

Bachelor of Fashion Design (BFD23) curriculum map – program curriculum by year

Year 1								
Subject Title	Block Development	Basic Industrial Machinery	Design Fundamentals	Academic and Professional Communications	Style Development	Specialised Machinery	Design Communication	Ethical and Sustainable Practice
Subject Code	BFD116	BFD117	BFD118	BHE101	BFD119	BFD120	BFD121	BFD122
Credit Points	6	6	6	6	6	6	6	6
EFTSL	0.125	0.125	0.125	0.125	0.125	0.125	0.125	0.125
Core/elective	Core	Core	Core	Core	Core	Core	Core	Core
Subject Objective	To develop basic skills in pattern methodologies for block development	To introduce apparel construction using basic industrial machinery and apply techniques for industry standard garment manufacture.	To introduce the design process through a historical lens and develop the fundamental skills to create fashion concepts.	To develop foundational research, writing, and communication skills required for academic study and the professional workplace.	To identify typical body shapes and common sizing and grading tables as they apply to styled patterns.	To apply specialised machinery for apparel constructing intermediate level samples and create toiles, a sample garment and specification documentation in response to a design brief.	To develop solutions using the design process in response to a design brief and develop communication materials.	To introduce the concepts of ethical and sustainable practice by investigating the way fashion is produced, consumed and its subsequent impact on the environment.
Learning Outcomes	<ol style="list-style-type: none"> <li>Identify and take measurements from landmarks on the body form and live models (WW)</li> <li>Identify a variety of different body shapes from measurements collected</li> <li>Apply data from sizing standards to develop master blocks for the body</li> <li>Develop basic skirt, pant, bodice, and sleeve master blocks using flat pattern and digital methods, including digitised blocks</li> </ol>	<ol style="list-style-type: none"> <li>Use basic industrial machinery specific to the apparel industry</li> <li>Create basic specification documentation to be used in pre-production and construction processes</li> <li>Cut, construct and make fitting adjustments to create toiles from blocks</li> <li>Cut out and construct basic samples</li> <li>Present a series of basic sewing applications that could be applied to sewn apparel</li> </ol>	<ol style="list-style-type: none"> <li>Demonstrate questioning and reflection of the design process through practice</li> <li>Analyse the concept of fashion history and evaluate research methods</li> <li>Demonstrate knowledge of the fundamental characteristics associated with natural and man-made fibres</li> <li>Create and communicate fashion designs, using correct terminology, introductory design software and hand drawing</li> </ol>	<ol style="list-style-type: none"> <li>Undertake research for academic and professional purposes</li> <li>Access, interpret and critically evaluate varied academic and professional sources of information</li> <li>Distinguish between and apply appropriate conventions to produce a range of academic and professional texts</li> <li>Develop and articulate coherent written arguments and oral presentations</li> <li>Plan, write and format different styles of academic and professional documents</li> </ol>	<ol style="list-style-type: none"> <li>Apply basic styling applications to develop patterns from own designs at a beginner's level applying manual pattern methodology and pattern design system</li> <li>Apply basic knowledge of body growth to standard size blocks to grade</li> <li>Develop basic knowledge of fit and e-communication using pattern design system</li> <li>Use Pattern design system to create costing markers</li> </ol>	<ol style="list-style-type: none"> <li>Use basic and selected specialist industrial machinery to create sewn apparel</li> <li>Create specification documentation</li> <li>Create a manual marker for cutting lays</li> <li>Cut out and construct prototypes for a variety of styles</li> <li>Present a series of intermediate sewing applications that could be applied to sewn apparel</li> </ol>	<ol style="list-style-type: none"> <li>Propose solutions using the design process in response to a fashion design brief</li> <li>Create communication material for a fashion collection such as mood and range boards and technical garment illustrations</li> <li>Evaluate the innovation of historic and contemporary fashion designs through understanding of the context in which they were created</li> <li>Investigate fibres, yarns and fabrics and identify their performance and handling characteristics</li> <li>Use industry terminology to effectively communicate design concepts</li> <li>Use introductory design software to create and communicate design concepts</li> </ol>	<ol style="list-style-type: none"> <li>Discuss key social, environmental and ethical factors that impact the fashion/fashion industry value chain</li> <li>Review the history of exploitation in the garment industry from a local and global perspective</li> <li>Explore issues related to ethics in the fashion industry</li> <li>Investigate strategies for sustainable innovation</li> </ol>
Average weekly contact	7 hours	4 hours	5 hours	3 hours	7 hours	4 hours	5 hours	3 hours
Average weekly independent learning	5 hours	8 hours	7 hours	9 hours	5 hours	8 hours	7 hours	9 hours
TOTAL HOURS (Semester)	168 hours (12 hours x 14 teaching weeks)	168 hours (12 hours x 14 teaching weeks)	168 hours (12 hours x 14 teaching weeks)	168 hours (12 hours x 14 teaching weeks)	168 hours (12 hours x 14 teaching weeks)	168 hours (12 hours x 14 teaching weeks)	168 hours (12 hours x 14 teaching weeks)	168 hours (12 hours x 14 teaching weeks)
Assessment	Task 1: Design Report, 1000 words (20%) Task 2: Manual Block Development, 2000 words equivalent (40%) Task 3: Computer block development, 2000 words equivalent (40%)	Task 1: Sample library, 1000 words equivalent (20%) Task 2: Toiles from blocks, 2000 words equivalent (40%) Task 3: Original Design Construction, 2000 words equivalent (40%)	Task 1: Design folio/sketchbook, 1000 words equivalent (30%) Task 2: Presentation folio, 1500 words equivalent (40%) Task 3: Digital Portfolio, 1000 words equivalent (30%)	Task 1: ePortfolio, 1500 words (30%) Task 2: Group Research Report and peer evaluation, 2000 words (20%) Task 3: Research Essay, 1500 words (30%) Task 4: Group presentation, 15-minute presentation (including peer evaluation) (20%)	Task 1: Manual Style Development folio, 1000 words equivalent (20%) Task 2: Computer block and style development, 2000 words equivalent (40%) Task 3: Original designs, 2,000 words equivalent (40%)	Task 1: Sample library, 1000 words equivalent (20%) Task 2: Toiles and final sample, 2000 words equivalent (40%) Task 3: Original designs, 2000 words equivalent (40%)	Task 1: Major Design Brief, 2,000 words equivalent (40%) Task 2: Fabric folio, 1000 words equivalent (20%) Task 3: Portfolio of digital design exercises, 2000 words equivalent (40%)	Task 1: Case study, 10 minutes (20%) Task 2: Class Based Tasks, 1400 words equivalent (40%) Task 3: Report – Towards a Circular Economy, 1400 words equivalent (40%)
Co-/Pre-requisites	Nil	Nil	Nil	Nil	Pre-requisite BFD116 Block Development	Pre-requisite: BFD117 Basic Industrial Machinery	Pre-requisite: BFD118 Design Fundamentals	Nil

Year 2								
Subject Title	Pattern Technology 1	Industry Techniques 1	Technical Design	Fashion Business Marketing	Pattern Technology 2	Industry Techniques 2	Sustainable Design	Elective
<b>Subject Code</b>	BFD209	BFD210	BFD211	BFD212	BFD213	BFD214	BFD215	
<b>Credit Points</b>	6	6	6	6	6	6	6	6
<b>EFTSL</b>	0.125	0.125	0.125	0.125	0.125	0.125	0.125	0.125
<b>Core/elective</b>	Core	Core	Core	Core	Core	Core	Core	Elective
<b>Subject Objective</b>	To develop an in-depth knowledge of pattern technologies applicable to the domain of technical apparel.	To understand the machinery, processes and systems used to manufacture conventional and advanced technical apparel including knitwear and personal protective equipment (PPE).	To develop the ability to make sound design judgements using textile investigation, technical garment research, and empathetic design.	To develop knowledge of commercial practice in the fashion industry and to understand business development and marketing strategies and their application within fashion business.	To develop sustainable practices and processes of pattern engineering by applying draping and zero or minimal waste methodologies.	To develop applied technical skills to manage the impacts of textile products and materials, using sustainable principles and waste minimisation techniques.	To develop a matrix of methodologies and tools for use in sustainable fashion design professional practice.	One elective to be chosen from: <ul style="list-style-type: none"> <li>BFD001 Textile Technology</li> <li>BFD002 Fashion Merchandising</li> <li>BFD003 Supply Chain Management</li> </ul>
<b>Learning Outcomes</b>	<ol style="list-style-type: none"> <li>Develop a theoretical and practical understanding of pattern creation and adaptation in relation to technical textiles</li> <li>Investigate, interpret and apply appropriate pattern engineering methods utilizing manual and digital technologies</li> <li>Explore and apply manual and digital skills for design development through the pattern process</li> <li>Create technical specifications appropriate to product domain</li> </ol>	<ol style="list-style-type: none"> <li>Effectively demonstrate an understanding of contemporary methods of apparel production workflow in the context of digital advances and sustainability</li> <li>Investigate and report on the properties, performance, and manufacturing processes of a range of textile materials</li> <li>Construct a range of sewn samples that reflect contemporary and emerging manufacturing techniques and applications</li> <li>Create specification documentation for communication across the supply chain using technology</li> </ol>	<ol style="list-style-type: none"> <li>Develop research skills to identify and evaluate emerging textile developments</li> <li>Develop and present a series of communication materials utilising digital design programs</li> <li>Produce a full garment technical package for a range using digital design programs</li> <li>Propose solutions to a design brief using research and problem-solving skills</li> </ol>	<ol style="list-style-type: none"> <li>Explore the role of market research and conduct market research to identify a target market</li> <li>Compare fashion business models</li> <li>Describe business terminology used in planning and marketing</li> <li>Plan and present to industry professionals and project stakeholders a commercial fashion range for a target market</li> <li>Analyse marketing approaches appropriate to a target market</li> <li>Collaborate with peers using interpersonal and teamwork skills to prepare and present a Marketing Plan</li> </ol>	<ol style="list-style-type: none"> <li>Investigate and articulate the concept of circular fashion identifying pattern methodologies.</li> <li>Apply and analyse zero waste principles and strategies</li> <li>Investigate draping as a pattern methodology and identify its application within sustainable fashion</li> <li>Use pattern design system to create costing markers and technical specifications</li> </ol>	<ol style="list-style-type: none"> <li>Identify, adapt, and utilise a range of construction techniques that support the development of a circular economy</li> <li>Present a series of intermediate sewing applications of custom and bespoke finishes and techniques.</li> <li>Demonstrate application of waste minimisation to design</li> <li>Apply judgment and initiative in problem solving and decision making in your practice</li> </ol>	<ol style="list-style-type: none"> <li>Appraise sustainability concepts and techniques in the textile, clothing, and footwear (TCF) industries that impact design directions or decisions</li> <li>Propose solutions using sustainable design tools and/or methodologies in response to a design brief</li> <li>Create fashion illustrations with fabric rendering and related trade sketches using digital design programs</li> <li>Utilise a multi-method approach to explore research and inspiration for a design brief</li> <li>Effectively communicate a response to a design brief to an audience</li> </ol>	(see below for elective details)
<b>Average weekly contact</b>	7 hours	4 hours	5 hours	3 hours	7 hours	4 hours	5 hours	
<b>Average weekly independent learning</b>	5 hours	8 hours	7 hours	9 hours	5 hours	8 hours	7 hours	
<b>TOTAL HOURS (Semester)</b>	168 hours (12 hours x 14 teaching weeks)	168 hours (12 hours x 14 teaching weeks)	168 hours (12 hours x 14 teaching weeks)	168 hours (12 hours x 14 teaching weeks)	168 hours (12 hours x 14 teaching weeks)	168 hours (12 hours x 14 teaching weeks)	168 hours (12 hours x 14 teaching weeks)	
<b>Assessment</b>	Task 1: Visual Garment Analysis, 800 words equivalent (20%) Task 2: Pattern Folio, 1600 words equivalent (40%) Task 3: Original designs, 1600 words equivalent (40%)	Task 1: Technical samples, 1000 words equivalent (20%) Task 2: Toiles Final Samples, 2000 words equivalent (40%) Task 3: Original designs, 2000 words equivalent (40%)	Task 1: Emerging Textiles Report, 1000 words (20%) Task 2: Communication Materials, 1500 words equivalent (40%) Task 3: Garment Technical Specifications Pack, 1500 words equivalent (40%)	Task 1: Class Based Tasks, 1500 words equivalent (30%) Task 2: Plan for a fashion range and Rationale, 1750 words equivalent (35%) Task 3: Marketing Plan Presentation, 1750 words equivalent (35%)	Task 1: Garment Analysis, 1000 words equivalent (20%) Task 2: Pattern folio, 2000 words equivalent (40%) Task 3: Digital folio, 2000 words equivalent (40%)	Task 1: Reclaim Project video presentation, 10 minutes (20%) Task 2: Sample Library, 2000 words equivalent (40%) Task 3: Original designs, 2000 words equivalent (40%)	Task 1: Written Report, 1000 words (20%) Task 2: Design Process Folio, 2000 words equivalent (40%) Task 3: Original designs, 2000 words equivalent (40%)	
<b>Co-/Pre-requisites</b>	Pre-requisite: BFD119 Style Development	Pre-requisite: BFD120 Specialised Machinery	Pre-requisite: BFD121 Design Communication	Nil	Pre-requisite BFD119 Style Development	Pre-requisite: BFD120 Specialised Machinery	Pre-requisite: BFD121 Design Communication	

Year 3								
Subject Title	Pattern Studio - Creative	Production Studio - Creative	Capstone Project – Creative Collection	Pattern Studio - Commercial	Production Studio – Commercial	Capstone Project – Commercial Design	Entrepreneurship	Work Integrated Learning
<b>Subject Code</b>	BFD309	BFD310	BFD311	BFD312	BFD313	BFD314	BFD315	BFD316
<b>Credit Points</b>	6	6	6	6	6	6	6	6
<b>EFTSL</b>	0.125	0.125	0.125	0.125	0.125	0.125	0.125	0.125
<b>Core/elective</b>	Core	Core	Core	Core	Core	Core	Core	Core
<b>Subject Objective</b>	To produce blocks and styled patterns for a capsule collection in response to a fashion Industry competition brief.	To construct a collection of garments in response to a fashion industry brief or system. competition.	To develop a fashion collection that responds creatively to a thematic industry brief using design software and analogue techniques to create communication material.	To produce patterns for a commercial fashion collection applying industry standard techniques and methods of pattern development.	To construct apparel for a commercial fashion collection applying industry standard techniques and methods of manufacture.	To create a fashion collection through advanced use of the design process, including 2D and 3D prototyping.	To understand the key aspects of entrepreneurship in commercial fashion practice including emerging styles, marketing materials and the business pitch.	To undertake a fashion industry work placement, linking academic and practical knowledge and skills with the professional environment.
<b>Learning Outcomes</b>	<ol style="list-style-type: none"> <li>1. Research and investigate innovative pattern engineering techniques to develop ideas for the specialist area in response to a fashion industry competition</li> <li>2. Develop patterns utilizing digital prototyping and critically reflect on process</li> <li>3. Curate a block library to develop patterns for styles that reflect a specialist area</li> <li>4. Investigate and compile size charts</li> </ol>	<ol style="list-style-type: none"> <li>1. Develop and maintain records and documentation, including a project plan, for a fashion range</li> <li>2. Construct toiles, samples, and finished garments in response to a fashion design brief</li> <li>3. Apply basic, intermediate and advanced construction techniques where appropriate using specialist machinery</li> <li>4. Critically analyse fit and apply judgement to specialist construction processes at various stages of development</li> <li>5. Apply quality standards to sewn work for samples and garments</li> </ol>	<ol style="list-style-type: none"> <li>1. Respond with creativity and innovation to a thematic fashion industry directed brief</li> <li>2. Critically analyse contemporary fashion collections to determine context for designs</li> <li>3. Use advanced design software and analogue media to communicate design concepts and create trade sketches</li> <li>4. Research and apply industry practices around sustainability and transparency</li> <li>5. Prepare and present work in progress and refined design concepts to an audience</li> </ol>	<ol style="list-style-type: none"> <li>1. Create a commercial capsule collection for an industry brief</li> <li>2. Curate a block library and develop patterns and prototypes applying manual and digital methodologies in response to an industry brief</li> <li>3. Resolve fit issues applying 3D avatars in the pattern design system</li> <li>4. Develop technical packages for the collection in line with industry standards</li> </ol>	<ol style="list-style-type: none"> <li>1. Create a commercial fashion collection applying industry standard techniques and methods of manufacture</li> <li>2. Identify and resolve a range of problems associated with the production of a commercial collection</li> <li>3. Critically evaluate materials and processes in order to determine fitness for purpose</li> <li>4. Investigate and apply knowledge of ethical and sustainable practices to manage the manufacturing process</li> <li>5. Develop technical specifications for communication across the value chain using technology</li> </ol>	<ol style="list-style-type: none"> <li>1. Research markets, concepts, techniques and emerging social trends for the development of a fashion range</li> <li>2. Design a commercial fashion collection for a chosen market segment</li> <li>3. Employ the design process to create innovative and market relevant fashion communication material using hand and digital design techniques</li> <li>4. Plan, manage and document the design process in creating a fashion collection</li> <li>5. Employ industry terminology and demonstrate knowledge of fashion industry processes</li> </ol>	<ol style="list-style-type: none"> <li>1. Undertake research into markets and utilize forecasting resources</li> <li>2. Develop a business plan</li> <li>3. Investigate and evaluate emerging styles of entrepreneurship and traditional business models</li> <li>4. Investigate, evaluate and develop marketing materials for an identified market segment</li> </ol>	<ol style="list-style-type: none"> <li>1. Apply academic and practical knowledge and skills to a creative/commercial setting</li> <li>2. Evaluate current and emerging systems of workplace communication in a fashion industry context</li> <li>3. Apply autonomy and initiative to workplace activities in a professional setting</li> <li>4. Critically analyse and reflect upon own contribution to company specific projects and outcomes</li> <li>5. Work cooperatively and collaboratively with other individuals and in teams</li> </ol>
<b>Average weekly contact</b>	6 hours	4 hours	5 hours	6 hours	4 hours	5 hours	3 hours	60 hours of practical placement, plus lectures and tutorials
<b>Average weekly independent learning</b>	6 hours	8 hours	7 hours	6 hours	8 hours	7 hours	9 hours	
<b>TOTAL HOURS (Semester)</b>	168 hours (12 hours x 14 teaching weeks)	168 hours (12 hours x 14 teaching weeks)	168 hours (12 hours x 14 teaching weeks)	168 hours (12 hours x 14 teaching weeks)	168 hours (12 hours x 14 teaching weeks)	168 hours (12 hours x 14 teaching weeks)	168 hours (12 hours x 14 teaching weeks)	
<b>Assessment</b>	Task 1: Proposal, 1000 words equivalent (20%) Task 2: Process, 1750 words equivalent (35%) Task 3: Portfolio, 2250 words equivalent (45%)	Task 1: Proposal, 1000 words equivalent (20%) Task 2: Process, 1750 words equivalent (35%) Task 3: Portfolio, 2250 words equivalent (45%)	Task 1: Proposal, 1000 words equivalent (20%) Task 2: Process, 1750 words equivalent (35%) Task 3: Portfolio, Finished Artwork, 2,250 words equivalent (45%)	Task 1: Proposal, 1000 words equivalent (20%) Task 2: Process, 1750 words equivalent (35%) Task 3: Portfolio, 2250 words equivalent (45%)	Task 1: Proposal, 1000 words equivalent (20%) Task 2: Process, 1750 words equivalent (35%) Task 3: Portfolio, 2250 words equivalent (45%)	Task 1: Proposal, 1000 words equivalent (20%) Task 2: Process, 1750 words equivalent (35%) Task 3: Portfolio, 2250 words equivalent (45%)	Task 1: Written Report, 1500 words equivalent (30%) Task 2: Portfolio of Class Based Tasks, 1500 words equivalent (30%) Task 3: Business Plan and reflection, 2000 words equivalent (40%)	Task 1: Report – Communication in the contemporary fashion workplace, 1000 words (20%) Task 2: Practical Placement Report, 2500 words equivalent (50%) Task 3: Reflection, 1500 words (30%) Hurdle: Students must complete the minimum 60 hours in placement and demonstrate satisfactory performance.
<b>Co-/Pre-requisites</b>	Pre-requisites: BFD209 Pattern Technology 1 BFD213 Pattern Technology 2	Pre-requisites: BFD210 Industry Techniques 1 BFD214 Industry Techniques 2	Pre-requisites: BFD215 Sustainable Design BFD211 Technical Design	Pre-requisite: BFD209 Pattern Technology 1 BFD213 Pattern Technology 2	Pre-requisites: BFD210 Industry Techniques 1 BFD214 Industry Techniques 2	Pre-requisites: BFD215 Sustainable Design BFD211 Technical Design	Nil	All year 1 and 2 subjects

Elective Subjects			
Subject Title	Textile Technology	Fashion Merchandising	Supply Chain Management
Subject Code	BFD001	BFD002	BFD003
Credit Points	6	6	6
EFTSL	0.125	0.125	0.125
Core/elective	Elective	Elective	Elective
Subject Objective	To examine existing and emerging textile technologies in the context of the design process using creative software to articulate textile concepts.	To understand fashion merchandising principles, produce a Merchandising Plan and Budget, and create a Look Book for a simulated fashion apparel range.	To introduce the concepts and principles of supply chain management and logistics using the principles of operation, integration and collaboration.
Learning Outcomes	<ol style="list-style-type: none"> <li>1. Articulate and apply knowledge of existing and emerging fibre and textile technology</li> <li>2. Articulate and apply knowledge of design and construction processes for knit, woven and non-woven textiles</li> <li>3. Evaluate dyeing and printing methods with regards to fibre, fabric construction and end use</li> <li>4. Demonstrate understanding of a variety of specialist textiles and embellishment processes</li> <li>5. Use design software and hand techniques to create and communicate design concepts</li> </ol>	<ol style="list-style-type: none"> <li>1. Identify key immersive digital experiences and their impact on the future of fashion retail</li> <li>2. Develop a merchandise plan and budget</li> <li>3. Create communication material for a client or brand</li> <li>4. Apply innovative and sustainable strategies and solutions to challenges and issues arising in product development and the value chain</li> </ol>	<ol style="list-style-type: none"> <li>1. Determine the effects on supply chain management and logistics in regards to environmental/social/political disruption</li> <li>2. Identify concepts and principles of supply chain management</li> <li>3. Identify and analyse the structure of a local and global supply chain operation</li> <li>4. Appraise operational procedures within a supply chain</li> </ol>
Average weekly contact	3 hours	3 hours	3 hours
Average weekly independent learning	9 hours	9 hours	9 hours
TOTAL HOURS (Semester)	168 hours (12 hours x 14 teaching weeks)	168 hours (12 hours x 14 teaching weeks)	168 hours (12 hours x 14 teaching weeks)
Assessment	Task 1: Portfolio of Class Exercises, 1600 words equivalent (40%) Task 2: Written Report, 1000 words (25%) Task 3: Portfolio of Textile Designs with Specification Documentation, 1400 words equivalent (35%)	Task 1: Report: Digital transformation in the fashion industry, 1250 words equivalent (30%) Task 2: Report: Merchandising Plan and Budget, 1500 words equivalent (35%) Task 3: Prepare and present a Look Book, 1500 words equivalent (35%)	Task 1: Case study- Presentation, 700 words (20%) Task 2: Case study, 1400 words equivalent (40%) Task 3: Investigate the Supply chain of a fashion company, and identify the processes and time lines that the process entails, 1400 words equivalent (40%)
Co-/Pre-requisites	Nil	Nil	Nil