

Bachelor programme curriculum

# Fashion & Technology

at the University of Arts Linz

Academic degree: Bachelor of Arts, abbr. BA

decision of the Curricula Committee of 15 March 2006

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

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## 1. Educational objectives and qualification profile

The bachelor programme *Fashion & Technology* (abbr. F&T) at the University of Arts Linz comprises six semesters and imparts competences regarding design, production and presentation in the field of contemporary fashion and accessory design. Special importance is placed on teaching and integration of innovative technologies. The programme requires continuous analysis of technology and future-oriented fashion design with regard to cultural and social implications.

### 1.1 Programme focus

Fashion and technology are currently experiencing rapid interconnected development, thus changing the way fashion is being designed, manufactured and perceived. In the past, technological innovation in fashion was mainly based on new materials and production methods. Today, the possibilities of innovative technologies driving design and production processes and strategies of presentation do not merely exist in parallel – they depend on, permeate and influence each other. This creates potential for a more profound conflation of fashion and technology, highlighting the special importance of the following new areas of technology:

Sustainable technologies, strategies of diversity, transparency of manufacturing conditions, bio-fibres and novel fibre technologies, sustainable dyeing methods, additive manufacturing processes, digitalisation technology, automation technology, digital communication strategies and smart textiles. The programme forges a bridge between digital and analogue, traditional and emerging methods and technologies.

Students develop a critical view on the integration of new technologies in order to use these for their creative work in a responsible and sustainable way. The programme considers sustainability a cross-sectional issue touching on ecological, social and economic dimensions.

New technologies now available to fashion prompt important social questions regarding body image and the relationship between body and medialised environments (e.g., the relation between public and private spheres, body improvement, ecological implications etc.). The associated discourse on alternative aesthetic concepts, aimed at developing solutions in the spirit of diversity, forms a core aspect of the programme.

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

## 1.2 Educational objectives

Fashion does not take place in a vacuum. It always reflects the complex relationship between body, space, society and environment. Sustainable thinking and acting forms an integral part of all elements of the bachelor programme.

The programme places a special focus on promoting awareness of current social and ecological challenges and the artistic and creative discussion of the resulting problems. It encourages students to approach design processes in an analytical and critical way by applying different design methods, leading to the realisation of responsible designs for objects, materials and processes. The boundaries of materiality and performativity, of digitalisation and aesthetics are suspended. These changes aim at creating new perspectives and social and cultural visions, promoting an interdisciplinary exploration of fashion.

## 1.3 Qualification profile

The world of fashion experiences fundamental change. Challenged by new technologies and greater awareness of diversity and sustainability, the profession of fashion design is changing. Fashion & Technology reacts with proactive teaching approaches. The bachelor programme Fashion & Technology imparts the basics of contemporary fashion design and promotes creative disobedience concerning technology in order to facilitate a paradigm shift.

The programme enables students to work in transdisciplinary teams. Competences acquired in the course of the programme allow students to start a career in fields such as fashion or product design, material and fibre research, areas promoting the use of digital technology (e.g., 3D knitting design, robot-assisted manufacturing, biotechnology etc.), design research, styling and costume design, and constantly emerging new professional fields at the interface of fashion, research and technology.

The programme forms the basis for the further advancement of acquired knowledge in a subsequent master programme.

## 2. Academic Degree

Graduates of the bachelor programme Fashion & Technology receive the degree Bachelor of Arts (abbr. BA). If used, the title is to be added after the name.

## 3. Programme structure and schedule

### 3.1 Programme structure

The bachelor programme *Fashion & Technology* generally starts in the winter semester and comprises six semesters (180 ECTS).

Average workload is 30 ECTS per semester.

The total of 180 ECTS is divided into the following study areas:

|                     |         |
|---------------------|---------|
| Projects            | 66 ECTS |
| Competences         | 66 ECTS |
| Professionalisation | 12 ECTS |
| Theory              | 18 ECTS |
| Free Electives      | 18 ECTS |
| Total               | 180 TS  |

### 3.2 Modules

The different study areas are combined in modules (see 3.4, Suggested schedule)

#### Projects

This part of the programme comprises the conception and visualisation of independent art and design projects. Students choose their individual focus whilst taking into account sociocultural problems and categories of difference such as age, disability, ethnicity, gender, class etc. Artistic visions, project-oriented thinking and reflection are combined with individual technological specialisation. Fashion & Technology promotes interdisciplinary collaboration with national and international universities and exchange with other disciplines at the University of Arts Linz.

#### Competences

The programme imparts a wide range of technologies through artistic and creative exploration of innovative design production and presentation methods as well as important social issues regarding relations between body, society and environment. In individual and group projects, students develop new competences, tools and materials and learn how to use technologies which have not or hardly been utilised in fashion before. These include sewing, weaving, sectional drawing, knitting, draping, printing techniques, illustration and new methods such as experimental material design (bio-materials, smart materials), robotics, simulation technology, creative coding, 3D design and additive manufacturing.

## **Professionalisation**

The module Professionalisation prepares students for different aspects of professional work life and imparts complementary skills. Classes include, e.g., communication and presentation strategies, participation in hackathons and competitions, CVs, collaborative development of ideas, collaboration models, social skills in teamwork, project management, legal aspects in art and design and individual short-term internships.

## **Theory**

6 ECTS are chosen from classes on specific subjects such as fashion studies, fashion & gender, sustainability or post-colonial fashion studies.

12 ECTS are chosen from the fields of art and cultural theory, art history, media theory, cultural studies and gender studies. At least two classes relate to gender and diversity studies.

Prior to the fifth semester, students must complete the course 'Introduction to Academic Research'.

## **Free Electives**

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

## **3.3 Programme overview and learning objectives**

### **STUDY PHASE 1: Orientation**

The first year is reserved for orientation.

In the first year of studies, the module PROJECTS provides a frame for creative works corresponding to predefined thematic focus areas.

With the module COMPETENCES, students acquire basic skills regarding traditional textile technologies and new methods.

PROJECT MODULES I and II and COMPETENCE MODULES I and II are introductory modules. They must be completed before all other project and competence modules.

### **STUDY PHASE 2: Specialisation**

In PROJECT MODULES III and IV, students specify their individual artistic visions and attitudes. In PROJECT MODULES I to IV, this development is guided by predefined subjects. In the course of the different modules, the artistic projects gain in complexity.

COMPETENCE MODULES III and IV expand and advance the knowledge acquired in study phase 1.

Students are recommended to use the bachelor programme Fashion & Technology to advance their skills and forge networks in the course of national and international mobility programmes. The 3<sup>rd</sup> and/or 4<sup>th</sup> semesters are ideal for this opportunity. Exchange and networking with other departments of the University of Arts Linz is encouraged throughout the entire programme.

## STUDY PHASE 3: Positioning

PROJECT MODULES V and VI and COMPETENCE MODULES V and VI see students working on their own artistic-creative bachelor project and written bachelor thesis. Accordingly, they choose the required technologies and acquire/advance corresponding skills.

The written bachelor thesis is a documentation and critical reflection on the practical bachelor project. Contents of the written bachelor thesis relate to the individual problem posed by the practical project and the resulting concept.

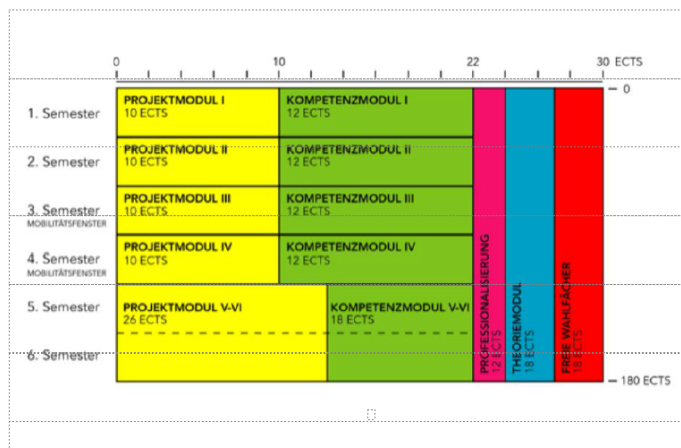
Based on an individual artistic and creative focus, students develop their own research issue and demonstrate its relevance to the fashion system in current discourse. The programme's overarching goals (such as sustainability, inclusion, non-binary gender models etc.) are given special consideration.

An accompanying course programme supports students in the critical analysis of their own artistic practice and safeguards the synthesis of the practical bachelor project and the written bachelor thesis.

Moreover, students develop strategies regarding the presentation of their bachelor projects.

The classes of PROJECT MODULES V and VI are graded 'successfully completed' if passed or 'unsuccessfully completed' if failed.

## 3.4 Suggested schedule



## 3.5 Course types

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

Artistic Project Class (KP)

Lecture (VO)

Exercise (UE)

Lecture and Exercise (VU)

Seminar (SE)

Workshop (WS) Excursion

(EX) Colloquium (KO)

Internship (PR)

### **Artistic Project Class (Künstlerischer Projektunterricht - KP)**

Each student develops an artistic project corresponding to their educational level under the supervision of an artistic lecturer. Artistic projects are comprehensive independent artistic works which are realised and presented individually or in teams. Students receive conceptual, creative, technical and/or theoretical tuition.

### **Lecture (Vorlesung - VO)**

Lectures aim at a systematic and/or specialised transfer of knowledge. They provide insight into the current state of research and the subjects, problems and/or analytical methods of each scientific/artistic field. Classes take place as lectures, assessment takes place in the form of a written exam.

### **Exercise (Übung - UE)**

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

### **Lecture and Exercise (Vorlesung und Übung - VU)**

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

### **Seminar (SE)**

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



## **Workshop (WS)**

Workshops impart specific theoretical knowledge and/or specific technical skills regarding scientific or artistic implementation. Depending on technical or infrastructural requirements and previous knowledge, the number of participants may be limited.

Workshops are production-oriented compact courses with a focus on specific aspects of the current project topic.

## **Excursion (EX)**

Excursions allow students to experience productions, exhibitions, problems or 'landscapes' on-site and to explore different cultural, infrastructural and/or technical conditions.

## **Colloquium (KO)**

A colloquium facilitates advanced academic and artistic discourse as well as the joint development of current topics and problems. It focuses on theoretical and/or artistic specialisation, critical review and analysis, development and discussion of thesis papers, individual works and participants' designs.

## **Internship (Praktikum – PR)**

Internships allow students to gain practical professional experience.

## 4. Examination regulations

### 4.1 Admission

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

1. Presentation of work samples (e.g. designs, photographs, documentation of work processes or prototypes, videos, collages, texts etc.). Work samples must be submitted digitally in advance together with a curriculum vitae and a letter of motivation. If the examination board's assessment is positive, the applicant moves on to the practical exam.
2. The exam has applicants work on thematically relevant artistic assignments.
3. Interview with the board of admissions. Based on the submitted portfolio, the board conducts an interview with the applicant.

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

### 4.2 Language proficiency

Applicants who are not native German speakers must prove their German language proficiency before the start of the third semester. Some classes and corresponding examinations may be held in English without a German-language alternative.

### 4.3 Examinations

Courses are completed with an assessment corresponding to the course type (oral, written and/or practical exam). Examiners must inform students on teaching contents and examination modalities before the start of the semester and provide information in the digital study directory (ufgonline). Students receive a certificate for successfully completed courses.

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

### 4.4 Bachelor diploma

The workload of 174 ECTS must be completed three weeks before the board examination at the latest. The remaining 6 ECTS from module PROJECTS V-VI are acquired by completing the board examination. Hence, the board examination completes the module PROJECTS.

Assessment of the entire PROJECT MODULE VI, including 'board examination bachelor project', takes place in the form of a board examination. It is shown on the certificate as a single grade and constitutes the final grade for the bachelor programme. The grade is calculated proportionally based on the assessment of the written bachelor thesis, the practical bachelor project and the oral presentation in front of the board.

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

The bachelor examination consists of three parts:

1. Artistic-creative bachelor project (PROJECT MODULE V). If the project was developed in a team, each team member's contribution must be clearly identifiable.
2. Presentation of a portfolio of the projects developed in the course of the programme.
3. Written bachelor thesis. Team projects require each member to produce their own, independently written thesis.
4. Presentation of the project, combined with the board examination and the presentation of a portfolio featuring project works completed in the course of the programme. Presentation takes place in front of the bachelor examination board. The written bachelor thesis must be submitted to the board in advance.

The examination board awards a total grade for the three parts of the examination which also constitutes the final grade of the entire bachelor programme.

The final grade is calculated proportionally as follows:

50 % artistic-creative bachelor project

25 % written bachelor thesis

25 % presentation and portfolio

## 5. Transitional regulations

Students of the previously valid curriculum have the right to complete their studies in accordance with corresponding regulations of the previous curriculum until the end of the summer semester 2024.

They also have the right to switch to the new curriculum until 31 October 2021, with the following provisions applying to the crediting of the 30 ECTS for PRAKTIKUM:

- 10 ECTS can be credited for 10 ECTS in PROJECT MODULE IV.
- 12 ECTS can be credited for 12 ECTS in module COMPETENCES.
- 2 ECTS can be credited for 2 ECTS in module PROFESSIONALISATION.
- 6 ECTS can be credited for 6 ECTS in module FREE ELECTIVES.