

**Master programme curriculum**

# **Fashion & Technology**

**at the University of Arts Linz**

**Academic degree: Master of Arts, abbr. MA**

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

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## Preamble

The four-semester master programme Fashion & Technology operates at the interface of fashion and technology. The future-oriented programme explores new fields emerging from the combination of traditional fashion techniques and technologies and new technological disciplines. This transdisciplinary approach focuses on the development of responsible and innovative solutions.

The programme aims at a critical exploration of the social relevance of fashion as an instrument of distinction, as an emancipatory means of reflection on design and production conditions and the relationship between body and medialised environment.

The art- and science-oriented curriculum considers fashion an interdisciplinary field and introduces students to alternative concepts, especially regarding facilitation of teamwork, the different aspects of sustainability and an expanded concept of fashion. These aspects can be found across all areas of the programme: in the use of various analogue and digital methods, the understanding of materiality and processes as well as sustainable action ranging from design to materials to production conditions to distribution.

Today, highly specialised groups of experts with complementary qualifications collaborate more and more frequently, from the discussion of fashion as a design object to a multi-layered, integrated process dividing responsibilities between people with different skills. Hence, the programme has a clear focus on competencies facilitating teamwork.

One of the most pressing questions of a changing fashion industry relates to the search for systems which manage material and power resources in a more responsible way and propose more humane working conditions. The Fashion & Technology curriculum focuses on structures pointing to respectful alternatives.

The programme aims at the development of a critical and informed attitude towards the socially relevant challenges of our time from a fashion perspective. Fashion & Technology represents a progressive educational model without neglecting traditional qualifications. Through collaboration with non-academic partners, it seeks a balance between new and traditional technologies and puts a focus on the exploration of regional and global resources.

## 1. Prioritisation

Fashion & Technology combines receptive-reflective and practical-experimental education. The concept of design does not imply a focus on purely aesthetic criteria. As a result of innovative design, production and presentation methods, it rather focusses on the analysis and recoding of aesthetics. Additional new facets expand the traditional occupational profile of a fashion designer:

- development of alternative fashion concepts
- rediscovery and improvement of traditional production methods
- exploration of innovative production approaches (e.g., automation technologies, strategies of individualisation, open source and DIY hacker methods)
- combination of analogue and digital technologies
- conception of sustainable processes
- research into innovative materials
- development of skills regarding gender, diversity and inclusion
- teamwork as a core social competence
- development of alternative presentation formats
- critical analysis of the concept of aesthetics
- use of technologies from the fields of 3D and 4D design, robotics and mechatronics in design, production, distribution and presentation
- reflection on the changing conditions in fashion and self-reflection
- acquisition of preparatory scientific knowledge required for a PhD programme

## 2. Educational profile and qualification profile

### 2.1. Teaching and learning objectives

The master programme expands on and combines competencies regarding the fields of fashion and technology.

The curriculum and its modular structure facilitate individual prioritisation and allow students to make their own decisions regarding their artistic-creative and receptive-reflective qualifications.

The traditional concept of fashion studies is complemented by a transdisciplinary competence profile which introduces students to the new and complex perspectives of the field.

### 2.2. Qualification profile

The master programme Fashion & Technology imparts specific and practical qualifications which are required for a career in fashion design, in fashion and technology businesses or research and development.

### 2.3. Occupational fields

The master's degree in Fashion & Technology offers a multitude of professional options, e.g.:

- Fashion designer
- Material designer
- Product developer
- Fashion / Technology consultant
- Research
- Specialised work for fashion and technology companies

## 3. Programme structure and schedule

The master programme Fashion & Technology comprises four semesters and is structured in modules.

In order to ensure individual development on a broad spectrum, the curriculum allows students to select courses according to their own topical interests.

### 3.1. Workload

Average workload is 30 ECTS per semester.

Successful completion of the master programme Fashion & Technology requires a total of 120 ECTS.

### 3.2. Modules

The master programme Fashion & Technology consists of the following modules: PROJECTS, COMPETENCES, REFLECTION, PROFESSIONALISATION and FREE ELECTIVES.

Projects	45 ECTS
Competences	30 ECTS
Reflection	15 ECTS
Professionalisation	15 ECTS
Free Electives	15 ECTS
<b>Total</b>	<b>120 ECTS</b>

Below follows an introduction of the individual modules regarding contents, objectives and assessment.

#### Module PROJECTS

The module PROJECTS has a special focus on individuality and experimenting and serves as an interface between the classes of the other modules.

Modules I, II and III see the master project combining fashion and technology in an artistic-creative and a receptive-reflective way. They focus on developing awareness of current challenges in the field of fashion and creating new design or production processes integrating criticality and sustainability. The potentials of fashion are explored with regard to inclusion, diversity etc.

- PROJECTS I focuses on conception and research. Guided by supervisors, students develop and formulate research questions which could form the basis of a potential master project.

- PROJECTS II explores and reflects on different strategies of artistic transfer (experiments, in-depth research, preliminary studies).

- PROJECTS III sees the realisation of the artistic-creative master project. We recommend realisation of the artistic-creative master project in the course of the third semester.

PROJECTS I, II and III build on each other and are to be completed in sequence.

PROJECTS I and II comprise 10 ECTS each and are completed by individual certification.

PROJECTS III comprises 25 ECTS and is completed by a board examination.

## Module COMPETENCES

In the module COMPETENCES, students acquire individual skills and knowledge required for the artistic-creative master project and the written thesis.

Individual qualifications may vary, so they can also be acquired at other departments, universities or in the course of an internship in a non-academic facility.

Classes of the module COMPETENCES are completed by individual certification.

## Module REFLECTION

Fashion & Technology regards fashion as a complex matter which incorporates different lines of discourse. The module REFLECTION teaches students to position their work in the context of receptive-reflective and practical-experimental studies and to question their own creative processes. Subjects cover an intentionally broad spectrum and address current positions of fashion theory, inclusion, gender studies, diversity studies, critical race studies, social criticism, inter-, transdisciplinary and post-colonial perspectives, sustainability, technological theory, cultural techniques and (post-)digital culture. Classes of the module REFLECTION can be selected from the Fashion & Technology curriculum or from the range of courses offered by other university departments.

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

9 ECTS must be chosen from classes relating to art and cultural theory, art history, media theory, cultural studies and gender studies.

Students develop an independent, critical, informed stance on questions of fashion and technology.

The courses of this module create a basis for reflection incorporating complementary discursive and creative media.

Classes of this module are completed by individual certification.

## Module PROFESSIONALISATION

The module PROFESSIONALISATION prepares students for the different aspects of professional life and imparts complementary knowledge including project management, communication and presentation strategies, marketing, teamwork and legal aspects.

Module courses relate to subjects such as communication and presentation strategies, exhibition design and realisation, participation in hackathons and competitions, video, image and text design, CV and portfolio, collaborative idea development, cooperation models, social competences and teamwork, process and organisation design, project management, PR, self-management, networking and legal aspects of the fashion sector.

PROFESSIONALISATION focuses on professional communication, presentation and networking within the spheres of fashion, culture, art, economy and science. It promotes students' autonomy as well as collaborative skills.

Classes of this module are completed by individual certification.

## Module FREE ELECTIVES

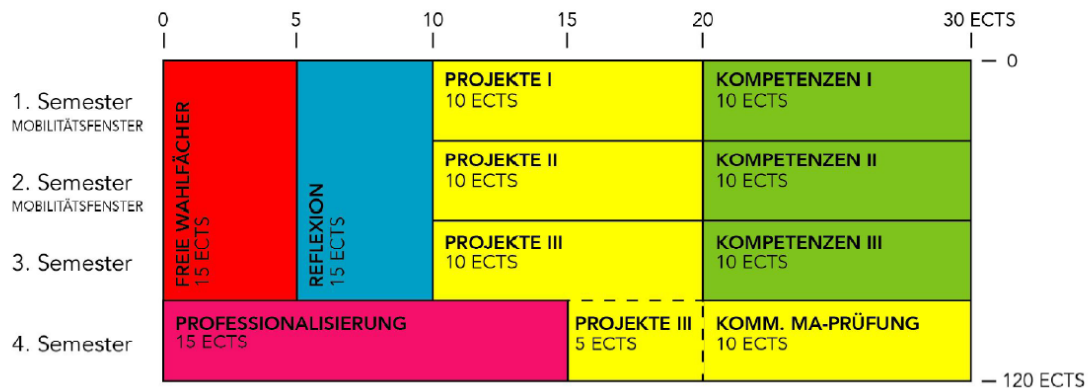
The Module FREE ELECTIVES facilitates individual prioritisation. Students select subjects from the range of courses offered by the University of Arts Linz or by other domestic or foreign universities.

The Module FREE ELECTIVES allows students to set their own priorities and pursue their individual academic interests.

Classes of this module are completed by individual certification.



## 3.3. Suggested schedule



Students are recommended to use the master programme Fashion & Technology to advance their skills and forge networks in the course of national and international mobility programmes. The 1<sup>st</sup> and/or 2<sup>nd</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.

Course lecturers inform students on contents, methods and examination modalities at the beginning of the semester and provide information on the ufg-online platform.

In order to allow students to explore their individual interests, the master programme Fashion & Technology comprises a broad spectrum of course types.

## 3.4. Teaching and learning methods

In order to provide maximum space for students' individual creative freedom, the master programme Fashion & Technology offers a wide range of different classes.

The following course types may be offered:

### Lecture (Vorlesung - VO)

Lectures aim at a systematic and/or specialised transfer of knowledge. They provide insight into the current state of research, subjects and methods of each scientific/artistic field.

Contents are imparted through lectures, assessment usually takes place in the form of a written exam.

Lectures may be held in English.

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

'Lecture and Exercise' courses systematically impart advanced knowledge. They give insight into the current state of research, subjects, problems and methods of a specific artistic-scientific field. The exercise allows students to discuss, review and improve acquired knowledge. Contents are imparted through lectures, assessment usually takes place in the form of a written exam.

Classes may be held in English.

## Exercise (Übung - UE)

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

Classes may be held in English.

## Artistic-Scientific Lab (LK)

Artistic-scientific labs are project classes. They comprehend the conception, development and realisation of media forms and impart and improve the skills required for artistic design and the development and application of scientific findings and methods. Artistic-scientific labs include individual or group supervision depending on requirements and subjects.

Classes may be held in English.

## Internship (PR)

Internships allow students to gain practical and professional experience.

Depending on the training institution, internships may be completed in a foreign language.

## Seminar (SE)

Seminars are at the interface of knowledge transfer and independent knowledge acquisition. Artistic-scientific dialogue advances students' articulation skills and helps them develop an independent position. Seminars are based on the analysis of theories and the reading of texts. Students contribute actively through reading, research, presentations etc. Classes may be held in English.

## Colloquium (KO)

A colloquium facilitates advanced academic and artistic discourse as well as the joint development of current topics and problems of media, art and cultural studies. Contents relate to theoretical or artistic specialisation, critique and analysis, development and discussion of thesis papers, individual works and participants' designs. The colloquium prepares students for the development of their master project. Classes may be held in English.

## Technical-Artistic Counselling (TK)

Technical-artistic counselling includes problem-oriented classes which offer specialised technical knowledge required for project work and focus on students improving their skills in the context of application. Classes may be held in English.

## Workshop (WS)

Workshops impart specific theoretical knowledge and/or specific technical skills regarding artistic realisation. Depending on technical requirements and previous knowledge, the number of participants may be limited. Workshops are block courses including continuous assessment. Workshops may be held in English.

## Excursion (EX)

Depending on subjects and requirements, all semesters may include excursions. They allow students to experience media productions, exhibitions and works on-site, to learn about problems and to examine different cultural, infrastructural and technical conditions.

Excursions may be held in English.

## Working Groups (AG)

Working groups facilitate the joint development of a project topic under the supervision of a teacher. This includes: problem formulation based on research and discussion, development of realisation concepts, briefing and conception of project frameworks, collection of information and data on the project topic, development of theoretical fundamentals, project planning and management, production and supervision as well as final documentation.

Working groups may be held in English.

## 4. Examination regulations

### 4.1 Admission

Admission to the master programme Fashion & Technology requires successful completion of an admission examination.

Applicants must hold a bachelor's degree (6 semesters minimum) in an artistic or technical discipline focusing on, e.g., fashion design, textile design, industrial design, media design, physical computing, software engineering or bioinformatics.

Applicants must submit a portfolio and demonstrate artistic and professional aptitude in the course of an interview with the examination board.

If the admission examination is completed successfully, students have 20 months to commence their studies.

If the board decides that an applicant generally qualifies for admission but lacks specific skills required for the programme, the applicant may be admitted to the programme under special conditions (5 ECTS max.). All students admitted under such conditions must fulfil these requirements before the start of the third semester.

Applicants who are not native German speakers must prove their German language proficiency before the start of the third semester. The programme may also be completed in English. In this case, students must prove their English language proficiency (level B2) before starting the programme.

### 4.2 Examinations

Courses are completed with an assessment corresponding to the course type (oral exams, written exams or artistic-scientific assignments). Examiners must inform students on contents and examination modalities at the start of each class and provide information on the ufg-online platform before the beginning of the semester.

## 4.3 Master project

The master project consists of an artistic-creative part, a written part and their presentation. The written thesis documents and reflects on the artistic-creative work. It may be composed in English.

## 4.4 Board examination of the master project

The master programme Fashion & Technology is completed by passing the master examination.

Students must submit their academic record (110 ECTS) no later than three weeks before the master examination.

The remaining 10 ECTS (module PROJECTS III) are acquired by passing the board examination.

Hence, the successful board examination is also the successful completion of the module PROJECTS.

Students present and discuss their master project.

If the artistic-creative master project was developed in a team, each team member's contribution must be clearly identifiable.

The master examination consists of three parts:

1. artistic-creative master project
2. written master thesis
3. presentation of the master project, including presentation of a portfolio illustrating conception, development process and the results of the artistic-creative master project

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

The final grade is calculated proportionally as follows:

50 % artistic-creative master project

25 % written bachelor thesis

25 % presentation and portfolio

The master examination may be taken in English.

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

## 5. Academic Degree

Graduates of the master programme Fashion & Technology receive the degree Master of Arts (abbr. MA).

## 6. 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 2023.

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

- Semester project 1 can be credited for 10 ECTS in the module PROJECTS I.
- Semester project 2 can be credited for 10 ECTS in the module PROJECTS II.