

# Module Catalogue

Bachelor's Programme (B.A.)

B.A. Fashion Design

## Content

Curriculum for all semester.....	3
Overview of competencies.....	6
A) Compulsory Modules .....	9
2D/3D Design [Gestaltung 2D/3D].....	10
Draping [Drapieren] .....	13
Drawing [Zeichnen].....	16
Contemporary Trends in Fashion I [Aktuelle Modesysteme I] .....	19
Fundamentals of Fashion Artifacts [Grundlagen Fashion Artefakte].....	22
Life Drawing [Aktzeichnen] .....	25
Fashion Design I [Fashion Design I].....	28
Tailoring I [Schnittgestaltung I] .....	31
Digital Design and Picture Research [Digitale Gestaltung und Bildrecherche] .....	34
Labor Experimental Textils [Labor Experimentelle Textilien] .....	37
Intercultural Competences [Intercultural Competences] .....	40
Fashion Project I (Fashion Show) [Fashion Project I (Fashion Show)].....	43
Fashion Illustration I [Fashion Illustration I].....	46
Fashion Design II [Fashion Design II].....	49
Tailoring II [Schnittgestaltung II] .....	52
Contemporary Trends in Fashion II [Aktuelle Modesysteme II] .....	55
Advanced Fashion Artifacts [Vertiefung Fashion Artefakte].....	58
Mashing Techniques [Verarbeitungstechnik] .....	61
Fashion Illustration II [Fashion Illustration II].....	64
Fashion Design III [Fashion Design III].....	67
Creative Tailoring I [Kreative Schnittgestaltung I] .....	70
Fashion Theory, Fashion Production & Marketing [Modetheorie & Modeproduktion & Marketing] .....	73
Academic Writing and Research [Wissenschaftliches Arbeiten].....	77
Fashion Project II (Fashion Show) [Fashion Project II (Fashion Show)].....	80
Fashion Illustration III [Fashion Illustration III].....	83
Fashion Design IV [Fashion Design IV] .....	86
Digital Communication [Digitale Kommunikation] .....	89
Creative Tailoring II [Kreative Schnittgestaltung II].....	92
Art and Fashion [Kunst und Mode] .....	95
Interdisciplinary Project [Interdisziplinäres Projekt].....	98
Bachelor Concept [Bachelor Konzept].....	101
Bachelor Seminar [Bachelor Seminar].....	104
Bachelor Fashion Show [Bachelor Modenschau] .....	107
Communication Skills [Kommunikationskompetenzen] .....	110
Student Initiative [Studentische Initiative] .....	113
Internship Semester [Praxismodul] .....	116

## Curriculum for all semester

Module plan: Bachelor programme Fashion Design																	
Module	1st semester									2nd semester							Exam
	Course units					CH	SH	ECTS	Course units					CH	SH	ECTS	
	Tot.	L	S	T	W				Tot.	L	S	T	W				
B-FDe-ALL-GES 2D/3D Design	3		3			45	105	5									PA
B-FDe-ALL-DRA Draping	3		3			45	105	5									PA
B-FDe-ALL-ZEI Drawing	3		3			45	105	5									/
B-FDe-ALL-AM1 Contemporary Trends in Fashion I	3		3			45	105	5									PA
B-FDe-ALL-GFA Fundamentals of Fashion Artifacts	5		5			75	75	5									PA
B-STGe-ALL-AKZ Life Drawing <sup>1</sup>	4		4			60	90	5									/
B-FDe-ALL-FD1 Fashion Design I									3		3			45	105	5	PA
B-FDe-ALL-SG1 Tailoring I									3		3			45	105	5	/
B-STGe-ALL-DGB Digital Design and Picture Research <sup>1</sup>									5		5			75	75	5	/
B-FDe-ALL-LET Laboratory Experimental Textiles									3		3			45	105	5	/
B-SQe-ALL-ICO Intercultural Competences <sup>2</sup>									2	1		1		30	120	5	/
B-FDe-ALL-FP1 Fashion Project I (Fashion Show)									4		4			60	90	5	/
<b>Total</b>	<b>21</b>	<b>0</b>	<b>21</b>	<b>0</b>	<b>0</b>	<b>315</b>	<b>585</b>	<b>30</b>	<b>20</b>	<b>1</b>	<b>18</b>	<b>1</b>	<b>0</b>	<b>300</b>	<b>600</b>	<b>30</b>	
<p><i>CH = class hours, SH = study hours, ECTS = credit points according to the European Credit Transfer And Accumulation System</i>  <i>L = lecture, S = seminar, T = tutorial, W = workshop, Tot. = total</i>  <i>m = oral exam, PA = project thesis, K = written exam (90 minutes) / = no exam (pass/fail), <sup>T</sup> technical support, <sup>o</sup> online module possible,</i>  <sup>A</sup>Report (not graded), <sup>+</sup> consists of the bachelor thesis (80%) and an oral exam (20%), <sup>-</sup> amount of course units may vary, <sup>#</sup> special prerequisites according to § 4 (5) of the examination regulations for the bachelor programme Fashion Design</p>																	
<p><sup>1-2</sup>: Module is also offered in: <sup>1</sup>DS; <sup>2</sup>BK, MU, SP</p>																	

Module plan: Bachelor programme Fashion Design																	
Module	3rd semester									4th semester							Exam
	Course units					CH	SH	ECTS	Course units					CH	SH	ECTS	
	Tot.	L	S	T	W				Tot.	L	S	T	W				
B-FDe-ALL-FI1 Fashion Illustration I	3		3			45	105	5									PA
B-FDe-ALL-FD2 Fashion Design II	4		4			60	90	5									PA
B-FDe-ALL-SG2 Tailoring II	3		3			45	105	5									/
B-FDe-ALL-AM2 Contemporary Trends in Fashion II	2		2			30	120	5									PA
B-FDe-ALL-VFA Advanced Fashion Artifacts	4	4				60	90	5									K
B-FDe-ALL-VAT Machining Techniques	4			4		60	90	5									/
B-FDe-ALL-FI2 Fashion Illustration II									4		4			60	90	5	PA
B-FDe-ALL-FD3 Fashion Design III									3		3			45	105	5	PA
B-FDe-ALL-KS1 Creative Tailoring I									3		3			45	105	5	/
B-FDe-ALL-MMM Fashion Theory, Fashion Production & Marketing									4	4				60	90	5	K
B-SQe-ALL-WAR Academic Writing and Research <sup>1</sup>									2	1		1		30	120	5	PA
B-FDe-ALL-FP2 Fashion Project II (Fashion Show)									4			4		60	90	5	/
<b>Total</b>	<b>20</b>	<b>4</b>	<b>12</b>	<b>4</b>	<b>0</b>	<b>300</b>	<b>600</b>	<b>30</b>	<b>20</b>	<b>5</b>	<b>10</b>	<b>5</b>	<b>0</b>	<b>300</b>	<b>600</b>	<b>30</b>	
<p>CH = class hours, SH = study hours, ECTS = credit points according to the European Credit Transfer And Accumulation System                      L = lecture, S = seminar, T = tutorial, W = workshop, Tot. = total                      m = oral exam, PA = project thesis, K = written exam (90 minutes) / = no exam (pass/fail), <sup>†</sup> technical support, <sup>°</sup> online module possible,  <sup>^</sup> Report (not graded), + consists of the bachelor thesis (80%) and an oral exam (20%), <sup>~</sup> amount of course units may vary, <sup>#</sup> special prerequisites according to § 4 (5) of the examination regulations for the bachelor programme Fashion Design</p>																	
<p><sup>1</sup>Module is also offered in DS, FF, GD, BK, MU, SP, JO, MM, MN</p>																	

Module plan: Bachelor programme Fashion Design																			
Module	5th semester									6th semester						Exam			
	Course units						CH	SH	ECTS	Course units					CH		SH	ECTS	
	Tot.	L	S	T	W					Tot.	L	S	T	W					
B-FDe-ALL-FI3 Fashion Illustration III	3		3				45	105	5									PA	
B-FDe-ALL-FD4 Fashion Design IV	3		3				45	105	5									PA	
B-FDe-ALL-DKO Digital Communication <sup>#</sup>	3		3				45	105	5									/	
B-FDe-ALL-KS2 Creative Tailoring II	3		3				45	105	5									/	
B-FDe-ALL-KMO Art and Fashion	3		3				45	105	5									PA	
B-FDe-ALL-IDP Interdisciplinary Project	3		3				45	105	5									PA	
B-FDe-ALL-BKO Bachelor Concept										2				2		30	270	10	PA
B-FDe-ALL-BSE Bachelor Seminar <sup>#</sup>										2	1			1		30	420	15	PA
B-FDe-ALL-BMO Bachelor Fashion Show										2				2		30	120	5	PA
<b>Total</b>	<b>18</b>	<b>0</b>	<b>18</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>270</b>	<b>630</b>	<b>30</b>	<b>6</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>2</b>	<b>90</b>	<b>810</b>	<b>30</b>		

CH = class hours, SH = study hours, ECTS = credit points according to the European Credit Transfer And Accumulation System  
L = lecture, S = seminar, T = tutorial, W = workshop, Tot. = total  
m = oral exam, PA = project thesis, K = written exam (90 minutes) / = no exam (pass/fail), <sup>T</sup> technical support, <sup>o</sup> online module possible,  
<sup>A</sup> Report (not graded), + consists of the bachelor thesis (80%) and an oral exam (20%), <sup>-</sup> amount of course units may vary, <sup>#</sup> special prerequisites according to § 4 (5) of the examination regulations for the bachelor programme Fashion Design

Module plan: Bachelor programme Fashion Design											
Module	7th semester									Exam	
	Course units						CH	SH	ECTS		
	Tot.	L	S	T	W						
B-SQe-ALL-KMK Communication Skills <sup>1</sup>	3					3	45	105	5	m	
B-STGe-ALL-SIT Student Initiative <sup>1</sup>	0						0	150	5	PA	
B-FDe-ALL-PRA Internship Semester	0						0	600	20	<sup>A</sup>	
<b>Total</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>3</b>	<b>45</b>	<b>855</b>	<b>30</b>		

CH = class hours, SH = study hours, ECTS = credit points according to the European Credit Transfer And Accumulation System  
L = lecture, S = seminar, T = tutorial, W = workshop, Tot. = total  
m = oral exam, PA = project thesis, K = written exam (90 minutes) / = no exam (pass/fail), <sup>T</sup> technical support, <sup>o</sup> online module possible,  
<sup>A</sup> Report (not graded), + consists of the bachelor thesis (80%) and an oral exam (20%), <sup>-</sup> amount of course units may vary, <sup>#</sup> special prerequisites according to § 4 (5) of the examination regulations for the bachelor programme Fashion Design

<sup>1</sup>Module is also offered in DS, FF, GD, BK, MU, SP, JO, MM, MN

# Overview of competencies

## Background

For the reaccreditation of the B.A. study programmes, the German Council of Science and Humanities has suggested that the so-called "output orientation" of teaching should be given greater prominence. Both on the programme level and on the module level, the competencies must be more clearly assigned and systematically traceable. Central to this is the correct formulation of the learning outcomes.

Learning outcomes are statements about what a student knows, understands and is able to do/demonstrate after completing a learning process. Essentially, it describes which competencies students acquire during their studies. The reviewers evaluate the extent to which the objectives of the study programme and the learning outcomes of individual modules are coordinated. The qualification objectives of the study programme are transferred to the module level. In this case, not all fields of competency need to be addressed in each module, but in the overview (module catalogue), the previously formulated qualification objectives must be reflected in concrete form as learning outcomes of the modules. In order to ensure this, it is not only necessary to follow the guidelines for the preparation of the modules, but also to answer the following questions on competencies and objectives of the study programmes.

## How do I formulate learning outcomes?

Before phrasing the learning outcomes, please try to figure out which knowledge and which skills the students are supposed to acquire during this module. Please follow the steps below:

1. Determine previous knowledge:
  - Pay attention to the semester the module takes place in compared to the rest of the student's studies
  - Realistic assessment of previous knowledge (max. 1 monograph or 3 essays for preparation)
2. Determine the contents:
  - List the contents/topics as bullet points
3. Determine competencies: Macromedia University distinguishes between the following competencies:
  - Professional skills (academic)
  - Professional skills (practical)
  - Methodological skills (academic)
  - Methodological skills (practical)
  - Social skills
  - Personal skills
4. Formulate the learning outcomes
  - Learning outcomes are based on the module contents, but they do not have to match in number
  - Choose an active verb from the table "Taxonomy of Verbs" that fits the learning outcome and the level of difficulty
  - For a 5 ECTS module choose approx. 8 learning outcomes (min. 5 – max. 10)
  - List the learning outcomes as bullet points
  - One active verb per learning outcomes (only the verbs from the table "Taxonomy of Verbs" are permitted)
  - Use simple and short descriptions that are easily understandable
  - Learning outcomes have to be phrased using a student's perspective
  - Learning outcomes should be located on all levels of the taxonomy (not just the lower levels)
5. Determine the levels for the individual learning outcomes: 1-6 (see table "Taxonomy of Verbs")
6. Type of Assessment:
  - The learning outcomes have to be examinable using the selected type of assessment

Formulate the learning outcomes according to the template below:

Introductory sentence: Upon completion of the module, students will be able to...	
+ [Active verb] (only from the table below)	+ describe
+ [Module content]	+ the individual steps of the research process
+ [Object] (if necessary for clarification)	+ (using their methodological skills)

Taxonomy of Verbs (please use only the verbs below!)

Level	Cognitive process/Verb	Example	Additional verbs
<b>1) Remember</b> Recall facts and basic concepts	Identify	Identify dates of important historical events	Write, define, reproduce, list, describe, label, recite, indicate, enumerate, name, draw, implement, sketch, narrate
	Recall	Recall dates of important historical events	
<b>2) Understand</b> Explain ideas or concepts	Interpret	Paraphrase important statements	Represent, describe, determine, demonstrate, discuss, formulate, locate, present, illustrate, transmit, repeat
	Exemplify	Name examples of styles of art	
	Classify	Classify descriptions or observations of disruptions	
	Summarise	Write a short summary	
	Infer	Derive a rule from various examples	
	Compare	Compare historical events to current situations	
<b>3) Apply</b> Use information in new situations	Explain	Explain the most important events in 18th century France	Perform, calculate, use, find out, delete, fill in, enter, apply, solve, plan, illustrate, edit
	Execute	Calculate a mathematical function	
	Implement	Determine to which cases Newton's second law is applicable	
<b>4) Analyse</b> Draw connections among ideas	Differentiate	Distinguish between relevant and irrelevant information in a mathematical text task	Test, contrast, compare, isolate, select, distinguish, juxtapose, criticise, analyse, determine, experiment, sort, examine, categorise
	Organise	Build an argumentation for or against a particular historical position using clues in a historical treatise	
	Attribute	Determine the point of view of an author of an essay based on their political orientation	
<b>5) Evaluate</b> Justify a stand or decision	Review	Determine whether a scientist's conclusion is plausible based on the data at hand	Argue, predict, choose, evaluate, reason, test, decide, criticise, grade, estimate, score, support, classify
	Assess	Decide which of two methods is better suited for solving a problem	
<b>6) Create</b> Produce new or original work	Generate	Formulate a hypothesis for an observable phenomenon	Assemble, collect, organise, construct, prepare, write, design, conclude, connect, design, assign, compile, deduce, develop
	Plan	Write an exposé for a paper/thesis	
	Produce	Build a biotope for certain species or for certain purposes	

Aspects that have to be kept in mind when writing a module description

In modules, as many different teaching and learning forms as possible should be provided in order to enable different learning processes and paths and to take different learning strategies into account. Different media experience and knowledge must be taken into account. Teaching and learning contents should be chosen in a gender-appropriate and gender-conscious manner. They should be based on the life-worlds of students and show different gender-neutral roles, address gender problems and contain a variety of gender-conscious perspectives.

Questions for quality management:

How strongly do the learning outcomes of the module contribute to the study programme's overall objectives? If the module is offered in more than one study programme, please fill in the table for ALL study relevant programmes! (Scale 1-6: 1 = Competency plays a very minor role in this module, 6 = Competency plays a highly important role in this module)

	<b>Prog.</b>	<b>Objective of the study programme</b>	<b>Relevance</b>
1.	<b>All</b>	Understanding the relationships and challenges of a multicultural, mobile and digital economy and society	
2.	<b>All</b>	The ability to grasp complex tasks and develop creative and sustainable solutions	
3.	<b>All</b>	Self-reflection and judgment to continually grow personally in a dynamic international work environment	

	<b>Prog.</b>	<b>Objective of the study programme</b>	<b>Relevance</b>
1.	<b>FD</b>	Advanced knowledge of the role of fashion in society and an awareness of one's own position in the fashion context as well as contact with the fashion world	
2.	<b>FD</b>	The ability to conceive and elaborate a convincing artistic work, to question it self-critically and to develop it further with knowledge of the range of different artistic expression possibilities and media	
3.	<b>FD</b>	The ability to contribute one's creative abilities to a team in a results-oriented manner and to communicate, critically evaluate and further develop one's own creative performance	

Which competencies are specifically addressed in the module? (Scale 1-6: 1 = Competency plays a very minor role in this module, 6 = Competency plays a highly important role in this module)

<b>Competency</b>	<b>Role</b>
K1: Professional skills (academic)	1-6
K2: Professional skills (practical)	
K3: Methodological skills (academic)	
K4: Methodological skills (practical)	
K5: Social skills	
K6: Personal skills	



## **A) Compulsory Modules**

## 2D/3D Design [Gestaltung 2D/3D]

Module Code: B-FDe-ALL-GES

Learning Outcomes	After completing this module, students will be able to	Level <sup>1</sup>
	name key principles of 2D and 3D design.	1
	describe various techniques for working on 3D designs.	2
	determine the characteristics of materials.	2
	use different materials, applying knowledge of their full design potential, to formulate ideas and implement them.	3
	analyse transformation of 2D designs into 3D.	4
Course Contents	<ul style="list-style-type: none"> <li>• Basic knowledge of various techniques for working on 3D designs</li> <li>• Researching different materials</li> <li>• Defining the existing proportions, shapes and positions of design objects in 2D space</li> <li>• Using 2D representation for 3D design</li> <li>• Recognising the potential of materials (e.g. for designing fashion accessories from unconventional materials such as paper, metal or plastic)</li> </ul>	
General Objectives of all BA Programmes	Description	Relevance <sup>1</sup>
	Understanding the relationships and challenges of a multicultural, mobile, and digital economy and society	1
	The ability to grasp complex tasks and develop creative and sustainable solutions	2
	Self-reflection and judgment to continually grow personally in a dynamic international work environment	2
Objectives of the specific Study Programme	Description	Relevance <sup>1</sup>
	Advanced knowledge of the status of fashion in society and an awareness of own place in the context of fashion; contact with the world of fashion.	1
	Ability to design and compose a convincing artistic work, including self-critical examination, and to enhance it using knowledge of the full breadth of various potential forms of artistic expression and materials.	2
	Ability to inject own creative skills into a team, focusing on the outcome, and communicate own creative effort, also critically assessing and elaborating it.	3
Competencies	Type of competency	Role <sup>1</sup>

<sup>1</sup> Scale of 1-6: 1 = Recall (knowledge), 2 = Understand, 3 = Apply, 4 = Analyse, 5 = Evaluate, 6 = Create

<sup>1</sup> Scale of 1-6: 1 = Form of competence plays a subordinate role, 6 = Form of competence plays a prominent role

	K1: Academic knowledge	3
	K2: Knowledge in professional practice	3
	K3: Methodological skills (research)	3
	K4: Methodological skills (professional practice)	4
	K5: Social skills	1
	K6: Personal skills (e.g. reflection, organisation)	3
Module Length	1 semester	
When Offered	Once per academic year	
ECTS Credits	5	
Prerequisites/ Recommendations	None	
Total Workload	150 h [45 CH / 105 SH]	
Study Semester	1	
Type of Module	Compulsory module	
Applicable to	References to: Draping	
Teaching Language	English	
Type of Assessment	Project Paper	
Teaching and Learning Methods	Seminar [3 course units]	
Essential Reading	Jackson. P (2015). Structural Packaging: design your own boxes and 3D-Forms, Laurence King Publishing Ltd., GB-London Klanten R. Ehmann. S, Sinofzik A. (2012). Taken By Surprise, Gestalten Schmidt P. Stattmann N. (2010). Unfolded, Birkhäuser GmbH	
Further Reading	Jackson. P (2012). Complete Pleats, Laurence King Publishing Ltd., GB-London Uleshka (2009). Tangible: High Touch Visuals, Die Gestalten Verlag GmbH & Co. KG Faerm, S. (2017). Fashion Design Course: Principles, Practice, and Techniques: The Practical Guide for Aspiring Fashion Designers. Barrons.	
Recommended Seminar Literature for Student Presentations	1	[this information can be found in the syllabus for the module for each semester] ...
Recommended Exercises	1	[this information can be found in the syllabus for the module for each semester]

---

...

---

Faculty Responsible for Module	Faculty of Creative Arts
--------------------------------	--------------------------

---

Exam Semester	[this information can be found in the syllabus for the module for each semester]
---------------	--

---

Module Coordinator	[this information can be found in the syllabus for the module for each semester]
--------------------	--

---

Task	[this information can be found in the syllabus for the module for each semester]
------	--

---

Units	1 [this information can be found in the syllabus for the module for each semester]
-------	--

---

...

---

## Draping [Drapieren]

Module Code: B-FDe-ALL-DRA

Learning Outcomes	Upon completion of the module, students will be able to	Level <sup>1</sup>
	define the anatomical structure of the human body.	1
	demonstrate spatial imagination with examples of work.	2
	apply basic sewing and pinning skills.	3
	transfer a material-specific 2D design into a 3D application.	3
	compare a 2D tailoring pattern from analytical perspectives with a 3D draped application.	4
Course Contents	<ul style="list-style-type: none"> <li>• Basic anatomical understanding of the human body</li> <li>• Introduction to the shaping technique of draping on a mannequin</li> <li>• Exercises to train spatial imagination</li> <li>• Transferral process – from surface into space</li> <li>• Familiarisation with an important, alternative technique for designing tailoring patterns</li> <li>• Correlations between 2D tailoring patterns and 3D draped shapes</li> </ul>	
General Objectives of all BA Programmes	Description	Relevance <sup>1</sup>
	Understanding the relationships and challenges of a multicultural, mobile, and digital economy and society	1
	The ability to grasp complex tasks and develop creative and sustainable solutions	2
	Self-reflection and judgment to continually grow personally in a dynamic international work environment	2
Objectives of the specific Study Programme	Description	Relevance <sup>1</sup>
	Advanced knowledge of the status of fashion in society and an awareness of own place in the context of fashion; contact with the world of fashion.	2
	Ability to design and compose a convincing artistic work, including self-critical examination, and to enhance it using knowledge of the full breadth of various potential forms of artistic expression and materials.	3
	Ability to inject own creative skills into a team, focusing on the outcome, and communicate own creative effort, also critically assessing and elaborating it.	3
Competencies	Type of competency	Role <sup>2</sup>
	K1: Academic knowledge	2

<sup>1</sup> Scale of 1-6: 1 = Recall (knowledge), 2 = Understand, 3 = Apply, 4 = Analyse, 5 = Evaluate, 6 = Create

<sup>2</sup> Scale of 1-6: 1 = Form of competence plays a subordinate role, 6 = Form of competence plays a prominent role

	K2: Knowledge in professional practice	3
	K3: Methodological skills (research)	2
	K4: Methodological skills (professional practice)	4
	K5: Social skills	2
	K6: Personal skills (e.g. reflection, organisation)	3
Module Length	1 semester	
When Offered	Once per academic year	
ECTS Credits	5	
Prerequisites/ Recommendations	None	
Total Workload	150 h [45 CH / 105 SH]	
Study Semester	1	
Type of Module	Compulsory module	
Applicable to	References to: Life Drawing 2D/3D Design	
Teaching Language	English	
Type of Assessment	Project Paper	
Teaching and Learning Methods	Seminar [3 course units]	
Essential Reading	Fischer, A. (2009). Basics Fashion Design 03: Construction. Bloomsbury Publishing Plc. Duburg, A. (2008). Rixt van der Tol, Draping, Art and Craftmanship in Fashion Design. ArtEZ Press. Faerm, S. (2010). Fashion Design Course: Principles, Practice, and Techniques. Barrons. Kiisel, K. (2013). Draping – The Complete Course. Thames & Hudson.	
Further Reading	-	
Recommended Seminar Literature for Student Presentations	1	[this information can be found in the syllabus for the module for each semester]
	...	
Recommended Exercises	1	[this information can be found in the syllabus for the module for each semester]
	...	

---

Faculty Responsible for Module	Faculty of Creative Arts
Exam Semester	[this information can be found in the syllabus for the module for each semester]
Module Coordinator	[this information can be found in the syllabus for the module for each semester]
Task	[this information can be found in the syllabus for the module for each semester]
Units	1 [this information can be found in the syllabus for the module for each semester]
	...

---

## Drawing [Zeichnen]

Module Code: B-FDe-ALL-ZEI

Learning Outcomes	Upon completion of the module, students will be able to	Level <sup>1</sup>
	name different drawing and representation techniques.	1
	apply basic knowledge of 2D design and implement learned techniques in practice (still life, representation of objects).	3
	turn their own ideas into sketched designs.	2
	present their own designs.	2
	analyse aesthetic and design decisions as part of developing their own style.	4
	justify their use of different techniques in their own design.	5
	evaluate complex correlations in design.	5
Course Contents	<ul style="list-style-type: none"> <li>• Learning about different representation techniques</li> <li>• Insights into shape, colour, light/shade and composition as basic instruments of the intricate visual language of fashion design</li> <li>• Turning ideas into sketched designs</li> <li>• Developing own means of expression and own style</li> <li>• Motivation to use different techniques in own design work</li> <li>• Understanding complex interrelationships in design</li> </ul>	
General Objectives of all BA Programmes	Description	Relevance <sup>1</sup>
	Understanding the relationships and challenges of a multicultural, mobile, and digital economy and society	2
	The ability to grasp complex tasks and develop creative and sustainable solutions	3
	Self-reflection and judgment to continually grow personally in a dynamic international work environment	4
Objectives of the specific Study Programme	Description	Relevance <sup>1</sup>
	Advanced knowledge of the status of fashion in society and an awareness of own place in the context of fashion; contact with the world of fashion.	3
	Ability to design and compose a convincing artistic work, including self-critical examination, and to enhance it using knowledge of the full breadth of various potential forms of artistic expression and materials.	3
	Ability to inject own creative skills into a team, focusing on the outcome, and communicate own creative effort, also critically assessing and elaborating it.	4
Competencies	Type of competency	Role <sup>2</sup>

<sup>1</sup> Scale of 1-6: 1 = Recall (knowledge), 2 = Understand, 3 = Apply, 4 = Analyse, 5 = Evaluate, 6 = Create

<sup>2</sup> Scale of 1-6: 1 = Form of competence plays a subordinate role, 6 = Form of competence plays a prominent role



	K1: Academic knowledge	2
	K2: Knowledge in professional practice	4
	K3: Methodological skills (research)	2
	K4: Methodological skills (professional practice)	4
	K5: Social skills	4
	K6: Personal skills (e.g. reflection, organisation)	4
Module Length	1 semester	
When Offered	Once per academic year	
ECTS Credits	5	
Prerequisites/ Recommendations	None	
Total Workload	150 h [45 CH / 105 SH]	
Study Semester	1	
Type of Module	Compulsory module	
Applicable to	References to: Life Drawing 2D/3D Design	
Teaching Language	English	
Type of Assessment	Pass / No Pass	
Teaching and Learning Methods	Seminar [3 course units]	
Essential Reading	Edwards B. (2012). Drawing on the right side of the brain. Tarder Perigee. Savard, D. (2009). Le dessin de Mode, du croquis à la création. Dessain et Tolra / Larousse.	
Further Reading	Dimitri J., Dimitri, E. (2019). Mode Zeichnen - Grundlagen & Techniken. Jelezky Publishing.	
Recommended Seminar Literature for Student Presentations	1	[this information can be found in the syllabus for the module for each semester]
	...	
Recommended Exercises	1	[this information can be found in the syllabus for the module for each semester]
	...	
Faculty Responsible for Module	Faculty of Creative Arts	

---

Exam Semester	[this information can be found in the syllabus for the module for each semester]
Module Coordinator	[this information can be found in the syllabus for the module for each semester]
Task	[this information can be found in the syllabus for the module for each semester]
Units	1 [this information can be found in the syllabus for the module for each semester]
	...

---

## Contemporary Trends in Fashion I [Aktuelle Modesysteme I]

Module Code: B-FDe-ALL-AM1

Learning Outcomes	Upon completion of the module, students will be able to	Level <sup>1</sup>
	describe the different players in the world of fashion and their interplay.	2
	pinpoint fashion cycles and the related trade fairs and fashion shows.	1
	apply methods for researching trends in the relevant media banks and databases.	3
	discuss aspects of interplay between global fashion markets, producers and media.	2
	locate their own work within the context of constant, dynamic flux in the sector.	4
	draw up a comprehensive overview of the fashion industry using practical case studies.	1
	interpret the emergence of fashion trends according to specific target groups.	2
	name the semantic codes of collections in the latest fashion shows.	1
Course Contents	<ul style="list-style-type: none"> <li>• How fashion trends arise and how they can be forecast and addressed to various target groups</li> <li>• Presentation of various areas of fashion (haute couture, prêt-à-porter), the handcrafting involved, and their communicators and representations in the media</li> <li>• Analysis of interplay and reciprocal influences on markets, producers and media</li> <li>• Learning about a wide range of trendsetting dynamics while understanding own approaches to work as part of constant, dynamic flux</li> <li>• Familiarisation with trade fairs and fashion shows</li> <li>• Analysing trends and their semantic codes with specific reference to examples of fashion shows and collections</li> <li>• Considering topics closely related to fashion design such as economics, art, politics, etc.</li> </ul>	
General Objectives of all BA Programmes	Description	Relevance <sup>1</sup>
	Understanding the relationships and challenges of a multicultural, mobile, and digital economy and society	2
	The ability to grasp complex tasks and develop creative and sustainable solutions	3
	Self-reflection and judgment to continually grow personally in a dynamic international work environment	2

<sup>1</sup> Scale of 1-6: 1 = Recall (knowledge), 2 = Understand, 3 = Apply, 4 = Analyse, 5 = Evaluate, 6 = Create

Objectives of the specific Study Programme	Description	Relevance <sup>1</sup>
	Advanced knowledge of the status of fashion in society and an awareness of own place in the context of fashion; contact with the world of fashion.	2
	Ability to design and compose a convincing artistic work, including self-critical examination, and to enhance it using knowledge of the full breadth of various potential forms of artistic expression and materials.	1
	Ability to inject own creative skills into a team, focusing on the outcome, and communicate own creative effort, also critically assessing and elaborating it.	4
Competencies	Type of competency	Role <sup>2</sup>
	K1: Academic knowledge	2
	K2: Knowledge in professional practice	3
	K3: Methodological skills (research)	2
	K4: Methodological skills (professional practice)	4
	K5: Social skills	3
	K6: Personal skills (e.g. reflection, organisation)	2
Module Length	1 semester	
When Offered	Once per academic year	
ECTS Credits	5	
Prerequisites/ Recommendations	None	
Total Workload	150 h [45 CH / 105 SH]	
Study Semester	1	
Type of Module	Compulsory module	
Applicable to	References to: Contemporary Trends in Fashion Design II	
Teaching Language	English	
Type of Assessment	Project Paper	
Teaching and Learning Methods	Seminar [3 course units]	
Essential Reading	Eundeok, Kim et al., Fashion Trends: Analysis and Forecasting, Berg, 2011. Renfrew, Elinor; Renfrew, Colin. Basics Fashion Design: Developing a	

<sup>2</sup> Scale of 1-6: 1 = Form of competence plays a subordinate role, 6 = Form of competence plays a prominent role

---

	collection, Stiebner, 2009
Further Reading	Jones, Jen, Fashion Trends. How Popular Style is Shaped, Capstone, 2007. Mackinney-Valentin, M., „Trends“, in: Johanne Bubolz Eicher (Hg.), Berg Encyclopedia of World Dress and Fashion: Global Perspectives, Berg, 2010.
Recommended Seminar Literature for Student Presentations	1 [this information can be found in the syllabus for the module for each semester] ...
Recommended Exercises	1 [this information can be found in the syllabus for the module for each semester] ...
Faculty Responsible for Module	Faculty of Creative Arts
Exam Semester	[this information can be found in the syllabus for the module for each semester]
Module Coordinator	[this information can be found in the syllabus for the module for each semester]
Task	[this information can be found in the syllabus for the module for each semester]
Units	1 [this information can be found in the syllabus for the module for each semester] ...

---

## Fundamentals of Fashion Artifacts [Grundlagen Fashion Artefakte]

Module Code: B-FDe-ALL-GFA

Learning Outcomes	Upon completion of the module, students will be able to	Level <sup>1</sup>
	correctly locate clothing styles, costumes, and accessories in their historical context.	4
	present different phenomena and issues in costume history, demonstrating methodical reflection and using the correct terminology.	2
	describe the different fibres and compositions of textiles.	2
	apply different embellishment processes and the correct specialist terminology.	3
	outline ecological challenges and approaches to sustainability in scientific research.	2
	describe different perceptions of the effects of colour.	2
	indicate different colours and their composition.	1
	describe theoretical approaches to and historical developments in the interrelationships of colour theory.	1
Course Contents	<ul style="list-style-type: none"> <li>• Technical aspects of the composition, manufacture and finishing of textiles</li> <li>• The phenomena, dimensions and spectra of colour, contrasts, colour systems and orders, colour harmonies, and how decisions about colour influence shape</li> <li>• Conducting substantial material research into fabrics, shapes and colours between the historical cultural context and the contemporary perspective</li> <li>• Broad historical overview of the history of fashion, with special focus on the time of the French Revolution and 19<sup>th</sup>-century fashion</li> <li>• Key principles in the areas of aesthetics and composition theory, detail, nuances and possibilities offered by working with colour</li> <li>• Basic knowledge of researching the history of costume with the aid of key methods of analysing objects and interpretation</li> <li>• Examining various kinds of natural (plant or animal-based) and synthetic fibres, processes used in the textile industry (how fibres are turned into fabric), various kinds and levels of surface production, weaving and finishing techniques (dyeing and printing), specific techniques for embellishing textiles (embroidery, mesh and felting)</li> <li>• Considering artistic, design and cultural-scientific approaches to describing representations of fashion and artefacts (e.g. outfits) using clear examples.</li> </ul>	
	Description	Relevance <sup>1</sup>

<sup>1</sup> Scale of 1-6: 1 = Recall (knowledge), 2 = Understand, 3 = Apply, 4 = Analyse, 5 = Evaluate, 6 = Create

General Objectives of all BA Programmes	Understanding the relationships and challenges of a multicultural, mobile, and digital economy and society	2
	The ability to grasp complex tasks and develop creative and sustainable solutions	2
	Self-reflection and judgment to continually grow personally in a dynamic international work environment	1
Objectives of the specific Study Programme	Description	Relevance <sup>1</sup>
	Advanced knowledge of the status of fashion in society and an awareness of own place in the context of fashion; contact with the world of fashion.	3
	Ability to design and compose a convincing artistic work, including self-critical examination, and to enhance it using knowledge of the full breadth of various potential forms of artistic expression and materials.	3
	Ability to inject own creative skills into a team, focusing on the outcome, and communicate own creative effort, also critically assessing and elaborating it.	2
Competencies	Type of competency	Role <sup>2</sup>
	K1: Academic knowledge	3
	K2: Knowledge in professional practice	3
	K3: Methodological skills (research)	4
	K4: Methodological skills (professional practice)	4
	K5: Social skills	1
	K6: Personal skills (e.g. reflection, organisation)	2
Module Length	1 semester	
When Offered	Once per academic year	
ECTS Credits	5	
Prerequisites/ Recommendations	None	
Total Workload	150 h [75 CH / 75 SH]	
Study Semester	1	
Type of Module	Compulsory module	
Applicable to	-	
Teaching Language	English	

<sup>2</sup> Scale of 1-6: 1 = Form of competence plays a subordinate role, 6 = Form of competence plays a prominent role

Type of Assessment	Project Paper (Portfolio)	
Teaching and Learning Methods	Seminar [5 course units]	
Essential Reading	<p>Itten, J. (1973). The Art of Color: the subjective experience and objective rationale of color. New York</p> <p>Vincent, S. J. (2016). A Cultural History of Dress and Fashion. Bloomsbury.</p> <p>Wulforth, B. (2006). Textile Technology. Hanser Publications.</p>	
Further Reading	<p>English, B.,(2013). A cultural History of Fashion</p> <p>Loschek, I. (1994). Reclams Mode und- Kostümlexikon. Reclam.</p> <p>Perrin C. (2016). Matières et Savoir faire d'exception. Paris: Edition Vial.</p> <p>Varichon, A. (2005). Couleurs, Pigments et Teintures dans les mains des Peuples-Seuil.</p> <p>Takeda Spilker.( 2011) Fashioning Fashion</p> <p>Köhler,C. (1963) A History of Fashion</p> <p>Kirke, B. (1998) Madeleine Vionnet</p> <p>Bleicher, S. (2011). Contemporary Color: Theory and Use. Vengage Learning.</p> <p>Ferrari, F. (2013). Guide des Textils / Textiles guides, Esmod Edition.</p> <p>Fraser, T. (2004) Designer's Color Manual: The Complete Guide to Color Theory and applications. Chronicle.</p> <p>Parcineau, M. (2015). Fibres, Fils, Tissus. Librairie Eyrolles.</p>	
Recommended Seminar Literature for Student Presentations	1	[this information can be found in the syllabus for the module for each semester]
	...	
Recommended Exercises	1	[this information can be found in the syllabus for the module for each semester]
	...	
Faculty Responsible for Module	Faculty of Creative Arts	
Exam Semester	[this information can be found in the syllabus for the module for each semester]	
Module Coordinator	[this information can be found in the syllabus for the module for each semester]	
Task	[this information can be found in the syllabus for the module for each semester]	
Units	1	[this information can be found in the syllabus for the module for each semester]
	...	



## Life Drawing [Aktzeichnen]

Module Code: B-STGe-ALL-AKZ

Learning Outcomes	Upon completion of the module, students will be able to	Level <sup>1</sup>
	define the human body and its proportions.	1
	look carefully to identify details, such as surface structures and shapes, and the effect of light and shade.	1
	transfer findings and observations to their life drawings.	2
	perform various drawing techniques.	3
	use acquired skills to determine the correlations between working on a 2D surface and 3D expression in the form of fashion design.	4
Course Contents	<ul style="list-style-type: none"> <li>Studying the human body and its proportions</li> <li>Training powers of observation</li> <li>Producing life drawings in consideration of acquired knowledge</li> <li>Learning various drawing techniques</li> <li>Life drawing as a bridge between the 2D surface (generating ideas, conception) and 3D expression in the form of fashion design (working on a mannequin or model)</li> </ul>	
General Objectives of all BA Programmes	Description	Relevance <sup>1</sup>
	Understanding the relationships and challenges of a multicultural, mobile, and digital economy and society	1
	The ability to grasp complex tasks and develop creative and sustainable solutions	2
	Self-reflection and judgment to continually grow personally in a dynamic international work environment	3
Objectives of the specific Study Programme	Description	Relevance <sup>1</sup>
	Advanced knowledge of the status of fashion in society and an awareness of own place in the context of fashion; contact with the world of fashion.	2
	Ability to design and compose a convincing artistic work, including self-critical examination, and to enhance it using knowledge of the full breadth of various potential forms of artistic expression and materials.	4
	Ability to inject own creative skills into a team, focusing on the outcome, and communicate own creative effort, also critically assessing and elaborating it.	2
Competencies	Type of competency	Role <sup>2</sup>
	K1: Academic knowledge	1
	K2: Knowledge in professional practice	4

<sup>1</sup> Scale of 1-6: 1 = Recall (knowledge), 2 = Understand, 3 = Apply, 4 = Analyse, 5 = Evaluate, 6 = Create

<sup>2</sup> Scale of 1-6: 1 = Form of competence plays a subordinate role, 6 = Form of competence plays a prominent role

	K3: Methodological skills (research)	1
	K4: Methodological skills (professional practice)	4
	K5: Social skills	2
	K6: Personal skills (e.g. reflection, organisation)	3
Module Length	1 semester	
When Offered	Once per academic year	
ECTS Credits	5	
Prerequisites/ Recommendations	None	
Total Workload	150 h [60 CH / 90 SH]	
Study Semester	1	
Type of Module	Compulsory module	
Applicable to	References to: Drawing 2D/3D Design	
Teaching Language	English	
Type of Assessment	Pass / No Pass	
Teaching and Learning Methods	Seminar [4 course units]	
Essential Reading	Edwards B. (2012). Drawing on the right side of the brain. Tarder Perigee. Savard, D. (2009). Le dessin de Mode, du croquis à la création. Dessain et Tolra.	
Further Reading	Ryder, Anthony (1999). The Artist's Complete Guide to Figure Drawing: A Contemporary Perspective On the Classical Tradition. Watson Gupstill Bridgman, George B. (2017). Bridgman's Complete Guide to Drawing from Life. Sterling Publishing (NY)	
Recommended Seminar Literature for Student Presentations	1	[this information can be found in the syllabus for the module for each semester]
	...	
Recommended Exercises	1	[this information can be found in the syllabus for the module for each semester]
	...	
Faculty Responsible for Module	Faculty of Creative Arts	

---

Exam Semester	[this information can be found in the syllabus for the module for each semester]
Module Coordinator	[this information can be found in the syllabus for the module for each semester]
Task	[this information can be found in the syllabus for the module for each semester]
Units	1 [this information can be found in the syllabus for the module for each semester]
	...

---

## Fashion Design I [Fashion Design I]

Module Code: B-FDe-ALL-FD1

Learning Outcomes	Upon completion of the module, students will be able to	Level <sup>1</sup>
	describe the specific design features and corresponding components in a collection.	2
	use the specialist terminology of this field correctly.	3
	systematically analyse market tendencies and developments.	4
	identify the key production, design and organisational processes used in developing a collection.	1
	plan all the successive design steps that form part of the complex development process for a collection – both individually and in groups.	6
	conduct independent research as part of everyday design work.	3
	derive work steps for their own design process, such as designing in 2D and 3D, selecting materials and colours, and creating mood boards.	2
	analyse both usual and extraordinary market dynamics (e.g. special event formats) in the fashion design sector from a strategic economic perspective.	4
	evaluate characteristics of fashion trends in both a creative/artistic and economic/strategic context.	5
Course Contents	<ul style="list-style-type: none"> <li>• Overview of the processes involved in developing a collection</li> <li>• Insights into all the successive design steps in this complex process, from 2D and 3D design and selecting the materials and colours through to creating a mood board</li> <li>• Working with case studies as a source of inspiration for generating ideas on a specific theme</li> <li>• Independent work using research tools and means of analysis that make it possible to understand and interpret market tendencies</li> </ul>	
General Objectives of all BA Programmes	Description	Relevance <sup>1</sup>
	Understanding the relationships and challenges of a multicultural, mobile, and digital economy and society	3
	The ability to grasp complex tasks and develop creative and sustainable solutions	2
	Self-reflection and judgment to continually grow personally in a dynamic international work environment	2
Objectives of the specific Study Programme	Description	Relevance <sup>1</sup>
	Advanced knowledge of the status of fashion in society and an awareness of own place in the context of fashion; contact with the world of fashion.	4

<sup>1</sup> Scale of 1-6: 1 = Recall (knowledge), 2 = Understand, 3 = Apply, 4 = Analyse, 5 = Evaluate, 6 = Create

	Ability to design and compose a convincing artistic work, including self-critical examination, and to enhance it using knowledge of the full breadth of various potential forms of artistic expression and materials.	2
	Ability to inject own creative skills into a team, focusing on the outcome, and communicate own creative effort, also critically assessing and elaborating it.	3
Competencies	Type of competency	Role <sup>1</sup>
	K1: Academic knowledge	3
	K2: Knowledge in professional practice	4
	K3: Methodological skills (research)	2
	K4: Methodological skills (professional practice)	3
	K5: Social skills	2
	K6: Personal skills (e.g. reflection, organisation)	2
Module Length	1 semester	
When Offered	Once per academic year	
ECTS Credits	5	
Prerequisites/ Recommendations	None	
Total Workload	150 h [45 CH / 105 SH]	
Study Semester	2	
Type of Module	Compulsory module	
Applicable to	References to: Fundamentals of Fashion Artifacts	
Teaching Language	English	
Type of Assessment	Project Paper	
Teaching and Learning Methods	Seminar [3 course units]	
Essential Reading	Savard, D. (2009). <i>Le dessin de Mode, du croquis à la création</i> , Dessain et Tolra. Sorger, Ri. (2017). <i>The Fundamentals of Fashion Design</i> (3. Aufl.) Ava.	
Further Reading	Faerm, S. (2010). <i>Fashion Design Course: Principles, Practice, and Techniques</i> . Barrons. Seivewright, S. (2007). <i>Basics Fashion Design 01: Research and Design</i> . Ava.	

<sup>1</sup> Scale of 1-6: 1 = form of competence plays a subordinate role, 6 = form of competence plays a prominent role

---

Recommended Seminar Literature for Student Presentations	1	[this information can be found in the syllabus for the module for each semester]
	...	
Recommended Exercises	1	[this information can be found in the syllabus for the module for each semester]
	...	
Faculty Responsible for Module	Faculty of Creative Arts	
Exam Semester	[this information can be found in the syllabus for the module for each semester]	
Module Coordinator	[this information can be found in the syllabus for the module for each semester]	
Task	[this information can be found in the syllabus for the module for each semester]	
Units	1	[this information can be found in the syllabus for the module for each semester]
	...	

---

## Tailoring I [Schnittgestaltung I]

Module Code: B-FDe-ALL-SG1

Learning Outcomes	Upon completion of the module, students will be able to	Level <sup>1</sup>
	take body measurements independently and determine the key somatometric points.	2
	understand how to "read" and work with tailoring patterns.	2
	apply specialist terminology correctly to describe tailoring patterns.	3
	check the correct technical handling of simple and intricate tailoring patterns and the steps required to turn them into 3D results.	5
	define correlations between 3D designs and 2D tailoring patterns.	1
Course Contents	<ul style="list-style-type: none"> <li>• Practical focus providing technical introduction to designing tailoring patterns</li> <li>• Basic knowledge of how garments are constructed</li> <li>• Various approaches to designing tailoring patterns and basic knowledge of processing techniques according to material</li> <li>• Practical application of processing methods, e.g. various kinds of pleating</li> </ul>	
General Objectives of all BA Programmes	Description	Relevance <sup>1</sup>
	Understanding the relationships and challenges of a multicultural, mobile, and digital economy and society	2
	The ability to grasp complex tasks and develop creative and sustainable solutions	5
	Self-reflection and judgment to continually grow personally in a dynamic international work environment	2
Objectives of the specific Study Programme	Description	Relevance <sup>1</sup>
	Advanced knowledge of the status of fashion in society and an awareness of own place in the context of fashion; contact with the world of fashion.	3
	Ability to design and compose a convincing artistic work, including self-critical examination, and to enhance it using knowledge of the full breadth of various potential forms of artistic expression and materials.	2
	Ability to inject own creative skills into a team, focusing on the outcome, and communicate own creative effort, also critically assessing and elaborating it.	3
Competencies	Type of competency	Role <sup>2</sup>
	K1: Academic knowledge	2
	K2: Knowledge in professional practice	3

<sup>1</sup> Scale of 1-6: 1 = Recall (knowledge), 2 = Understand, 3 = Apply, 4 = Analyse, 5 = Evaluate, 6 = Create

<sup>2</sup> Scale of 1-6: 1 = Form of competence plays a subordinate role, 6 = Form of competence plays a prominent role

	K3: Methodological skills (research)	2
	K4: Methodological skills (professional practice)	5
	K5: Social skills	1
	K6: Personal skills (e.g. reflection, organisation)	2
Module Length	1 semester	
When Offered	Once per academic year	
ECTS Credits	5	
Prerequisites/ Recommendations	None	
Total Workload	150 h [45 CH / 105 SH]	
Study Semester	2	
Type of Module	Compulsory module	
Applicable to	References to: Tailoring II Labor Experimental Textils Mashing Techniques Fashion Design I and II	
Teaching Language	English	
Type of Assessment	Pass / No Pass	
Teaching and Learning Methods	Seminar [3 course units]	
Essential Reading	Kershaw, G. (2013). Pattern Cutting for Menswear. Laurence King Publishing. Emery, Joy Spanabel, „Patterns and Pattern Making“, in: Valerie Steele (Hg.) (2010). The Berg Companion to Fashion. Berg.	
Further Reading	Fischer, A. (2009). Basics Fashion Design 03: Construction. Bloomsbury Publishing Plc. Nakamichi, T. (2011 – 2015). Pattern Magic 1–3. Stiebner.	
Recommended Seminar Literature for Student Presentations	1	[this information can be found in the syllabus for the module for each semester]
	...	
Recommended Exercises	1	[this information can be found in the syllabus for the module for each semester]
	...	



---

Faculty Responsible for Module	Faculty of Creative Arts
Exam Semester	[this information can be found in the syllabus for the module for each semester]
Module Coordinator	[this information can be found in the syllabus for the module for each semester]
Task	[this information can be found in the syllabus for the module for each semester]
Units	1 [this information can be found in the syllabus for the module for each semester]
	...

---

## Digital Design and Picture Research [Digitale Gestaltung und Bildrecherche]

Module Code: B-STGe-ALL-DGB

Learning Outcomes	Upon completion of the module, students will be able to	Level <sup>1</sup>
	apply key digital techniques for creating images.	3
	define the functions of programs, workflow, file formats and their areas of application.	1
	perform proper procedures to process digital images.	3
	process existing visual material using collage and assembly techniques.	3
	organise their own research and artistic production methods as part of their studies with the aid of computerised graphical means.	4
	outline the main databases and search criteria together with the necessary legal restrictions and regulations for using visual material.	2
	apply the basic principles for correct citation of sources.	3
	apply their research in a structured manner.	4
	collect visual material using scientific methodology.	6
	compile a portfolio of images for developing a collection.	6
Course Contents	<ul style="list-style-type: none"> <li>• Applying digital design strategies toward creating pixel and vector-based images and graphics</li> <li>• Basic knowledge of a wide range of digital design options for presenting own projects</li> <li>• Potential and limitations of digital design for presenting fashion design projects</li> <li>• Applying digital tools in the contexts of the digital revolution transforming the creative process</li> <li>• Basic knowledge of Photoshop and Illustrator, colour grading and data management</li> <li>• The methodical tools required for scientific and artistic/creative image research</li> <li>• Basic principles of correct citation procedure</li> <li>• Legal restrictions and regulations for using visual material (verifying, differentiating and distinguishing between scientific, journalistic, private, etc.)</li> <li>• Key principles of working scientifically with images</li> <li>• Methodically researching themes for developing a collection</li> <li>• Focused use of different media</li> </ul>	
General Objectives of all BA Programmes	Description	Relevance <sup>1</sup>
	Understanding the relationships and challenges of a multicultural, mobile, and digital economy and society	4

<sup>1</sup> Scale of 1-6: 1 = Recall (knowledge), 2 = Understand, 3 = Apply, 4 = Analyse, 5 = Evaluate, 6 = Create

	The ability to grasp complex tasks and develop creative and sustainable solutions	4
	Self-reflection and judgment to continually grow personally in a dynamic international work environment	5
Objectives of the specific Study Programme	Description	Relevance <sup>1</sup>
	Advanced knowledge of the status of fashion in society and an awareness of own place in the context of fashion; contact with the world of fashion.	4
	Ability to design and compose a convincing artistic work, including self-critical examination, and to enhance it using knowledge of the full breadth of various potential forms of artistic expression and materials.	5
	Ability to inject own creative skills into a team, focusing on the outcome, and communicate own creative effort, also critically assessing and elaborating it.	3
Competencies	Type of competency	Role <sup>2</sup>
	K1: Academic knowledge	4
	K2: Knowledge in professional practice	4
	K3: Methodological skills (research)	4
	K4: Methodological skills (professional practice)	4
	K5: Social skills	3
	K6: Personal skills (e.g. reflection, organisation)	5
Module Length	1 semester	
When Offered	Once per academic year	
ECTS Credits	5	
Prerequisites/ Recommendations	None	
Total Workload	150 h [75 CH / 75 SH]	
Study Semester	1	
Type of Module	Compulsory module	
Applicable to	-	
Teaching Language	English	
Type of Assessment	Pass / No Pass	

<sup>2</sup> Scale of 1-6: 1 = Form of competence plays a subordinate role, 6 = Form of competence plays a prominent role

Teaching and Learning Methods	Seminar [5 course units]	
Essential Reading	Software manuals / video tutorials for Adobe Creative Suite, focus on Photoshop and Illustrator	
Further Reading	<p>Gottfried Boehm, Birgit Mersmann, Christian Spies (2008)  <i>Movens Bild. Zwischen Evidenz und Affekt</i>, ISBN: 978-3-7705-4631-2  <i>Horst Bredekamp (2012), BILD/GESCHICHTE: Festschrift für</i>  <i>z.B.: <a href="https://www.scribbr.de/category/richtig-zitieren/">https://www.scribbr.de/category/richtig-zitieren/</a></i>  <i>z.B.: <a href="https://www.urheberrecht.de/copyright">https://www.urheberrecht.de/copyright</a></i></p>	
Recommended Seminar Literature for Student Presentations	1	[this information can be found in the syllabus for the module for each semester]
	...	
Recommended Exercises	1	[this information can be found in the syllabus for the module for each semester]
	...	
Faculty Responsible for Module	Faculty of Creative Arts	
Exam Semester	[this information can be found in the syllabus for the module for each semester]	
Module Coordinator	[this information can be found in the syllabus for the module for each semester]	
Task	[this information can be found in the syllabus for the module for each semester]	
Units	1	[this information can be found in the syllabus for the module for each semester]
	...	

## Labor Experimental Textils [Labor Experimentelle Textilien]

Module Code: B-FDe-ALL-LET

Learning Outcomes	Upon completion of the module, students will be able to	Level <sup>1</sup>
	describe different techniques and methods for embellishing textiles.	2
	assess various conventional and experimental forms of embellishment and printing methods used in the sector.	5
	explain in detail the main processes used in embellishing and printing.	2
	perform technical embellishment work (e.g. embroidery, knitting, felting, etc.) on their own.	3
	argue the case for using certain textiles from an artistic and interdisciplinary point of view.	5
	experiment with formative artistic and architectural stances in acquiring representational skills.	4
	understand key theoretical and practical means of modifying appearance, feel and general characteristics of textiles.	2
	examine the boundaries of their own expressive language through interdisciplinary working methods (such as encounters with film, photography, architecture, art).	4
Course Contents	<ul style="list-style-type: none"> <li>Engaging with textiles based on artistic and experimental approaches and questions</li> <li>Expanding the spectrum of own representative abilities by confronting artistic and architectural forms of representation and stances</li> <li>Encouraging self-reflection as part of own design activities</li> <li>Processes and experiments that involve transferring ways of thinking from other creative fields to fashion design with the aim of experiencing boundaries and new means of expression</li> <li>Adopting individual ways of handling textiles with the aid of the key textile embellishment techniques taught</li> <li>Theoretical and practical methodologies for fashioning the appearance, feel and general characteristics of a textile (e.g. embroidery, knitting, felting and different fabric printing processes)</li> </ul>	
General Objectives of all BA Programmes	Description	Relevance <sup>1</sup>
	Understanding the relationships and challenges of a multicultural, mobile, and digital economy and society	2
	The ability to grasp complex tasks and develop creative and sustainable solutions	4
	Self-reflection and judgment to continually grow personally in a dynamic international work environment	4
	Description	Relevance <sup>1</sup>

<sup>1</sup> Scale of 1-6: 1 = Recall (knowledge), 2 = Understand, 3 = Apply, 4 = Analyse, 5 = Evaluate, 6 = Create

Objectives of the specific Study Programme	Advanced knowledge of the status of fashion in society and an awareness of own place in the context of fashion; contact with the world of fashion.	3
	Ability to design and compose a convincing artistic work, including self-critical examination, and to enhance it using knowledge of the full breadth of various potential forms of artistic expression and materials.	3
	Ability to inject own creative skills into a team, focusing on the outcome, and communicate own creative effort, also critically assessing and elaborating it.	4
Competencies	Type of competency	Role <sup>1</sup>
	K1: Academic knowledge	3
	K2: Knowledge in professional practice	4
	K3: Methodological skills (research)	2
	K4: Methodological skills (professional practice)	4
	K5: Social skills	2
	K6: Personal skills (e.g. reflection, organisation)	5
Module Length	1 semester	
When Offered	Once per academic year	
ECTS Credits	5	
Prerequisites/ Recommendations	None	
Total Workload	150 h [45 CH / 105 SH]	
Study Semester	2	
Type of Module	Compulsory module	
Applicable to	References to: Fundamentals Fashion Artifacts Tailoring I	
Teaching Language	English	
Type of Assessment	Pass / No Pass	
Teaching and Learning Methods	Seminar [3 course units]	
Essential Reading	Lehnert G. (2011). Raum und Gefühl, Der spatial Turn und die neue Emotionsforschung. Transcript Verlag.	

<sup>1</sup> Scale of 1-6: 1 = Form of competence plays a subordinate role, 6 = Form of competence plays a prominent role

---

	Parcineau, M. (2015). <i>Fibres, Fils, Tissus, De l'artisanat à l'Industrie</i> . Eyrolles.	
Further Reading	Bourgeois, L. (2011). <i>The Fabric Works</i> . Wulfhorst, B. (2006). <i>Textile Technology</i> . München.	
Recommended Seminar Literature for Student Presentations	1	[this information can be found in the syllabus for the module for each semester]
	...	
Recommended Exercises	1	[this information can be found in the syllabus for the module for each semester]
	...	
Faculty Responsible for Module	Faculty of Creative Arts	
Exam Semester	[this information can be found in the syllabus for the module for each semester]	
Module Coordinator	[this information can be found in the syllabus for the module for each semester]	
Task	[this information can be found in the syllabus for the module for each semester]	
Units	1	[this information can be found in the syllabus for the module for each semester]
	...	

---

## Intercultural Competences [Intercultural Competences]

Modul Code: B-SQe-ALL-ICO

Learning Outcomes	Upon completion of the module, students will be able to	Level <sup>1</sup>
	apply English language: reading, listening, speaking, writing.	3
	applying first ideas how to write a research paper.	3
	discuss research results by students.	2
	perform presentations in language competencies, in intercultural interaction, and culture-specific areas.	6
	identify potential risks in the study abroad experience.	5
	understand fundamentally the target culture by improved intercultural competence.	2
Course Contents	<ul style="list-style-type: none"> <li>• Academic reading, writing, conversational skills, networking, and interfacing in an international environment</li> <li>• Intercultural communications in order to raise the level of intercultural competencies</li> <li>• Intercultural topics relevant to study programme: e.g. culture, stereotypes, team building, language barriers, oculesics, intercultural synergies, intercultural negotiation, networking, etc.</li> <li>• How to survive possible risks and unexpected circumstances when faced with challenges</li> <li>• Research various target cultures which they may be considering for their semester study abroad</li> </ul>	
General Objectives of all BA Programmes	Description	Relevance <sup>1</sup>
	Understanding the relationships and challenges of a multicultural, mobile, and digital economy and society	3
	The ability to grasp complex tasks and develop creative and sustainable solutions	2
	Self-reflection and judgment to continually grow personally in a dynamic international work environment	3
Objectives of the specific Study Programme	Description	Relevance <sup>1</sup>
	Advanced knowledge of the status of fashion in society and an awareness of own place in the context of fashion; contact with the world of fashion.	1
	Ability to design and compose a convincing artistic work, including self-critical examination, and to enhance it using knowledge of the full breadth of various potential forms of artistic expression and materials.	1

<sup>1</sup> Scale of 1-6: 1 = Recall (knowledge), 2 = Understand, 3 = Apply, 4 = Analyse, 5 = Evaluate, 6 = Create



	Ability to inject own creative skills into a team, focusing on the outcome, and communicate own creative effort, also critically assessing and elaborating it.	1
Competencies	Type of competency	Role <sup>1</sup>
	K1: Academic knowledge	1
	K2: Knowledge in professional practice	1
	K3: Methodological skills (research)	1
	K4: Methodological skills (professional practice)	1
	K5: Social skills	6
	K6: Personal skills (e.g. reflection, organisation)	4
Module Length	1 semester	
When Offered	Once per academic year	
ECTS Credits	5	
Prerequisites/ Recommendations	None	
Total Workload	150 h [30 CH / 120 SH]	
Study Semester	2	
Type of Module	Compulsory module	
Applicable to	-	
Teaching Language	English	
Type of Assessment	Pass / No Pass	
Teaching and Learning Methods	Lecture [1 course units] / Tutorial [1 course units]	
Essential Reading	<p>Berdan, S. N., Goodman, A. E., &amp; Taylor, C. (2013). <i>A Student Guide to Study abroad</i>. New York: Institute of International Education.</p> <p>Chaney, L. H., &amp; Martin, J. S. (2014). <i>Intercultural business communication</i>. Upper Saddle River: Pearson.</p>	
Further Reading	<p>Bennett, M. (2013). <i>Basic Concepts of Intercultural Communication: Paradigms, Principles, and Practices</i> (2nd ed.). Boston: Intercultural Press.</p> <p>Harvey, C., &amp; Allard, M. J. (2008). <i>Understanding and Managing Diversity</i>. Upper Saddle River: Pearson Education.</p> <p>Hofstede, G. J., Smith, D. M., &amp; Hofstede, G. (2002). <i>Exploring Culture: Exercises, Stories and Synthetic Cultures</i>. Yarmouth: Intercultural Press.</p>	

<sup>1</sup> Scale of 1-6: 1 = Form of competence plays a subordinate role, 6 = Form of competence plays a prominent role

---

Lustig, M. W., Koester, J., & Halualani, R. (2017). *Intercultural Competence* (8th ed.). Hoboken: Pearson Educ.

Martin, J. N., Nakayama, T. K., & Flores, L. A. (2001). *Readings in Intercultural Communication: Experiences and Contexts* (2002 edition). Boston: McGraw Hill.

Murphy, R. (2015). *English Grammar in Use Book with Answers and Interactive eBook: Self-Study Reference and Practice Book for Intermediate Learners of English* (4th ed.). Cambridge: Cambridge University Press.

Sharpe, P. J. (2016). *Barron's TOEFL iBT with CD-ROM and MP3 audio CDs*, (15th ed.). New York: Barron's Educational Series.

Ting-Toomey, S., Oetzel, J., & Oetzel, D. J. (2001). *Managing Intercultural Conflict Effectively*. Thousand Oaks: Sage Publications.

Wilson, M. J. (2013). *The Best College Student Survival Guide Ever Written*. Independent Publishing Platform: CreateSpace.

---

Recommended Seminar Literature for Student Presentations	1	[this information can be found in the syllabus for the module for each semester]
	...	

---

Recommended Exercises	1	[this information can be found in the syllabus for the module for each semester]
	...	

---

Faculty Responsible for Module	Faculty of Creative Arts
--------------------------------	--------------------------

---

Exam Semester	[this information can be found in the syllabus for the module for each semester]
---------------	--

---

Module Coordinator	[this information can be found in the syllabus for the module for each semester]
--------------------	--

---

Task	[this information can be found in the syllabus for the module for each semester]
------	--

---

Units	1	[this information can be found in the syllabus for the module for each semester]
	...	

---

## Fashion Project I (Fashion Show) [Fashion Project I (Fashion Show)]

Module Code: B-FDe-ALL-FP1

Learning Outcomes	Upon completion of the module, students will be able to	Level <sup>1</sup>
	use a sewing machine, overlock machine and ironing press correctly and professionally.	3
	demonstrate specialist knowledge of the safety regulations learned for using machinery.	2
	demonstrate successful teamwork.	2
	name the procedures involved in organising a fashion show.	1
	plan their own project objectives as part of a team.	6
	work on an accessories portfolio for a fashion show.	3
	organise the selection of material, colours and shapes, and compile accessories as a team.	4
	understand the steps required to coordinate the teamwork involved in devising the concept for a show.	2
	use design concepts to illustrate the scope, content and message of the planned fashion show as part of a group project, i.e. in collaboration with others.	3

Course Contents	<ul style="list-style-type: none"> <li>Theoretical and practical knowledge of operating different machines for manufacturing garments (sewing machine, overlock, ironing press, etc.)</li> <li>Practical instruction in using machines and their correct application according to the fabric being used</li> <li>Teamwork on accessory projects</li> <li>Developing own project in a team (selection of material, colours and shapes, compiling accessories) aiming towards a fashion show presentation</li> <li>Coordinating and making decisions as part of a team</li> <li>Devising a concept for a stringent and reasoned design</li> <li>Implementing this objective under realistic conditions, i.e. collaboratively</li> </ul>
-----------------	---

General Objectives of all BA Programmes	Description	Relevance <sup>1</sup>
	Understanding the relationships and challenges of a multicultural, mobile, and digital economy and society	2
	The ability to grasp complex tasks and develop creative and sustainable solutions	3
	Self-reflection and judgment to continually grow personally in a dynamic international work environment	4

<sup>1</sup> Scale of 1-6: 1 = Recall (knowledge), 2 = Understand, 3 = Apply, 4 = Analyse, 5 = Evaluate, 6 = Create

Objectives of the specific Study Programme	Description	Relevance <sup>1</sup>
	Advanced knowledge of the status of fashion in society and an awareness of own place in the context of fashion; contact with the world of fashion.	3
	Ability to design and compose a convincing artistic work, including self-critical examination, and to enhance it using knowledge of the full breadth of various potential forms of artistic expression and materials.	3
	Ability to inject own creative skills into a team, focusing on the outcome, and communicate own creative effort, also critically assessing and elaborating it.	5
Competencies	Type of competency	Role <sup>2</sup>
	K1: Academic knowledge	3
	K2: Knowledge in professional practice	4
	K3: Methodological skills (research)	2
	K4: Methodological skills (professional practice)	4
	K5: Social skills	5
	K6: Personal skills (e.g. reflection, organisation)	4
Module Length	1 semester	
When Offered	Once per academic year	
ECTS Credits	5	
Prerequisites/ Recommendations	None	
Total workload	150 h [60 CH / 90 SH]	
Study Semester	2	
Type of Module	Compulsory module	
Applicability	References to: Contemporary Trends in Fashion Design Fashion Design I	
Teaching language	English	
Type of Assessment	Pass / No Pass	
Teaching and Learning Methods	Seminar [4 course units]	

<sup>2</sup> Scale of 1-6: 1 = Form of competence plays a subordinate role, 6 = Form of competence plays a prominent role

---

Essential Reading	Gerval, O. (2010). Accessoires der Mode: Entwurf, Herstellung, Marketing. Stiebner. Loschek, I. (1995). Mode im 20. Jahrhundert. Bruckmann.	
Further Reading	-	
Recommended Seminar Literature for Student Presentations	1	[this information can be found in the syllabus for the module for each semester]
	...	
Recommended Exercises	1	[this information can be found in the syllabus for the module for each semester]
	...	
Faculty Responsible for Module	Faculty of Creative Arts	
Exam Semester	[this information can be found in the syllabus for the module for each semester]	
Module Coordinator	[this information can be found in the syllabus for the module for each semester]	
Task	[this information can be found in the syllabus for the module for each semester]	
Units	1	[this information can be found in the syllabus for the module for each semester]
	...	

---

## Fashion Illustration I [Fashion Illustration I]

Module Code: B-FDe-ALL-F11

Learning Outcomes	Upon completion of the module, students will be able to	Level <sup>1</sup>
	illustrate static and dynamic body-space relationships.	2
	use drawings of analytically assessed human proportions abstractedly.	3
	create detailed representations of garments.	3
	illustrate fashion figurines.	3
	distinguish between broader knowledge of methods and techniques.	4
	evaluate different aspects of fashion illustrations.	5
Course Contents	<ul style="list-style-type: none"> <li>• Different techniques and methods for graphically designing a fashion collection</li> <li>• Training power of imagination for the correlations between colours and space and creative thought</li> <li>• Detailed representation of garments and figurines</li> <li>• Analysing fashion drawings from various perspectives (historical documents capturing certain trends in fashion, artefacts of visual sign language)</li> <li>• Contemplating the creative and normative side of fashion illustrations</li> <li>• Knowledge of material and tools for recording artistic ideas and their implementation in own concepts and solutions</li> </ul>	
General Objectives of all BA Programmes	Description	Relevance <sup>1</sup>
	Understanding the relationships and challenges of a multicultural, mobile, and digital economy and society	3
	The ability to grasp complex tasks and develop creative and sustainable solutions	4
	Self-reflection and judgment to continually grow personally in a dynamic international work environment	4
Objectives of the specific Study Programme	Description	Relevance <sup>1</sup>
	Advanced knowledge of the status of fashion in society and an awareness of own place in the context of fashion; contact with the world of fashion.	3
	Ability to design and compose a convincing artistic work, including self-critical examination, and to enhance it using knowledge of the full breadth of various potential forms of artistic expression and materials.	4
	Ability to inject own creative skills into a team, focusing on the outcome, and communicate own creative effort, also critically assessing and elaborating it.	3

<sup>1</sup> Scale of 1-6: 1 = Recall (knowledge), 2 = Understand, 3 = Apply, 4 = Analyse, 5 = Evaluate, 6 = Create

Competencies	Type of competency	Role <sup>1</sup>
	K1: Academic knowledge	3
	K2: Knowledge in professional practice	3
	K3: Methodological skills (research)	5
	K4: Methodological skills (professional practice)	5
	K5: Social skills	3
	K6: Personal skills (e.g. reflection, organisation)	4
Module Length	1 semester	
When Offered	Once per academic year	
ECTS Credits	5	
Prerequisites/ Recommendations	None	
Total workload	150 h [45 CH / 105 SH]	
Study Semester	3	
Type of Module	Compulsory module	
Applicability	References to: 2D/3D Design Drawing Life Drawing	
Teaching language	English	
Type of Assessment	Project Work (Portfolio review)	
Teaching and Learning Methods	Seminar [3 course units]	
Essential Reading	Hoenderken, W. (2013). Modeillustration: Ein Handbuch. Arnoldsche. Nunnely, C. A. (2009). Mode-Illustrationstechniken: Ein Handbuch für Modeberufe. Stiebner.	
Further Reading	Savard, D. (2009). Le dessin de Mode, du croquis à la création. Dessain et Tolra / Larousse.	
Recommended Seminar Literature for Student Presentations	1 [this information can be found in the syllabus for the module for each semester] ...	

<sup>1</sup> Scale of 1-6: 1 = Form of competence plays a subordinate role, 6 = Form of competence plays a prominent role

---

Recommended Exercises	1	[this information can be found in the syllabus for the module for each semester]
-----------------------	---	--

---

...

---

Faculty Responsible for Module	Faculty of Creative Arts	
--------------------------------	--------------------------	--

---

Exam Semester	[this information can be found in the syllabus for the module for each semester]	
---------------	--	--

---

Module Coordinator	[this information can be found in the syllabus for the module for each semester]	
--------------------	--	--

---

Task	[this information can be found in the syllabus for the module for each semester]	
------	--	--

---

Units	1	[this information can be found in the syllabus for the module for each semester]
-------	---	--

---

...

---



## Fashion Design II [Fashion Design II]

Module Code: B-FDe-ALL-FD2

Learning Outcomes	Upon completion of the module, students will be able to	Level <sup>1</sup>
	use different research techniques and tools for substantial research.	3
	collate their own research results independently on a mood board.	6
	differentiate between methodical and specialist, fashion-related terminologies.	4
	interpret their own design work within the framework of correct technical terms.	2
	evaluate the symbolic potential of clothing, from prêt-à-porter and haute couture right through to mass-produced goods within the framework of production conditions and sustainability issues.	5
	understand how to research material and thematic aspects of the individual work steps involved in devising a concept for a collection.	2
	plan the creative process from the perspective of making contextual, strategic decisions.	6
	illustrate the everyday design process by using mood boards as a component of their own design practice.	2
Course Contents	<ul style="list-style-type: none"> <li>Principles, methods, and creative strategies for planning own collection</li> <li>Understanding the complexity of creative conceptualization processes and how they make up a coherent whole, and trying out a range of research and testing options to experience how the various elements fit together</li> <li>Different options for researching material, colours and shapes</li> <li>Creating own mood boards</li> <li>Examining stylistic issues regarding collections aimed at industrially manufactured clothing (prêt-à-porter) versus bespoke garments (haute couture) – from mass-produced goods to the high-end segment</li> <li>Public versus private space in the fashion context – special collections (symbolic or actual, functional, disposable, particularly durable, or sustainable clothing)</li> </ul>	
General Objectives of all BA Programmes	Description	Relevance <sup>1</sup>
	Understanding the relationships and challenges of a multicultural, mobile, and digital economy and society	5
	The ability to grasp complex tasks and develop creative and sustainable solutions	5
	Self-reflection and judgment to continually grow personally in a dynamic international work environment	3

<sup>1</sup> Scale of 1-6: 1 = Recall (knowledge), 2 = Understand, 3 = Apply, 4 = Analyse, 5 = Evaluate, 6 = Create

Objectives of the specific Study Programme	Description	Relevance <sup>1</sup>
	Advanced knowledge of the status of fashion in society and an awareness of own place in the context of fashion; contact with the world of fashion.	4
	Ability to design and compose a convincing artistic work, including self-critical examination, and to enhance it using knowledge of the full breadth of various potential forms of artistic expression and materials.	5
	Ability to inject own creative skills into a team, focusing on the outcome, and communicate own creative effort, also critically assessing and elaborating it.	2
Competencies	Type of competency	Role <sup>2</sup>
	K1: Academic knowledge	3
	K2: Knowledge in professional practice	4
	K3: Methodological skills (research)	5
	K4: Methodological skills (professional practice)	6
	K5: Social skills	2
	K6: Personal skills (e.g. reflection, organisation)	3
Module Length	1 semester	
When Offered	Once per academic year	
ECTS Credits	5	
Prerequisites/ Recommendations	Recommendation: Fashion Design I	
Total workload	150 h [60 CH / 90 SH]	
Study Semester	3	
Type of Module	Compulsory module	
Applicability	References to: Fashion Design I - IV Contemporary Trends in Fashion Design I	
Teaching language	English	
Type of Assessment	Project Paper	
Teaching and Learning Methods	Seminar [4 course units]	

<sup>2</sup> Scale of 1-6: 1 = Form of competence plays a subordinate role, 6 = Form of competence plays a prominent role

---

Essential Reading	Faerm, S. (2010). Fashion Design Course: Principles, Practice and Techniques. Barrons. Seivewright, S. (2007). Basics Fashion Design 01: Research and Design. Ava. Sorger, R. (2006). The Fundamentals of Fashion Design. Ava.
Further Reading	Savard, D. (2009). Le dessin de Mode, du croquis à la création, Dessain et Tolra
Recommended Seminar Literature for Student Presentations	1 [this information can be found in the syllabus for the module for each semester] ...
Recommended Exercises	1 [this information can be found in the syllabus for the module for each semester] ...
Faculty Responsible for Module	Faculty of Creative Arts
Exam Semester	[this information can be found in the syllabus for the module for each semester]
Module Coordinator	[this information can be found in the syllabus for the module for each semester]
Task	[this information can be found in the syllabus for the module for each semester]
Units	1 [this information can be found in the syllabus for the module for each semester] ...

---

## Tailoring II [Schnittgestaltung II]

Module Code: B-FDe-ALL-SG2

Learning Outcomes	Upon completion of the module, students will be able to	Level <sup>1</sup>
	analyse the different fibres and compositions of textiles.	4
	name various weaving forms and techniques.	1
	describe different embellishment processes.	2
	use the correct specialist terminology in the context of scientific research methods.	3
	evaluate ecological challenges and approaches to sustainability.	5
	evolve their own style from a repertoire of theoretical knowledge and practical skills.	6
	experiment with the transferability of proportions designed in 2D to 3D objects.	4
	analyse technical potential of materials using their own creative and innovative approaches.	4
Course Contents	<ul style="list-style-type: none"> <li>• Broader knowledge of cutting techniques and constructing garments in the context of practically focused work</li> <li>• Focused development of skills beyond basics toward developing own style</li> <li>• Understanding the human body, with its shapes and sizes, as a living space for projection and experience</li> <li>• Transferability of the proportions of spatial objects onto the surface of tailoring patterns</li> <li>• Creating own tailoring patterns</li> </ul>	
General Objectives of all BA Programmes	Description	Relevance <sup>1</sup>
	Understanding the relationships and challenges of a multicultural, mobile, and digital economy and society	3
	The ability to grasp complex tasks and develop creative and sustainable solutions	5
	Self-reflection and judgment to continually grow personally in a dynamic international work environment	2
Objectives of the specific Study Programme	Description	Relevance <sup>1</sup>
	Advanced knowledge of the status of fashion in society and an awareness of own place in the context of fashion; contact with the world of fashion.	5
	Ability to design and compose a convincing artistic work, including self-critical examination, and to enhance it using knowledge of the full breadth of various potential forms of artistic expression and materials.	6

<sup>1</sup> Scale of 1-6: 1 = Recall (knowledge), 2 = Understand, 3 = Apply, 4 = Analyse, 5 = Evaluate, 6 = Create

	Ability to inject own creative skills into a team, focusing on the outcome, and communicate own creative effort, also critically assessing and elaborating it.	2
Competencies	Type of competency	Role <sup>1</sup>
	K1: Academic knowledge	3
	K2: Knowledge in professional practice	5
	K3: Methodological skills (research)	4
	K4: Methodological skills (professional practice)	4
	K5: Social skills	3
	K6: Personal skills (e.g. reflection, organisation)	4
Module Length	1 semester	
When Offered	Once per academic year	
ECTS Credits	5	
Prerequisites/ Recommendations	None	
Total workload	150 h [45 CH / 105 SH]	
Study Semester	3	
Type of Module	Compulsory module	
Applicability	References to: Labor Experimental Textils Fundamentals Fashion Artifacts	
Teaching language	English	
Type of Assessment	Pass / No Pass	
Teaching and Learning Methods	Seminar [3 course units]	
Essential Reading	Fischer, A. (2009). Basics Fashion Design 03: Construction. Bloomsbury Publishing Plc. Emery, J.S. (2010). "Patterns and Pattern Making", in: Valerie Steele (Hg.). The Berg Companion to Fashion. Berg. Lo, D.C. (2011). Schnittentwicklung. Stiebner.	
Further Reading	Kershaw, G. (2013). Pattern Cutting for Menswear. Laurence King Publishing. Nakamachi, T. (2011-2015). Pattern Magic 1–3. Stiebner.	

<sup>1</sup> Scale of 1-6: 1 = Form of competence plays a subordinate role, 6 = Form of competence plays a prominent role

---

Recommended Seminar Literature for Student Presentations	1	[this information can be found in the syllabus for the module for each semester]
	...	

---

Recommended Exercises	1	[this information can be found in the syllabus for the module for each semester]
	...	

---

Faculty Responsible for Module	Faculty of Creative Arts	
--------------------------------	--------------------------	--

---

Exam Semester	[this information can be found in the syllabus for the module for each semester]	
---------------	--	--

---

Module Coordinator	[this information can be found in the syllabus for the module for each semester]	
--------------------	--	--

---

Task	[this information can be found in the syllabus for the module for each semester]	
------	--	--

---

Units	1	[this information can be found in the syllabus for the module for each semester]
	...	

---

## Contemporary Trends in Fashion II [Aktuelle Modesysteme II]

Module Code: B-FDe-ALL-AM2

Learning Outcomes	Upon completion of the module, students will be able to	Level <sup>1</sup>
	understand the chronology of a season.	2
	outline the individual developmental stages of a high-end collection.	2
	analyse new trends and their high-end implementation.	4
	organise implementation of their own designs across different disciplines and as part of a group.	6
	evaluate current fashion trends and designs constructively and critically in expert discussions.	5
	debate key aspects of prominent examples from current fashion trends in the context of the history of fashion.	5
	critically examine fashion systems and trends in their complexity in a strategic-economic, creative, but also socio-cultural sense.	5
	create their own designs as heavily symbolic, strategic stances.	6
Course Contents	<ul style="list-style-type: none"> <li>Analysing trends with reference to high-end fashion (haute couture and prêt-à-porter)</li> <li>Cultural/sociological examination of the emergence, spread and sociocultural effects of trends</li> <li>Analysing prominent examples from the history of fashion – fashion attributes that became symbolic for political statements, the development of economic factors conducive to certain trends, changing working and living conditions over time, etc.</li> <li>Evolving own creative strategies, development processes and views, interpreting these in own designs</li> <li>Building on existing knowledge and focusing on a particular fashion segment</li> <li>Analysing special features of the fashion lifecycle in the high-end segment</li> </ul>	
General Objectives of all BA Programmes	Description	Relevance <sup>1</sup>
	Understanding the relationships and challenges of a multicultural, mobile, and digital economy and society	6
	The ability to grasp complex tasks and develop creative and sustainable solutions	4
	Self-reflection and judgment to continually grow personally in a dynamic international work environment	5
	Description	Relevance <sup>1</sup>

<sup>1</sup> Scale of 1-6: 1 = Recall (knowledge), 2 = Understand, 3 = Apply, 4 = Analyse, 5 = Evaluate, 6 = Create

Objectives of the specific Study Programme	Advanced knowledge of the status of fashion in society and an awareness of own place in the context of fashion; contact with the world of fashion.	4
	Ability to design and compose a convincing artistic work, including self-critical examination, and to enhance it using knowledge of the full breadth of various potential forms of artistic expression and materials.	4
	Ability to inject own creative skills into a team, focusing on the outcome, and communicate own creative effort, also critically assessing and elaborating it.	4
Competencies	Type of competency	Role <sup>1</sup>
	K1: Academic knowledge	4
	K2: Knowledge in professional practice	5
	K3: Methodological skills (research)	5
	K4: Methodological skills (professional practice)	5
	K5: Social skills	4
	K6: Personal skills (e.g. reflection, organisation)	5
Module Length	1 semester	
When Offered	Once per academic year	
ECTS Credits	5	
Prerequisites/ Recommendations	None	
Total workload	150 h [30 CH / 120 SH]	
Study Semester	3	
Type of Module	Compulsory module	
Applicability	References to: Contemporary Trends in Fashion Design Fashion Design I	
Teaching language	English	
Type of Assessment	Project Work	
Teaching and Learning Methods	Seminar [2 course units]	
Essential Reading	Ffoulkes, F. (2012). Mode lesen: Stile und Trends erkennen und verstehen. Haupt. Seivewright, S. (2007). Basics Fashion Design 01: Research and Design. Ava.	

<sup>1</sup> Scale of 1-6: 1 = Form of competence plays a subordinate role, 6 = Form of competence plays a prominent role



---

Further Reading	Fischer, A. (2009). Basics Fashion Design 03: Construction. Bloomsbury Publishing Plc.
Recommended Seminar Literature for Student Presentations	1 [this information can be found in the syllabus for the module for each semester] ...
Recommended Exercises	1 [this information can be found in the syllabus for the module for each semester] ...
Faculty Responsible for Module	Faculty of Creative Arts
Exam Semester	[this information can be found in the syllabus for the module for each semester]
Module Coordinator	[this information can be found in the syllabus for the module for each semester]
Task	[this information can be found in the syllabus for the module for each semester]
Units	1 [this information can be found in the syllabus for the module for each semester] ...

---

## Advanced Fashion Artifacts [Vertiefung Fashion Artefakte]

Module Code: B-FDe-ALL-VFA

Learning Outcomes	Upon completion of the module, students will be able to	Level <sup>1</sup>
	evaluate the relevance of various 20 <sup>th</sup> and 21 <sup>st</sup> -century phenomena in the history of fashion to the nature of fashion artefacts (such as outfits).	5
	independently plan research of scientific literary sources, their evaluation and professional presentation of results.	3
	locate characteristic features in the style of prominent designers within their historical contexts.	6
	compare various historical fashion trends and phenomena (e.g. history of growing wealth and grandeur) with tandem events in the economy, art and design.	2
	attribute fashion artefacts, such as outfits and accessories, to the correct era and socio-cultural context, and recognise the signatures of the major designers.	4
	name strategies for developing and planning a collection.	2
	organise planning a budget as part of developing a collection, taking individual processes into consideration.	4
	determine special features of the clothing industry and their specific processes based on work scenarios and issues.	4
	critically assess the process of developing a collection in the context of the entire value creation chain.	5
Course Contents	<ul style="list-style-type: none"> <li>History of 20<sup>th</sup>-century costume and fashion and of growing wealth and grandeur in tandem with key accompanying thematic aspects</li> <li>Analysing case studies, such as the elevation of designers to icons in the context of recent cultural history</li> <li>An intricate understanding of the history of costume (set against social transformation processes and incisive events, e.g. the Second World War, followed by economic upturn, technological progress, the emergence of the discourse of individualism, freedom movements, etc.)</li> <li>Analysing the discourses influencing shapes and fashion trends from a cultural and fashion-sociological perspective</li> <li>Critically evaluating the development of a collection in the context of the entire value creation chain</li> <li>Special features of the clothing industry and its specific processes</li> <li>Familiarization with methods for planning a collection and setting a budget, taking account of key determining factors, such as fashion markets and operations (haute couture, distribution, etc.), specific correlations and processes in the fashion industry (organisational pyramid – designer, art director), sector-specific development and implementation of processes, and usual budget planning</li> </ul>	
	Description	Relevance <sup>1</sup>

<sup>1</sup> Scale of 1-6: 1 = Recall (knowledge), 2 = Understand, 3 = Apply, 4 = Analyse, 5 = Evaluate, 6 = Create

General Objectives of all BA Programmes	Understanding the relationships and challenges of a multicultural, mobile, and digital economy and society	6
	The ability to grasp complex tasks and develop creative and sustainable solutions	4
	Self-reflection and judgment to continually grow personally in a dynamic international work environment	3
Objectives of the specific Study Programme	Description	Relevance <sup>1</sup>
	Advanced knowledge of the status of fashion in society and an awareness of own place in the context of fashion; contact with the world of fashion.	5
	Ability to design and compose a convincing artistic work, including self-critical examination, and to enhance it using knowledge of the full breadth of various potential forms of artistic expression and materials.	4
	Ability to inject own creative skills into a team, focusing on the outcome, and communicate own creative effort, also critically assessing and elaborating it.	4
Competencies	Type of competency	Role <sup>2</sup>
	K1: Academic knowledge	5
	K2: Knowledge in professional practice	3
	K3: Methodological skills (research)	5
	K4: Methodological skills (professional practice)	6
	K5: Social skills	3
	K6: Personal skills (e.g. reflection, organisation)	4
Module Length	1 semester	
When Offered	Once per academic year	
ECTS Credits	5	
Prerequisites/ Recommendations	None	
Total workload	150 h [60 CH / 90 SH]	
Study Semester	3	
Type of Module	Compulsory module	
Applicability	References to: Fundamentals Fashion Artifacts Labor Experimental Textils	

<sup>2</sup> Scale of 1-6: 1 = Form of competence plays a subordinate role, 6 = Form of competence plays a prominent role

Teaching language	English	
Type of Assessment	Written Exam	
Teaching and Learning Methods	Lecture [4 course units]	
Essential Reading	<p>English, B. (2007). A Cultural History of Fashion in the Twentieth Century. Bloomsbury.</p> <p>Loschek, I. (1994). Reclams Mode-und Kostümllexikon. (6., aktual. und erw. Auflage). Reclam.</p> <p>Lehnert, G. (2000). A History of Fashion in the 20th Century. Konemann.</p>	
Further Reading	-	
Recommended Seminar Literature for Student Presentations	1	[this information can be found in the syllabus for the module for each semester]
	...	
Recommended Exercises	1	[this information can be found in the syllabus for the module for each semester]
	...	
Faculty Responsible for Module	Faculty of Creative Arts	
Exam Semester	[this information can be found in the syllabus for the module for each semester]	
Module Coordinator	[this information can be found in the syllabus for the module for each semester]	
Task	[this information can be found in the syllabus for the module for each semester]	
Units	1	[this information can be found in the syllabus for the module for each semester]
	...	

## Mashing Techniques [Verarbeitungstechnik]

Module Code: B-FDe-ALL-VAT

Learning Outcomes	Upon completion of the module, students will be able to	Level <sup>1</sup>
	perform the technical assembly of a garment.	3
	compare the technical transferability of details using scaling exercises.	2
	independently develop complex models of garments.	6
	produce a designed model to different scales.	3
	experiment with the use of details, such as fastenings and pockets.	4
	evaluate the use of intricate embellishment techniques, according to the complexity of the garment.	5
	interpret current discourses in media and art.	2
	analyse their own professional identity after learning about prominent examples in the fashion industry.	4
generate contacts in the professional environment.	6	
Course Contents	<ul style="list-style-type: none"> <li>• Technical assembly of garments</li> <li>• Technical transferability of details using scaling exercises</li> <li>• Developing intricate models of garments and producing them to different scales</li> <li>• Adding details such as pockets, fastenings, etc.</li> <li>• Intricate embellishment techniques</li> <li>• Excursions to exhibitions, companies, fashion studios or fashion shows</li> <li>• Guest lectures by fashion industry figures</li> </ul>	
General Objectives of all BA Programmes	Description	Relevance <sup>1</sup>
	Understanding the relationships and challenges of a multicultural, mobile, and digital economy and society	3
	The ability to grasp complex tasks and develop creative and sustainable solutions	6
	Self-reflection and judgment to continually grow personally in a dynamic international work environment	3
Objectives of the specific Study Programme	Description	Relevance <sup>1</sup>
	Advanced knowledge of the status of fashion in society and an awareness of own place in the context of fashion; contact with the world of fashion.	3

<sup>1</sup> Scale of 1-6: 1 = Recall (knowledge), 2 = Understand, 3 = Apply, 4 = Analyse, 5 = Evaluate, 6 = Create

	Ability to design and compose a convincing artistic work, including self-critical examination, and to enhance it using knowledge of the full breadth of various potential forms of artistic expression and materials.	5
	Ability to inject own creative skills into a team, focusing on the outcome, and communicate own creative effort, also critically assessing and elaborating it.	4
Competencies	Type of competency	Role <sup>1</sup>
	K1: Academic knowledge	3
	K2: Knowledge in professional practice	6
	K3: Methodological skills (research)	3
	K4: Methodological skills (professional practice)	5
	K5: Social skills	4
	K6: Personal skills (e.g. reflection, organisation)	4
Module Length	1 semester	
When Offered	Once per academic year	
ECTS Credits	5	
Prerequisites/ Recommendations	None	
Total workload	150 h [60 CH / 90 SH]	
Study Semester	3	
Type of Module	Compulsory module	
Applicability	References to: Fashion Project I Fashion Project II	
Teaching language	English	
Type of Assessment	Pass / No Pass	
Teaching and Learning Methods	Tutorial [4 course units]	
Essential Reading	Fischer, A. (2008). Basics Fashion Design 03: Construction. Ava. Nakamichi, T. (2011-2015). Pattern Magic 1–3. Stiebner. Handbücher und Anleitungen zu den jeweiligen Maschinen	
Further Reading	Wolff, C. (1996). The Art of Manipulating Fabric. Krause.	

<sup>1</sup> Scale of 1-6: 1 = Form of competence plays a subordinate role, 6 = Form of competence plays a prominent role

---

Recommended Seminar Literature for Student Presentations	1	[this information can be found in the syllabus for the module for each semester]
	...	

---

Recommended Exercises	1	[this information can be found in the syllabus for the module for each semester]
	...	

---

Faculty Responsible for Module	Faculty of Creative Arts	
--------------------------------	--------------------------	--

---

Exam Semester	[this information can be found in the syllabus for the module for each semester]	
---------------	--	--

---

Module Coordinator	[this information can be found in the syllabus for the module for each semester]	
--------------------	--	--

---

Task	[this information can be found in the syllabus for the module for each semester]	
------	--	--

---

Units	1	[this information can be found in the syllabus for the module for each semester]
	...	

---

## Fashion Illustration II [Fashion Illustration II]

Module Code: B-FDe-ALL-FI2

Learning Outcomes	Upon completion of the module, students will be able to	Level <sup>1</sup>
	test figurines for a specific collection.	4
	use their own creative approaches in representations.	3
	present their own designs.	2
	critically examine design efforts.	4
	use digital image processing techniques toward a specific aim.	3
	develop their own designs, incorporating theoretical approaches to design and colour.	6
	create technical drawings.	6
Course Contents	<ul style="list-style-type: none"> <li>• Expansion of key design principles in area of fashion illustration</li> <li>• Analysing and training justifying own creations based on substantially researched practical examples and their cultural and fashion-related sociological significance</li> <li>• Developing own creativity using graphical/technical skills and drawing inspiration from researched sources</li> <li>• Building on basic knowledge of image processing and digital design</li> <li>• Targeted use of layout and image processing programs (Photoshop, Illustrator, InDesign) for reliable implementation and presentation of own ideas</li> <li>• Analogue/digital mood boards</li> <li>• Elements of design and colour theory</li> </ul>	
General Objectives of all BA Programmes	Description	Relevance <sup>1</sup>
	Understanding the relationships and challenges of a multicultural, mobile, and digital economy and society	4
	The ability to grasp complex tasks and develop creative and sustainable solutions	5
	Self-reflection and judgment to continually grow personally in a dynamic international work environment	5
Objectives of the specific Study Programme	Description	Relevance <sup>1</sup>
	Advanced knowledge of the status of fashion in society and an awareness of own place in the context of fashion; contact with the world of fashion.	4
	Ability to design and compose a convincing artistic work, including self-critical examination, and to enhance it using knowledge of the full breadth of various potential forms of artistic expression and materials.	5

<sup>1</sup> Scale of 1-6: 1 = Recall (knowledge), 2 = Understand, 3 = Apply, 4 = Analyse, 5 = Evaluate, 6 = Create



	Ability to inject own creative skills into a team, focusing on the outcome, and communicate own creative effort, also critically assessing and elaborating it.	4
Competencies	Type of competency	Role <sup>1</sup>
	K1: Academic knowledge	4
	K2: Knowledge in professional practice	4
	K3: Methodological skills (research)	5
	K4: Methodological skills (professional practice)	5
	K5: Social skills	4
	K6: Personal skills (e.g. reflection, organisation)	5
Module Length	1 semester	
When Offered	Once per academic year	
ECTS Credits	5	
Prerequisites/ Recommendations	Recommendation: Fashion Illustration I	
Total workload	150 h [60 CH / 90 SH]	
Study Semester	4	
Type of Module	Compulsory module	
Applicability	References to: 2D/3D Design Drawing Life Drawing Fashion Illustration I Digital Design and Picture Research	
Teaching language	English	
Type of Assessment	Project Work (Portfolio)	
Teaching and Learning Methods	Seminar [4 course units]	
Essential Reading	Tallon, K. (2009). Digitale Mode-Illustration mit Photoshop und Illustrator. Stiebner. Jelezky, D. (2015). Modedesign – Digital Zeichnen mit Adobe Illustrator. Techniken & Tipps. Jelezky. Adobe Creative Suite manuals	

<sup>1</sup> Scale of 1-6: 1 = Form of competence plays a subordinate role, 6 = Form of competence plays a prominent role

---

Further Reading	Edwards, B. (2012). 'Drawing on the right side of the brain'. Tarder Perigee. Borelli, L. (2008). Fashion Illustration by Fashion Designers. Thames & Hudson.
Recommended Seminar Literature for Student Presentations	1 [this information can be found in the syllabus for the module for each semester] ...
Recommended Exercises	1 [this information can be found in the syllabus for the module for each semester] ...
Faculty Responsible for Module	Faculty of Creative Arts
Exam Semester	[this information can be found in the syllabus for the module for each semester]
Module Coordinator	[this information can be found in the syllabus for the module for each semester]
Task	[this information can be found in the syllabus for the module for each semester]
Units	1 [this information can be found in the syllabus for the module for each semester] ...

---

### Fashion Design III [Fashion Design III]

Module Code: B-FDe-ALL-FD3

Learning Outcomes	Upon completion of the module, students will be able to	Level <sup>1</sup>
	name their own strengths and weaknesses.	1
	analyse their self-reflection as part of their own working practice in self-presentation for their career path.	4
	use various online channels and social media platforms professionally.	3
	convincingly argue the practical reasons for selecting particular creative methods.	5
	strategically evaluate the different needs of various employers.	5
	plan their own professional or project-specific situation for a results-driven presentation of their own work.	6
	independently organise the technical and financial parameters for developing a collection.	6
	compile a mood board and sketch their own designs.	6
	critically evaluate a collection (including the materials and colours) and the results.	5
Course Contents	<ul style="list-style-type: none"> <li>• Learning about different channels and means of communication for presenting, boosting, and improving professional profile</li> <li>• Working according to context, e.g. target group analysis and market-focused approaches</li> <li>• Developing awareness of the continuous evolution in presentation techniques and strategies, and in aesthetic and technical challenges</li> <li>• Applying creative approaches and results of trend analyses, taking account of financial and technical parameters while developing a collection</li> <li>• Using case studies to learn about a wide range of presentation options</li> <li>• Engaging with the importance of results-focused presentation techniques, such as which stylistic means or channels would best suit which presentation objectives (conventional application forms, or professionally minded use of social media platforms)</li> <li>• Learning and analytically reflecting upon principles, methods and tools for creating a style dossier</li> <li>• Analysing how to develop a collection using practical examples, own projects and perception as a process incorporating many complex conditions and work steps</li> <li>• Professional practice between creative and strategic everyday routine</li> </ul>	
	Description	Relevance <sup>1</sup>

<sup>1</sup> Scale of 1-6: 1 = Recall (knowledge), 2 = Understand, 3 = Apply, 4 = Analyse, 5 = Evaluate, 6 = Create

General Objectives of all BA Programmes	Understanding the relationships and challenges of a multicultural, mobile, and digital economy and society	6
	The ability to grasp complex tasks and develop creative and sustainable solutions	5
	Self-reflection and judgment to continually grow personally in a dynamic international work environment	5
Objectives of the specific Study Programme	Description	Relevance <sup>1</sup>
	Advanced knowledge of the status of fashion in society and an awareness of own place in the context of fashion; contact with the world of fashion.	6
	Ability to design and compose a convincing artistic work, including self-critical examination, and to enhance it using knowledge of the full breadth of various potential forms of artistic expression and materials.	5
	Ability to inject own creative skills into a team, focusing on the outcome, and communicate own creative effort, also critically assessing and elaborating it.	4
Competencies	Type of competency	Role <sup>2</sup>
	K1: Academic knowledge	5
	K2: Knowledge in professional practice	6
	K3: Methodological skills (research)	4
	K4: Methodological skills (professional practice)	5
	K5: Social skills	4
	K6: Personal skills (e.g. reflection, organisation)	4
Module Length	1 semester	
When Offered	Once per academic year	
ECTS Credits	5	
Prerequisites/ Recommendations	Recommendation: Fashion Design I & II	
Total workload	150 h [45 CH /105 SH]	
Study Semester	4	
Type of Module	Compulsory module	
Applicability	References to: Fashion Design I - IV	

<sup>2</sup> Scale of 1-6: 1 = Form of competence plays a subordinate role, 6 = Form of competence plays a prominent role

Teaching language	English
Type of Assessment	Project Work
Teaching and Learning Methods	Seminar [3 course units]
Essential Reading	Lehnert, G. (2000). Geschichte der Mode im 20. Jahrhundert. Ulimann Publishing. IFM Paris (2014). Mode&Luxe / Fashion & Luxury: économie, création et marketing, Institut Français de la Mode.
Further Reading	Barthes, R & Ward, M. (2010). The Fashion System. Vintage Classics. Hoffman, L. (2007). Future Fashion: White Papers. Earth Pledge. Kiper, A. (2014). Fashion Portfolio. Design and Presentation. Pavillon. Oakley, S.M. & Kubler A. (2013). Art / Fashion in the 21st Century. Thames & Hudson. Lehnert, G. & Weilandt, M. (2016). Ist Mode queer? Transcript Verlag. Savard, D. (2009). Le dessin de Mode, du croquis à la création, Dessain et Tolra / Larousse.
Recommended Seminar Literature for Student Presentations	1 [this information can be found in the syllabus for the module for each semester] ...
Recommended Exercises	1 [this information can be found in the syllabus for the module for each semester] ...
Faculty Responsible for Module	Faculty of Creative Arts
Exam Semester	[this information can be found in the syllabus for the module for each semester]
Module Coordinator	[this information can be found in the syllabus for the module for each semester]
Task	[this information can be found in the syllabus for the module for each semester]
Units	1 [this information can be found in the syllabus for the module for each semester] ...

## Creative Tailoring I [Kreative Schnittgestaltung I]

Module Code: B-FDe-ALL-KS1

Learning Outcomes	Upon completion of the module, students will be able to:	Level <sup>1</sup>
	develop a design on a figurine using muslin.	6
	analyse aesthetic and tailoring challenges on their own.	4
	independently implement solutions for any challenges and problems that arise during the design, pinning and development of a prototype.	3
	apply analytical methods to independently implement various shaping techniques.	3
	organise conceptualisation and work on developing their own ideas with the aid of research material, case studies from the history of fashion and technical exercises.	6
	evaluate technical approaches learned – independently and in groups – as creative strategies for working on developing their own style.	5
	test scaling and transferring exercises from prototypes onto figurines and eventually models.	4
	compare and contrast different shaping techniques using analytical methods for their independent implementation.	4
Course Contents	<ul style="list-style-type: none"> <li>• Learning about analytical methods for independently implementing various shaping techniques</li> <li>• Revising and transferring designs onto models with the aim of developing functional prototypes</li> <li>• Encouraging conceptualisation and development of ideas</li> <li>• Technical approaches as creative strategies and using special materials</li> <li>• Pinning designs straight onto figurines and subsequently working on developing muslin prototypes</li> </ul>	
General Objectives of all BA Programmes	Description	Relevance <sup>1</sup>
	Understanding the relationships and challenges of a multicultural, mobile, and digital economy and society	4
	The ability to grasp complex tasks and develop creative and sustainable solutions	5
	Self-reflection and judgment to continually grow personally in a dynamic international work environment	5
Objectives of the specific Study Programme	Description	Relevance <sup>1</sup>
	Advanced knowledge of the status of fashion in society and an awareness of own place in the context of fashion; contact with the world of fashion.	4

<sup>1</sup> Scale of 1-6: 1 = Recall (knowledge), 2 = Understand, 3 = Apply, 4 = Analyse, 5 = Evaluate, 6 = Create

	Ability to design and compose a convincing artistic work, including self-critical examination, and to enhance it using knowledge of the full breadth of various potential forms of artistic expression and materials.	5
	Ability to inject own creative skills into a team, focusing on the outcome, and communicate own creative effort, also critically assessing and elaborating it.	3
Competencies	Type of competency	Role <sup>1</sup>
	K1: Academic knowledge	3
	K2: Knowledge in professional practice	3
	K3: Methodological skills (research)	4
	K4: Methodological skills (professional practice)	5
	K5: Social skills	4
	K6: Personal skills (e.g. reflection, organisation)	5
Module Length	1 semester	
When Offered	Once per academic year	
ECTS Credits	5	
Prerequisites/ Recommendations	None	
Total workload	150 h [45 CH / 105 SH]	
Study Semester	4	
Type of Module	Compulsory module	
Applicability	References to: Tailoring II	
Teaching language	English	
Type of Assessment	Pass / No Pass	
Teaching and Learning Methods	Seminar [3 course units]	
Essential Reading	Emery, J.S. (2010). Patterns and Pattern Making in: Valerie Steele (Hg.). Berg: The Berg Companion to Fashion. Kershaw, G. (2013). Pattern Cutting for Menswear. Laurence King Publishing. Lo, D. (2011). Schnittentwicklung. Stiebner.	
Further Reading	Fischer, A. (2009). Basics Fashion Design 03: Construction. Bloomsbury Publishing Plc.	

<sup>1</sup> Scale of 1-6: 1 = Form of competence plays a subordinate role, 6 = Form of competence plays a prominent role

---

Nakamichi, T. (2011-2015). Pattern Magic 1–3. Stiebner.		
Recommended Seminar Literature for Student Presentations	1	[this information can be found in the syllabus for the module for each semester]
	...	
Recommended Exercises	1	[this information can be found in the syllabus for the module for each semester]
	...	
Faculty Responsible for Module	Faculty of Creative Arts	
Exam Semester	[this information can be found in the syllabus for the module for each semester]	
Module Coordinator	[this information can be found in the syllabus for the module for each semester]	
Task	[this information can be found in the syllabus for the module for each semester]	
Units	1	[this information can be found in the syllabus for the module for each semester]
	...	

---



## **Fashion Theory, Fashion Production & Marketing [Modetheorie & Modeproduktion & Marketing]**

Module Code: B-FDe-ALL-MMM

Learning Outcomes	Upon completion of the module, students will be able to	Level <sup>1</sup>
	analyse the characteristics of a brand.	4
	assess the fashion market and its various components (e.g. consumer behaviour and a target group's characteristics, media channels and influencing mechanisms, trendsetters, etc.).	5
	derive examples of aims and problem areas for marketing sustainability and sustainable fashion production.	6
	analyse the core levels of meaning of the term sustainability.	4
	plan a cohesive sustainability strategy.	6
	apply general sustainability principles to their own discipline.	3
	name relevant communication and media theories.	1
	critically examine the function of mass media and the effect of subject matter broadcast in the media in the context of fashion design.	4
	develop a far-reaching understanding of how aspects of fashion are represented in the mass media by conducting a fundamental media analysis.	6

Course Contents	<ul style="list-style-type: none"> <li>• Conceptual and theoretical basics of marketing and fashion marketing in particular (marketing planning, brand development and positioning, innovation marketing and strategic planning)</li> <li>• Analysis of individual development stages of a brand, marketing tools</li> <li>• Addressing processes of market research, target identification and brand positioning</li> <li>• Communication approaches and theories on mass media, with a focus on mass media channels from an industry specific perspective</li> <li>• Fundamentals of communication and media theories, media effects research and media aesthetics, as well as fashion in the media and fashion as a medium</li> <li>• Representation forms and strategies of fashion in mass media taking into account socio-cultural as well as technological change - how have "media channels" changed? What are the opportunities and risks for fashion as a creative industry against the background of a so-called Internet revolution?</li> <li>• Ecological, economic and social sustainability, sustainability positions, principles and models, guiding strategies (efficiency, consistency and sufficiency), sustainable value creation, as well as starting points for effective sustainability action in the fashion industry (upcycling, ECO-Fashion)</li> <li>• Requirements for sustainable fashion design, production and distribution</li> </ul>
-----------------	---

<sup>1</sup> Scale of 1-6: 1 = Recall (knowledge), 2 = Understand, 3 = Apply, 4 = Analyse, 5 = Evaluate, 6 = Create

General Objectives of all BA Programmes	Description	Relevance <sup>1</sup>
	Understanding the relationships and challenges of a multicultural, mobile, and digital economy and society	6
	The ability to grasp complex tasks and develop creative and sustainable solutions	5
	Self-reflection and judgment to continually grow personally in a dynamic international work environment	4
Objectives of the specific Study Programme	Description	Relevance <sup>1</sup>
	Advanced knowledge of the status of fashion in society and an awareness of own place in the context of fashion; contact with the world of fashion.	5
	Ability to design and compose a convincing artistic work, including self-critical examination, and to enhance it using knowledge of the full breadth of various potential forms of artistic expression and materials.	5
	Ability to inject own creative skills into a team, focusing on the outcome, and communicate own creative effort, also critically assessing and elaborating it.	4
Competencies	Type of competency	Role <sup>2</sup>
	K1: Academic knowledge	5
	K2: Knowledge in professional practice	5
	K3: Methodological skills (research)	4
	K4: Methodological skills (professional practice)	6
	K5: Social skills	4
	K6: Personal skills (e.g. reflection, organisation)	4
Module Length	1 semester	
When Offered	Once per academic year	
ECTS Credits	5	
Prerequisites/ Recommendations	None	
Total workload	150 h [60 CH / 90 SH]	
Study Semester	4	
Type of Module	Compulsory module	
Applicability	References to: Contemporary Trends in Fashion Design I & II	

<sup>2</sup> Scale of 1-6: 1 = Form of competence plays a subordinate role, 6 = Form of competence plays a prominent role

Teaching language	English
Type of Assessment	Written Exam
Teaching and Learning Methods	Lecture [4course units]
Essential Reading	<p>Barthes, R. &amp; Ward, M. (2010). The Fashion System. Vintage Classics.</p> <p>Lehnert, G. (2015). Mode, Theorie, Geschichte und Ästhetik einer kulturellen Praxis. Transcript Verlag.</p> <p>Dalcacio, R. &amp; Wiedemann, J. (2010). Product Design in the Sustainable Era / Produktdesign im Zeitalter der Nachhaltigkeit. Taschen.</p> <p>Easey, M. (Hrsg.) (2009). Fashion Marketing. Blackwell.</p> <p>Heilbrunn, B. (2015). Market Mediations : Semiotic Investigations on Consumers, Objects and Brands. Palgrave Mac Millan.</p> <p>Hoffman. L. (2007). Future Fashion: White Papers. Earth Pledge.</p> <p>Jackson, T. (2006). Mastering Fashion Marketing. Palgrave.</p> <p>Lea-Greenwood, G. (2013). Fashion Marketing Communications. Wiley.</p> <p>Rocamora, A. &amp; Smelik, A. (2016). Thinking through Fashion: a Guide to Key Theorists. I B Taurus.</p> <p>Rinaldi, F. &amp; Testa S. (2015). The Responsible Fashion Company: Integrating Ethics and Aesthetics in the Value Chain Greenleaf Publishing.</p>
Further Reading	<p>Berg, M. &amp; Hartmann, M., Scannell, P. (2011). Medien und Kommunikation. Wiesbaden: SpringerVS.</p> <p>Grober, U. (2013). Die Entdeckung der Nachhaltigkeit: Kulturgeschichte eines Begriffs. Verlag Antje Kunstmann.</p> <p>Grunwald, A. &amp; Kopfmüller, J. (2012). Nachhaltigkeit (2. Aufl.). Frankfurt a. M.: Campus Verlag.</p> <p>Hepp, A. (2013). Medienkultur – Die Kultur medialisierter Welten. Wiesbaden: SpringerVS.</p> <p>Hepp, A., Krotz, F., Lingenberg, S. &amp; Wimmer, J. (2015). Handbuch Cultural Studies und Medienanalyse. Wiesbaden: SpringerVS.</p> <p>IFM Paris, Mode &amp; Luxe / Fashion &amp; Luxury : économie, création et marketing, Institut Français de la Mode 2014.</p> <p>McLuhan, M. (1992). Die magischen Kanäle – Understanding Media. Düsseldorf: ECON Verlag.</p> <p>Pufe, I (2012). Nachhaltigkeitsmanagement. München: Carl Hanser Verlag.</p> <p>Pufe, I. (2014). Nachhaltigkeit. Stuttgart: UBS / UVK Lucius.</p> <p>Scheufele, B. (2014). Kommunikation und Medien: Grundbegriffe, Theorien und Konzepte, In: Zerfaß, A., Piwinger, M. (2014): Handbuch Unternehmenskommunikation (2. Aufl.). Wiesbaden: GablerSpringer.</p> <p>Sutter, T. (2010). Medienanalyse und Medienkritik - Forschungsfelder einer konstruktivistischen Soziologie der Medien. Wiesbaden: SpringerVS.</p>
Recommended Seminar Literature for Student Presentations	<p>1 [this information can be found in the syllabus for the module for each semester]</p> <p>...</p>

---

Recommended Exercises	1	[this information can be found in the syllabus for the module for each semester]
-----------------------	---	--

---

...

---

Faculty Responsible for Module	Faculty of Creative Arts	
--------------------------------	--------------------------	--

---

Exam Semester	[this information can be found in the syllabus for the module for each semester]	
---------------	--	--

---

Module Coordinator	[this information can be found in the syllabus for the module for each semester]	
--------------------	--	--

---

Task	[this information can be found in the syllabus for the module for each semester]	
------	--	--

---

Units	1	[this information can be found in the syllabus for the module for each semester]
-------	---	--

---

...

---

## Academic Writing and Research [Wissenschaftliches Arbeiten]

Module Code: B-SQe-ALL-WAR

Learning Outcomes	Upon completion of the module, students will be able to	Level <sup>1</sup>
	identify academic problems and tasks.	1
	explain the fundamentals of academic empirical work.	2
	illustrate the process of research	2
	accurately interpret the quality and standards required within social sciences research.	2
	carry out academic literature research.	3
	implement a research question.	3
	design a suitable methodology to address a research question.	4
	develop a coherent discourse within the framework of a research project.	6
	organise an interdisciplinary, academic research project.	4
	evaluate constructive criticism concerning feedback on a research project.	5
Course Contents	<ul style="list-style-type: none"> <li>• Fundamentals of empirical research in the social sciences, in particular regarding the research process and research methods</li> <li>• Academic writing and publishing based on the standards of the American Psychological Association (APA)</li> <li>• Methods of research and organising academic literature and rules for assessing the quality of scientific publications</li> <li>• Essential practical approaches for capturing, organising and solving scientific problems (mind mapping, creativity techniques, design thinking)</li> <li>• Exercises to understand important academic terms and quality metrics (such as validity, reliability, objectivity, representativeness, significance)</li> <li>• Lessons on how to derive research questions and hypotheses</li> <li>• Activities about how to create suitable and feasible study designs</li> <li>• Practice applying various methods of collecting data and preparing data analysis</li> </ul>	
General Objectives of all BA Programmes	Description	Relevance <sup>1</sup>
	Understanding the relationships and challenges of a multicultural, mobile, and digital economy and society	6
	The ability to grasp complex tasks and develop creative and sustainable solutions	6

<sup>1</sup> Scale of 1-6: 1 = Recall (knowledge), 2 = Understand, 3 = Apply, 4 = Analyse, 5 = Evaluate, 6 = Create

	Self-reflection and judgment to continually grow personally in a dynamic international work environment	6
Objectives of the specific Study Programme	Description	Relevance <sup>1</sup>
	Advanced knowledge of the status of fashion in society and an awareness of own place in the context of fashion; contact with the world of fashion.	3
	Ability to design and compose a convincing artistic work, including self-critical examination, and to enhance it using knowledge of the full breadth of various potential forms of artistic expression and materials.	5
	Ability to inject own creative skills into a team, focusing on the outcome, and communicate own creative effort, also critically assessing and elaborating it.	2
Competencies	Type of competency	Role <sup>2</sup>
	K1: Academic knowledge	6
	K2: Knowledge in professional practice	2
	K3: Methodological skills (research)	5
	K4: Methodological skills (professional practice)	2
	K5: Social skills	1
	K6: Personal skills (e.g. reflection, organisation)	3
Module Length	1 semester	
When offered	Once per academic year	
ECTS Credits	5	
Prerequisites/ Recommendations	None	
Total workload	150 h [30 CH / 120 SH]	
Study Semester	4	
Type of Module	Compulsory module	
Applicability	References to: Bachelor Seminar	
Teaching Language	English	
Type of Assessment	Project Paper	
Teaching and Learning Methods	Lecture [1 course units] / Tutorial [1 course units]	

<sup>2</sup> Scale of 1-6: 1 = Form of competence plays a subordinate role, 6 = Form of competence plays a prominent role

Essential Reading	<p>APA (2010). Publication Manual of the American Psychological Association. Sixth Edition. Washington: APA.</p> <p>Brosius, Koschel &amp; Haas (2008). Methoden der empirischen Kommunikationsforschung. 4., überarbeitete und erweiterte Auflage. Wiesbaden: VS Verlag.</p> <p>Karmasin &amp; Ribing (2014). Die Gestaltung wissenschaftlicher Arbeiten. 8., aktualisierte Auflage. Wien: Facultas.</p>
Further Reading	<p>Chalmers, A. F. (2006). Wege der Wissenschaft. Einführung in die Wissenschaftstheorie. (6. überarb. Aufl.). Springer.</p> <p>Glasman-Deal, H. (2009). Science Research Writing for Non-Native Speakers of English. Imperial College Press</p> <p>Lewrick, M., Link, P. &amp; Leifer, L. (2017). Das Design Thinking Playbook. DTPCommunity.</p> <p>Rustler, F. (2017). Rustler, F. (2016). Denkwerkzeuge der Kreativität und Innovation. 2. akt. u. erw. Aufl., Zürich: Mldas Management.</p> <p>Schnell, R., Hill, P. B. &amp; Esser, E. (2008) Methoden der Empirischen Sozialforschung. 8. Auflage. Oldenbourg.</p> <p>Teetor, P. (2011). R Cookbook. O'Reilly.</p>
Internet Sources	<p>All references to APA can be found here: <a href="https://owl.english.purdue.edu/owl/resource/560/1/">https://owl.english.purdue.edu/owl/resource/560/1/</a></p>
Recommended Seminar Literature for Student Presentations	<p>1 [this information can be found in the syllabus for the module for each semester]</p> <p>...</p>
Recommended Exercises	<p>1 [this information can be found in the syllabus for the module for each semester]</p> <p>...</p>
Faculty Responsible for Module	Faculty of Creative Arts
Exam Semester	[this information can be found in the syllabus for the module for each semester]
Module Coordinator	[this information can be found in the syllabus for the module for each semester]
Task	[this information can be found in the syllabus for the module for each semester]
Units	<p>1 [this information can be found in the syllabus for the module for each semester]</p> <p>...</p>

## Fashion Project II (Fashion Show) [Fashion Project II (Fashion Show)]

Module Code: B-FDe-ALL-FP2

Learning Outcomes	Upon completion of the module, students will be able to	Level <sup>1</sup>
	undertake the production of a set garment.	3
	select the appropriate technical solutions for meeting requirements.	5
	discuss any changes and adjustments required to their prototype.	2
	evaluate the requirements and how to produce the prototype.	5
	assess the quality of the product from a technical and aesthetic perspective.	5
	plan how to create mood boards and sketches as part of the working process in a team.	6
	interpret a theme from its conceptual development in the context of a stringent design.	2
	evaluate the work steps required to plan a collection.	5
	organise the conduction of a design process under realistic conditions.	4
	develop a collection on a set theme and corresponding fashion show as a project team.	6
Course Contents	<ul style="list-style-type: none"> <li>Producing a set garment</li> <li>Evaluating requirements and actual realisation</li> <li>Creating a collection on a set theme as part of a project team</li> <li>Individual work steps, from planning and creating a mood board through to creating sketches</li> <li>Planning and conceptualising a fashion show</li> <li>Devising a concept for a stringent and reasoned design</li> <li>Implementing an objective under realistic conditions, i.e. in collaboration with others, to prepare for everyday work as a fashion designer</li> </ul>	
General Objectives of all BA Programmes	Description	Relevance <sup>1</sup>
	Understanding the relationships and challenges of a multicultural, mobile, and digital economy and society	4
	The ability to grasp complex tasks and develop creative and sustainable solutions	5
	Self-reflection and judgment to continually grow personally in a dynamic international work environment	6
	Description	Relevance <sup>1</sup>

<sup>1</sup> Scale of 1-6: 1 = Recall (knowledge), 2 = Understand, 3 = Apply, 4 = Analyse, 5 = Evaluate, 6 = Create



Objectives of the specific Study Programme	Advanced knowledge of the status of fashion in society and an awareness of own place in the context of fashion; contact with the world of fashion.	6
	Ability to design and compose a convincing artistic work, including self-critical examination, and to enhance it using knowledge of the full breadth of various potential forms of artistic expression and materials.	4
	Ability to inject own creative skills into a team, focusing on the outcome, and communicate own creative effort, also critically assessing and elaborating it.	6
Competencies	Type of competency	Role <sup>1</sup>
	K1: Academic knowledge	4
	K2: Knowledge in professional practice	5
	K3: Methodological skills (research)	3
	K4: Methodological skills (professional practice)	5
	K5: Social skills	6
	K6: Personal skills (e.g. reflection, organisation)	4
Module Length	1 semester	
When Offered	Once per academic year	
ECTS Credits	5	
Prerequisites/ Recommendations	Recommendations: Fashion Projekt I	
Total Workload	150 h [60 CH / 90 SH]	
Study Semester	4	
Type of Module	Compulsory module	
Applicability	References to:	
Teaching Language	English	
Type of Assessment	Pass / No Pass	
Teaching and Learning Methods	Tutorial [4 course units]	
Essential Reading	-	
Further Reading	-	

<sup>1</sup> Scale of 1-6: 1 = form of competence plays a subordinate role, 6 = form of competence plays a prominent role

---

Recommended Seminar Literature for Student Presentations	1	[this information can be found in the syllabus for the module for each semester]
	...	

---

Recommended Exercises	1	[this information can be found in the syllabus for the module for each semester]
	...	

---

Faculty Responsible for Module	Faculty of Creative Arts	
--------------------------------	--------------------------	--

---

Exam Semester	[this information can be found in the syllabus for the module for each semester]	
---------------	--	--

---

Module Coordinator	[this information can be found in the syllabus for the module for each semester]	
--------------------	--	--

---

Task	[this information can be found in the syllabus for the module for each semester]	
------	--	--

---

Units	1	[this information can be found in the syllabus for the module for each semester]
	...	

---

### Fashion Illustration III [Fashion Illustration III]

Module Code: B-FDe-ALL-FI3

Learning Outcomes	Upon completion of the module, students will be able to	Level <sup>1</sup>
	design figurines for a specific collection.	6
	develop creative works in their own style.	6
	confidently and competently choose the required graphical/technical skills and digital tools.	5
	compile a representative selection of their own designs.	6
	analyse others' designs with a view to the outcome.	4
	evaluate ideas and implementations of their own and others' concepts both constructively and as part of a team.	5
Course Contents	<ul style="list-style-type: none"> <li>Applying substantial knowledge of the key design principles of fashion illustration</li> <li>Presenting own concepts and ideas</li> <li>Using graphical/technical skills and digital tools to confidently and competently direct own creativity toward reaching a set aim</li> <li>Analytical evaluation of own and other's concepts</li> <li>Teamwork</li> </ul>	
General Objectives of all BA Programmes	Description	Relevance <sup>1</sup>
	Understanding the relationships and challenges of a multicultural, mobile, and digital economy and society	5
	The ability to grasp complex tasks and develop creative and sustainable solutions	6
	Self-reflection and judgment to continually grow personally in a dynamic international work environment	6
Objectives of the specific Study Programme	Description	Relevance <sup>1</sup>
	Advanced knowledge of the status of fashion in society and an awareness of own place in the context of fashion; contact with the world of fashion.	6
	Ability to design and compose a convincing artistic work, including self-critical examination, and to enhance it using knowledge of the full breadth of various potential forms of artistic expression and materials.	6
	Ability to inject own creative skills into a team, focusing on the outcome, and communicate own creative effort, also critically assessing and elaborating it.	6
Competencies	Type of competency	Role <sup>2</sup>

<sup>1</sup> Scale of 1-6: 1 = Recall (knowledge), 2 = Understand, 3 = Apply, 4 = Analyse, 5 = Evaluate, 6 = Create

<sup>2</sup> Scale of 1-6: 1 = Form of competence plays a subordinate role, 6 = Form of competence plays a prominent role

	K1: Academic knowledge	5
	K2: Knowledge in professional practice	6
	K3: Methodological skills (research)	5
	K4: Methodological skills (professional practice)	6
	K5: Social skills	6
	K6: Personal skills (e.g. reflection, organisation)	6
Module Length	1 semester	
When Offered	Once per semester	
ECTS Credits	5	
Prerequisites/ Recommendations	Recommendations: Fashion Illustration I Fashion Illustration II	
Total Workload	150 h [45 CH / 105 SH]	
Study Semester	5	
Type of Module	Compulsory module	
Applicability	References to: 2D/3D Design Drawing Life Drawing Fashion Illustration I Fashion Illustration II Digital Design and Picture Research	
Teaching Language	English	
Type of Assessment	Project Paper (Portfolio)	
Teaching and Learning Methods	Seminar [3 course units]	
Essential Reading	Tallon, K. (2009). Digitale Mode-Illustration mit Photoshop und Illustrator. Stiebner. Jelezky, D. (2015). Modedesign – Digital Zeichnen mit Adobe Illustrator. Techniken & Tipps. Jelezky. Handbücher der Adobe Creative Suite	
Further Reading	Edwards, B. (2012). 'Drawing on the right side of the brain'. Tarder Perigee. Borelli, L. (2008). Fashion Illustration by Fashion Designers. Thames & Hudson.	
	1	[this information can be found in the syllabus for the module for each semester]

---

Recommended Seminar Literature for Student Presentations	...
Recommended Exercises	1 [this information can be found in the syllabus for the module for each semester]
	...
Faculty Responsible for Module	Faculty of Creative Arts
Exam Semester	[this information can be found in the syllabus for the module for each semester]
Module Coordinator	[this information can be found in the syllabus for the module for each semester]
Task	[this information can be found in the syllabus for the module for each semester]
Units	1 [this information can be found in the syllabus for the module for each semester]
	...

---

## Fashion Design IV [Fashion Design IV]

Module Code: B-FDe-ALL-FD4

Learning Outcomes	Upon completion of the module, students will be able to	Level <sup>1</sup>
	develop new ideas for creative offerings and an individual, unique collection.	6
	gather inspiration from various fields (art, literature, press, etc.) for collections.	6
	demonstrate their own signature in their collection.	2
	assess the relevance of their own design style in the context of contemporary fashion design.	5
	justify their own signature and the common thread this weaves through their collection with highlighted elements.	5
	justify (orally) their own creative decisions.	5
	plan the pieces in a collection as components of a harmonious whole, both technically and conceptually.	6
	differentiate between professional and amateur approaches to technical, crafting, creative and strategic decisions during the design process.	4
Course Contents	<ul style="list-style-type: none"> <li>• Deepening the technical, crafting, and creative skills of fashion representation</li> <li>• Focus on presenting own pieces and an entire collection as a consistent, harmonious whole</li> <li>• Creating own concept for a collection, its graphical implementation, and striking presentation of own designs</li> <li>• Accruing profound knowledge of visual perception</li> <li>• Practical application to various representation and design techniques</li> </ul>	
General Objectives of all BA Programmes	Description	Relevance <sup>1</sup>
	Understanding the relationships and challenges of a multicultural, mobile, and digital economy and society	4
	The ability to grasp complex tasks and develop creative and sustainable solutions	5
	Self-reflection and judgment to continually grow personally in a dynamic international work environment	4
Objectives of the specific Study Programme	Description	Relevance <sup>1</sup>
	Advanced knowledge of the status of fashion in society and an awareness of own place in the context of fashion; contact with the world of fashion.	5

<sup>1</sup> Scale of 1-6: 1 = Recall (knowledge), 2 = Understand, 3 = Apply, 4 = Analyse, 5 = Evaluate, 6 = Create

	Ability to design and compose a convincing artistic work, including self-critical examination, and to enhance it using knowledge of the full breadth of various potential forms of artistic expression and materials.	6
	Ability to inject own creative skills into a team, focusing on the outcome, and communicate own creative effort, also critically assessing and elaborating it.	4
Competencies	Type of competency	Role <sup>1</sup>
	K1: Academic knowledge	5
	K2: Knowledge in professional practice	5
	K3: Methodological skills (research)	4
	K4: Methodological skills (professional practice)	2
	K5: Social skills	4
	K6: Personal skills (e.g. reflection, organisation)	3
Module Length	1 semester	
When offered	Once per semester	
ECTS Credits	5	
Prerequisites/ Recommendations	Recommendation: Fashion Design I - III	
Total Workload	150 h [45 CH / 105 SH]	
Study Semester	5	
Type of Module	Compulsory module	
Applicability	References to: Fashion Design I - III	
Teaching Language	English	
Type of Assessment	Project Paper	
Teaching and Learning Methods	Seminar [3 course units]	
Essential Reading	-	
Further Reading	-	
Recommended Seminar Literature	1 [this information can be found in the syllabus for the module for each semester] ...	

<sup>1</sup> Scale of 1-6: 1 = form of competence plays a subordinate role, 6 = form of competence plays a prominent role

---

for Student Presentations		
Recommended Exercises	1	[this information can be found in the syllabus for the module for each semester]
	...	
Faculty Responsible for Module	Faculty of Creative Arts	
Exam Semester	[this information can be found in the syllabus for the module for each semester]	
Module Coordinator	[this information can be found in the syllabus for the module for each semester]	
Task	[this information can be found in the syllabus for the module for each semester]	
Units	1	[this information can be found in the syllabus for the module for each semester]
	...	

---



## Digital Communication [Digitale Kommunikation]

Module Code: B-FDe-ALL-DKO

Learning Outcomes	Upon completion of the module, students will be able to	Level <sup>1</sup>
	experiment with potential combinations of traditional and digital design techniques.	4
	use digital tools to figuratively represent their own collection.	3
	evaluate the potential of media channels for presentation and communication.	5
	develop their own visual identity for their portfolio, website, social media, etc. with the aid of Photoshop, Illustrator and InDesign.	6
	plan how to present their own collection.	6
Course Contents	<ul style="list-style-type: none"> <li>Combining traditional techniques for creative representation with digital tools</li> <li>Confident handling of various tools</li> <li>Boosting the expressive force of own presentation by making good use of the wide range of components in traditional and digital design work</li> <li>Analysing potential forms of media representation in specific communication and presentation channels and platforms (Facebook, Instagram, own website, online shop)</li> <li>Translating own design into appropriate visual language</li> </ul>	
General Objectives of all BA Programmes	Description	Relevance <sup>1</sup>
	Understanding the relationships and challenges of a multicultural, mobile, and digital economy and society	4
	The ability to grasp complex tasks and develop creative and sustainable solutions	5
	Self-reflection and judgment to continually grow personally in a dynamic international work environment	5
Objectives of the specific Study Programme	Description	Relevance <sup>1</sup>
	Advanced knowledge of the status of fashion in society and an awareness of own place in the context of fashion; contact with the world of fashion.	5
	Ability to design and compose a convincing artistic work, including self-critical examination, and to enhance it using knowledge of the full breadth of various potential forms of artistic expression and materials.	6
	Ability to inject own creative skills into a team, focusing on the outcome, and communicate own creative effort, also critically assessing and elaborating it.	5
Competencies	Type of competency	Role <sup>1</sup>

<sup>1</sup> Scale of 1-6: 1 = Recall (knowledge), 2 = Understand, 3 = Apply, 4 = Analyse, 5 = Evaluate, 6 = Create

<sup>1</sup> Scale of 1-6: 1 = Form of competence plays a subordinate role, 6 = Form of competence plays a prominent role

	K1: Academic knowledge	5
	K2: Knowledge in professional practice	6
	K3: Methodological skills (research)	5
	K4: Methodological skills (professional practice)	5
	K5: Social skills	5
	K6: Personal skills (e.g. reflection, organisation)	6
Module Length	1 semester	
When offered	Once per semester	
ECTS Credits	5	
Prerequisites/ Recommendations	Digital Design and Picture Research	
Total workload	150 h [45 CH / 105 SH]	
Study semester	5	
Type of module	Compulsory module	
Applicability	References to: Digital Design and Picture Research	
Teaching Language	English	
Type of Assessment	Pass / No Pass	
Teaching and Learning Methods	Seminar [3 course units]	
Essential Reading	Tallon, K. (2009). Digitale Mode-Illustration mit Photoshop und Illustrator. Stiebner. Centner, M. (2011). Fashion Designer's Handbook for Adobe Illustrator. Wiley.	
Further Reading	-	
Recommended Seminar Literature for Student Presentations	1	[this information can be found in the syllabus for the module for each semester]
	...	
Recommended Exercises	1	[this information can be found in the syllabus for the module for each semester]
	...	
Faculty Responsible for Module	Faculty of Creative Arts	
Exam Semester	[this information can be found in the syllabus for the module for each semester]	

---

Module Coordinator	[this information can be found in the syllabus for the module for each semester]
Task	[this information can be found in the syllabus for the module for each semester]
Units	1 [this information can be found in the syllabus for the module for each semester]
	...

---

## Creative Tailoring II [Kreative Schnittgestaltung II]

Module Code: B-FDe-ALL-KS2

Learning Outcomes	Upon completion of the module, students will be able to	Level <sup>1</sup>
	develop technical solutions for producing a prototype.	6
	design 3D models.	6
	evaluate the technical production of the prototype.	5
	assess the quality of detail achieved.	5
	check the prototype corresponds with the original design.	5
	analyse the structure of their own documentation.	4
	archive and compile records with reusability in mind (with the aim of developing new models or adding to previous ones).	6
	generate their own functional systems for recording special technical features (any abbreviations used, colours, measurements, brief descriptions, terminology, etc.) as part of their own practice of keeping records for future reference.	6
Course Contents	<ul style="list-style-type: none"> <li>• Main focus on special components of garments</li> <li>• Technicalities and quality of pieces</li> <li>• Recording and analysing the separate steps in processes with the aim of replicating them later and returning to continue developing shapes and styles in designs</li> </ul>	
General Objectives of all BA Programmes	Description	Relevance <sup>1</sup>
	Understanding the relationships and challenges of a multicultural, mobile, and digital economy and society	5
	The ability to grasp complex tasks and develop creative and sustainable solutions	6
	Self-reflection and judgment to continually grow personally in a dynamic international work environment	6
Objectives of the specific Study Programme	Description	Relevance <sup>1</sup>
	Advanced knowledge of the status of fashion in society and an awareness of own place in the context of fashion; contact with the world of fashion.	5
	Ability to design and compose a convincing artistic work, including self-critical examination, and to enhance it using knowledge of the full breadth of various potential forms of artistic expression and materials.	6
	Ability to inject own creative skills into a team, focusing on the outcome, and communicate own creative effort, also critically assessing and elaborating it.	4

<sup>1</sup> Scale of 1-6: 1 = Recall (knowledge), 2 = Understand, 3 = Apply, 4 = Analyse, 5 = Evaluate, 6 = Create

Competencies	Type of competency	Role <sup>1</sup>
	K1: Academic knowledge	4
	K2: Knowledge in professional practice	4
	K3: Methodological skills (research)	5
	K4: Methodological skills (professional practice)	6
	K5: Social skills	5
	K6: Personal skills (e.g. reflection, organisation)	6
Module Length	1 semester	
When offered	Once per semester	
ECTS Credits	5	
Prerequisites/ Recommendations	None	
Total Workload	150 h [45 CH / 105 SH]	
Study semester	5	
Type of module	Compulsory module	
Applicability	References to: Creative Tailoring I Tailoring I and II Laboratory Experimental Textiles Machining Techniques Fashion Design I and II	
Teaching Language	English	
Type of Assessment	Pass / No Pass	
Type of Assessment	Seminar [3 course units]	
Essential Reading	Kershaw, G. (2013). Pattern Cutting for Menswear. Laurence King Publishing. Kiisel, K. (2013). Draping: The Complete Course Flexibound. Laurence King Publishing. Nakamichi, T. Pattern Magic – 1: Stretchmaterialien (2012), 2: Phantasievolle Schnitte (2012), 3: Phantasievolle Schnitte (2015), Taschenbuch 2012–2015. Fischer, A. (2009). Basics Fashion Design 03: Construction. Bloomsbury Publishing Plc. Fischer, A. (2008). Basics Fashion Design 03: Construction. Ava.	

<sup>1</sup> Scale of 1-6: 1 = form of competence plays a subordinate role, 6 = form of competence plays a prominent role

---

Further Reading	-	
-----------------	---	--

---

Recommended Seminar Literature for Student Presentations	1	[this information can be found in the syllabus for the module for each semester]
	...	

---

Recommended Exercises	1	[this information can be found in the syllabus for the module for each semester]
	...	

---

Faculty Responsible for Module	Faculty of Creative Arts	
--------------------------------	--------------------------	--

---

Exam Semester	[this information can be found in the syllabus for the module for each semester]	
---------------	--	--

---

Module Coordinator	[this information can be found in the syllabus for the module for each semester]	
--------------------	--	--

---

Task	[this information can be found in the syllabus for the module for each semester]	
------	--	--

---

Units	1	[this information can be found in the syllabus for the module for each semester]
	...	

---

## Art and Fashion [Kunst und Mode]

Module Code: B-FDe-ALL-KMO

Learning Outcomes	Upon completion of the module, students will be able to	Level <sup>1</sup>
	evaluate correlations, interdependencies, analogies and contradictions in fashion and art.	5
	analyse theoretical approaches.	4
	contextualise the content of theoretical approaches.	6
	present image content from renowned artists and different artistic movements as part of expert research and contextualisation.	2
	link theoretical and practical knowledge of art in implementing their own creations.	6
	compare art sponsoring campaigns by major fashion companies with regard to opportunities and risks for fashion designers and players in the industry.	4
Course Contents	<ul style="list-style-type: none"> <li>• Focus on the artistic aspect of fashion</li> <li>• Linking and contrasting fashion with 20<sup>th</sup> and 21<sup>st</sup>-century creative art</li> <li>• Examining the synergy effects and reciprocal inspiration and influence in their historical and modern implications</li> <li>• Interaction between designers and artists</li> <li>• Fashion and art as artistic techniques</li> <li>• Institutionalisation and museumisation of fashion</li> <li>• Insight into the subject of art sponsoring by major fashion companies with regard to opportunities and risks for both young and established fashion designers and players in the industry</li> </ul>	
General Objectives of all BA Programmes	Description	Relevance <sup>1</sup>
	Understanding the relationships and challenges of a multicultural, mobile, and digital economy and society	5
	The ability to grasp complex tasks and develop creative and sustainable solutions	6
	Self-reflection and judgment to continually grow personally in a dynamic international work environment	5
Objectives of the specific Study Programme	Description	Relevance <sup>1</sup>
	Advanced knowledge of the status of fashion in society and an awareness of own place in the context of fashion; contact with the world of fashion.	4
	Ability to design and compose a convincing artistic work, including self-critical examination, and to enhance it using knowledge of the full breadth of various potential forms of artistic expression and materials.	5

<sup>1</sup> Scale of 1-6: 1 = Recall (knowledge), 2 = Understand, 3 = Apply, 4 = Analyse, 5 = Evaluate, 6 = Create

	Ability to inject own creative skills into a team, focusing on the outcome, and communicate own creative effort, also critically assessing and elaborating it.	4
Competencies	Type of competency	Role <sup>1</sup>
	K1: Academic knowledge	5
	K2: Knowledge in professional practice	5
	K3: Methodological skills (research)	5
	K4: Methodological skills (professional practice)	6
	K5: Social skills	3
	K6: Personal skills (e.g. reflection, organisation)	5
Module Length	1 semester	
When offered	Once per semester	
ECTS Credits	5	
Prerequisites/ Recommendations	None	
Total workload	150 h [45 CH / 105 SH]	
Study Semester	5	
Type of Module	Compulsory module	
Applicability	-	
Teaching Language	English	
Type of Assessment	Project Paper	
Teaching and Learning Methods	Seminar [3 course units]	
Essential Reading	Culter, E.P. (2015). Art + Fashion. Collaborations between Icons. Chronicle. Geczy, A. (Hg.) (2012). Fashion and Art. Berg. Mackrell, A. (2005). Art and Fashion. Batsford.	
Further Reading	-	
Recommended Seminar Literature for Student Presentations	1 [this information can be found in the syllabus for the module for each semester] ...	
Recommended Exercises	1 [this information can be found in the syllabus for the module for each semester]	

<sup>1</sup> Scale of 1-6: 1 = form of competence plays a subordinate role, 6 = form of competence plays a prominent role



---

...

---

Faculty Responsible for Module	Faculty of Creative Arts
--------------------------------	--------------------------

---

Exam Semester	[this information can be found in the syllabus for the module for each semester]
---------------	--

---

Module Coordinator	[this information can be found in the syllabus for the module for each semester]
--------------------	--

---

Task	[this information can be found in the syllabus for the module for each semester]
------	--

---

Units	1 [this information can be found in the syllabus for the module for each semester]
-------	--

---

...

---

## Interdisciplinary Project [Interdisziplinäres Projekt]

Module Code: B-FDe-ALL-IDP

Learning Outcomes	Upon completion of the module, students will be able to	Level <sup>1</sup>
	plan their own work processes in a team.	6
	analyse the points of view in other disciplines from their own perspective.	4
	organise their own skills toward meeting an aim and using their time effectively.	6
	check a wide range of aspects of conceptual, organisational and practical work.	5
	link diverse aspects of group work and working with external partners with regard to the interdisciplinary interfaces that arise.	6
	visually illustrate their own design ideas in collaboration with students from other disciplines.	3
	develop strategic concepts as a group for marketing their own designs.	6
	accrue incisive experiences for their own design practice by pooling technical and creative skills coupled with methodological knowledge.	6
Course Contents	<ul style="list-style-type: none"> <li>• Collaboration with students on other courses on a freely chosen topic for a project</li> <li>• Overarching focus on interdisciplinary work, teamwork and collaboration with external partners (e.g. working with the Chardon Savard studio in Paris)</li> <li>• Creating a mini collection, e.g. comprising four outfits, on a freely chosen theme</li> <li>• Independently conducting all preparatory stages, from developing a mini collection through to producing the prototypes</li> <li>• Pooling methodological knowledge (research, organisation, writing, analysis), technical skills (developing tailoring patterns, assembly, embellishment) and creative skills from related modules</li> <li>• Working on designs and recording new correlations and thought processes that arise</li> <li>• Marketing the resulting products using websites and blogs, (online) shops, etc., developed in collaboration with design students (photography, communications design, illustration, new media design)</li> </ul>	
General Objectives of all BA Programmes	Description	Relevance <sup>1</sup>
	Understanding the relationships and challenges of a multicultural, mobile, and digital economy and society	5
	The ability to grasp complex tasks and develop creative and sustainable solutions	5

<sup>1</sup> Scale of 1-6: 1 = Recall (knowledge), 2 = Understand, 3 = Apply, 4 = Analyse, 5 = Evaluate, 6 = Create

	Self-reflection and judgment to continually grow personally in a dynamic international work environment	6
Objectives of the specific Study Programme	Description	Relevance <sup>1</sup>
	Advanced knowledge of the status of fashion in society and an awareness of own place in the context of fashion; contact with the world of fashion.	5
	Ability to design and compose a convincing artistic work, including self-critical examination, and to enhance it using knowledge of the full breadth of various potential forms of artistic expression and materials.	6
	Ability to inject own creative skills into a team, focusing on the outcome, and communicate own creative effort, also critically assessing and elaborating it.	6
Competencies	Type of competency	Role <sup>2</sup>
	K1: Academic knowledge	4
	K2: Knowledge in professional practice	6
	K3: Methodological skills (research)	5
	K4: Methodological skills (professional practice)	5
	K5: Social skills	6
	K6: Personal skills (e.g. reflection, organisation)	6
Module Length	1 semester	
When Offered	Once per semester	
ECTS Credits	5	
Prerequisites/ Recommendations	None	
Total workload	150 h [45 CH / 105 SH]	
Study Semester	5	
Type of module	Compulsory module	
Applicability	-	
Teaching Language	English	
Type of Assessment	Project Paper	
Teaching and Learning Methods	Seminar [3 course units]	

<sup>2</sup> Scale of 1-6: 1 = Form of competence plays a subordinate role, 6 = Form of competence plays a prominent role

---

Essential reading	-
-------------------	---

---

Further reading	-
-----------------	---

---

Recommended Seminar Literature for Student Presentations	1	[this information can be found in the syllabus for the module for each semester]
	...	

---

Recommended Exercises	1	[this information can be found in the syllabus for the module for each semester]
	...	

---

Faculty Responsible for Module	Faculty of Creative Arts
--------------------------------	--------------------------

---

Exam Semester	[this information can be found in the syllabus for the module for each semester]
---------------	--

---

Module Coordinator	[this information can be found in the syllabus for the module for each semester]
--------------------	--

---

Task	[this information can be found in the syllabus for the module for each semester]
------	--

---

Units	1	[this information can be found in the syllabus for the module for each semester]
	...	

---

## Bachelor Concept [Bachelor Konzept]

Module Code: B-FDe-ALL-BKO

Learning Outcomes	Upon completion of the module, students will be able to	Level <sup>1</sup>
	argue the case for the conceptual background to their Bachelor project.	5
	critically evaluate the chosen design approaches and stages of development.	5
	apply recommended corrections, either technical or conceptual, to the pieces.	2
	indicate the current stage of development in the context of the technical work process and progression of the concept.	1
	organise how to present the project in an expert discussion.	6
	channel the entire breadth of knowledge acquired on the course about making technical, conceptual, strategic decisions into this end product.	6
	independently conduct all the steps required to plan a presentation of extensive collections of material for the first time in a demanding, professional context.	3
	provide support in adopting different approaches for partners from various disciplines, together with fellow fashion designers, in a professional collaboration.	5
	precisely calculate the individual steps required for working on their own thematic ideas for conducting the endeavour.	3
	check all the different efforts involved (such as conceptualisation, strategic planning, procuring material, organisation and implementation work) in good time as part of the Bachelor's concept.	5
	independently plan the appropriate amount of substantial research required for a project of this scale.	6
	implement strategic steps for the well-versed, skilled technical work in organising and communicating their own presentation.	3
Module Content	<ul style="list-style-type: none"> <li>Independently presenting an extensive collection of material</li> <li>Collaboration with various partners, considering and including technical, organisational and financial requirements</li> <li>Adapting thematic ideas in line with an overarching, cohesive and well researched concept for planning and conducting own work</li> <li>Own creative/artistic forms of expression, substantial scientific research, well-versed, skilled technical work in organising and communicating own presentation</li> </ul>	
General Objectives of all BA Programmes	Description	Relevance <sup>1</sup>
	Understanding the relationships and challenges of a multicultural, mobile, and digital economy and society	5

<sup>1</sup> Scale of 1-6: 1 = Recall (knowledge), 2 = Understand, 3 = Apply, 4 = Analyse, 5 = Evaluate, 6 = Create

	The ability to grasp complex tasks and develop creative and sustainable solutions	4
	Self-reflection and judgment to continually grow personally in a dynamic international work environment	6
Objectives of the specific Study Programme	Description	Relevance <sup>1</sup>
	Advanced knowledge of the status of fashion in society and an awareness of own place in the context of fashion; contact with the world of fashion.	5
	Ability to design and compose a convincing artistic work, including self-critical examination, and to enhance it using knowledge of the full breadth of various potential forms of artistic expression and materials.	6
	Ability to inject own creative skills into a team, focusing on the outcome, and communicate own creative effort, also critically assessing and elaborating it.	6
Competencies	Type of competency	Role <sup>2</sup>
	K1: Academic knowledge	5
	K2: Knowledge in professional practice	6
	K3: Methodological skills (research)	5
	K4: Methodological skills (professional practice)	6
	K5: Social skills	6
	K6: Personal skills (e.g. reflection, organisation)	5
Module Length	1 semester	
When offered	Once per academic year	
ECTS Credits	10	
Prerequisites/ Recommendations	None	
Total workload	300 h [30 CH / 270 SH]	
Study Semester	6	
Type of module	Compulsory module	
Applicability	References to: Interdisciplinary Fashion Design if necessary, all courses of study, depending on the project plan	
Teaching language	English	

<sup>2</sup> Scale of 1-6: 1 = Form of competence plays a subordinate role, 6 = Form of competence plays a prominent role

---

Type of Assessment	Project Paper
Teaching and Learning Methods	Seminar [2 course units]
Essential Reading	-
Further Reading	-
Recommended Seminar Literature for Student Presentations	1 [this information can be found in the syllabus for the module for each semester] ...
Recommended Exercises	1 [this information can be found in the syllabus for the module for each semester] ...
Faculty Responsible for Module	Faculty of Creative Arts
Exam Semester	[this information can be found in the syllabus for the module for each semester]
Module Coordinator	[this information can be found in the syllabus for the module for each semester]
Task	[this information can be found in the syllabus for the module for each semester]
Units	1 [this information can be found in the syllabus for the module for each semester] ...

---

## Bachelor Seminar [Bachelor Seminar]

Module Code: B-FDe-ALL-BSE

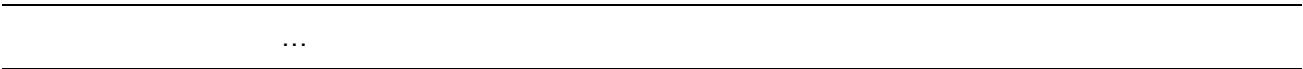
Learning Outcomes	Upon completion of the module, students will be able to	Level <sup>1</sup>
	decide on procedures in the context of scientific work.	5
	independently formulate creative tasks.	6
	implement solutions.	3
	apply the visual languages in a creative sense.	3
	estimate the effort required to create a creative work.	5
	develop this work in a specific time frame.	6
	evaluate the result of the carried out research.	5
Course Contents	<ul style="list-style-type: none"> <li>Practical proof of the design and conceptual implementation ability</li> <li>Written presentation of the topic and the scientific approach chosen</li> </ul>	
General Objectives of all BA Programmes	Description	Relevance <sup>1</sup>
	Understanding the relationships and challenges of a multicultural, mobile, and digital economy and society	5
	The ability to grasp complex tasks and develop creative and sustainable solutions	6
	Self-reflection and judgment to continually grow personally in a dynamic international work environment	6
Objectives of the specific Study Programme	Description	Relevance <sup>1</sup>
	Advanced knowledge of the status of fashion in society and an awareness of own place in the context of fashion; contact with the world of fashion.	
	Ability to design and compose a convincing artistic work, including self-critical examination, and to enhance it using knowledge of the full breadth of various potential forms of artistic expression and materials.	
	Ability to inject own creative skills into a team, focusing on the outcome, and communicate own creative effort, also critically assessing and elaborating it.	
Competencies	Type of competency	Role <sup>2</sup>
	K1: Academic knowledge	6
	K2: Knowledge in professional practice	5
	K3: Methodological skills (research)	6
	K4: Methodological skills (professional practice)	5

<sup>1</sup> Scale of 1-6: 1 = Recall (knowledge), 2 = Understand, 3 = Apply, 4 = Analyse, 5 = Evaluate, 6 = Create

<sup>2</sup> Scale of 1-6: 1 = Form of competence plays a subordinate role, 6 = Form of competence plays a prominent role



	K5: Social skills	2
	K6: Personal skills (e.g. reflection, organisation)	6
Module Length	1 semester	
When Offered	Once per academic year	
ECTS Credits	15	
Prerequisites/ Recommendations	Fulfilling the enrollment requirements for the bachelor thesis according to ASPO and SPO	
Total Workload	450 h [30 CH / 420 SH]	
Study Semester	6	
Type of Module	Compulsory Module	
Applicable to	References to: Academic Writing	
Teaching Language	English	
Type of Assessment	Bachelor Thesis (80%), Oral Exam (20%)	
Teaching and Learning Methods	Lecture [1 course units] / Tutorial [1 course units] Individual Support	
Essential Reading	Depending on topic	
Further Reading	Depending on topic	
Relevant Journals	Depending on topic	
Recommended Seminar Literature for Student Presentations	1	[this information can be found in the syllabus for the module for each semester]
	...	
Recommended Exercises	1	[this information can be found in the syllabus for the module for each semester]
	...	
Faculty Responsible for Module	Faculty of Creative Arts	
Exam Semester	[this information can be found in the syllabus for the module for each semester]	
Module Coordinator	[this information can be found in the syllabus for the module for each semester]	
Task	[this information can be found in the syllabus for the module for each semester]	
Units	1	[this information can be found in the syllabus for the module for each semester]



## Bachelor Fashion Show [Bachelor Modenschau]

Module Code: B-FDe-ALL-BMO

Learning Outcomes	Upon completion of the module, students will be able to	Level <sup>1</sup>
	independently devise an extensive collection of material.	6
	organise collaboration with the other partners involved in organising and communicating the final presentation.	6
	independently plan production processes – in this case, the organisation required for the presentation (locations, assistance with communications, etc.).	6
	organise compiling the material required for the final presentation – such as descriptive texts and visual material.	4
	devise an overarching fashion show concept together with the other final year students.	3
Course Contents	<ul style="list-style-type: none"> <li>Independently preparing and planning the public presentation of the Bachelor project</li> <li>Staging own work and producing the materials required for this purpose</li> <li>Including technical, organisational and financial requirements in the planning process</li> <li>Adapting own thematic ideas in line with an overarching concept</li> </ul>	
General Objectives of all BA Programmes	Description	Relevance <sup>1</sup>
	Understanding the relationships and challenges of a multicultural, mobile, and digital economy and society	4
	The ability to grasp complex tasks and develop creative and sustainable solutions	5
	Self-reflection and judgment to continually grow personally in a dynamic international work environment	5
Objectives of the specific Study Programme	Description	Relevance <sup>1</sup>
	Advanced knowledge of the status of fashion in society and an awareness of own place in the context of fashion; contact with the world of fashion.	3
	Ability to design and compose a convincing artistic work, including self-critical examination, and to enhance it using knowledge of the full breadth of various potential forms of artistic expression and materials.	6
	Ability to inject own creative skills into a team, focusing on the outcome, and communicate own creative effort, also critically assessing and elaborating it.	4
Competencies	Type of competency	Role <sup>2</sup>

<sup>1</sup> Scale of 1-6: 1 = Recall (knowledge), 2 = Understand, 3 = Apply, 4 = Analyse, 5 = Evaluate, 6 = Create

<sup>2</sup> Scale of 1-6: 1 = Form of competence plays a subordinate role, 6 = Form of competence plays a prominent role

	K1: Academic knowledge	4
	K2: Knowledge in professional practice	6
	K3: Methodological skills (research)	5
	K4: Methodological skills (professional practice)	6
	K5: Social skills	4
	K6: Personal skills (e.g. reflection, organisation)	5
Module Length	1 semester	
When Offered	Once per academic year	
ECTS Credits	5	
Prerequisites/ Recommendations	Recommendation: Successful completion of the 5th semester	
Total Workload	150 h [30 CH / 120 SH]	
Study Semester	6	
Type of Module	Compulsory module	
Applicable to	-	
Teaching Language	English	
Type of Assessment	Project Paper	
Teaching and Learning Methods	Workshop [2 course units]	
Essential Reading	-	
Further Reading	-	
Recommended Seminar Literature for Student Presentations	1	[this information can be found in the syllabus for the module for each semester]
	...	
Recommended Exercises	1	[this information can be found in the syllabus for the module for each semester]
	...	
Faculty Responsible for Module	Faculty of Creative Arts	
Exam Semester	[this information can be found in the syllabus for the module for each semester]	
Module Coordinator	[this information can be found in the syllabus for the module for each semester]	

---

Task	[this information can be found in the syllabus for the module for each semester]
Units	1 [this information can be found in the syllabus for the module for each semester]
	...

---

## Communication Skills [Kommunikationskompetenzen]

Module Code: B-SQe-ALL-KMK

Learning Outcomes	Upon completion of the module, students will be able to	Level <sup>1</sup>
	present relevant content.	3
	differentiate between important and less important contents of a communication situation.	4
	summarise essential contents.	4
	apply the dramaturgy of rhetorical means.	3
	justify the developed analytical and creative solutions.	2
	express linguistic fluency, body language and persuasive power.	3
	demonstrate social competence.	3
	develop convincing presentation content.	6
judge creative solutions respectfully and make good decisions according to the situation.	5	
Course Contents	<ul style="list-style-type: none"> <li>• Foundations of rhetoric (in terms of voice, language, body language, dramaturgy, memorization)</li> <li>• Introduction to Presentation Technology (applied to customers, clients, supervisors, fellow students)</li> <li>• Development of social skills for everyday working life</li> <li>• Introduction to moderation and negotiation techniques</li> </ul>	
General Objectives of all BA Programmes	Description	Relevance <sup>1</sup>
	Understanding the relationships and challenges of a multicultural, mobile, and digital economy and society	2
	The ability to grasp complex tasks and develop creative and sustainable solutions	4
	Self-reflection and judgment to continually grow personally in a dynamic international work environment	5
Objectives of the specific Study Programme	Description	Relevance <sup>1</sup>
	Advanced knowledge of the status of fashion in society and an awareness of own place in the context of fashion; contact with the world of fashion.	1
	Ability to design and compose a convincing artistic work, including self-critical examination, and to enhance it using knowledge of the full breadth of various potential forms of artistic expression and materials.	2
	Ability to inject own creative skills into a team, focusing on the outcome, and communicate own creative effort, also critically assessing and elaborating it.	2

<sup>1</sup> Scale of 1-6: 1 = Recall (knowledge), 2 = Understand, 3 = Apply, 4 = Analyse, 5 = Evaluate, 6 = Create

Competencies	Type of competency	Role <sup>1</sup>
	K1: Academic knowledge	3
	K2: Knowledge in professional practice	4
	K3: Methodological skills (research)	1
	K4: Methodological skills (professional practice)	6
	K5: Social skills	6
	K6: Personal skills (e.g. reflection, organisation)	5
Module Length	3 semester	
When Offered	Once per academic year	
ECTS Credits	5	
Prerequisites/ Recommendations	None	
Total Workload	150 h [45 CH / 105 SH]	
Study Semester	7	
Type of Module	Compulsory module	
Applicable to	All BA Disciplines  Intercultural Communication Interdisciplinary Project Orientation Project Focus Project Bachelor Thesis (oral exam)	
Teaching Language	English	
Type of Assessment	Oral Exam	
Teaching and Learning Methods	Workshop [3 course units]	
Essential Reading	Chris Anderson (2016). TED Talks. Die Kunst der öffentlichen Rede. Das offizielle Handbuch. Frankfurt am Main: S. Fischer Verlag, Kahneman (2016). Schnelles Denken, langsames Denken. München: Random House.	
Further Reading	Argyle, M. (2005). Körpersprache und Kommunikation. Das Handbuch zur Nonverbalen Kommunikation (9. Aufl.). Paderborn: Junfermann.  Bernstein, D. (1993). Die Kunst der Präsentation: Wie Sie einen Vortrag ausarbeiten und überzeugend darbieten (3. Aufl.). Frankfurt am Main: Campus.  Bischoff, I. (2007). Körpersprache und Gestik trainieren. Auftreten in beruflichen Situationen. Ein Arbeitshandbuch. Weinheim: Beltz.	

<sup>1</sup> Scale of 1-6: 1 = form of competence plays a subordinate role, 6 = form of competence plays a prominent role

Bruno, T. & Adamczyk, G. (2010). Körpersprache. Planegg: Haufe. Dürschmidt, P. et al. (2009). Methodensammlung für Trainerinnen und Trainer (5. Aufl.). Bonn: managerSeminare.

Hertlein, M. (2003). Präsentieren – Vom Text zum Bild. Reinbek bei Hamburg: Rowohlt.

Mehrmann, E. (2002). Schneller zum Ziel durch klare Kommunikation. Profitipps für den beruflichen Alltag. Nürnberg: BW Verlag.

Meyer, M. & Schlotthauer, T. (2009). Elevator Pitching in Wiesbaden. Wiesbaden: Gabler.

Nöllke, C. (2006). Präsentieren. Freiburg: Haufe.

Pabst-Weinschenk, M. (2000). Reden im Studium. Ein Trainingsprogramm. Darmstadt: Wissenschaftliche Buchgesellschaft.

Schulz von Thun, F. (1981). Miteinander reden (Bd. 1). Reinbek bei Hamburg: Rowohlt.

Schulz von Thun, F. (1989). Miteinander reden (Bd. 2). Reinbek bei Hamburg: Rowohlt.

Thiele, A. (2008). Argumentieren unter Stress (4. Aufl.). München: dtv.

Thiele, A. (2007). Präsentieren Sie einfach. Frankfurt am Main: Frankfurter Allgem. Buch.

Recommended Seminar Literature for Student Presentations	1	[this information can be found in the syllabus for the module for each semester]
	...	
Recommended Exercises	1	[this information can be found in the syllabus for the module for each semester]
	...	
Faculty Responsible for Module	Faculty of Creative Arts	
Exam Semester	[this information can be found in the syllabus for the module for each semester]	
Module Coordinator	[this information can be found in the syllabus for the module for each semester]	
Task	[this information can be found in the syllabus for the module for each semester]	
Units	1	[this information can be found in the syllabus for the module for each semester]
	...	



## Student Initiative [Studentische Initiative]

Module Code: B-STGe-ALL-SIT

Learning Outcomes	Upon completion of the module, students will be able to	Level <sup>1</sup>
	independently develop a suitable project idea.	6
	compile an interdisciplinary team.	6
	independently carry out literature and material research.	3
	formulate problems in interdisciplinary projects.	2
	develop solutions for challenges in interdisciplinary project management.	6
	develop a comprehensive and coherent reasoning regarding the usefulness of a project.	6
	apply their own abilities and strengths in interdisciplinary projects.	3
	critically assess the importance of project results.	5
	analyse the long-term effects of your own project.	4
develop a unique perspective.	6	
Course Contents	<ul style="list-style-type: none"> <li>• Foundations of project management</li> <li>• Project specific tools und methods</li> <li>• Pitching and presentation techniques</li> <li>• Project evaluation</li> </ul>	
General Objectives of all BA Programmes	Description	Relevance <sup>1</sup>
	Understanding the relationships and challenges of a multicultural, mobile, and digital economy and society	6
	The ability to grasp complex tasks and develop creative and sustainable solutions	6
	Self-reflection and judgment to continually grow personally in a dynamic international work environment	6
Objectives of the specific Study Programme	Description	Relevance <sup>1</sup>
	Advanced knowledge of the status of fashion in society and an awareness of own place in the context of fashion; contact with the world of fashion.	3
	Ability to design and compose a convincing artistic work, including self-critical examination, and to enhance it using knowledge of the full breadth of various potential forms of artistic expression and materials.	4

<sup>1</sup> Scale of 1-6: 1 = Recall (knowledge), 2 = Understand, 3 = Apply, 4 = Analyse, 5 = Evaluate, 6 = Create

	Ability to inject own creative skills into a team, focusing on the outcome, and communicate own creative effort, also critically assessing and elaborating it.	5
Competencies	Type of competency	Role <sup>1</sup>
	K1: Academic knowledge	4
	K2: Knowledge in professional practice	6
	K3: Methodological skills (research)	4
	K4: Methodological skills (professional practice)	6
	K5: Social skills	6
	K6: Personal skills (e.g. reflection, organisation)	6
Module Length	1 semester	
When Offered	Once per academic year	
ECTS Credits	5	
Prerequisites/ Recommendations	None	
Total Workload	150 h [Support depending on project]	
Study Semester	7	
Type of Module	Compulsory module	
Applicable to	All BA Disciplines References to: Academic Writing Communication Skills	
Teaching Language	English	
Type of Assessment	Project Paper	
Teaching and Learning Methods	No Lecture, only individual support	
Essential Reading	Kerzner, H. (2017). Project management: a systems approach to planning, scheduling, and controlling. 12.th Version. Hoboken, NJ: John Wiley & Sons, Inc. Lewrick, M, Link, P., Leifer, L. & Langensand, N. (2017). Das Design Thinking Playbook: Mit traditionellen, aktuellen und zukünftigen Erfolgsfaktoren. Vahlen.	
Further Reading	International Project Management Association (2015). Individual Competence Baseline for Project, Programme & Portfolio Management. 4.0 th Version, Nijkerk, The Netherlands.	

<sup>1</sup> Scale of 1-6: 1 = form of competence plays a subordinate role, 6 = form of competence plays a prominent role

---

		Cleland, David, Ireland, Lewis, (2010): Project Managers Portable Handbook (3rd ed.), New York (N.Y.): McGraw-Hill Professional.
		Jungert, M., Romfeld, E. Sukopp, T. & Voigt, U. (2013). Interdisziplinarität: Theorie, Praxis, Probleme. Darmsatdt: WBG.
Recommended Seminar Literature for Student Presentations	1	[this information can be found in the syllabus for the module for each semester]
	...	
Recommended Exercises	1	[this information can be found in the syllabus for the module for each semester]
	...	
Faculty Responsible for Module	Faculty of Creative Arts	
Exam Semester	[this information can be found in the syllabus for the module for each semester]	
Module Coordinator	[this information can be found in the syllabus for the module for each semester]	
Task	[this information can be found in the syllabus for the module for each semester]	
Units	1	[this information can be found in the syllabus for the module for each semester]
	...	

---

## Internship Semester [Praxismodul]

Module Code: B-FDe-ALL-PRA

Learning Outcomes	Upon completion of the module, students will be able to	Level <sup>1</sup>
	apply the knowledge and abilities acquired from the study course and respective study and practice fields.	3
	select the most suitable from a variety of methods, as learned within the study.	4
	develop specific goals and plans for later employment.	6
	evaluate the tasks performed within the internship semester as well as the skills acquired from the internship (in the form of an internship report).	5
	describe the company / agency in which the internship takes place as well as rate own contribution.	2
	tasks in a professional environment; work in a team.	3
Course Contents	<p>Internship in a company / agency (at least 20 weeks)</p> <p>Internship report</p> <p>(Requirements see guidelines for...)</p>	
General Objectives of all BA Programmes	Description	Relevance <sup>1</sup>
	Understanding the relationships and challenges of a multicultural, mobile, and digital economy and society	5
	The ability to grasp complex tasks and develop creative and sustainable solutions	5
	Self-reflection and judgment to continually grow personally in a dynamic international work environment	6
Objectives of the specific Study Programme	Description	Relevance <sup>1</sup>
	Advanced knowledge of the status of fashion in society and an awareness of own place in the context of fashion; contact with the world of fashion.	6
	Ability to design and compose a convincing artistic work, including self-critical examination, and to enhance it using knowledge of the full breadth of various potential forms of artistic expression and materials.	6
	Ability to inject own creative skills into a team, focusing on the outcome, and communicate own creative effort, also critically assessing and elaborating it.	6
Competencies	Type of competency	Role <sup>2</sup>
	K1: Academic knowledge	2
	K2: Knowledge in professional practice	6

<sup>1</sup> Scale of 1-6: 1 = Recall (knowledge), 2 = Understand, 3 = Apply, 4 = Analyse, 5 = Evaluate, 6 = Create

<sup>2</sup> Scale of 1-6: 1 = Form of competence plays a subordinate role, 6 = Form of competence plays a prominent role

	K3: Methodological skills (research)	3
	K4: Methodological skills (professional practice)	6
	K5: Social skills	6
	K6: Personal skills (e.g. reflection, organisation)	6
Module Length	1 semester	
When Offered	Once per academic year	
ECTS Credits	20	
Prerequisites/ Recommendations	None	
Total Workload	600 h [0 CH / 600 SH]	
Study Semester	7	
Type of Module	Compulsory module	
Applicable to	-	
Teaching Language	English	
Type of Assessment	Pass / No Pass (internship report)	
Teaching and Learning Methods	Internship in a company (min. 20 weeks)	
Essential Reading	Depending on research question	
Further Reading	Depending on research question	
Recommended Seminar Literature for Student Presentations	1	[this information can be found in the syllabus for the module for each semester]
	...	
Recommended Exercises	1	[this information can be found in the syllabus for the module for each semester]
	...	
Faculty Responsible for Module	Faculty of Creative Arts	
Exam Semester	[this information can be found in the syllabus for the module for each semester]	
Module Coordinator	[this information can be found in the syllabus for the module for each semester]	
Task	[this information can be found in the syllabus for the module for each semester]	
Units	1	[this information can be found in the syllabus for the module for each semester]

