

**Glasgow School of Art Programme Specification
Programme Title: BA (Hons) Fashion Narrative**

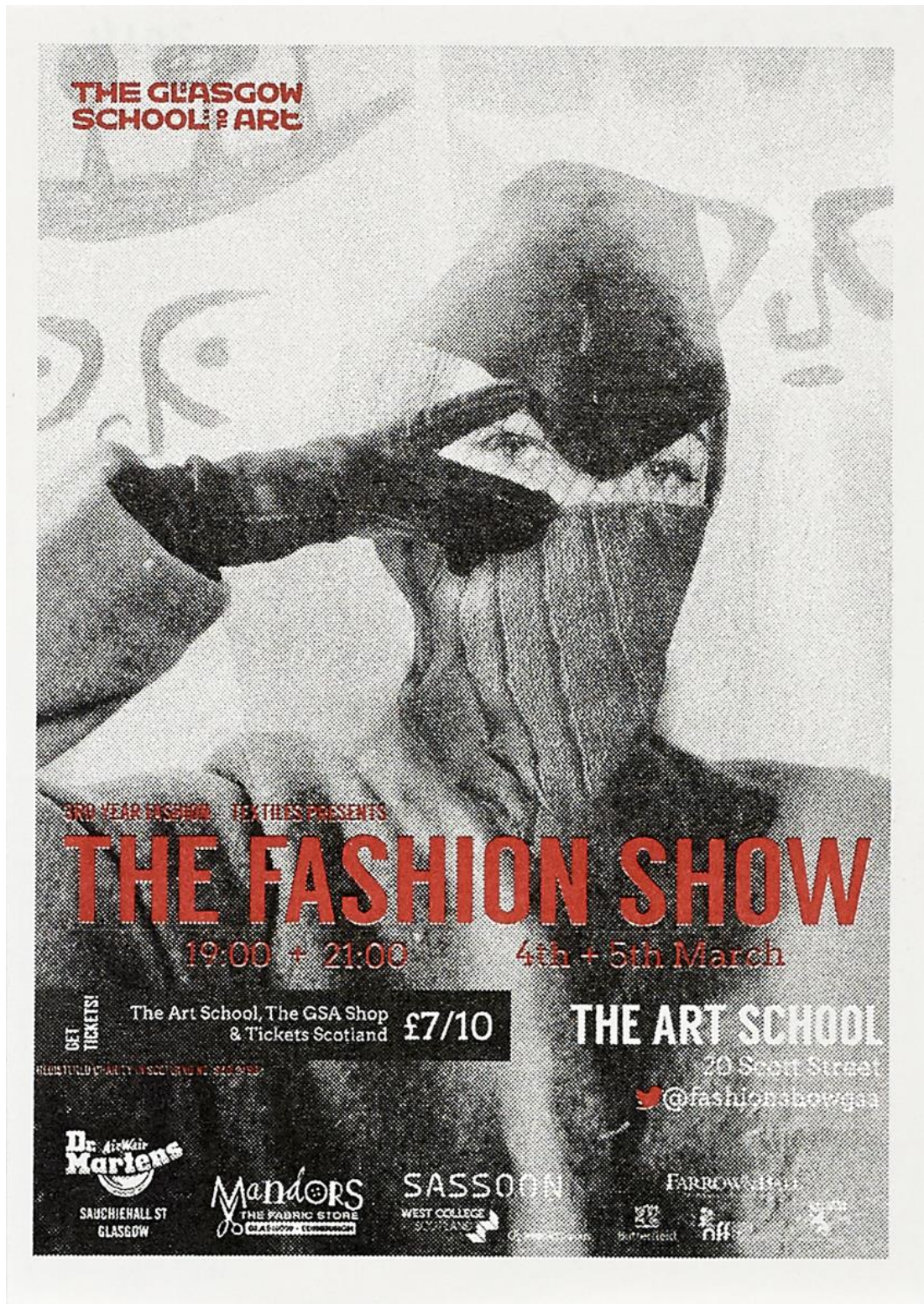


Image: Poster for fashion show 'Celebrating 70 Years Fashion Show 1947-2017', GSA Archive

1. Programme Details	
Programme Title	BA (Hons) Fashion Narrative
School	Design
Programme Leader	Dr Fiona Jardine
Award to be Conferred	BA (Hons)
Exit Awards	Stage 2 – Diploma of Higher Education Stage 3 – BA Fashion Narrative (Ordinary) Stage 4 – BA (Hons) Fashion Narrative
SCQF Level	Stage 2 – Level 8 Stage 3 – Level 9 Stage 4 – Level 10
Credits	360
Mode of Study	Full-time
HECOS Code	100048

Academic Session	2025-26
Date of Approval	Programme Approval February 2025

Awarding Institution	University of Glasgow
Teaching Institutions	Glasgow School of Art
Campus	Glasgow
Lead School/Board of Studies	School of Design
Other Schools/Board of Studies	N/A
Programme Accredited By (PSRBs)	N/A

2. Entry Qualifications	
Other	<p>As Fashion Narrative takes students directly into year 2 or year 3 entry requirements reflect the GSA's Advanced Entry/Standing requirements. These may include;</p> <ul style="list-style-type: none"> - Higher National Certificate (Pass) - Higher National Diploma (Pass) - Level 3 or Level 4 Diploma with Merit and above - BTEC Extended Diploma with DDM <p>Applicants who do not meet entry requirements through formal qualifications but can demonstrate experience, skills and abilities at the appropriate level can also be considered.</p> <p>Additional entry requirements: Applicants are normally required to submit a portfolio of work and may be required to attend an Interview as part of their admissions assessment.</p>
English Language Requirements	<p>Applicants who are not a national of, nor have obtained a degree in one of the countries on the approved UKVI exemption list or those who require a Student Visa, will need to provide evidence of their English language ability.</p>

GSA's preferred test is the IELTS for UKVI (Academic) test taken at a UKVI approved test centre. GSA require all students, who require a student visa, to meet the following requirements to gain entry:

- IELTS for UKVI Academic with an overall score of 6 with a minimum of 5.5 in all components;
- An alternative Accepted English Language Test which can be found on the Postgraduate ['How to Apply'](#) page of the GSA website.

3. Programme Introduction

BA (Hons) Fashion Narrative at GSA is a 3 year Undergraduate degree Programme aimed at students who are fascinated by fashion concepts and aesthetics, taking a fresh approach to the way that fashion stories are told through text, image and display.

GSA has a long-established, internationally renowned reputation for teaching in the field of design-led fashion and textiles. The ethos of the Fashion Narrative Programme embodies that spirit and tradition.

Uniquely, it aims to position graduates in roles that exist at the intersection of art and fashion, working towards futures that add value to the experience of enjoying fashion in culturally diverse and materially enriched ways. Students are encouraged to explore fashion's relationship with craft traditions, contemporary art, performance, music, film and scenography as well as with societal and environmental concerns. We encourage students to research and realise projects that establish, nurture and maintain authentic connections between designers, enthusiasts, collectors, communities, customers, brands and retailers.

Entry for all students is direct to Stage 2 (SCQF Level 8) which is the first year of study. At Stage 2, we ask you to begin to build an expert understanding of materials as part of the fibre-to-fashion story, and develop a professionally specific, culturally aware vocabulary to describe fashion forms. We look at the roles of traditional and new media in promoting fashion, considering how that influences and intersects with questions about collective and personal identity. Your project briefs will challenge you to visualise your ideas in a variety of ways.

At Stage 3, you move on to study historic and contemporary connections between fashion and art, surveying the work of key artists, designers, photographers and curators and thinking about the role of display and performance in the construction of fashion stories. You will continue to develop your skills in visualisation, producing work that will inform the creation of live events and moving image. At this Stage, we begin to work on live briefs on location outside the Studio, or with industry partners - previously, students in the School of Design have worked with Loewe, Celine and Adidas, amongst others. Alongside your peers in the School of Design, at Stage 3, you are eligible to apply for exchange opportunities with our worldwide institutional partners.

Stage 4 challenges you to recognise your strengths and interests and focus on a self-determined programme of work which represents your personal passions and brings together the knowledge and skills you've gained. You will be guided and supported by academic and technical staff to realise

an ambitious portfolio of major and minor projects in line with your preferred modes of expression and career plans. The Programme aims to prepare graduates for employment in content and brand management, PR and event management, community engagement, art direction, journalism and curation.

Throughout the programme, you will practise and refine your verbal and written communication skills in articles, scripts, interviews and other content produced for publication while gaining in digital skills in technical workshops focus on developing. You will learn to work with archives, databases and collections, curating exhibitions for physical and digital contexts, and work collaboratively with peers across GSA to explore and interpret ideas.

Within the programme, Fashion Narrative courses provide a series of incremental project-based experiences with opportunities to reflect upon learning as it develops towards building a critical practice. Design History and Theory courses explore critical and contextual perspectives of the discipline and broader design discourse, and Design Domain's shared courses foster expanded perspectives by connecting broader domains of learning and knowledge. Opportunities for student international exchanges, collaborative learning, external partnership projects, competitions, and careers and enterprise experiences help support how students develop graduate skills and attributes.

4. Programme Aims

The aims of the programme are to:

1. Equip students with the confidence, curiosity and practical aptitude to pursue their ambitions within fashion and the creative industries
2. Promote initiative and risk-taking in research, exploration and communication of ideas and issues
3. Establish advanced critical, practical, technical and professional skills for visual storytelling for a selected range of audiences
4. Provide opportunities to plan and execute interdisciplinary projects, fostering collaboration and team work to advance transferable, personal and communication skills
5. Examine and evaluate the impact of complex ethical, societal and environmental challenges for Fashion Narrative

5. Programme Intended Learning Outcomes

After full participation in and successful completion of the programme, students will be able to:

1. Generate ideas for creative projects through experimentation and critical reflection on specialist knowledge
2. Implement primary and secondary research to enrich practice and advance Fashion Narrative projects

3. Synthesize research with technical, practical and analytical skills to formulate and realise project aims
4. Employ effective visual, written and digital communication skills to discuss and present work to general and specialist audiences
5. Identify and critically engage with complex ethical, societal and environmental challenges to inform practice

6. Description of Learning and Teaching Approaches

A variety of teaching and learning approaches, including in person, blended and online learning and delivery, are employed to support student engagement with the curriculum and the achievement of the intended learning outcomes. As an indication, these include:

- briefings
- inductions and demonstrations
- technical workshops
- studio activities
- individual and group tutorials
- talks, lectures, seminars, and study visits
- group critiques and reviews, peer review, and presentations
- presentations and writing
- reflection and self-evaluation

Skills, including digital, material and technical resources, are introduced through inductions, demonstrations, and workshops.

Independent learning skills will be developed and supported through guided activities and digital online learning resources available on Canvas.

7. Description of Assessment Methods

Formative assessment offers students the opportunity to obtain ongoing tutor and peer feedback through the development of their summative submissions over the length of each course. Students are supported in their learning through a range of formative activities with staff and peers, such as workshops, reviews and tutorials offering ongoing formative feedback as they progress through each course within this programme.

Summative Assessment is designed to support students to review, collate and communicate work produced in response to project briefs and learning and teaching activities associated with the programme and its courses.

Submissions will be assessed and moderated in line with the Code of Assessment.

8. Programme Structure

Stage 2				
Course	Credits	SCQF Level	Semester	Course Code
Fashion Narrative 2A: Materials	40	8	1	
Design History and Theory 2A	10	8	1	
Design Domain 2A	10	8	1	
Fashion Narrative 2B: Media	40	8	2	
Design History and Theory 2B	10	8	2	
Design Domain 2B	10	8	2	
Total Stage Credits	120			

Stage 3				
Course	Credits	SCQF Level	Semester	Course Code
Fashion Narrative 3A: Event	40	9	1	
Design History and Theory 3A	10	9	1	
Design Domain 3A	10	9	1	
Fashion Narrative 3B: Exhibition	40	9	2	
Design History and Theory 3B	10	9	2	
Design Domain 3B	10	9	1	
Total Stage Credits	120			

Stage 4 Option 1				
Course	Credits	SCQF Level	Semester	Course Code
Fashion Narrative 4: Capstone	80	10	1 & 2	
Design History and Theory 4 (40)	40	10	1 & 2	
Total Stage Credits	120			

Stage 4 Option 2				
Course	Credits	SCQF Level	Semester	Course Code
Fashion Narrative 4: Capstone	80	10	1 & 2	
Design History and Theory 4 (20)	20	10	1	
Extending Design: Reflective Encounters	20	10	2	
Total Stage Credits	120			

9. Outgoing Exchange and Visiting Student Arrangements

BA (Hons) Fashion Narrative students may apply to undertake a period of exchange with one of our international partner institutions. International exchanges will normally take place in Stage 3 of study and be for the duration of one full semester, either Semester 1 or Semester 2. BA (Hons) Fashion Narrative welcomes incoming exchange students studying at a registered exchange partner who may apply to GSA for a period of exchange, usually one full semester, either Semester 1 or Semester 2.

Study Abroad (Visiting Students) is open to applications for full-year, Semester 1, and Semester 2 entry on Stage 2 and Stage 3 of the BA (Hons) Fashion Narrative programme. Study Abroad students will be entered into the most appropriate year entry point based on their portfolio and application.

Stage 2 Exchange and Visiting Student Courses				
Course	Credits	SCQF Level	Semester	Course Code
Fashion Narrative 2A: Materials	40	8	1	
Design History and Theory 2A	10	8	1	
Design Domain 2A	10	8	1	
Fashion Narrative 2B: Media	40	8	2	
Design History and Theory 2B	10	8	2	
Design Domain 2B	10	8	2	

Stage 3 Exchange and Visiting Student Courses				
Course	Credits	SCQF Level	Semester	Course Code
Fashion Narrative 3A: Event	40	9	1	
Design History and Theory 3A	10	9	1	
Design Domain 3A	10	9	1	
Fashion Narrative 3B: Exhibition	40	9	2	
Design History and Theory 3B	10	9	2	
Design Domain 3B	40	9	2	

10. Relevant QAA Subject Benchmark Statements and Other External Reference Points

Subject Benchmark Statements describe the nature of study and the academic standards expected of graduates in specific subject areas. For further information relevant to this programme see:

QAA (2019) Subject Benchmark Statement: Art and Design. Gloucester: QAA. Available from: https://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/sbs-art-and-design-17.pdf?sfvrsn=71eef781_22

11. Programme Regulations and Requirements for Progression

All GSA Degree programmes are validated by the University of Glasgow and the GSA's Programme Regulations are published in the [University of Glasgow University Regulations](#).

These regulations include the requirements in relation to:

- (a) Award of the degree
- (b) Progression requirements
- (c) Early exit awards

In referring to regulations for degree programmes, students should consult the University Regulations which were in force in the academic session in which they first registered for the degree programme in question.