Central Saint Martins
College of Art and Design
BA (Honours) Fashion
Course Information

Course Codes
Fashion Design Menswear: E233 BA/TDMW
Fashion Design Womenswear: E234 BA/TDW
Fashion Print: E239 BA/FFP
Fashion Design with Knitwear: E238 BA/FDK
Fashion Communication with Promotion: E236 BA/FCP
Fashion Design with Marketing: E237 BA/FDM
Fashion History & Theory (Route A): W2V3 BA/FHT
Fashion History & Theory (Route B): E2V3 BA/FHT

Course Director
Willie Walters

Course Length
3 years or 4 year sandwich full time

Course Starts
October

Course Terms
Autumn: 4 October – 10 December 2004
Spring: 10 January – 18 March 2005
Summer: 18 April – 24 June 2005

Course Location
Charing Cross Road
Course Content

The BA Fashion course at Central Saint Martins has earned a national and international reputation for producing innovative and highly creative designers and fashion communicators who have gone on to make outstanding and directional contributions within a variety of fashion professions in the UK and abroad. Graduates include such influential names as John Galliano, Hussein Chalayan, Matthew Williamson, Clements Ribeiro and the journalists Iain R Webb, Jeremy Langmead and Andrew Tucker.

Our philosophy is to provide a learning environment in which innovation, invention and originality can be developed within a range of different, but closely related, fashion pathways. It springs from the belief that for fashion graduates to contribute effectively in a climate of change in the new millennium, they need to be versatile fashion specialists. They will need to possess an in-depth knowledge of their chosen fields, as well a breadth of knowledge and critical understanding of the social, economic and cultural factors that impact on the professional fashion environment.

Pathway details

The course offers a choice of three- or four-year programmes across seven pathways, including the newly accredited pathway in Fashion History and Theory. Students selecting the four-year route may also be awarded the Diploma in Industrial Studies. You can choose from one of the following specialist pathways:

- Fashion Design Womenswear – For highly focused designers, wishing to base their careers specifically in design for womenswear
- Fashion Design Menswear – For those who wish to focus on menswear and need a sound knowledge of national and international markets
- Fashion Print – For students who have an inherent talent for handling images, colour and surface pattern and who are stimulated by the excitement and continual changes within fashion
- Fashion Design with Knitwear – Embracing the breadth of creative approaches to knitwear
- Fashion Communication with Promotion – Concerned with the variety of ways in which fashion is communicated creatively in the media
- Fashion Design with Marketing – Combines analytical, organisational and marketing skills with those of innovative design
- Fashion History and Theory – Considers fashion’s significance in a contemporary context.

Course Structure

The core study of each pathway is the understanding of Fashion Design; this is studied at different levels according to your choice of pathway. Throughout the course you will be provided with the opportunity to participate in group or team projects that bring together students from the different specialist pathways of BA Fashion and occasionally some of the design disciplines of other courses.

The course is underpinned by supporting studies in Cultural Studies, IT, Photography, Fashion Drawing and Business Awareness. You may also opt to study a foreign language.

The Fashion History & Theory pathway differs in structure in that students do not take part in the practical design elements of the course.
Stage 1
(Year 1)

The first two terms provide a foundation in the generation and development of design ideas through practical and technical workshops and a grounding in the unique aspects of your chosen pathway. In addition, you will participate in projects which will encourage you to explore and develop your individual strengths and approach to your subject. This stage culminates in an assessment in the summer term.

Stage 2
(Year 2) From the second year onwards you concentrate solely on your chosen pathway. Stage 2 involves a programme of projects relating to your specialist subject area, a number of lectures and tutorials and periods of independent study and research. There may also be an optional European visit to a fashion show or trade fair.

Stage 3
Industrial Placements (Year 3):
(4-year sandwich only)

If you choose to study for four years you must spend a period in relevant paid work in industry during your third year. These placements are often abroad.

Diploma in Industrial Studies
If you choose the sandwich mode of study you will qualify for the additional assessed London Institute award of Diploma in Industrial Studies, providing you meet the qualifying conditions of the placement year (Year 3 of the course). The purpose of the award is to enhance the profile of the work placement. It aims to develop an appreciation of the culture of the workplace; to put course content and study into perspective; to develop transferable skills and enhance your opportunities for career progression.

Stage 4
Final Stage (Years 3 or 4):

In the final year you will focus on your major degree project and Cultural Studies thesis. This runs alongside a programme of related technical studies and projects. If you have undertaken an industrial placement you will be required to submit a placement report at the beginning of the year for the Diploma in Industrial Studies.

Aims and outcomes

The ambition of the course is that its graduates should go out into the world as highly competent and creatively confident people, with a breadth of knowledge of the industry and equipped with intellectual skills as well as practical and specialist ones.

We aim to provide you with the experience, skills and understanding to enable you to:
• fulfil your creative and intellectual potential;
• balance imaginative visual ideas with commercial and professional considerations;
• understand the nature of, and relationship between, different roles within the fashion industry;
• understand the historical, social and economic contexts which influence the development of fashion design.

Staff

Students at Central Saint Martins are taught by an energetic staff team, all of whom are expert and successful practitioners.

Due to its strong links with the fashion industries, the BA Fashion course is also able to attract an impressive range of visiting staff and guest speakers. For example, in the last 2 years visiting staff and guest speakers have included Tristan Webber, Lutz Huelle, Sonja Nuttall, Jean Charles de Castelbajac, Julian Roberts, Camille Bidault-Waddington, Shelley Fox and Katharine Hamnett.

Career prospects

Graduates work across a very wide spectrum of fashion. While a few do become household names, the majority do not establish their own labels but work successfully and influentially as company designers, freelancers and consultants or as journalists, stylists, photographers, illustrators, editors and retailers.

Many of our graduates go on to work with important fashion companies throughout the world, such as Benetton, Etro, Alberta Feretti, Antonio Berardi, Prada and Versace in Italy, Martin Margiela, Kenzo, Christian Lacroix, Martine Sitbon, Dior and Louis Vuitton in Paris, Donna Karan and the Style Council in New York, Alexander McQueen, Ghost, Holland & Holland and Katharine Hamnett in London and Comme des Garçons in Japan.

Some have set up their own labels, for example Clements Ribeiro and Matthew Williamson. Others have found work with international fashion magazines like Elle, Marie Claire and Vogue or in the fields of marketing or public relations.

Each year, a number of BA graduates go on to study at post-graduate level, many at Central Saint Martins.

Open days

Course tours for this course will be held at:

Charing Cross Road
2pm-3.30pm

Monday, 24 January 2005
Tuesday, 25 January 2005
Thursday, 27 January 2005
Monday, 31 January 2005
Tuesday, 1 February 2005
Thursday, 3 February 2005
Monday, 7 February 2005
Tuesday, 8 February 2005
Suitable candidates

Fashion is a fast moving and highly diverse international industry encompassing a wide range of markets and creative, communication and production practices and it takes hard work, flexibility and passion to succeed. This course is for the talented, self-motivated fashion enthusiast, spirited, informed and mature enough to commit to a course that is demanding in both breadth and depth and keen to be part of the competitive atmosphere that has spawned many of fashion's brightest talents.

Central Saint Martins’ world-wide network of alumni, company and press contacts are watchful of developments at the college and they have come to expect the highest of standards. To meet this benchmark, we expect lively and committed students who can work both independently and together to meet the demands of the course and benefit from its philosophy.

Those applying for the Fashion History and Theory pathway should demonstrate a commitment to the field of fashion history and theory and be open to the advantages to be derived from working alongside practice-based fashion students.

Entry requirements

For entry on to the course you will be expected to have successfully completed Foundation Studies in Art & Design and possess two A-levels and three GCSEs (including three passes in academic subjects) at grade C or above. We also welcome applicants with qualifications equivalent to these.

As part of your application you will also be asked to submit a portfolio of your art and design work. If you are applying for the Fashion History & Theory pathway you will not be required to submit a portfolio. However, you must have attained three passes at A-level (or the equivalent), two of which are in essay-based humanities subjects, ideally in subjects such as History, History of Art, English Literature, Philosophy. You should also have GCSE passes at grade C or above in three other subjects, preferably one in a modern European language.

If you are applying for the Fashion Communication with Promotion pathway please include examples of your written work in your portfolio.

The University of the Arts London, of which Central Saint Martins is a part, has a commitment to improving access to education for those without formal qualifications. Therefore we also consider applicants who are able to show evidence of experiential learning, which is equivalent to the required formal qualifications.

How to apply

Applications should be made through UCAS via the Art and Design Route B system. UCAS (the Universities and Colleges Admissions Service for the UK) processes applications to UK universities and colleges for full-time higher education courses. UCAS also provides advice and information, through paper publications and electronic media on all aspects of access to higher education in the UK. More information can be found on the UCAS website: www.ucas.ac.uk
You can obtain an application form from your school or college or by writing to:

UCAS, Rosehill, New Barn Lane, Cheltenham, Gloucestershire GL52 3SH.
Alternatively, you can order an application form on-line at www.ucas.co.uk.

UCAS makes an administration charge of £15 for all UK/EU applicants (the charge is £5 if you only apply for one course at one institution). This must be paid to UCAS when you return your completed application.

Please return completed application forms to UCAS, not to Central Saint Martins.

When to apply

For entry in October, you must apply between 1 January and 24 March. UCAS recommends that you apply by 8 March if possible to avoid the last-minuterush. If you apply later than 24 March you will be treated as a late applicant and priority will be given to those who applied before the deadline.

If you are applying for the Fashion History & Theory pathway you can apply via Route A (between 1 September and 15 January) or Route B (between 1 January and 24 March).

Interviews

Interviews usually take place from mid-April to the beginning of May, during the last week of the Easter vacation and the first two weeks of the summer term.

Be prepared to discuss the work in your portfolio with your interviewer/s and to communicate the particular interests which inform your creativity.

If you are applying for the Fashion History & Theory pathway, you will be asked to bring evidence of your writing ability to the interview: for example, a History, English Literature, or Cultural Studies essay or a critical review of an exhibition. In addition we will require you to carry out a short written analysis of a picture immediately prior to the interview, which will form the basis of discussions with the interviewing staff.

If you are applying for the Fashion Communication with Promotion pathway, you will also be asked to bring to the interview a short written piece on a topic set by the Pathway Tutor. Details of this will be sent to you when you are invited to interview.

Your interview will last for approximately 20 minutes.

Portfolio advice

It is important that your portfolio demonstrates that you are able to develop your ideas in visual form: from initial visual research through to intelligent completed work. If you are currently studying on a course which has a fashion element, you may include some of your project work. If not, why not set a brief yourself and develop your own fashion project?

Make sure the content is substantial in quality rather than quantity, you will be up against tough competition!
Sketchbooks and visual research books should be included to demonstrate your observation and drawing skills. You can include life drawings, but a maximum of six is sufficient.

You could include some completed work, if you believe is of particular interest. However, it may be better to set up your own fashion shoot – complete with accessories, hair, and make-up–and present photographs instead. This will say much more about your personal identity as a designer.

Remember, there is no perfect formula for what to include in your portfolio. The most important thing is to select work that represents your own individual interests and abilities and demonstrates your passion for the subject.

International students

If you are from outside the European Union please contact Central Saint Martins International Office. Our International Office deals specifically with the needs of students from overseas. Staff will be able to assist and advise you on applying to the course, accommodation, visa requirements and much more:

International Office, Central Saint Martins
Southampton Row, London WC1B 4AP, UK
tel +44 (0)20 7514 7027, fax +44 (0)20 7514 8013
international-office@csm.arts.ac.uk

Those from outside the European Union who wish to apply only to Central Saint Martins and who will not be submitting a UCAS application can apply direct to the college at any time throughout the year. To do this you must complete an International Application Form. You can download this from Central Saint Martins web site- www.csm.arts.ac.uk - follow the link for International Students from the main Central Saint Martins page and click 'application'.

We recommend that you send your application by recorded mail - due to the large number of applications we are unable to send confirmation that your application has been received.

English language requirement

All classes are conducted in English, so you will be required to have a fluent understanding of the language. If English is not your first language you will be asked to provide evidence of your English language ability. Minimum scores for entry on to a BA (Honours) course are as follows:

IELTS (International English Language Testing System): 6.5

We provide free tuition in English for international students and regular workshops in the language of art and design. We also offer a number of short courses that enable students from overseas to improve their portfolios and English skills before applying to their chosen course.

Tuition fees

UK/EU £1,150 per annum
International £9,165 per annum
Funding your course

If you are from the UK, you may be entitled to help with fees or be able to take out a loan to help meet living costs, with repayments linked to your income after leaving Higher Education. If you are from England or Wales you should contact your Local Education Authority (LEA) to apply for financial help. For details visit the Department for Education and Skills’ web site - www.dfes.gov.uk/studentsupport - or call 0800 731 9133. If you are from Scotland contact the Student Awards Agency for Scotland (SAAS) on 0131 476 8212 or visit the SAAS web site at www.student-support-saas.gov.uk. If you live in Northern Ireland contact your local Education and Libraries Board.

If you live outside the UK, you can get advice on funding your course from your local British Council office. See www.britishcouncil.org.uk for a list of British Council offices worldwide or contact the British Council Information Centre: tel +44 (0)161 957 7785, fax +44 (0)161 957 7762, email general.enquiries@britishcouncil.org

Students from EU-member countries may also be entitled to financial support. To apply you will need to complete an eligibility form which you will receive from UCAS.

Please ensure that you contact the relevant funding organisation as soon as possible after you apply for your place at college.

Useful links

www.britishcouncil.org
www.csm.arts.ac.uk/fashion
www.ucas.com

Contact Details

For further information...
Visit our web site at www.csm.arts.ac.uk or contact:
Information Office
Central Saint Martins
Southampton Row
London WC1B 4AP
tel: +44 (0)20 7514 7022
fax: +44 20 7514 7254
email: info@csm.arts.ac.uk

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