

Syllabus

for the Academy Programme

Fashion Design Technologist

at

**Academy of Southern Denmark
Sonderborg**

September 2009

Fashion Design Technologist Diploma Programme

Business Academy SouthWest

Sonderborg

1. The Academy

Erhvervsakademi SydVest, (Business Academy SouthWest) is representing 10 short cycle higher technical and business studies and 6 top-up studies. The academy is located in two campuses. One in Esbjerg and one in Sonderborg

Our Fashion Design programme is located in Sonderborg

2. Legal Framework of the Diploma Programme

The diploma programme for fashion design technologists is offered and carried out in accordance with Act on short-cycle higher study programmes (technical and business diploma programmes), Act no. 1115 of December 29 1997,¹ and with Curriculum regulation no. 628 of July 29 2002 on the diploma programme within textiles, clothing and design.²

The present syllabus is compiled in accordance with chapter 5, article 8, of the curriculum regulation cite above, and describes the framework of the programme at the technical and business academy at Sønderborg.

Major changes of the syllabus can only be put in force from the start of a new academic year.

3. Definition of a Fashion Design Technologist

A fashion design technologist is qualified to solve practical problems in textiles and clothing industry enterprises on an analytical basis; a fashion design technologist can carry out tasks both within a national and within an international context, concerning as well design as trade and retail management.

¹ Lov om korte videregående uddannelser (erhvervsakademiuddannelser), Lov nr. 1115 af 29/12 1997.

² Bekendtgørelse nr. 628 af 29/07/2002 om erhvervsakademiuddannelse indenfor tekstil, beklædning og design, (designteknolog AK).

4. General Information on Programme

The aims and structure of the programme are established by the curriculum regulation and besides considering needs and demands presented by industry.

The fashion design technologist programme at the technical and business academy at Sønderborg is only offered in an international version with all teaching carried out in English and characterised by co-operation with internationally oriented enterprises and with educational institutions abroad.

4.1 Aims of Programme

1. The graduate is to be able to carry out autonomous job functions concerning planning, organisation and implementation of solutions within the textile, clothing and design trade, both in a national and in an international context.
 - a. Planning (strategic and tactical) – concerning "what"
 - b. Organisation – concerning "who"
 - c. Implementation (operative) – concerning "how"
2. The graduate is to be able to carry out job functions within a broad perspective and in co-operation with others with different cultural, linguistic and educational backgrounds.

5. Structure of Programme

5.1 Duration of Programme:

The programme is prescribed as a full-time study programme with a two-year work-norm, equivalent to 120 ECTS points (European Credit Transfer System).

The programme must be completed within four years after starting. The academy can in special cases grant exemption from this rule.

In the second year there will be a three months work placement. The exact time for this work placement is not yet decided.

5.2 Access Conditions

- Completed upper secondary education (general, technical or commercial)
- Completed vocational education and training programme within the clothing trades with English at level C.
- Other relevant vocational education and training programme with mathematics and English at level C.
- Other qualifying educational background with mathematics at level C.

5.3 The Programme consists of four main Groups of Subjects

1.	Compulsory subjects	60 ECTS-points – 50%
2.	Profile	30 ECTS-points – 25%
3.	Specialization	18 ECTS-points – 15%
4.	Graduation project	12 ECTS-points – 10%

5.4 Subject Groups distributed between the Programme's four six-month Terms:

Fig. 1

4. sem.	Special Subject 60 %	Final Project 40 %
3. sem.	Profile Subject 100%	
2. sem.	Compulsory Subject 100%	
1. sem.	Compulsory Subject 100%	

5.5 Description of the four Main Subject Groups:

5.5.1 Compulsory Subjects

The compulsory subjects consist of eight subject areas which together are to qualify the student for

- applying knowledge at the operational/tactical level
- understanding patterns of interaction internally within the enterprise and between the enterprise and its environment.

The compulsory subjects occupy the programme's 1st and 2nd term (see fig. 1)

The eight compulsory subject areas – each consisting of various subjects/projects – are:

1. The design process	6 ECTS-points
2. Value philosophy	6 ECTS-points
3. The enterprise	9 ECTS-points
4. Aesthetics	3 ECTS-points
5. Technology	12 ECTS-points
6. Man and environment	6 ECTS-points
7. Purchase and sale	6 ECTS-points
8. Communication	12 ECTS points

Aims of Compulsory Subjects:

1. The design process

is to make the student able to understand the design process within a business, technology and value context and make the student understand the different parts played by the various actors in the design process.

2. Value philosophy

is to make the student able to understand the connexion between value basis and social development trends and the connexion between enterprise values and market preferences.

3. The enterprise

is to make the student able to plan and manage flows of materials and goods within the organisational framework and economy of the enterprise.

4. Aesthetics

is to make the student able to understand quality as a whole constituted by form, colour, structure and materials and to understand interaction between aesthetic, functional and technical qualities in relation to pricing.

5. Technology

is to make the student able to choose materials, production techniques and process in accordance with idea and quality standard of the design.

6. Man and environment

is to make the student able to understand man and environment within the context of the design and production process and to integrate this relationship in decisions on concrete issues.

7. Purchase and sale

is to make the student able to understand the basic philosophy and the strategy of the enterprise in a national and international context.

8. Communication

is to make the student able to communicate ideas and knowledge in the various phases of the design process and to make relevant use of IT for this purpose.

In general

All compulsory subject areas form part of practical training, assessment and exams.

Detailed survey of compulsory subjects in annex 1.

5.5.2 Profile

The profile course is to make the student able to understand and make decisions on business issues within the chosen area and use relevant theories, methods and tools.

Students can choose between the areas design management and trade and retail management. The choice should be made at the beginning of the programme. However, if there are vacant facilities and if the student is deemed suited, it will be possible to change the choice of profile area until the beginning of the 3rd term.

The academy can cancel a course within an area when less than eight students are enrolled.

The profile course occupies the 3rd term (see fig. 1).

Each profile area corresponds with 30 ECTS points.

Aims of Profile Areas:

1. Design Management

Design and construction

The graduate is to be able to make decisions on design within a wide perspective

Technology

The graduate is to be able to use IT in design and construction processes

2. Trade and Retail Management

Purchase and Sale

The graduate is to be able to make decisions on purchase and marketing within a wide business perspective.

Technology

The graduate is to be able to use IT in connexion with decisions on purchase and marketing.

In general

All subject areas of the profile course form part of practical training, assessment and exams.

Detailed survey of subjects of the profile course in annex 2.

5.5.3 Specialization Course

The specialization course is to extend the students' job and further study competency through specialized knowledge as well as through perspectives around issues amply related with the textile and clothing trade.

The student can choose between various sets of specialization areas in continuation of the chosen profile.

The choice of specialization subjects can take place at various stages of the programme, dependent on the choice of profile.

The academy will offer three or four specialization options. The academy can cancel a course within an area, if an insufficient number of students have enrolled.

The specialization course will take place during the 4th term (see fig. 1).

Detailed survey of subjects of the specialization course in annex 3.

5.5.5 Graduation Project

The project is to substantiate that the student, on an analytical and methodical basis, can handle a complex issue of a concrete nature, and that the student is qualified to deal with issues of central relevance to the textiles and clothing trade as regards design, production and purchase and sale.

The graduation project is carried out as an individual task. A written report is to be produced and presented orally. The project is normally carried out in co-operation between one or more students and an enterprise.

The graduation project occupies the last weeks of the 4th term (see fig. 1).

5.6 Study Tour:

A study tour of about one week's duration will be arranged. The tour is to offer an opportunity to meet technology, know-how and industrial culture different from what is found in Denmark.

The study tour is to be arranged by the students, who are also to define its professional and cultural objectives. It should be noted that the tour is to be financed by the students themselves.

5.7 Study Visits to Enterprises:

Throughout the programme study visits to enterprises will be arranged as a part of the study activities. It should be noted that transport costs of such visits only in part will be paid by the academy.

6. Ways of Teaching and Learning

Teaching is carried out in English to qualify the students for job functions in an international setting

Teaching in mathematics will take place in the extent necessary to understand and carry out tasks within the professional areas in question.

Teaching is organised with a view to make students familiar with various teaching and learning methods as a way of promoting independence and co-operative and innovative ability.

The academy considers it of great importance that each student displays an active attitude and takes responsibility for continuous learning.

The programme is divided into half-year terms. Each semester has its own overall qualification aim in order to ensure learning progression. Teaching varies between lectures, optional and compulsory projects, class teaching, courses and problem-centred assignments. Students work both individually and in groups.

A number of assignments and projects are organised in an interdisciplinary way to make students familiar with work tasks within different professional functions.

The varying forms of working and learning are to provide students with opportunities for in-depth occupation with professional issues, reflexion and independent study activities, and at the same time to encourage co-operation abilities and ability to see the overall context.

To ensure that the contents of the study are as relevant and close to professional practice as possible, projects issues will often be based on authentic cases and process descriptions from industry.

6.1 Activity Requirements:

Students at 1st and 2nd term are obliged to attend all teaching activities. Each student's appearance will be continuously registered. In cases where absence amounts to more than 10 pct. the student will be summoned to an interview with the student counsellor in charge. Registration will take place at the start of each lesson.

All assignments and project reports must be handed in on time. If not, the student will not be allowed to enter for examination.

All assignments and project reports must obtain at least 2 points according to the Danish assessment scale (-3 - 12). In case an assignment or a project report is disapproved, the student will not be allowed to enter for the subsequent examination.

Students' suitability for study will be dealt with in connection with bi-annual evaluation interviews.

Cases of doubt as to whether a student can enter for an examination are decided by the Academy's management.

7. Eksamination structure

Examinations are carried out according to the rules established by Government notice no. 1021 of November 20, 2000, of the Ministry of Education concerning examinations at certain categories of higher education programmes under the Ministry. Besides the Academy's examination regulations can be referred to.

All examinations described in this chapter are carried out with external assessment.

7.1 Eksamination, Compulsory Subjects:

Form:

Examination is carried out as an interdisciplinary project broadly referring to the common compulsory subjects.

The project issue is presented by the group of lecturers with focus on the interdisciplinary aspect.

Aim:

The student is to

- understand project-based learning and can present and defend the solutions chosen
- understand and be able to present interrelationships internally within the enterprise and/or between the enterprise and its stakeholders, including the job-functions of the three profile areas.
- be able to apply significant parts of the compulsory subjects at operational/tactical level

Assessment:

The examination is passed, when 2 or more points according to the Danish assessment scale (-3 - 12 points) are obtained. The examination has to be passed, before the student can enter for the subsequent examination of the programme.

Time:

The examination will take place at the end of the 2nd half-year term.

7.2 Examination, Profile:

Form:

The examination is carried out as an individual or group project, comprising issues from all participating profile areas. Each examinee is to orally present and defend his or her project report or contribution. Group projects must be carried out in a way that allows individual assessment.

Aims:

The student is to

- be able to participate in co-operation frameworks comprising other profile areas, and is familiar with the design process at all stages from idea to sale and distribution
- be able to apply project-oriented learning to the chosen profile area
- be able to explain international factors of relevance to the chosen profile area
- dominate the technical terms of the trade in English as well orally as in writing
- be able to describe, assess and conclude on the stages of a project
- be able to apply significant elements from the chosen profile area at both tactical and strategic level
- be able to use relevant IT within the chosen profile area

Assessment:

The examination is passed, when 2 or more points according to the Danish assessment scale (-3 -12 points) are obtained. The examination has to be passed, before the student can enter for the subsequent examination of the programme.

Time:

The examination will take place at the end of the 3rd half-year term.

7.3 Examination, Specialization Course:**Form:**

The examination is carried out as an individual project. A report and/or a product is to be produced and presented orally.

The student will be presented with three or four options for project task within the chosen specialized line.

Aims:

The student is to be able to

- apply project-oriented learning to the specialization area
- display knowledge and skills within the area
- in a methodical way deal with an issue of a concrete nature within the area and consider it in perspective

Assessment:

The examination is passed, when 2 or more points according to the Danish assessment scale (-3 - 12 points) are obtained. The examination has to be passed, before the student can enter for the subsequent examination of the programme.

Time:

The examination will take place in the middle of the 4th half-year term.

7.4 Graduation Project:

Form:

The examination is carried out as an individual project. A written report and/or a product is to be presented and defended orally.

The individual project is normally carried out in co-operation with an enterprise.

Aims:

The graduation project is to verify that the student is able to

- at an analytical and methodical basis deal with a set of interrelated problems as presented by a concrete issue
- in a qualified way deal with central issues within the textile and clothing trade concerning design, purchase and sale or production.

Assessment:

The student has graduated when the project assessment gives 2 or more points according to the Danish assessment scale (-3 - 12 points).

Time:

The graduation project is assessed at the end of 4th half-year term.

8. Further Rules

8.1 Re-Examination Conditions:

Special exams are arranged for students, who are prevented from participation in a prescribed examination due to illness. Illness must be documented through a medical certificate. Time will be laid down by the institution.

Students, who do not pass an exam, have access to re-examination. Time or period are laid down by the Academy. A student cannot enter for the same exam more than three times.

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8.2 Complaints about Assessment:

Possible complaints about assessment are to be presented in writing, stating reasons, to the Academy not later than two weeks after the assessment has been communicated to the student.

8.3 Transfer of Credit:

Students, who have completed another higher education programme, or who can document equivalent qualifications (e. g. acquired abroad), within textiles, clothing and design, can apply for transfer of credit, i. e. exemption from participation in some elements of the programme for fashion design technologist.

Application on transfer of credit is to be presented to the Academy in writing, accompanied with documentation. The applicant may be summoned to an interview for further documentation on already acquired qualifications and suitability with regard to the programme. Decisions on transfer of merit will be taken by the Academy's manager.

8.4 Transfer to Other Educational Institution:

A student, who has passed first year's examination (compulsory subjects), can apply for transfer to another educational institution offering the diploma programme for fashion design technologists. Application on transfer is to be presented in writing to the Academy, which will forward the application with a recommendation to the institution in question.

In case first year's examination has not yet been passed when the application is presented, the application has to be accompanied by a statement from the Academy, confirming that the applicant can enter for the examination. Transfer will be possible, if the examination is passed, and if there are vacant facilities at the other institution.

8.5 Leave of Absence

Possible leave of absence is to be applied for in writing, stating reason. The matter will be decided by the Academy management.

Normally, leave of absence will not be granted before the student has passed the examinations after the compulsory part, unless the reason is childbirth or adoption.

Leave of absence can be granted for maximum a one-year period at a time.

8.6 Dispensation from Rules in Present Syllabus:

The Academy can in exceptional cases grant exemption from rules in this syllabus which are established by the Academy independently.

1. Semester

Management

9 ECTS

Aim:

To give the student a general view of the structures and functions of a company.

Subjects:

Organisation

TQM – Quality Philosophy

Economics

Marketing

How to write an assignment

Information Technology

6 ECTS

Aim:

To give the student a basic knowledge about the common used software related to the main subjects Management and Design.

Subjects:

Intro to the workstation

Office package

Corel Designer - Basic

Skirt Project

Shirt Project

Design

9 ECTS

Aim:

- To work with a product from the start to the end including workdrawing, pattern making and making-up specifications.

Subjects:

Flat pattern cutting

Work drawing
Size chart
Sewing techniques
Technical drawing
Production chart
Sewing techniques
Making-up specification

Interdisciplinary Projects :

Skirt
Shirt

Fibre & Invironment

4,25 ECTS

Aim:

To enable the student to distinguish different fabrics and fabric constructions and to take environmental issues into consideration.

Subjects:

The Textile Pipeline
Cotton and Flax/Linen
Wool & Silk
Man-made fibres
Yarn
Fabrics

2. Semester

Management

11,25 ECTS

Aim:

To give the student a general view of the structures and functions of a company.

Subjects:

Marketing

Planning

Quality Control, QC

Economics

Management

Information Technology

6,00 ECTS

Aim:

To give the student a basic knowledge about the common used software related to the main subjects Management and Design.

Subjects:

Webpages

Photoshop - basic

PowerPoint - basic

Design

9,50 ECTS

Aim:

- To learn the basic theory about composition and colors, and how to use it in the design process.
- To understand the importance of the preliminary research regarding the concept of the collection and how to use it in the actual working process.

Subjects:

Composition
Color Theory
Design Proces

Aesthetics

2,5 ECTS

Aim:

To make the student understand different fashion styles from Middle Ages until today.

Subjects:

What is fashion?
Middle Ages and Renaissance
Baroc, Rococo and Neo-Classicism
19th Century, Historicism, Benings of Democratic Fashion
20th Century, Fashion Photography

Cultural & Industrial Studies

2,25 ECTS

Aim:

To give the student basic knowledge to understand the fashion and textile industries.

Subjects:

Planning

Advertising

Different Cultures

Taste and Lifestyle

Gender and Sex

Designers and Working Methods

3. semester

Trade & Retail Management

17,5 ECTS

Aim:

To give the student a knowledge and comprehension of the industrial processes regarding trade and retail.

Subjects:

Marketing

Retail

Wholesale

Purchasing

Retail

Wholesale

Investment & Financing

Logistics

Company Management

Design Management

23,75 ECTS

Aim:

- To focus on the individual skills within the design process and to enhance the ability of adapting a design to a certain target group.

Subjects:

Women's wear - Dress & Jacket

Women's wear - Trousers

Children's wear - Basic

Information Technology

6,25 ECTS

Aim:

To give the student the skills to use and integrate IT at a higher level in their projects.

Subjects:

Brush up

Corel Designer

Photoshop

Creating Fabrics

Composition

Structure

Sales Portfolio

Layout

Fashion Drawings

Advanced PowerPoint

Annex 3

4. semester

Trade & Retail Management

18,00 ECTS

Aim:

The student will be able to use the given theory to solve different ways of problems related to the industry.

Subjects:

Conference Leadership

Aspect 4

TQM - QC

Design Management

18,00 ECTS

Aim:

Special subject

- To give the student the opportunity to work within a well defined area of design management over a longer period of time, in order to extend their skills in a special subject.

Final project

- To solve a problem in relationship with a company or based upon a case as close to reality as possible using the acquired knowledge and skills and with the possibility to involve new areas within design management.

- To work independently and act responsible in planning and carrying out the project.

Subjects:

Conference Leadership

Draping

Knit

Print