

Fashion – Binus Northumbria School of Design

Vision

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

Mission

- To prepare future creative leaders in the area of product design through innovation, with a combination of commercial feasibility.
- Provide graduates with entrepreneurial skill and professionalism towards global workplace.
- Develop local resources to improve the life quality of Indonesian and the international community.

Program Description

BINUS Northumbria School of Design (BNSD is a concept result 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 fast growth, we see a need for skilled professionals who are able to solve problems through design. One of the programs offered in BNSD is Fashion Design.

Fashion design program aims to generate innovative concepts through creative solution on women's-wear, men's-wear and children's-wear within medium to mass production scale, in response to commercial feasibility.

Aware of career diversity in fashion, the program encourages students to pursue their own path in the fashion world. A comprehensive knowledge of trend research and retail market, styling, photography and media is to be developed in terms of preparing qualified and professional experts into the fashion industry.

This program also offers Fashion Management streaming which 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 stream 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 the business strategy.

To support effective teaching and learning activities, BINUS UNIVERSITY INTERNATIONAL provides excellent studio facilities, including garment production workrooms, textile experiment room, computer lab, and photographic studio.

The university collaborates with the 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 the four years of study, the graduates will obtain a Sarjana Seni (S.Sn) and a Bachelor Degree of Fashion Design with Honours (BA-Hons).

The objectives of the Fashion Design program are:

- A. To provide graduates with contextual knowledge and technical skills in order to formulate fashion design solution responsive to the industry
- B. To equip graduates with skills to utilise ICT applications and services required in the global fashion industry
- C. To equip graduates with effective communication skills
- D. To provide graduates with entrepreneurship skills and professional ethics to become socially aware and responsible fashion professionals
- E. To enhance graduates' capability in generating creative and innovative ideas within the fashion industry

Award/Degree

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

Study Completion Requirements

To complete a major in Fashion Design at BINUS UNIVERSITY INTERNATIONAL, students must complete a minimum of 146 SCUs of academic credits, all of which are mandatory courses. No streaming or elective courses are available in this program.

Program Intended Learning Outcomes

Upon successful completion of this 4-year program, students are expected to be able to:

1. Apply and analyse theoretical knowledge of historical, cultural and contemporary issues into the development of fashion design concepts
2. Apply various manipulation techniques, through material exploration and experimentation, towards creative solution
3. Identify and describe visual language in response to the production of meaning
4. Appraise an independent judgment and articulate reasonable arguments on aesthetic
5. Display computer literacy and utilize appropriate technology applications in response to creation and production phases
6. Demonstrate effective written, verbal and visual communication skills on wide range of audience
7. Apply entrepreneurial skills within the fashion industry context
8. Apply professional principles in a global and socially responsible workplace
9. Demonstrate an understanding of the principles of management and working practices within the industry
10. Apply critical thinking in fashion business and management problem solving through applied research
11. Challenge creativity and compose innovative solution as personal fashion design signature

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Teaching, Learning, and Assessment Strategy

The teaching and learning processes are conducted through lectures, tutorials, 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 tutor, 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 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 activity.

There will be no examinations for most courses. However, all course-work are assessed through a variety of assessment tasks such as reports, presentations, assignments, individual and group projects, and thesis/final project report. The feedback of the given 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).

Employability and Career Support

A wide range of career opportunities in 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 the industry.

The Fashion Design Program provides an internship program for each student wherein 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 work place and teaches them to cope with the work environment. In addition, 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 aspiration and may provide social and professional networks.

The graduates of Fashion Design Program are expected to be ready as a designer for medium to mass production and manufacture, in response to various market levels. The graduates are also prepared to work for design consultancy, fashion styling, media communication, textile design, trend forecasting consultancy and retail chain network.

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

Program Structure

Fashion Design Courses

| Course Code | Course Name | SCU |
|--------------------|---|------------|
| DSGN6297 | Design Thinking | 2 |
| ARTS6010 | Basic Art and Design | 4 |
| FASH6001 | Fabric and Material | 4 |
| FASH6002 | Fashion Illustration | 4 |
| FASH6003 | Silhouette and Garment Construction I | 4 |
| FASH6007 | Introduction to Fashion I | 2 |
| CHAR6013 | Character Building: Pancasila | 2 |
| CHAR6012 | Freshmen Enrichment Program | 0 |
| FASH6004 | Costume History | 4 |
| FASH6005 | Digital Fashion Illustration | 4 |
| FASH6006 | Design Research and Concept | 4 |
| FASH6008 | Silhouette and Garment Construction II | 4 |
| FASH6009 | Introduction to Fashion II | 2 |
| ENGL6171 | Academic English I | 3 |
| CHAR6014 | Character Building: Kewarganegaraan | 2 |
| FASH6011 | Fashion Design I | 6 |
| FASH6015 | Silhouette and Garment Construction III | 4 |
| FASH6016 | Fashion Textile I | 3 |
| FASH6022 | Production I | 4 |
| ENGL6172 | Academic English II | 3 |
| CHAR6015 | Character Building: Agama | 2 |
| ARTS6011 | Visual Art Movement | 3 |
| FASH6021 | FD Trend Forecasting | 4 |
| FASH6017 | Fashion Design II | 6 |
| FASH6018 | Silhouette and Garment Construction IV | 4 |
| FASH6019 | Fashion Textile II | 3 |
| FASH6023 | Production II | 4 |
| FASH6024 | Fashion Future | 4 |
| FASH6028 | Fashion Design III | 6 |
| FASH6029 | Silhouette and Garment Construction V | 4 |
| ENTR6041 | FD Entrepreneurship | 2 |
| FASH6030 | Production III | 4 |
| FASH6026 | Fashion Textile III | 4 |
| FASH6025 | Internship for Fashion | 6 |
| FASH6031 | Fashion Seminar | 3 |
| FASH6033 | Fashion Design IV | 6 |
| FASH6032 | Project Report Writing | 4 |
| FASH6034 | Fashion Portfolio | 4 |
| FASH6037 | Final Project | 8 |

Fashion Management Courses

| Course Code | Course Name | SCU |
|--------------------|---|------------|
| DSGN6297 | Design Thinking | 2 |
| ARTS6010 | Basic Art and Design | 4 |
| FASH6001 | Fabric and Material | 4 |
| FASH6002 | Fashion Illustration | 4 |
| FASH6003 | Silhouette and Garment Construction I | 4 |
| FASH6007 | Introduction to Fashion I | 2 |
| CHAR6013 | Character Building: Pancasila | 2 |
| CHAR6012 | Freshmen Enrichment Program | 0 |
| FASH6004 | Costume History | 4 |
| FASH6005 | Digital Fashion Illustration | 4 |
| FASH6006 | Design Research and Concept | 4 |
| FASH6008 | Silhouette and Garment Construction II | 4 |
| FASH6009 | Introduction to Fashion II | 2 |
| ENGL6171 | Academic English I | 3 |
| CHAR6014 | Character Building: Kewarganegaraan | 2 |
| FASH6010 | Fashion Trend Forecasting | 4 |
| MKTG6080 | Fashion Marketing | 4 |
| MKTG6081 | Consumer Behaviour for Fashion | 4 |
| FASH6016 | Fashion Textile I | 3 |
| MKTG6083 | Retail Buying and Management | 4 |
| ENGL6172 | Academic English II | 3 |
| CHAR6015 | Character Building: Agama | 2 |
| FASH6012 | Fashion Brand Strategies | 4 |
| FASH6013 | Design Realization and Promotion I | 4 |
| FASH6014 | Fashion Graphics and Promotion | 4 |
| FASH6020 | Visual Merchandising | 4 |
| COMM8006 | Business Communication | 4 |
| FASH6024 | Fashion Future | 4 |
| MKTG6082 | Marketing Research Methods | 4 |
| ENTR6040 | Entrepreneurship for Fashion Management | 6 |
| COMM6189 | Fashion Communication | 4 |
| FASH6027 | Design Realization and Promotion II | 4 |
| FASH6025 | Internship for Fashion | 6 |
| FASH6031 | Fashion Seminar | 3 |
| FASH6035 | Design Research Project | 3 |
| FASH6036 | Marketing research Project | 3 |
| MKTG6086 | Global Marketing | 4 |
| FASH6032 | Project Report Writing | 4 |
| FASH6034 | Fashion Portfolio | 4 |
| FASH6037 | Final Project | 8 |

