

Fashion Design – Fashion Management Program

Introduction

BINUS Northumbria School of Design (BNSD) is a concept resulting from intense collaborative efforts between BINUS UNIVERSITY INTERNATIONAL and Northumbria University, Newcastle, UK. It aspires to become the best design school in the region. Indonesia and ASEAN is currently one of the fastest-growing regions in the world; and with that rapid growth, we see a need for skilled professionals who are able to solve problems through design.

To support effective teaching and learning activities, BINUS UNIVERSITY INTERNATIONAL provides excellent studio facilities, including garment production workrooms, a textile experiment room (batik, woven and knitting), computer labs, and a photographic studio.

The university collaborates with Northumbria University, Newcastle upon Tyne, UK, not only to enhance the quality of BINUS UNIVERSITY INTERNATIONAL Fashion Design program, but also to provide a double-degree program. Upon successfully completion of four years of study, graduates will obtain a *Sarjana Seni (S.Sn.)* and a Bachelor Degree of Fashion Design with Honours (BA-Hons).

Vision

To become an international product design program, providing a creative study environment in order to keep relevant with the changing needs of global industry and society.

Mission

1. To prepare future creative leaders in the area of product design through innovation combed with commercial feasibility.
2. Provide graduates with entrepreneurial skills and professionalism toward the global workplace.
3. Develop local resources to improve the life quality of Indonesians and the international community.

Program Objectives

The objectives of the Fashion Design and Fashion Management program are:

1. To provide graduates with contextual knowledge and technical skills in order to formulate fashion design solutions responsive to industry.
2. To equip graduates with skills to utilize ICT applications and services required in the global fashion industry.
3. To equip graduates with effective communication skills.
4. To provide graduates with entrepreneurship skills and professional ethics to become socially aware and responsible fashion professionals.
5. To enhance graduates' capability in generating creative and innovative ideas within the fashion industry.

Student Outcomes

Upon successful completion of this four-year program, students are expected to be able to:

1. Demonstrate and apply the understanding of theoretical design concepts, history, culture, and contemporary issues in fashion industry.
2. Apply appropriate skills for ready-to-wear fashion production in pattern making, sewing, and fabric manipulation techniques while considering aspects of aesthetics, efficiency, and effectiveness.
3. Utilise relevant information technology and communication tools in adherence to work needs.
4. Demonstrate skills for working collaboratively and communicating effectively.

5. Apply concepts of management for business in fashion including the development of marketing and promotional strategies.
6. Evaluate product quality in relation to consumer, ergonomical, and environmental perspectives.
7. Identify problems in design and propose relevant, creative and innovative design solutions through research-based design approach.
8. Apply ethical and professional values in fashion.

Prospective Career of Graduates

A wide range of career opportunities in the fashion industry is introduced in which students will be prepared throughout the four years of study. The integrated curriculum is designed and developed to support students in building on their technical and non-technical skills as well as engaging with industry.

The Fashion Design and Fashion Management program provides an internship program for each student where in the student may conduct real projects as a practical study within industrial contexts. The program develops the student's ability to be involved in professional practices, and ethical and organizational responsibilities. Furthermore, the industrial internship program provides students with real experience in the workplace and teaches them to cope with the demands of the work environment. In addition, a series of study/field trips to visiting professionals and industries will be conducted to give good grounds for having a broad overview of the industry. These experiences support individual career aspirations and may provide social and professional networks.

The graduates of the Fashion Design are expected to be ready as designers for medium to mass production and manufacture, in response to various market levels. The graduates are also prepared to work for design consultancies, fashion styling, media communication, textile design, and trend forecasting consultancies.

In the Fashion Management where students focus on the knowledge of fashion business strategy and promotion, the graduates will be able to develop both creative products and business management skills. They will also be prepared to work in the retail industry, fashion trend forecasting consultancies, trend research companies, and media, advertising or public relations. BINUS UNIVERSITY INTERNATIONAL also provides career support for students by disseminating information on the latest job vacancies, internships, and workshops. This support service can be accessed from www.binuscareer.com

Award/Degree

- *Sarjana Seni* from BINUS UNIVERSITY and Bachelor of Fashion Design with Honours (BA-Hons) from Northumbria University, Newcastle upon Tyne, UK

Major and Streaming

Streaming	Degree				Partner
	Single	Title	Double	Title	
Fashion Design (3+1 NU)			√	S.Sn. & BA (Hons)	Northumbria
Fashion Management (3+1 NU)			√	S.Sn. & BA (Hons)	Northumbria
Fashion Design (Dual Award)			√	S.Sn. & BA (Hons)	Northumbria
Fashion Management (Dual Award)			√	S.Sn. & BA (Hons)	Northumbria

Title: *S.Sn. (Sarjana Seni)*

BA (Bachelor of Arts (Honours))

Fashion Design

Fashion Design aims to challenge students to produce contemporary fashion through design research and critical thinking, with high craftsmanship that underpins garment making. It enables students to explore a range of materials, pattern cutting, aesthetics, printed fashion fabrics, woven fabrics and knitwear. The program will help students to build a personal philosophy and improve comprehensive skills through the drawing and illustration, pattern cutting, fabric manipulation, and trend research with the support of contextual fashion studies in response to commercial feasibility. Aware of career diversity in fashion, the program encourage students to pursue their own path in the fashion industry.

Fashion Management

Fashion Management embraces both management skills and creative skills to grasp the creative industry of fashion, and equips graduates with creative expertise as well as business knowledge. Promotion, branding, visual communication skills, and product development are the main subjects to be developed in terms of preparing qualified and professional experts for the fashion industry. The Fashion Management enables students to have the ability to analyze market needs and forecast the trends in order to develop fashion products and services as well as to design a business strategy.

Teaching, Learning, and Assessment Strategy

The teaching and learning processes are conducted through lectures, tutorials, problem-based learning, study trips, guest lecturing from the industry, practical demonstrations and activities, studio teaching, with students' independent study required. It is the responsibility of the lecturer of a particular course to facilitate all students' learning on the course, who can be assisted by a teaching assistant, if necessary. By having qualified lecturers and guest lecturers from professional industries, the students will be able to gain knowledge from both sides, i.e. theoretical and practical frameworks, through in-depth analysis of case studies, studio works, and individual/group work projects.

Learning will be an exciting experience for students as they are provided with excellent facilities such as a production workroom, fabric lab, computer lab and photographic studio. With a good quality library, the students will be able to access books and magazines for information and research activities.

There will be no examinations for most courses. However, all course-work is assessed through a variety of assessment tasks such as reports, presentations, assignments, individual and group projects, reflective practice, peer assessment and thesis/final project report. The feedback of the assessment is given in the class/tutorial, embedded in the scoring rubric/assessment criteria sheet and/or separate feedback forms. The complexity of course content in design problem-solving methods is introduced at different levels of study. A final project work, portfolio, and the written report must be submitted in Year 4 (semester 8).

Study Completion Requirements

Major in Fashion Design and Fashion Management

To complete a major in Fashion Design and Fashion Management at BINUS UNIVERSITY INTERNATIONAL, students must complete a minimum of 146 SCUs of academic credits, all of which are 142 SCU of mandatory courses and 4 SCU of elective courses.

Course Structure

Sem	Code	Course Name	SCU	Total
1	ENTR6091	Project Hatchery	2	20
	FASH6059	History and Introduction to Fashion Studies I	3	
	FASH6060	Introduction to Fashion Skills I	6	
	FASH6061	Introduction to Fashion Design I	6	
	ENGL6171	Academic English I	3	
2	FASH6062	History and Introduction to Fashion Studies II	3	20
	FASH6063	Introduction to Fashion Skill II	6	
	FASH6064	Introduction to Fashion Design II	6	
	ENGL6172	Academic English II	3	
	CHAR6013	Character Building: <i>Pancasila</i>	2	
3	Fashion Design			20
	FASH6082	Production I	6	
	FASH6115	Fashion Design I	4	
	FASH6066	Fashion Trend Forecasting I	3	
	FASH6016	Fashion Textile I	3	
	LANG6061	Indonesian	1	
	ENTR6486	Entrepreneurship Hatchery	3	
	Fashion Management			22
	FASH6067	Fashion Marketing I	6	
	FASH6016	Fashion Textile I	3	
	FASH6082	Production I	6	
	FASH6066	Fashion Trend Forecasting I	3	
	LANG6061	Indonesian	1	
ENTR6486	Entrepreneurship Hatchery	3		
4	Fashion Design			22
	FASH6069	Fashion Trend Forecasting II	3	
	FASH6130	Fashion Design II	4	
	FASH6019	Fashion Textile II	3	
	ENTR6459	Entrepreneurship for Fashion	4	
	FASH6071	Production II	6	
	CHAR6014	Character Building: <i>Kewarganegaraan</i>	2	
	Fashion Management			
	FASH6069	Fashion Trend Forecasting II	3	
	FASH6073	Fashion Marketing II	6	
	FASH6121	Fashion Retail Management I	3	

Sem	Code	Course Name	SCU	Total
	FASH6013	Design Realization and Promotion I	4	
	FASH6068	Fashion Graphics and Promotion	4	
	CHAR6014	Character Building: <i>Kewarganegaraan</i>	2	
5	Fashion Design			19
	FASH6116	Fashion Design III	4	
	FASH6074	Production III	6	
	FASH6117	Fashion Textile III	3	
	CHAR6015	Character Building: <i>Agama</i>	2	
	FASH6080	Sustainable Fashion	4	
5	Fashion Management			17
	ENTR6459	Entrepreneurship for Fashion	4	
	FASH6027	Design Realization and Promotion II	4	
	FASH6123	Fashion Retail Management II	3	
	CHAR6015	Character Building: <i>Agama</i>	2	
6	Enrichment Program I		16	16
7	Enrichment Program II		16	16
	GLOB6206	Global Design Perspectives*	0	
8	FASH6129	Final Project	6	13
	FASH6118	Project Report Writing	3	
	FASH6034	Fashion Portfolio	4	
	GLOB6207	Advanced Creative Practice*	0	
TOTAL CREDITS 146 SCU				

*) For students on the Dual Awards program it is mandatory to take this course (conducted by Northumbria lecturer)

**) Student has to choose one of the elective courses (each for 4 SCU)

Enrichment Track Scheme

Track	Semester 6						Semester 7					
	I	RS	ENTR	CD	SA	Other	I	RS	ENTR	CD	SA	Other
1	v							v				
2			v					v				

Notes:

- I : Internship
- RS : Research
- ENTR : Entrepreneurship
- CD : Community Development
- SA : Study Abroad
- Other : Program's specific needs

Enrichment Internship Track

Code	Course Name	SCU	Total
FASH6077	Industry Experiences	8	16
FASH6078	Reflective Practices	4	
FASH6079	Fashion Applied Skills	4	

Enrichment Research Track

Code	Course Name	SCU	Total
RSCH6063	Research Exposure	8	16
RSCH6073	Design Research	4	
RSCH6074	Market Research	4	

Enrichment Entrepreneurship Track

Code	Course Name	SCU	Total
ENTR6092	Business Model Innovation	8	16
ENTR6096	Creative Business Planning	4	
ENTR6097	Managing Teams and Cultures	4	

The Table of Prerequisite for Fashion Design & Fashion Management Program

Subject		SCU	Smt	Pre-requisites		SCU	Smt
FASH6034	Fashion Portfolio	4	8		Enrichment Program II	16	7
FASH6129	Final Project	6	8		Enrichment Program II	16	7
Fashion Design							
FASH6130	Fashion Design II	4	4	FASH6115	Fashion Design I	4	3
FASH6116	Fashion Design III	4	5	FASH6130	Fashion Design II	4	4
	Enrichment Program II	16	7	FASH6116	Fashion Design III	4	5
				ENTR6459	Entrepreneurship for Fashion	4	4
Fashion Management							
FASH6073	Fashion Marketing II	6	4	FASH6067	Fashion Marketing I	6	3
	Enrichment Program II	16	7	ENTR6459	Entrepreneurship for Fashion	4	5

Student should pass all of these quality control courses as listed below:

No	Course Code	Course Name	Minimal Grade
1.	CHAR6013	Character Building: <i>Pancasila</i>	B
2.	ENTR6486	Entrepreneurship Hatchery	C
3.	FASH6064	Introduction to Fashion Design II	C
4.	FASH6016	Fashion Textile I	C
5.	FASH6034	Fashion Portfolio	C
6.	ENTR6459	Entrepreneurship for Fashion	C
Fashion Design			
7.	FASH6116	Fashion Design III	C
8.	FASH6117	Fashion Textile III	C
Fashion Management			
7.	FASH6073	Fashion Marketing II	C
8.	FASH6027	Design Realization and Promotion II	C