Ravensbourne University London

COURSE SPECIFICATION

Course Title	MA Fashion: Digital Futures
Final Award	MA Fashion: Digital Futures
Interim Awards	PGCert: Fashion Digital Futures (60 Credits) PGDip: Fashion Digital Futures (120 Credits)
Awarding Body	Ravensbourne University London
Teaching Institution	Ravensbourne University London
UCAS Code	N/A
HECOS code (with Subject percentage Splits if applicable)	• 100055 50% fashion design • 100363 50% computer animation and visual effects
QAA Subject Benchmark	Art and Design: Fashion
External Accrediting Bodies	N/A
Apprenticeship Standard used to inform the development of the course (if applicable)	N/A
Accelerated Degree Option	No
Level 6 Top Up Option (online only)	No
Study Load	Full-time
Mode of study	Face-to-face
Delivery Location(s)	Ravensbourne University campus
Length(s) of Course(s)	12 Months / 3 Semesters
Type (open/closed)	Open
Validation period	Five years
Intended First Cohort Start Date	2024
Date produced/amended	01/01/23
Course Leader	Adam Andrascik – a.andrascik@rave.ac.uk
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Course Description
MA Fashion: Digital Futures is for the innovators, optimists and contrarians who ask: what happened to fashion's future? Taking inspiration from the great incubators of Silicon Valley, students will harness transformational technology alongside direct industry mentorship from the most revolutionary brands in tech and fashion in an environment that pushes them to question, break and rebuild the status quo.

Course Aims
· To produce future focused graduates who can compete and lead the rapidly evolving digital fashion landscape using next generation tools, techniques and innovations.
· To support, encourage and challenge the development of students through cross industry collaboration and networking to realise wide reaching design and project outcomes.
· To enable students to identify professional development goals, digital skills and high agency traits that will lead them into realising new career opportunities and aid lifelong learning.
· To produce changemakers who combine digital skills with innovative practice with a focus on increased positive impact to create sustainable and ethical based design solutions for the wider fashion industry.

Course Learning Outcomes

The course provides opportunities for students to develop and demonstrate knowledge and understanding, qualities, skills and other attributes in the following areas. On completion of the MA Fashion: Digital Futures students will be able to:	
Explore	LO1 Critically analyse, evaluate and apply rigorous critical thinking to form an innovative, digital fashion focused proposal demonstrating a systemic understanding of industry specific methodological, theoretical and professional practice.
Create	LO2 Demonstrate ability to plan, compose and execute a professional, rigorous and purpose-built digital workflow utilising current and developing technologies with collaborative practice in service of a digital fashion concept.
Influence	LO3 Demonstrate a critical and rigorous understanding of ethical, cultural and sustainable implications of a project proposal, design workflow and/or delivery method and the ability to reengineer any aspect for greater accessibility and positive societal improvement.
Integrate	LO4 Present a professionally competent, cohesive, detailed and market specific presentation that accurately communicates innovative practice within a design project or outcome while utilising appropriate mixed reality delivery methods.

Where a student does not complete the full course, but exits with an Ordinary Degree, they will have had the opportunity to develop and demonstrate knowledge and understanding, qualities, skills and other attributes in the following areas. On completion of the *PGDip: Fashion Digital Futures* students will be able to:	
Explore	LO1 Critically analyse, evaluate and form an innovative, digital fashion focused proposal demonstrating an understanding of industry specific methodological, theoretical and professional practice.

Create	LO2 Demonstrate sound ability to plan, compose and execute an efficient, purpose-built digital workflow utilising current and developing technologies and collaborative in service of a digital fashion concept.
Influence	LO3 Demonstrate advanced understanding of the ethical, cultural and sustainable implications of a project proposal, design workflow and/or delivery method and the ability to reengineer any aspect for greater accessibility and positive societal improvement.
Integrate	LO4 Present a competent, coherent, detailed and market specific presentation that accurately communicates innovative practice within a design project or outcome while utilising appropriate mixed reality delivery methods.

Where a student does not complete the full course, but exits with a Diploma in Higher Education, they will have had the opportunity to develop and demonstrate knowledge and understanding, qualities, skills and other attributes in the following areas. On completion of the *PGCert: Fashion Digital Futures* students will be able to:	
Explore	LO1 Limited ability to analyse, evaluate and form an innovative, digital fashion focused proposal demonstrating an understanding of industry specific methodological, theoretical and professional practice.
Create	LO2 Demonstrate limited ability to plan, compose and execute an efficient, purpose-built digital workflow utilising current and developing technologies and collaborative in service of a digital fashion concept.
Influence	LO3 Demonstrate limited understanding of the ethical, cultural and sustainable implications of a project proposal, design workflow and/or delivery method and the ability to reengineer any aspect for greater accessibility and positive societal improvement.
Integrate	LO4 Present a competent and market specific presentation that accurately communicates limited innovative practice within a design project or outcome while utilising appropriate mixed reality delivery methods.

Ravensbourne University Assessment Criteria	
Explore	Research and Analysis Subject Knowledge Critical Thinking and Reflection Problem Solving
Create	Ideation Experimentation Technical Competence Communication and Presentation
Influence	Social Impact Ethical Impact Environmental Impact
Integrate	Collaboration Entrepreneurship and Enterprise Professional Development

Core Competencies
Each module learning outcome should be aligned to at least one competency.

Competency	Definition	Aligned Assessment Criteria
Cognitive	The ability to acquire, retain and use knowledge, recognise, pose and solve problems. Attributes may include: • Evaluate their own beliefs, biases and assumptions • Evaluate strengths, weaknesses, and fallacies of logic in arguments and information • Apply lesson from the past or learned knowledge and skills to new and varied situations • Perform basic computations or approach practical problems by choosing appropriately from a variety of mathematical techniques • Devise and defend a logical hypothesis to explain observed phenomenon • Recognize a problem and devise and implement a plan of action	**Explore, Create, Integrate, Influence**
Creative	The ability to generate new ideas, express themselves creatively, innovate and/ or solve complex problems in an original way.	**Create**
Professional	The ability to understand and effectively meet the expectations of industry partners, through outputs and behaviours.	**Integrate, Influence**
Emotional, Social and Physical	Emotional -The intrapersonal ability to identify, assess, and regulate one's own emotions and moods; to discriminate among them and to use this information to guide one's thinking and actions and where one has to make consequential decisions for oneself. Attributes may include: • Self-awareness & regulation (including metacognition) • Mindfulness • Cognitive flexibility • Emotional resilience • Motivation • Ethical decision- making Social - The interpersonal ability to identify & understand the underlying emotions of individuals and groups, enhancing communication efficacy, empathy and influence. Attributes may include: • Managing your audience • Coordinating with others • Negotiation • Creativity	**Explore, Influence, Integrate**

	• People management • Leadership & entrepreneurship • Service orientation • Active listening • Coaching and mentoring Physical - The ability to perceive and optimise physiological activity and responses to influence emotion, solve problems or otherwise effect behaviour. Physical intelligence engages the body to train neuron pathways to help change an inappropriate response to an appropriate response. Attributes may include • Self-discipline & management • Attention • Reaction & response time • Cognitive & muscle memory • Managing stress • Physical resilience	
Cultural	The capability to relate to and work effectively across cultures including intercultural engagement, cultural understanding and intercultural communication.	**Influence, Integrate**
Enterprise and Entrepreneurial	The generation and application of ideas within a practical setting. It combines creativity, idea generation and design thinking, with problem identification, problem solving, and innovation followed by practical action. This can, but does not exclusively, lead to venture creation (UK Quality Assurance Agency, Enterprise and Entrepreneurship Education 2018).	**Create, Influence, Integrate**
Digital	The confident adoption of applications, new devices, software and services and the ability to stay up to date with ICT as it evolves. The ability to deal with failures and problems of ICT and to design and implement solutions (Jisc Digital Capabilities Framework)	**Explore, Create, Integrate, Influence**
Ravensbourne Return	Engagement with inhouse activities including mentoring other students, volunteering, acting as a student rep or ambassador. Demonstrate a knowledge of current events and social issues Identify their personal convictions and explore options for putting these convictions into practice Engagement with the external community through (from) employment, volunteering, participation in a Professional Life or other programme-based project.	**Explore, Create, Influence, Integrate,**

Learning, Teaching and Assessment

Learning and Teaching methods	Assessment Strategy
Briefings Lectures Project work Workshops Tutorials Outfit Reviews Individual Presentations and Critiques Self-Directed Independent Study	Both formative and summative assessment methods will feature. **Formative assessment** will give students the opportunity to gain feedback on how they are progressing towards achieving the Learning Outcomes to that point. Formative Feedback will also include feed forward so that students get the opportunity to make improvements towards achieving the LOs. Formative feedback is not formal and does not involve the allocation of a grade band or predicted mark. **Summative feedback** will be given at the end of a module. As well as providing feedback on how the student performed on the module against the Learning Outcomes, using set Assessment Criteria, tutors will allocate a grade band to the work using grading descriptors set by Ravensbourne University. **Holistic Assessment:** Assessment for most modules within this course will be holistic i.e. 100% portfolio of evidence. This means that students will receive a single overall grade for the module. This will be a reflection of overall performance and achievement against the Learning Outcomes using given assessment criteria.

	Assessment Methods & Requirements will include written, 2D, 3D and digitally focused components including but not exclusively: · Reflective Journal / Report · Market Research · Consumer profiles · Project / Design Rationale · Sketch book / Concept research · Digital Case Studies · PBR Texture Proposals · Digital Environment Mock-ups · Digital MVPs · Proposed Digital Workflows · Design development · Concept Proposals · Fabric proposals / Textile samples / Digital skins · Portfolio presentation · Digital Fashion Illustration · Digital line up · Technical CAD drawings · Digital Pattern cutting files · Digital Assets · 3D Toiles · 3D Final prototype/s · Range Plans & Branding proposals · Presentations / pitches

Course Structure

Module Code	Module Title	Shared Module	Mandatory / Elective	Credits
Level 7				
FDF23701	Introduction to Digital Fashion Technology		Mandatory	40
FDF23702	Mixed Reality		Mandatory	20
FDF23703	Industry Project: Proof of Concept		Mandatory	40
FDF23704	New Technologies and Experimentations		Mandatory	20
FDF23705	Final Project		Mandatory	60
				180

Learning Hours

Learning Hours (per 20 credit module excluding the Work Placement)	
Staff – Student Contact Hours	**Independent Study Hours**

Formal Scheduled Teaching	36	Independent Study	164
Total			200

Course Regulations

Entry Requirements
First, Upper Second-Class honours degree, lower second-class (or equivalent non-UK qualifications) in a relevant subject, or an equivalent professional qualification in a related subject area. If you are applying directly from an undergraduate degree course without experience or professional practice you must be able to demonstrate a good knowledge of your chosen subject area. In order to be eligible for a course, you will need to be a competent speaker and writer of English. This also applies if you are from the European Union, or if you're from a country outside the EU. You need to provide us with an IELTS or equivalent English language qualification demonstrating 6.0 overall with minimum 5.5 or CEFR Level B2 in each component.
Accreditation of Prior Learning (if applicable)
Applications are welcomed from those who may not possess formal entry qualifications, mature students, those with work experience or with qualifications other than those listed above. Such applicants should demonstrate sufficient aptitude and potential to complete the course successfully. Applicants will be assessed at interview in accordance with Ravensbourne's Accreditation of Prior Learning Policy and Procedure and Student Transfer Plan.
Conditions for Progression
Students will be deemed to have passed a module if they achieve a 40% for undergraduate students; or a 50% for postgraduate students. Some modules, e.g. electives, use Pass/Fail grades and no marks are awarded. Pass/Fail grades are not used in the calculation of classifications for awards. A student who has passed all assessments to date but has not yet reached the end of a level (or stage) will be permitted to proceed into the following term by the Interim Assessment Board.
Reassessment of Failed Elements
Failure or non-submission in any assessment will result in a Fail grade for the component and module. A student shall be permitted three attempts at each assessment; one first sit and two resits. Where a student successfully retrieves an assessment failure, the grade for the assessment will be capped at 40% undergraduate or 50% postgraduate (except where Extenuating Circumstances have been approved).
Conditions for the Granting of Awards

A student who completes an approved course of study, shall be awarded *MA Fashion: Digital Futures.* Those students who exit the Course without completing it may be entitled to exit with an award of either a: 1. Postgraduate Certificate of Higher Education in *Fashion: Digital Futures,* provided they complete an approved course of modules and the learning outcomes for such award as set out in the Course Specification. 2. Postgraduate Diploma of Higher Education in *Fashion: Digital Futures,* provided they complete an approved course of modules and the learning outcomes for such award as set out in the Course Specification.
Any derogation(s) from the Regulations required?
If yes, please state which regulation requires a derogation for approval by the Academic Board.

Student Support	https://www.ravensbourne.ac.uk/student-services
Assessment Regulations	https://www.ravensbourne.ac.uk/staff-and-student-policies

Course Learning Outcomes	**CLO1**	**CLO2**	**CLO3**	**CLO4**
Level 7 Modules				
Introduction to Digital Fashion Technology	*MLO1*	*MLO2, 3*		*MLO4*
Mixed Reality	*MLO1, 2*	*MLO3*		
Industry Project: Proof of Concept	*MLO1, 3,4*			*MLO2*
New Technologies and Experimentations	MLO1	MLO4	MLO3	MLO2
Final Project	*MLO1, 3*	*MLO2*	*MLO4*	*MLO5*

Course Diagram

	Semester 1	Semester 2	Semester 3
Level 7 180 credits	**Introduction to Digital Fashion Technology** 40 credits	**Industry Project: Proof of Concept** 40 credits	**Final Project** 60 credits
	Mixed Reality 20 credits	**New Technologies and Experimentations** 20 credits	