BSc Fashion Technology
Course Catalogue

Year One, SCQF level 7, each course 15 credits (unless stated otherwise)
Semester 1 weeks’ 1-14

E17FM Introduction to Fashion Marketing*
Delivery: Lecture based  Assessed:  50% Course work, 50% Exam
Course leader:  Assistant Professor Andrew Grieve

Aims:
- To provide a general introduction for students to marketing theory and practice.
- To enable students to acquire and develop basic understanding, knowledge and skills related to marketing.
- To recognise and appreciate issues relating more specifically to: market segmentation, targeting and positioning; product & brand management; consumer buying behaviour; marketing communications; marketing of services; online marketing; distribution, pricing
- To assist the development of skills (particularly diagnostic, written, problem solving, communication, presentation and IT skills) through the use of tutorial assignments and presentations, written report assignments and exams.
- To enhance business skills via a basic understanding of the practical application of theoretical knowledge through industrial guest lectures where possible. Provide grounding for later courses in marketing.

E17WW Introduction to Fashion 1*
Delivery: Studio based  Assessed:  100% Coursework
Course leader:  Assistant Professor Bruce Roberts

Aims:
- To provide students with a theoretical and practical understanding of the fashion industry culminating in the process of product development
- To provide students with the basic context within which fashion design, production and promotion takes place
- To provide students with an understanding of the management of the design process within the fashion industry

E17VP Visual Presentation
Delivery: Studio based  Assessed:  100% Coursework
Course leader:  TBC
Aims:
- To develop the effective use of digital technology within the context of design
- To explore digital media in relation to design development

E17PM Introduction to Principles of Management*
Delivery: Lecture based  
Assessed: 30% Coursework 70% Exam
Course leader: Assistant Professor Cath Fenton

Aims:
- Provide an appreciation of the economic and trading factors which affect companies' performance
- Introduce the principles of management
- Explore the controls that are important for successful and effective volume clothing and fashion manufacture in the 21st Century.

Semester 2 weeks’ 18 - 33

E17MW Introduction to Fashion 2*
Delivery: Studio based  
Assessed: 100% Coursework
Course leader: Assistant Professor Bruce Roberts

Aims:
- To provide students with a theoretical and practical understanding of the fashion industry culminating in the process of product development
- To provide students with the basic context within which fashion design, production and promotion takes place
- To provide students with an understanding of the management of the design process within the fashion industry

E17PC Design & Development Process (30 credits) *
Delivery: Studio based  
Assessed: 100% Coursework
Course leader: Assistant Professor Bruce Roberts

Aims:
- To provide the student with knowledge and skills in techniques of fashion design for a variety of applications
- To provide knowledge and understanding of the relevant design development communication techniques
- To provide students with a theoretical and practical understanding of pattern creation and adaptation in relation to garment types and details
- To investigate, analyse and apply appropriate pattern construction and garment assembly methods

E17TX Textiles 1*
Delivery: Lecture based  
Assessed: 60% exam and 40% Coursework
Course leader: Assistant Professor Lisa Macintyre

Aims:
- Introduce students to the world of textiles, including an overview of textile processing sequences and textile terminology.
• Foster an understanding of the production, properties and major end-uses of textile fibres, yarns and fabrics. This will include the major benefits and limitations of the principal textile fibres and yarns for fabric production and fabric types for product construction.
• To develop in the students an understanding of which fibre, yarn and fabric types should be selected for which garment type, season and market level.
• To enable students to recognise common fibre, yarn and fabric types and develop an ability to write basic fabric specifications.

Year Two, SCQF level 8, each course 15 credits
Semester 1 weeks’ 1-14

E18TS Textiles 2*
Delivery: Lecture based Assessed: 60% exam and 40% Coursework
Course leader: Assistant Professor Dr Lisa Macintyre

Aims:
This course is designed to build on the general appreciation of fabrics developed in Textiles 1, giving students an understanding of the specific properties and uses of knitted and woven fabrics and developing their awareness and skills in fabric specification and selection. The aims are as follows:
• To develop student’s understanding of the properties, end uses and constructional requirements (if any) of different principal knitted and woven fabrics.
• To develop basic practical fabric analysis and specification skills, including basic quality measurements.
• To give students an understanding of colour vision and appearance, and the processes of coloration and finishing for the production of specified aesthetic and performance requirements.

E18PE Pattern Experimentation*
Delivery: Studio based Assessed: 100% Course work
Course leader: Assistant Professor Bruce Roberts

Aim:
• The aim of the course is to develop a creative and experimental approach to the development of fashion products to create contemporary fashion garments.

E18BM Fashion Buying and Merchandising*
Delivery: Lecture based Assessed: 30% Course work, 70% Exam
Course leader: Assistant Professor Andrew Grieve

Aims:
• to fully understand the merchandising and buying function of retail businesses
• to develop thorough understanding of the role and contemporary issues facing merchandisers and buyers
• to highlight the key principles and approaches beneficial for problem-solving in a merchandising context

E18DD Sustainable Product Development*
Aim:
- The course will develop knowledge and skills in the development from design through to the production of garment/s for a specialised market focusing on sustainability; including basic market research, research analysis, development of design ideas, pattern development, realisation of sample garment/s, preparation of relevant production documentation and total project evaluation.

**Semester 2 weeks’ 15 - 30**

**E18TJ Tailored Jacket**
Delivery: Studio based  
Assessed: 100% Course Work  
Course leader: Professor Fiona Waldron

**Aims:**
- To provide the student with a theoretical and practical knowledge and understanding of pattern development in relation to tailored garments.
- A detailed knowledge and understanding of the construction techniques used in tailored garments
- To provide the range of skills required to design and develop tailored jackets related to specific markets

**E18LE CAD Design & Development**
Delivery: Studio based  
Assessed: 100% Course work  
Course leader: Assistant Professor Bruce Roberts

**Aims:**
- To explore different computer aided design programmes with mixed media and software design tools for product development
- To provide an introduction to the use of specific CAD systems for the garment product development process.

**E18GT Garment Technology**
Delivery: Lecture based  
Assessed: 100% Course work  
Course leader: TBC

**Aims:**
- To introduce advanced and specialised technologies which are used in the global garment manufacturing industry.
- To introduce the importance and use of technical fabric specifications (functionality)
- To develop ability to originate a full range of specifications for specified products/garments.
- To identify essential physical properties for particular garments and markets

**E18ME Menswear Development**
Delivery: Studio based  
Assessed: 100% Course work  
Course leader: TBC
Aims:
- To develop and awareness of the requirements of menswear
- To develop a deeper knowledge and skills in the development from design through to the production of menswear garment/s.
- To develop skills of analysis and synthesis of menswear products

Year Three, SCQF level 9, each course 15 credits
Semester 1 weeks’ 1-14

E19DL Commercial Product Development*
Delivery: Studio based  Assessed: 100% Course work
Course leader: Assistant Professor Bruce Roberts

Aims:
- The course will develop a deeper knowledge and skills in the development of commercially focused design through to the production of garment/s.
- To develop a faster and more focused commercial responsiveness

E19CD Professional CAD Portfolio*
Delivery: Studio based  Assessed: 100% Course work
Course leader: Assistant Professor Dr Alana James

Aims:
- To enhance cognitive development in a variety of clothing design fields.
- To develop knowledge of analysis and interpretation of research information.
- To encourage self-awareness in design style in relation to commerciality.
- To expand range of design awareness.

E19PM Production Management 3A*
Delivery: Lecture based  Assessed: 50% Course work, 50% Exam
Course leader: TBC

Aims:
- To further develop the skills in production management and to equip the student with the knowledge to undertake production planning and implementation.

E19BS Buyers Specifications
Delivery: Lecture Based  Assessed: 50% Coursework, 50% assessed tutorials
Course Leader: Assistant Professor Dr Lisa Macintyre

Aims:
- To enable students to identify essential and desirable performance characteristics for products based on intended end-use and market level.
- To provide an understanding of the specification of textile fabrics. This will include why fabric specifications are written, what fabric specifications mean and the standard methods of evaluating textile performance.
• To develop students’ abilities to ‘accept’ or ‘reject’ fabrics for ‘purchase’ based on their test results and provided specification information.

**Semester 2 weeks’ 15-30**

**E19CX Collection Project (30 credits)***
Delivery: Studio based  
Course leader: Assistant Professor Dr Sue Thomas

**Aims:**
• To further develop skills in commercial design and development
• Apply knowledge and understanding of processes relevant to commercial product development.
• Design and develop a collection of garments and specification pack for a specified market level

**E19PX Production Management 3B***
Delivery: Lecture based  
Course leader: TBC

**Aim:**
• To synthesise the introduction of a new product into a manufacturing situation.

**E19TA Future Textiles and Apparel**
Delivery: Lecture based  
Course leader: Assistant Professor Dr Danmei Sun

**Aims:**
• To provide knowledge of the difference between conventional, technical and smart/interactive textile and clothing systems and the need for the development of smart textile clothing systems.
• To provide insight into the technologies being developed for high added-value smart, intelligent multifunctional clothing systems and to illustrate the key elements in a smart clothing system from various product domains
• To establish an appreciation of the role of fabric aesthetics in the performance of clothing, to give an understanding of current research areas in smart materials.

**Year Four, SCQF level 10, each course 15 credits**
**Semester 1 weeks’ 1-14**

**E10IT International Trade Issues**
Delivery: Lecture based  
Course leader: Assistant Professor Cath Fenton

**Aims:**
• To consider the flows of trade in textiles and fashion in the global market
• To enable students to develop understanding of theories of international business and trade
• To introduce students to the increasingly global world of fashion operations
• To emphasise the role of the multinational company in the conduct of international business
• To highlight modern theories of the competitive advantage of nations and the importance of business clusters
• To enhance business planning skills through a deeper understanding of the global context and the business environment for the fashion and textiles industry

**E10SM Strategic Management**
*Assessed: 30% Course work, 70% Exam*
Course leader: Assistant Professor Cath Fenton

**Aims:**
- Introducing the concept of strategic management
- Identifying Strategic Position
- Realising company capabilities
- Identification of Strategic Options
- Implementing the Strategic Plan
- Development of Organisational and Operational Strategies

**E10CA/CB/CC/DD Honour Project**
*(60 credits in total) (Semesters 1 & 2)*
*Assessed: 100% Course work*
Course leader: Assistant Professor Bruce Roberts

**Aim:**
- To provide an opportunity to study, in depth, a topic of particular relevance in the field of fashion, clothing or related subject area.

**Semester 2 weeks’ 15-30**

**E10MG International Marketing & Globalisation Strategy**
*Assessed: 30% Course work, 70% Exam*
Course leader: Assistant Professor Andrew Grieve

**Aims:**
- To encourage students to be aware of the potential benefits of involvement in international marketing.
- To show the challenges that international marketing may pose and to provide an indication as to how these challenges can be faced
- To enable students to develop a deeper understanding of the firm’s competitive environment and the basis of competitive advantage of the firm
- To introduce students to the increasingly global world of business operations, organisational structures and cultural issues
- To explore the nature of competitive interactions on different battlefields and in international industries
- To highlight modern theories of international competitive advantage
- To enhance business planning skills through a deeper understanding of the optional global business strategies of companies
- The module will enable students to assess marketing opportunities, devise appropriate market entry strategies and develop marketing plans for international markets.
E10CZ Commercialisation in Context*
Delivery: Lecture based
Course leader: Assistant Professor Cath Fenton

Assessed: 100% Project work

Aims:
- a detailed knowledge and understanding of advanced research methods and techniques
  - an in depth understanding of the logistical requirements for the commercialisation of a product range