a portfolio career as an artist or designer.

The educational aims of the course are achieved through the following principal approaches to teaching and learning:

Highly specialised staff members tutor each route, with the opportunity for cross-disciplinary investigation. Professional industry standards are introduced and developed throughout the course so that the student emerges well-prepared for a future career outside of the University. Course work is also expected to be attained to a level that is of a publishable standard.

Core design modules include ‘Experimentation’, ‘Development’, and ‘Realisation’, with each one linking to, and following on, from the other. This establishes a blueprint by which students may sustain their future practice.

These three core design modules are supported by Contextual Theory modules, which act as a theoretical scaffolding structure. Together they give the student a full academic and practical understanding of where he/she are placed in the creative landscape of Art and Design. A core Professional Practice module allows for the development of a portfolio that showcases the best that the student can bring to it. A Final Master’s Project is undertaken in the third module (Realisation), which is then exhibited in the public arena, and forms part of the final assessment.

Technical experimentation, mark making, sketchbook work, research methodologies, gallery visits and a continuing discussion of contemporary art and design practices (both practical and theoretical) across a wide range of subject areas are encouraged so that the student is not siloed into his/her personal field of study but emerges as a fully rounded designer/artist and thinker.

This MA engages with contemporary issues through an inclusive curriculum that both challenges the established canons and engages with emerging fields of creative practice. We actively promote good practice and critical enquiry in each field of study. Flexibility is built into the programme design and delivery to support accessibility (blended learning, on campus, off campus and online learning experience). A diverse programme that is tailored to each student considers their varied perspectives, experience and position. This is at the core of the teaching and learning programme. In effect a programme is written for each student that allows them to work through their time as a master's student that suits their needs and ambitions.

#### Intakes:

---

September

#### Major Source of Funding:

---

Office for Students (OFS)

#### Tuition Fees:

---

Tuition fees are reviewed on an annual basis. The fees applicable to a particular academic year will be published on the University website.

Year	Status	Mode	Amount
2021/2	H	Full Time	£6550.00
2021/2	Overseas	Full Time	£13950.00
2021/2	H	31	£3275.00
2022/3	H	Full Time	£7995.00
2022/3	Overseas	Full Time	£14450.00
2022/3	H	31	£3998.00

#### PSRB:

---

None

#### Course Structure:

---

### January (Full-time)

Part time students study alongside full time students. However, they do not study more than 80 credits in each academic calendar year.

Module	Title	Credits	Period	Type
7AA011	Developmental Processes in Creative Practice	40	SEM2	Core
7AA013	Contemporary Contexts in Design and Applied Arts	20	SEM2	Core
7AA012	Realisation of Creative Practice	60	SEM3	Core

## January (Full-time)

Part time students study alongside full time students. However, they do not study more than 80 credits in each academic calendar year.

Module	Title	Credits	Period	Type
7AA003	Critical and Reflective Practice in Design and Applied Arts	20	SEM1	Core
7AA010	Experimental Processes in Design and Applied Arts	40	SEM1	Core

## September (Full-time)

Part time students study alongside full time students. However, they do not study more than 80 credits in each academic calendar year.

Module	Title	Credits	Period	Type
7AA010	Experimental Processes in Design and Applied Arts	40	SEM1	Core
7AA003	Critical and Reflective Practice in Design and Applied Arts	20	SEM1	Core
7AA011	Developmental Processes in Creative Practice	40	SEM2	Core
7AA013	Contemporary Contexts in Design and Applied Arts	20	SEM2	Core
7AA012	Realisation of Creative Practice	60	SEM3	Core

Please note: Optional modules might not run every year, the course team will decide on an annual basis which options will be running, based on student demand and academic factors, to create the best learning experience.

## Learning, Teaching and Assessment

Academic Regulations Exemption:

---

Reference Points:

---

Quality Code - [Part A: Setting and Maintaining Academic Standards](#). Including :

[Qualifications Frameworks](#)

[Characteristics Statements](#)

[Credit Frameworks](#)

[Subject Benchmark Statements](#) - list

Quality Code - [Part B: Assuring and Enhancing Academic Quality](#)

[University Policies and Regulations](#)

Equality Act (2010)

Complies with QAA descriptors for Masters' Level

Complies with Framework for Higher Education Qualifications (2008) for Masters' Degrees at level 7



**PGDip Course Learning Outcome 1 (PGDCLO1) "Demonstrate a systematic understanding of knowledge, and a critical awareness of current problems and/or new insights, much of which is at, or informed by, the forefront of your academic discipline, field of study or area of professional practice with a conceptual understanding that enables the student: 1. to evaluate critically current research and advanced scholarship in the discipline 2. to evaluate methodologies and develop critiques of them and, where appropriate, to propose new hypotheses."** **Modules**

---

**PGDip Course Learning Outcome 2 (PGDCLO2) "Demonstrate a comprehensive understanding of techniques applicable to your own research or advanced scholarship and ability to continue to advance your knowledge and understanding, and to develop new skills to a high level."**

---

**PGDip Course Learning Outcome 3 (PGDCLO3) "Demonstrate originality in the application of knowledge, together with a practical understanding of how established techniques of research and enquiry are used to create and interpret knowledge in the discipline."**

---

**PGDip Course Learning Outcome 4 (PGDCLO4) "Ability to deal with complex issues both systematically and creatively, make sound judgements in the absence of complete data, and communicate your conclusions clearly to specialist and non-specialist audiences."**

---

**PGDip Course Learning Outcome 5 (PGDCLO5) "Demonstrate self-direction and originality in tackling and solving problems, and act autonomously in planning and implementing tasks at a professional or equivalent level."**

---

**PGDip Course Learning Outcome 6 (PGDCLO6) Demonstrate the qualities and transferable skills necessary for employment requiring: 1. the exercise of initiative and personal responsibility 2. decision-making in complex and unpredictable situations 3. the independent learning ability required for continuing professional development.**

---

**Masters Course Learning Outcome 1 (MACLO1) "1. Apply discipline expertise, and operate with precision and effectiveness in the realisation of ideas for specialist practice within Design and Applied Arts to Health and Safety standards (Skill)"**

---

**Masters Course Learning Outcome 2 (MACLO2) "2. Critically evaluate and utilise information, using advanced methodologies and alternative approaches in contextual and creative research (Conceptual Understanding)"**

---

**Masters Course Learning Outcome 3 (MACLO3) "3. Apply critical awareness and be able to synthesise information to a Masters standard, in a manner that is innovative, using knowledge and/or processes that are at the forefront of your theoretical and material practice (Synthesis)"**

---

**Masters Course Learning Outcome 4 (MACLO4) "4. Demonstrate a comprehensive understanding of the issues governing good practice in Design and Applied Arts to legal, ethical and health and safety standards. Evidence that knowledge in complex and original formats (Context)"**

---

**Masters Course Learning Outcome 5 (MACLO5) 5. Engage confidently in academic and professional communication with others to standards that have currency within specified Design**

**Masters Course Learning Outcome 6 (MACLO6)** 6. Exercise initiative and employ independent learning. Act autonomously in planning and implementing tasks within academic and/or professional situations at Masters level (Independence)

## Teaching, Learning and Assessment:

---

Students will generally be assessed through a series project-based activities. A Proposal of Study (PoS) is written (by the student) in the first instance, which lays the foundation of the individual study route, and acts as a springboard for design and material investigations. The PoS is not 'fixed in stone' but can evolve and be re-evaluated as each module is experienced. Negotiation with the relevant specialist tutor is the key here as the student is guided through each module. Assessment is commensurate with the level and understanding expected at MA Level. This will be fully discussed during your tutorials and peer group sessions.

The course is designed with the University of Wolverhampton Inclusive Framework in mind. The course ensures that all students have an equal opportunity to learn and succeed. The design of assessments is subject to internal scrutiny ensuring fairness in assessment for all students.

Teaching on the course will be made up of a rich variety of activities including:

- Lectures
- Seminars
- Group and individual tutorials
- Studio and workshop practice
- Self-directed project work
- Critiques

- Directed reading
- Practical project work

- Exhibition

There are two types of assessment used on the course:

Formative assessment, which includes peer group critiques and tutorials that serve to guide, to encourage and to challenge. Advice is focused around agreed areas of good practice and identified areas for improvement, which will serve to support you in an agreed developmental strategy.

Summative assessment normally involves a student presentations and portfolio submissions/public exhibitions being formally assessed against learning outcomes. In contextual submissions you will be assessed through essays and presentations. You will receive written and, in most cases, verbal feedback after every summative assessment.

Course Specific Assessment:

### 1. Practical Submissions

Core design modules include 7AA010 'Experimentation', 7AA011 'Development', and 7AA012 'Realisation', with each one linking to, and following on, from the other. This establishes a blueprint by which students may sustain their future practice.

Practical submissions include a portfolio of practical outcomes with a written reflective overview that articulates the development, processes and research involved in the production of the practical outcomes.

You will be expected to demonstrate advanced levels of:

- Production of artwork(s) through the selection of appropriate materials, techniques and methodologies.

- Research and contextualisation in terms of your ability to independently locate appropriate research and external points of reference to extend your experience and study.
- Reflection in terms of your ability to evaluate a project, consider your role in its success or failure and action plan for the future.
- Presentational strategies in terms of developing an increasing awareness of the contexts and audiences for your creative practice and an ability to present your work and documentation appropriately.
- Practice submissions will include written assessments in the form of a Reflective Overview of Practice an aspect of which will be presented to your peer group. This part of the submission will follow School assessment guidelines for word count.

The Final Master's Project (Realisation) is undertaken at the end of the course and provides students with the opportunity to realise an ambitious practical or theoretical project. The practice outcomes will be exhibited in the public arena, and forms part of the final assessment.

## 2. Contextual Submissions

Contextual Theory modules provide a theoretical scaffolding structure for your practice. The modules: 7AA003 Contextual Studies (Critical and Reflective Practices) and 7AA013 Contextual Studies (Critical Contexts and Audiences) give the student a full academic and practical understanding of where he/she are placed in the creative landscape of Art and Design. A core professional practice module (Realisation 7AA012) allows for the development of a portfolio that showcases the best that the student can bring to it.

You will be expected to demonstrate advanced levels of work that:

- Formulate and manage an advanced independent approach to your research and be able to rationalise different concepts and ideas in order to develop research into key contemporary theoretical issues in relation to Design and Applied Arts
- Develop and articulate a sophisticated understanding and knowledge of key contemporary theoretical issues in relation to Design and Applied Art
- Research and contextualisation in terms of your ability to independently locate appropriate research and external points of reference to extend your experience and study.

A Final Master's Project is undertaken in the third module (Realisation). Students may opt to write a dissertation/essay that addresses research into a selected area of creative practice for their final project. Students may opt to write a dissertation/essay that addresses research into a selected area of creative practice for their final project.

## Assessment Methods:

---

At the University of Wolverhampton, a variety of modes of assessment will be used to support and test your learning and progress and to help you develop capabilities that are valued beyond your University studies and into your working life. Your course may include a variety of assessment activities:

Written examinations (including online examinations, open and closed book examinations and quizzes)  
 Coursework (for example, essays, reports, portfolios, project proposals and briefs, CVs, poster presentation)  
 Practical (for example, oral and video presentations, laboratory work, performances, practical skills assessment)

In the final year of your undergraduate degree, and at the end of your postgraduate degree, you are likely to be expected to write an extended piece of work or research, such as a dissertation or a practice-based piece of research.

## Student Support:

---

### General University support:

University Learning Centres are the key source of academic information for students. Learning Centres provide physical library resources (books, journal, DVDs etc.) and offer a range of study areas to allow students to study in the environment that suit them best: Social areas, quiet and silent areas. Learning Centres also provide access to wide range of online information sources, including eBooks, e-Journals and subject databases. Learning Centres also provide students with academic skills support via the Skills for Learning programme. Students on campus can attend workshops or ask for one-to-one help on a range of skills such as academic writing and referencing. Students can access a range of online skills material at:

[www.wlv.ac.uk/lib/skills](http://www.wlv.ac.uk/lib/skills).

The University also has a host of other services to support you, please take a look at the Student Support website: [www.wlv.ac.uk/current-students/student-support/](http://www.wlv.ac.uk/current-students/student-support/). If you have any questions, need help or advice then ASK@WLV is there for you: [www.wlv.ac.uk/current-students/askwlv/](http://www.wlv.ac.uk/current-students/askwlv/).

### Course Specific Support

The Personal Tutor provides academic counselling and will be accessible on an appointment basis to discuss requests for extensions, requests for extenuating circumstances, and general concerns about study.

1. Information on Canvas includes lecture presentations, module briefings, useful information and resources.
2. Assessment includes formative elements such as verbal and written feedback for work in progress.
3. The department of Learning & Information Services (LIS) provides general academic skills support to all students who can make an appointment with a study skills advisor for advice on areas such as academic writing, assignment planning, exam preparation and time management. In addition, there is a regular timetable of drop-in and bookable "InfoBite" workshops covering information and digital literacy skills, including academic referencing. School of Media students are supported by a designated Liaison Librarian who is available to support research and project work. Further details on the LIS website [www.wlv.ac.uk/lib](http://www.wlv.ac.uk/lib)
4. Box of Broadcasts available as online resource.
5. Wolverhampton School of Art workshops are available to students (eg. screenprinting, Risoprint, cyanotype, etc.).
6. A range of equipment is available for hire from the Media Stores.

### Employability in the Curriculum:

---

Employability is explicitly embedded in the module 7AA012 Realisation which will address a range of areas such as personal branding, publicity and social media, copyright, legal and finance. There are a broad set of models of employability across the subjects on Design and Applied Arts from individual businesses set up on an artist commission or community artist basis, to designers employed by large, established companies and all these different routes will be introduced and explored through engagement with the University's Workplace and Careers team and the SPEED programme. It is also implicitly embedded across the programme through a diverse range of assessment tasks that enhance transferable skills, these include verbal presentation, visualisation of concepts/ideas and writing skills. Accordingly, the course meets the requirements of the 'Graduate Attributes Framework' of Vision 2030.