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Bachelor programme curriculum

Fashion & Technology

at the University of Art and Design Linz

Academic degree: Bachelor of Arts, abbr. BA

decision of the Curricula Committee of 15 March 2006

In accordance with the University Organisation Act (UG 2002, BGBl. Nr. 120/2002), the Senate of the University of Art and Design Linz adopts the curriculum for the bachelor programme Fashion & Technology in its present form.

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Contents

1. Educational objectives and qualification profile

The bachelor programme *Fashion & Technology* (abbr. F&T) at the University of Art and Design Linz comprises seven semesters and imparts competences regarding design, production and presentation in the field of contemporary fashion and accessory design. Special importance is placed on the teaching and integration of innovative technologies.

The programme consistently analyses innovative technologies and contemporary fashion design with regard to their cultural and social implications.

1.1 Programme focus

Fashion and technology are currently experiencing rapid connected development, thus changing the way fashion is being designed, manufactured and perceived.

In the past, technological innovation in fashion was mainly based on new materials and production methods. Today, the possibilities of new technologies with regard to design and production processes as well as strategies of presentation do not merely exist in parallel – they depend on and influence each other.

This creates potential for a more profound conflation of technology and fashion and attaches value to the following new areas of technology: fibre technology, smart textiles, wearables, additive manufacturing methods, automation technology, digitisation technology and digital communication strategies. The programme forges a bridge between new and traditional production methods and technologies.

Students develop a critical view on the integration of new technologies in order to use these for their creative work in a responsible and sustainable way.

New technologies now available to fashion prompt important social questions regarding body image and the relationship between body and medialised environments (e.g. the relation between the public and the private sphere, body optimisation, ecological implications etc.).

The associated discourse on alternative aesthetic concepts which aims at developing new innovative solutions forms a core aspect of the programme.

A conscious approach to the forms of social differentiation creates space for emancipatory goals. Hence, the programme aims at a critical approach to the design, the manufacturing and the social relevance of fashion.

1.2 Educational objectives

Next to the conception and realisation of collections and accessories in contemporary fashion design, the programme focuses on imparting an understanding of aesthetic and technological innovation and of the discussion of corresponding problems.

Furthermore, the programme encourages students to approach design processes in an analytical and critical way. Students are taught to understand the crossing of boundaries in the fields of materiality and performativity, digitisation and aesthetics at a theoretical level and they are given the opportunity to develop visions for social and cultural change. This also promotes an interdisciplinary approach to the subject of fashion.

Through analogue and digital technology and media, students are introduced to the critical analysis of the relation between body and space and to new design and presentation methods. They acquire technical and artistic skills and are able to set their individual priorities once they complete the introductory phase. Collaborations with partners from the fields of crafts, industry, art and science form an important aspect across all study areas. Students integrate design and manufacturing processes of the value chain from fibre to textile surface to object and presentation. Sustainable thinking and acting are integral parts of all study sections.

1.3 Qualification profile

The bachelor programme *Fashion & Technology* imparts knowledge of traditional and innovative technologies, allowing for the formulation of contextual and aesthetic positions through fashion.

Apart from a wide-ranging classic education in fashion design, the programme offers a chance at interdisciplinary experimentation in fields such as textile technology, mechatronics or wearables, or media art and the exploration of new design processes.

The programme's interdisciplinary approach and contemporary design strategies facilitate team work and form an essential aspect of the curriculum. The skills acquired in the course of the programme allow graduates to start a career in the creative industries, as e.g. fashion designer, product designer, member of a creative network or design team, 3D fashion designer, 3D knitwear designer, design research assistant, stylist, costume designer, or emerging professions at the interface of fashion, research and technology.

The programme forms the basis for further development of acquired knowledge within the frame of a master programme

2. Academic Degree

Graduates of the bachelor programme *Fashion & Technology* receive the degree Bachelor of Arts (abbr. BA).

3. Programme structure and schedule

3.1 Programme structure

The bachelor programme *Fashion & Technology* generally starts in the winter semester and comprises seven semesters (210 ECTS).
Average workload is 30 ECTS per semester.
The total of 210 ECTS is divided into the following study areas:

Projects	84 ECTS
Textile Technologies	32 ECTS
Digital Competencies / Professionalisation	28 ECTS
Practice	30 ECTS
Theory	18 ECTS
Free Electives	18 ECTS
Total	210 ECTS

3.2 Study areas

Projects
This part of the programme comprises the conception and visualisation of independent art and design projects. Students choose their individual focus whilst taking into account sociocultural problems and categories of difference such as age, disability, ethnicity, gender, class etc. After an introductory phase, students concentrate on a subject from the field of technology by choosing their own mentor. This allows for the combination of artistic vision and project-oriented thinking with individual specialisation.
Furthermore, students can select project-oriented courses from the university's full range of courses (18 ECTS).

Textile Technologies
This study area imparts the basics of materials science, textile techniques as well as innovative fibre and textile technologies. Concepts are realised as concrete products.

Digital Competencies / Professionalisation
This study area focuses on a wide spectrum of technologies which can be integrated into the fields of textiles and fashion as well as on the corresponding interdisciplinary discourse regarding consequences and potentials.

Moreover, students explore and discuss aspects of professionalisation such as new marketing and digital presentation techniques as well as business strategies and issues of sustainability. A number of excursions leads to design studios, production facilities and trade fairs.

Practice
Students complete an internship with a national or international designer or stylist, a research institute or a company specialised in contemporary fashion design or specific technological know-how. Ideally, the internship already allows students to develop the individually chosen subject of their practical bachelor project.
If appropriate, the internship (30 ECTS) can be divided between two institutions.
After the internship, students must provide a certificate of completion and prepare a progress report.

Theory
Theory allows students to choose courses on subject-specific theories like fashion theory or fashion history as well as other courses offered by the University of Art and Design Linz in the fields of art theory, art history, cultural studies, media theory, gender studies etc.
Prior to the fourth semester, students must complete the course “Introduction to Academic Research”.

Free Electives
Free Electives can be chosen freely from the range of courses offered by the University of Art and Design Linz or another recognised domestic or foreign university.

3.3 Modularisation

The study areas are grouped in modules (see 3.5, suggested schedule).

LAB MODULES: Students develop their own design projects focusing on conception and presentation. LAB MODULES, independent specialisation and theoretical reflection of design projects gain in importance over the course of the programme.

COMPETENCE MODULES combine courses from *Digital Competencies / Professionalisation* and *Textile Technologies*. They introduce students to a wide spectrum of technologies and train them to visualise and realise their own projects. COMPETENCE MODULES include courses on analogue and digital design, technological methods of textile processing (manual and digital sketching, sewing, knitwear design, textile design) and the basics of mechatronics (wearables). Furthermore, students learn how to position their own work and to reflect on their projects from an artistic and an economic point of view.

3.4 Programme overview and learning objectives

STUDY PHASE 1: Orientation
The first year is reserved for orientation.

The COMPETENCE MODULES teach students basic technical skills (textile technology and mechatronics or wearables) and provide insight into the national and international fashion industry as well as analogue and digital presentation methods.

Simultaneously, the LAB MODULES offer a frame for creative projects and individual prioritisation.

COMPETENCE MODULES I and II and LAB MODULES I and II are introductory modules and must be completed before all other modules.

STUDY PHASE 2: Specialisation
COMPETENCE MODULE III expands on the knowledge acquired during study phase 1. Courses offered by cooperation partners promote interdisciplinary thinking and working.

During LAB MODULE III, students concretise their individual artistic visions. Artistic projects grow in complexity.

It is recommended to complete the internship during the fourth semester. Ideally, the internship already prepares students for the subject of their bachelor project.

STUDY PHASE 3: Positioning

During LAB MODULE IV, students expand on their reflection process concerning the phenomenon of “fashion and technology” while developing their creative projects.

COMPETENCE MODULE IV allows students to specialise in and focus on a specific technological area or to combine different technologies in order to explore and experiment.

COMPETENCE MODULES V and VI are reserved for individual specialisation and the acquisition of skills required for realising the practical bachelor project.

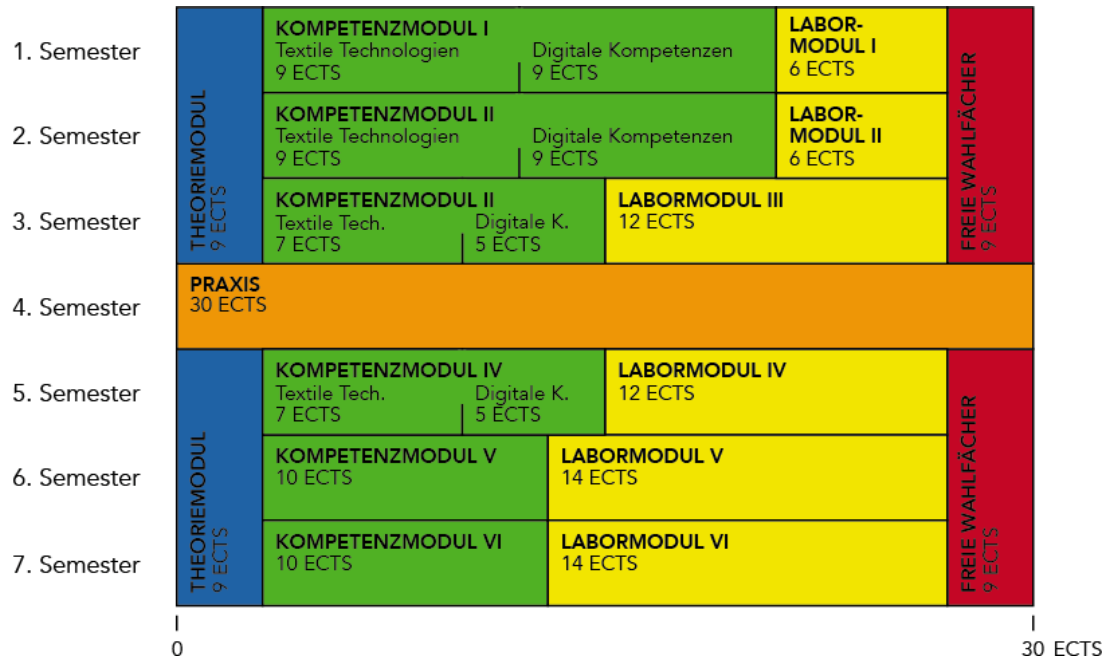
COMPETENCE MODULES V and VI comprise a total of 20 ECTS.

During LAB MODULEs V and VI, students realise their practical and creative projects as well as the written bachelor thesis.

Additional courses on thematic knowledge ensure synthesis of the practical and the written part of the bachelor project.

Furthermore, students develop strategies for the presentation of their bachelor projects. LAB MODULES V and VI comprise 14 ECTS each.

Courses of LAB MODULES V and VI are assessed “successfully completed” if passed or “unsuccessfully completed” if failed.



3.6 Course types

Depending on contents, different teaching, learning and working methods are combined within the modules.

Artistic project class (KP)
Lecture (VO)
Exercise (UE)
Lecture and exercise (VU)
Seminar (SE)
Workshop (WS)
Excursion (EX)
Colloquium (KO)
Internship (PR)

Artistic project class (Künstlerischer Projektunterricht - KP)
Artistic project lessons are joint courses offered to students in different stages of the programme. Each student develops an artistic project corresponding to their educational level under the supervision of a lecturer.
Artistic projects are comprehensive independent artistic works which are realised and presented individually or in teams. Students receive conceptual, creative, technical and/or theoretical tuition.

Lecture (Vorlesung - VO)
Lectures aim at a systematic and/or specialised transfer of knowledge. They provide insight into the current state of research and subjects and methods of each field. The active role is usually reserved to lecturers, assessment takes place in the form of a written exam.

Exercise (Übung - UE)
Exercises allow students to test, review and improve acquired knowledge using practical examples. Exercises refer to theoretical teaching contents or to concrete projects and require active student participation.

Lecture and Exercise (Vorlesung und Übung - VU)
'Lecture and Exercise' courses systematically impart advanced knowledge. A lecture gives insight into the current state of research, subjects, problems and methods of a specific scientific or artistic field. The exercise allows students to discuss, review and improve acquired knowledge. Lectures and exercises refer to theoretical teaching contents or to concrete projects and require active student participation.

Seminar (SE)
Seminars are at the interface of knowledge transfer and independent knowledge acquisition. Artistic and/or scientific dialogue improves students' articulation skills and helps them develop an independent position. Seminars allow for the reflection and critical discussion of specific scientific problems. They are based on the reading of literature, the discussion of theories and the analysis of artistic and cultural artefacts and theoretical approaches. Students' active contribution includes reading, research, presentations, discussions etc. Additionally, students write a seminar paper exploring artistic and scientific problems to improve their knowledge.

Workshop (WS)
Workshops impart specific theoretical knowledge and/or specific technical skills regarding scientific or artistic implementation. Depending on technical or infrastructural requirements and previous knowledge, the number of participants may be limited. Workshops are production-oriented compact courses with a focus on specific aspects of the current project topic.

Excursion (EX)
Excursions allow students to experience productions, exhibitions, problems or “landscapes” on-site and to examine different cultural, infrastructural and/or technical conditions.

Colloquium (KO)
A colloquium facilitates advanced academic and artistic discourse as well as the joint development of current topics and problems. Theoretical and/or artistic specialisation, critical review and analysis, development and discussion of thesis papers, individual works and participants’ designs are the focus of this course type.

Internship (Praktikum – PR)
Internships give students a chance for practical orientation an gaining professional experience.

4. Examination regulations

4.1 Admission requirements

Admission to the programme requires successful completion of the admission examination at the University of Art and Design Linz. This examination verifies applicants' artistic aptitude for the bachelor programme *Fashion & Technology* and consists of three parts:

1. Presentation of work samples (e.g. designs, photographs, documentation of work processes or prototypes, videos, collages, texts etc.). Work samples must be submitted in advance together with a curriculum vitae and performance reports. If the examination board's assessment is positive, the applicant moves to the practical exam.

2. The exam has applicants work on thematically relevant artistic assignments.

3. Interview with the examination board. Based on the submitted portfolio, the board conducts an interview with the applicant.

If all three parts receive positive assessment, the admission examination is completed successfully.

Participation in the programme requires knowledge of textile technologies like sewing or pattern design and knowledge of the English language. Applicants whose skills are not sufficient at the start of the programme must acquire the relevant knowledge independently before the start of the third semester.

The attestation of artistic aptitude gained by passing the admission examination is valid from the start of the admission period for the following winter semester until the end of the admission period of the following year's winter semester.

4.2 German language proficiency

Students whose native language is not German have to provide evidence of their knowledge of the German language before the start of the third semester at the latest.

Courses and corresponding exams may be held in English without a German-language alternative.

4.3 Examinations

Courses are completed with an assessment corresponding to the course type (oral, written and/or practical exam).

The examiner must inform students on teaching contents and examination modalities at the beginning of the semester and provide information through the ufg-online platform. Courses are completed with the performance record corresponding to the course type (oral, written and/or practical).

Students receive a certificate for successfully completed courses.

Modules are completed by individual examination or by board examination/module examination.

4.4 Bachelor diploma

For the student to be allowed to register for the exam, all courses must be completed 10 days before the date of the board examination.

The board examination completes the module Lab Module VI including board examination “BA project”.

Assessment of the entire module “Lab Module VI including board examination BA project” takes place in the form of a board examination. The grade for this examination is the final grade of the programme. The grade is calculated proportionally based on the assessment of the written part of the bachelor project, the practical part of the bachelor project and the board examination.

Overall assessment of the final examination: In addition to individual assessments of courses, students receive an overall grade of “passed” if every subject was completed successfully, or “failed” if this is not the case. If no subject was assessed with a grade worse than “gut” (good) and at least half of all subjects were graded “sehr gut” (very good), the overall assessment is “mit Auszeichnung bestanden” (passed with distinction).

Final examination: The grade “sehr gut” (very good) is replaced by “mit Auszeichnung bestanden” (passed with distinction).

The bachelor examination consists of four parts:

1. The artistic, practical work of LAB MODULE V. If the project work was developed in a team, each team member’s contribution must be clearly identifiable.
2. Presentation of a portfolio of the projects developed in the course of the programme.
3. The written part of the project work (theory-based bachelor thesis), including documentation of the project work with an in-depth depiction of a specific aspect or the

academic discussion of contents. Team projects require each member to produce their own, independently written paper.

4. Oral presentation and discussion of the project in front of an examination board. (Prior submission of the written part is required.)

   Candidates are only allowed to take the final board examination if parts 1 to 3 of the examination are completed. The examination board awards one overall grade for all four parts of the examination.