

## PROGRAMME SPECIFICATION

### Course record information

|   |   |
|---|---|
| Name and level of final award:                      | <b>MA Menswear</b><br>The Menswear is a Masters degree that is Bologna FQ-EHEA second cycle degree or diploma compatible. |
| Name and level of intermediate awards:              | Postgraduate Certificate Menswear   |
| Awarding body/institution:                          | University of Westminster   |
| Teaching Institution:                               | University of Westminster   |
| Status of awarding body/institution:                | Recognised Body   |
| Location of delivery:                               | Design, Creative and Digital Industries College (Harrow)  |
| Language of delivery and assessment:                | English   |
| Mode, length of study and normal starting month:    | Two years full time.<br>September start   |
| <a href="#">QAA subject benchmarking group(s)</a> : | QAA Subject benchmark statements Masters degrees in <a href="#">Art and Design</a> (2008)                                 |
| Professional statutory or regulatory body:          | N/A   |
| Date of course validation/review:                   | May 2016  |
| Date of programme specification approval:           | January 2021  |
| Valid for cohorts:                                  | 2021-22   |
| Course Leader:                                      | Liliana Sanguino Ramirez  |
| Course URL:   | <a href="http://westminster.ac.uk/courses/postgraduate">westminster.ac.uk/courses/postgraduate</a>                        |
| Westminster course code:                            | PMFAS07F (FT)   |
| UKPASS code:  | P052689   |

## **Admissions requirements**

There are standard minimum [entry requirements](#) for all postgraduate courses. Students are advised to check the standard requirements for the most up-to-date information. For most courses a decision will be made on the basis of your application form alone. However, for some courses the selection process may include an interview to demonstrate your strengths in addition to any formal entry requirements. More information can be found here:

<https://www.westminster.ac.uk/courses/postgraduate/how-to-apply>.

## **Aims of the course and course philosophy**

We believe that is essential in this time of creative ambiguity to develop and empower the individual, and this entrepreneurial Menswear MA will recruit ambitiously envisioned designers to work on their creative expression through personal research, specialist process and informed professionalism.

### **Aims of the course**

The course will provide a learning environment that is supportive, challenging and defined by your application proposal in relation to either a projected or existing opportunity within fashion or the design related industry. In this way, you will generate original and contextualised ideas, technique and process that establish you as an influential and informed menswear design professional.

The course aims to:

- Provide a learning environment that synthesises new perceptions and intellectual and critical potential
- Direct and encourage primary research as a process of investigation, both academic and practice-based, that enables new ideas, process and knowledge
- Educate students to an advanced level of individual creativity and to develop their powers of enquiry and investigative analysis
- Equip students with an advanced technical knowledge of the specialist skills required to translate their ideas into product
- Foster students' critical understanding of the theoretical, cultural, sociological and economic context of menswear
- Develop students' ability to communicate their work coherently and intelligently
- Promote evaluative understanding and involvement with industry and design technology
- Equip graduates with the curiosity, knowledge, understanding and academic judgement to continue study at Ph.D. level
- Respond to the changing needs of an increasingly international industry by preparing motivated individuals with traditional, specialist and transferable skills who can both inspire and where appropriate challenge the professional demands of industry
- Enable the fulfilment of students' aspirations by preparing them for careers within the international fashion industry that will fulfil them intellectually, professionally and personally.

## **Employment and further study opportunities**

The University of Westminster continues to focus on the employability of graduates for the changing world of employment and is establishing a Centre of Excellence for Professional Learning from the Workplace. The remit of the Centre is to disseminate this excellence throughout all the courses in the University. It is important to the University that graduates are well prepared and equipped to succeed in employment and to contribute positively to society as a whole.

Industry work placements offer important experiential learning and are key to your continuing professional practice. Working with industry will deepen your understanding of design in context and add valuable contacts and the potential for sponsorships and future employment. The course will assist you in arranging a placement of approximately ten weeks between the first and second year of the course.

The MA Menswear Course is structured to foster skills appropriate to success in all areas of life and is adopting a culture of promoting and encouraging students to adopt a reflective and proactive approach to their career prospects and employability. Opportunities to experience, reflect upon and develop professional practices is embedded within the syllabus in order to perpetuate students' understanding and learning of the knowledge and behavioural | personal skills required for employability.

The MA Menswear PDP Policy will:

- Provide students with the ability to be reflective in terms of their learning.
- Enable and empower the students to adopt a proactive role in their learning.
- Ensure that the process in place for PDP encourages meaningful development.
- Cause students to reflect constructively and critically about what they are learning.
- Create behavioural patterning in student thinking, learning, and performance.
- Support the students in identifying their personal targets and goals.
- Help students identify strengths and weaknesses in order to identify and create purposeful development.

Other opportunities for professional development within the MA Menswear Course include:

- Non-Credited Industry works placements and internships - subject to availability
- Fashion Shows and Industry Networking Events
- Fashion industry executive and expert speakers
- Specialized industry tutorial advice
- Group work and peer-based activities (formal and informal)

It is the intention of the course team to broaden and enhance this programme for the future and to work hand-in-hand with the University, Industry, The BFC and other professional bodies globally to increase the opportunity for future planning and the development of the curriculum, including research, staff expertise and each student's goals and aspirations.

## Course learning outcomes

Learning outcomes are statements on what successful students have achieved as the result of learning. These threshold statements of achievement and are linked to the knowledge, understanding and skills that a student will have gained on successfully completing a course.

The taught project-based curriculum will progressively develop your confidence in an interdisciplinary and multidisciplinary context and encourage you to build theoretical and practical knowledge that will provide you with a high level of strategic and tactical competence that demonstrate a mastery of your practice. As a result, the learning outcomes for the course will be evidenced by your ability to:

1. Respond to a creative challenge with originality of thought and the confidence to produce meaningful work that integrates personal concepts, innovative technique, and process.
2. Identify and apply primary research as a means of inspiration for design innovation.
3. Demonstrate the ability to engage in experimentation as a means of generating, subverting and interpreting ideas.
4. Develop unique specialist techniques through your research that are applicable to the creation, manufacture, exhibition, and documentation of your work.
5. Apply resourcefulness and entrepreneurial skills that define an advanced understanding of the context of your practice and its positioning within the design based industry.
6. Function as an influential and considerate practitioner with the ability to negotiate, organise, lead or follow as appropriate to the requirements of working autonomously or collaboratively.
7. Reflect critically upon the wider contextual issues impacting upon contemporary menswear and to communicate these ideas in written, verbal and visual formats through presentation, debate to peers, industry, and collaborative partners.
8. To advance your practice through developing and maintaining a personal industry networks.

Your assessment at interim and final examination will be measured in relation to these learning outcomes.

## Knowledge and Understanding

In addition, students will be able to demonstrate the relevant knowledge of the fashion industries structure and organization with an ability to understand, respond to and implement change. Including:

- **Issues, Opportunities and Threats** - the value and potential of new approaches and thinking that address the challenges inherent in the global fashion industry.
- **Innovation, Technology and Craft** - the development and exploitation of relevant traditional, craft-based and new and potential technologies and their influence on design, manufacture, and communication.
- **The Environment** - encompassing a wide range of factors including how environmental, ethical, sociological and ideological issues affect the strategy, behaviour, and direction of the fashion industry.
- **The Industry** - encompassing key aspects of the timelines for fares, manufacturing, shows and buying including the variation in structure and operation of individual designers, designer brands and high street companies and their varying impact on the industry.

- **Context** - individual positioning within an increasingly internationalised industry whose boundaries are subject to economic, social, cultural & technological change.
- **Personal Practice** - including theories, frameworks and the role of design as a tool for personal development and growth in relation to existing and potential opportunities.
- **Professional Practice** - key principles and current challenges affecting the fashion industry including the development of core sustainability issues and those regarding human rights.
- **Fashion Markets** – awareness of marketing and communication activities across the established & emerging fashion capitals in order to identify the origins of inherent change in order to comment upon and to profit from them.
- **Muse and Consumer** - the representation of fashion menswear in the media; press, television, cinema, internet, politics, music industry, celebrity and promotional events including the expectations, behaviour and ideas around developing and maintaining brand loyalty.

### Key Transferable Skills

- **Behavioural and Personal Transferable skills:** Powerful emotional quotient with a confident attitude and self-image. Motivating of others, able to visualize and communicate goals clearly with the ability to achieve with personable conviction.
- **Resourcefulness:** Take responsibility for direction, goal setting and managing time and resources responsibly, reliably and with a persistent, persuasive presence.
- **Negotiation:** The aptitude to reach agreements and manage conflict with a clear understanding of how to achieve a win-win outcome and to negotiate compromise when necessary.
- **Diplomacy:** The persuasive capacity to find ways of reaching mutual agreements in aspects of decision making, including problem recognition, foresight, and coordinated delegation.
- **Strategy:** Tactically able to see the wider picture and addressing what need to be done an active, thoughtful and responsible member of a team . Advanced ability to research, analyse, assess, judge and take responsibility for decisions made.
- **Numerate:** Financial awareness and numeracy.
- **Flexibility:** The ability to manage change and adapt and employ new technology.
- **Communication:** Developer of meaningful ways of involving people in the development and communication of the design process.

### Learning, teaching and assessment methods

Our aim is to foster the forms of learning that enable you to progressively develop, understand and fulfil your potential as a menswear designer of influence. This is achieved by consolidating your creativity, specialist skill and contextual ability. The teaching and learning methods will stimulate and inspire an imaginative and creative approach to your discipline based on a high level of experiential confidence. Throughout the course you will develop increasing independence in your working process, which culminates in the definition of your own Collection Project in supervision with the staff team.

## Course structure

This section shows the core modules available as part of the course and their credit value.

The first year grade-only module is a taught programme of personal and collaborative projects aimed at bringing your personal research, design, technical abilities and thinking to postgraduate level.

Credit level 7

| Module code | Module title  | Status | Credit | ECTS |
|-------------|---------------|--------|--------|------|
| 7FADE001W   | MA Menswear 1 | Core   | 60     | 30   |

Intermediate Award of Postgraduate Certificate Menswear available (60 credits)

The second year module will focus your personal work with guidance from the staff team, visiting lecturers and industry contacts.

Credit level 7

| Module code | Module title  | Status | Credit | ECTS |
|-------------|---------------|--------|--------|------|
| 7FADE002W   | MA Menswear 2 | Core   | 120    | 60   |

MA Menswear award Available (180 credits)

## Academic regulations

The current Handbook of Academic Regulations is available at [westminster.ac.uk/academic-regulations](http://westminster.ac.uk/academic-regulations)

## How will you be supported in your studies?

### Course Management

The course is taught by the University of Westminster and hosted by the College of Design, Creative and Digital Industries. Jonathan Stockdale, Dean of the College, holds overall responsibility for the course, and for all courses run by the College of Design, Creative and Digital Industries

### Course team

In his capacity as course leader, Liliana Sanguino Ramirez is also responsible for day to day and general management of the course in all its delivery modes and

- Approving student study programmes
- Organisation of tutorial, supervisory support and pastoral care
- Co-ordination of marks for assessment boards

Core team members include;

Liliana Sanguino Course Leader - [L.Sanguinoramirez@westminster.ac.uk](mailto:L.Sanguinoramirez@westminster.ac.uk)

Anthony Campbell [A.campbell@westminster.ac.uk](mailto:A.campbell@westminster.ac.uk)

Gulsun Metin [g.metcalf@westminster.ac.uk](mailto:g.metcalf@westminster.ac.uk)

Andrew Groves. Design Tutor – a.groves@westminster.ac.uk  
Richard Gray. Menswear Illustration Tutor – r.gray@westminster.ac.uk  
Joyce Thornton. Menswear Industry Liaison Tutor – j.thornton@westminster.ac.uk

Module leaders oversee the delivery of all aspects of the module(s) they are responsible for. They consult students on matters relevant to their module.

## **Academic Support**

Upon arrival, an induction programme will introduce you to the staff responsible for the course, the campus on which you will be studying, the Library and IT facilities, additional support available and to your Faculty Registry Office. You will be provided with the Course Handbook, which provides detailed information about the course. Each course has a course leader or Director of Studies. All students enrolled on a full-time course and part time students registered for more than 60 credits a year have a personal tutor, who provides advice and guidance on academic matters. The University uses a Virtual Learning Environment called Blackboard where students access their course materials, and can communicate and collaborate with staff and other students.

## **Learning Support**

The Academic Learning Development Centre supports students in developing the skills required for higher education. As well as online resources in Blackboard, students have the opportunity to attend Study Skills workshops and one to one appointments.

Learning support includes four libraries, each holding a collection of resources related to the subjects taught at that site. Students<sup>1</sup> can search the entire library collection online through the Library Search service to find and reserve printed books, and access electronic resources (databases, e-journals, e-books). Students can choose to study in the libraries, which have areas for silent and group study, desktop computers, laptops for loan, photocopying and printing services. They can also choose from several computer rooms at each campus where desktop computers are available with the general and specialist software that supports the courses taught at their Faculty. Students can also securely connect their own laptops and mobile devices to the University wireless network.

## **Support Services**

The University of Westminster Student Affairs department provide advice and guidance on accommodation, financial and legal matters, personal counselling, health and disability issues, careers, specialist advice for international students and the chaplaincy providing multi-faith guidance. The University of Westminster Students' Union also provides a range of facilities to support students during their time at the University.

## **How do we ensure the quality of our courses and continuous improvement?**

The course was initially approved by a University Validation Panel in 2016. The panel included internal peers from the University, academic(s) from another university and a representative from industry. This helps to ensure the comparability of the course to those offered in other universities and the relevance to employers.

---

<sup>1</sup> Students enrolled at Collaborative partners may have differing access due to license agreements.

The course is also monitored each year by the Faculty to ensure it is running effectively and that issues which might affect the student experience have been appropriately addressed. Staff will consider evidence about the course, including the outcomes from Course Committees, evidence of student progression and achievement and the reports from external examiners, to evaluate the effectiveness of the course. Each Faculty puts in to place an action plan. This may for example include making changes on the way the module is taught, assessed or even how the course is structured in order to improve the course, in such cases an approval process is in place.

A Course review takes place periodically to ensure that the curriculum is up-to-date and that the skills gained on the course continue to be relevant to employers. Students meet with review panels to provide feedback on their experiences. Student feedback from previous years e.g. from Course Committees is also part of the evidence used to assess how the course has been running.

### **How do we act on student feedback?**

Student feedback is important to the University and student views are taken seriously. Student feedback is gathered in a variety of ways.

Through Course Committees students have the opportunity to express their voice in the running of their course. Student representatives are elected to Committee to expressly represent the views of their peer. The University and the Students' Union work together to provide a full induction to the role of the student representatives.

Each Faculty also has its own Faculty Student Forum with student representatives; this enables wider discussions across the Faculty. Student representatives are also represented on key Faculty and university committees.

All students are invited to complete a questionnaire before the end of each module. The feedback from this will inform the module leader on the effectiveness of the module and highlight areas that could be enhanced.

The University also has an annual Postgraduate Taught Experience Survey or PTES which helps us compare how we are doing with other institutions, to make changes that will improve what we do in future and to keep doing the things that you value.

For more information about this course: [www.mamenswear.com](http://www.mamenswear.com)

**Please note:** This programme specification provides a concise summary of the main features of the course and the learning outcomes that a student might reasonably be expected to achieve and demonstrate if s/he takes full advantage of the learning opportunities that are provided. This specification should be read in conjunction with the Course Handbook provided to students and Module Handbooks, which provide more detailed information on the specific learning outcomes, content, teaching, learning and assessment methods for each module.

**Copyright of University of Westminster 2020 ©**