

**The
Fashion
Book**

**Manchester
BA Hons Fashion**

**MANCHESTER
SCHOOL OF ART**

2008



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**BA (Hons)
Fashion**

This course has a reputation for the excellence of fashion graduates it produces consistently year after year. Students learn a range of skills including pattern cutting and how to make and style outfits enabling them to create a portfolio of work in preparation for careers within the fashion industry. Workshops and tutorials take place throughout the course to develop practical skills and students also study the historical and cultural context for fashion. There are a variety of work-based learning opportunities, including live projects with links to the fashion industry and students are encouraged both to make contact with professional designers and initiate their own projects.

**BA (Hons)
Fashion Design &
Technology**

This course is unique in that it produces graduates with both a creative flair and a technical know-how. This is achieved in all levels of the course through the development of both the students creative ability and in delivering a detailed knowledge of technological and business applications. Delivered jointly by the Manchester School of Art and the Department of Clothing Design & Technology, students benefit from specialist knowledge in both areas. This course provides a unique approach to creative fashion design, which emphasises creativity and commercial credibility achieved through the developments of new technology.

**BA (Hons)
Embroidery**

This is the only full-time embroidery degree in the UK and is renowned for the quality of its graduates. The course fosters a professional attitude in all areas, offering a diverse programme of visual research and projects exploring embroidery in a broad context to develop students' creative potential. As well as developing a skills base, students also learn about the history of embroidery. In the final year students work towards specialist outcomes especially suited to them.

**BA (Hons)
Textiles**

This course produces individual designers with high creativity underpinned with a range of technical and interpersonal skills. It fosters an individual, creative and professional attitude to the subject through projects and independent learning. Students are introduced to the course by focusing on colour, drawing, visual research and ideas development and attend workshop sessions introducing the processes of dyeing, printing, weaving and knitting. Contextual studies and a personal journal run throughout the three years of the course. In the final stages of the course students work more independently and focus on a particular area of interest culminating in a piece of critical writing.

**BA (Hons)
Textile Design for Fashion**

Students on this course are given the tools and skills to generate ideas for fashion and textile products based on a growing understanding of how the fashion world works. Students are immersed in fashion intelligence, but it is the key areas of presentation and exhibition of students work as well as the creative application of digital media that gives this programme it's unique flavour. Students are encouraged to explore and envision alternate ways of engaging with fashion audiences. They achieve this through a range of methods from online and magazine presentation to the use of video and photography.

**BA (Hons)
Photography**

This practice-based course is broad and aims to support the development of creative independence using photography as a starting point. It takes its principles from the development of ideas, the recognition of individual creative innovation, an understanding of context and an interest in the dialogue between applied and fine art practice. Students are introduced to developing research and technical skills and work on set projects initially before focusing on their own individual style and approach. This culminates in a major self-directed project.



Credits

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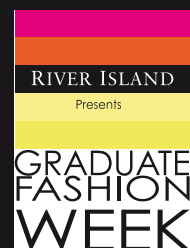
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Congratulations

to Nabil el-Nayal for his success
in winning the RSA design
directors award.





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