

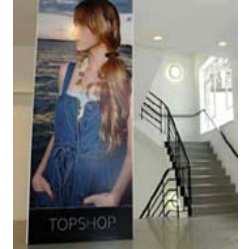
## Strengthening the links between enterprise and education - The Fashion Retail Academy

Dr Julia Gaimster  
Head of the Fashion Retail Academy



## Overview

- The Fashion Retail Academy, vision and development
- Integration of business and education
- The development of the framework for the Fashion Institute
- Delivering the Framework: challenges



## Experience I brought to the project:

- course development, course review and validation, external examining
- FE, Foundation Degree, Degree, Postgraduate



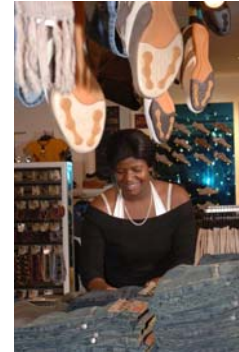
## The Fashion Retail Academy

- An innovative approach to vocational education
- Integration of academic and work-based learning
- Private-public partnership
- Innovative use of technology to support teaching and learning



## Relationships with Industry

- Success of the curriculum depends upon true integration with industry
- Built upon personal relationships
- Continuous development
- Two way exchange



## In store work-based learning

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## Masterclasses

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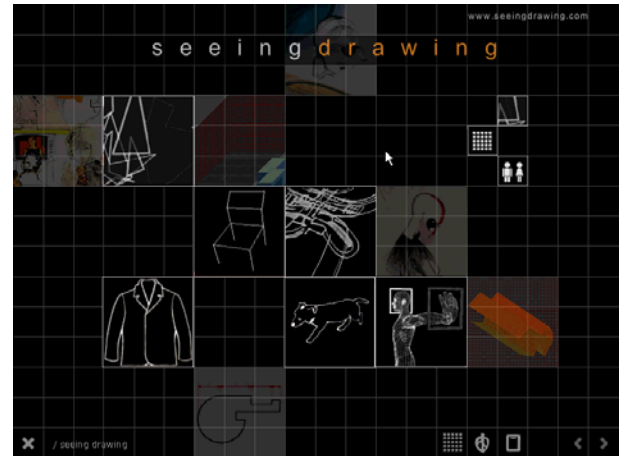
## Head Office Visits

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A state of the art learning environment



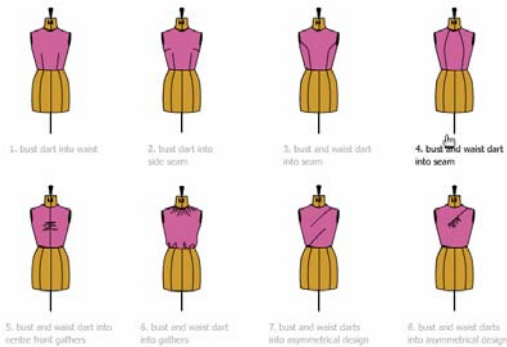
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Dart Manipulation exercises

dart manipulation

Garment Construction



## Welcome

The Textiles Online Resource Guide (TORG) is a starting point for students who are seeking information about textiles.

Each section provides entry-level information about the topic, key definitions, links to validated materials on the Web, suggestions for further reading (including journals, text books and magazines), learning resources, learning activities and opportunities for self assessment.

In order to access the contents of this site you will need a username and password. If you do not have an existing account, please [Create a New Account](#)

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## Development of the HE curriculum for the Fashion Institute

- Based on the needs analysis
- Building upon the foundation programme
- Appropriate for delivery of 3 pathways
- Allow cross fertilisation across pathways



## The Pathways

- Fashion Design and Technology,
- Product Design and Development or
- Fashion Management.



## The 3 Levels

- Level 1- developmental
- Level 2- consolidation
- Level 3 - independent learning



## The Units: Design & Technology

Level1	Level 2
Visualisation and illustration Textiles Specialisation Garment Technology English for Academic Writing Design and Realisation Introduction to Cultural Studies DesignDevelopment & Range Planning Introduction to Cultural Studies	Portfolio Presentation Personal Development Project Industrial Practice Industrial project English for business Cultural studies Elective- Womenswear, Footwear, Menswear
Optional Industrial Diploma Year	
Level 3	
Major Project Proposal Major Project Development Major Project Realisation Professional Practice	

## Underpinning Principles

- Develop subject specific skills
- Develop personal and transferable skills
- Integration of theory and practice
- Active approach to learning
- Scaffolding to support development and movement toward independent learning
- A range of assessment strategies
  - Self-Peer-Tutor
  - Formative assessment and critiques

## European Credit Transfer and Accumulation System

- 5 credits = 125 hours of study
- 10 credits = 250 hours of study
- 15 credits = 375 hours of study
- 20 credits = 500 hours of study

## Industry Context

- Access to and interaction with industry
- Access to resources
- Two way dialogue
- Ongoing



## Delivering the Framework

- Innovative approaches to teaching and learning
- Supported by eLearning
- Pedagogical theories
- Full integration with business

## Summary

Successful fashion/textiles education needs to be:

- Industrially relevant
- Academically rigorous
- Flexible
- Focused on learning
- Innovative in its delivery
- Constantly questioned, reviewed, evaluated and updated
- Based upon an understanding of a range of pedagogic theories.

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