Fashion Design

Introduction

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.

To support effective teaching and learning activities, BINUS UNIVERSITY INTERNATIONAL provides excellent studio facilities, including garment production workrooms, textile experiment room (batik, woven and knitting), 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 SarjanaSeni (S.Sn) and a Bachelor Degree of Fashion Design with Honours (BA-Hons).

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

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

Program Objectives

The objectives of the Fashion Design program are:

1. To provide graduates with contextual knowledge and technical skills in order to formulate fashion design solution responsive to the industry
2. To equip graduates with skills to utilise 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 4-year program, students are expected to be able to:

1. To identify the principal of consumer behaviour, market research, historical, cultural and contemporary issues in fashion industry
2. To understand theoretical design studies, and manipulation techniques in the creation of fashion products
3. To demonstrate a range of production methods and technical skills through exploration and experimentation of fashion products with independent judgement of aesthetic, eficiency, and effectivity in production process
4. To create fashion products by utilizing variety of materials, appropriate technology applications and resources
5. To present fashion products for a wide range of audience in relation to ethical and aesthetic aspects
6. To understand the creative design concept relevant with the market research, consumer and environment aspect.
7. To evaluate the quality of the products in relation with consumer, ergonomic and environmental perspective
8. To apply creative and innovative design solutions through design research basis in fashion

Prospective Career of the Graduate

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 organisational 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, and trend forecasting consultancy.

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

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

Study Program	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 Awards)			√	S.Sn. & BA (Hons).	Northumbria
Fashion Management (Dual Awards)			√	S.Sn. & BA (Hons).	Northumbria

Title: S.Sn (SarjanaSeni)
       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 underpin garment making. It enables students to explore a range of materials, pattern cutting, aesthetic, printed fashion fabric, woven fabric 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 of 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 streaming 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.

Teaching, Learning, and Assessment Strategy

The teaching and learning processes are conducted through lectures, tutorials, problem based learning, study trip, 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 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, reflective practice, peer assessment 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).

Study Completion Requirements

Major in Fashion Design

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 142 scu of mandatory courses and 4 scu of elective courses.

Course Structure
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 Skill 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: Pancasila	2	
3	**Streaming: Fashion Design**			19/20
	FASH6082	Production I	6	
	FASH6011	Fashion Design I	6	
	FASH6066	Fashion Trend Forecasting I	3	
	LANG6061	Indonesian	1	
	ENTR6094	Design Driven Entrepreneurship	3	
	Streaming: Fashion Management			
	FASH6066	Fashion Trend Forecasting I	3	
	FASH6067	Fashion Marketing I	6	
	FASH6068	Fashion Graphics and Promotion	4	
	LANG6061	Indonesian	1	
	ENTR6094	Design Driven Entrepreneurship	3	
	FASH6016	Fashion Textile I	3	

Sem	Code	Course Name	SCU	Total
4	**Streaming: Fashion Design**			22/24
	FASH6069	Fashion Trend Forecasting II	3	
	FASH6130	Fashion Design II	4	
	FASH6016	Fashion Textile I	3	
	ENTR6459	Entrepreneurship for Fashion	4	
	FASH6071	Production II	6	
	CHAR6014	Character Building :Kewarganegaraan	2	
	Streaming: Fashion Management			
	FASH6069	Fashion Trend Forecasting II	3	
	FASH6082	Production I	6	
	FASH6013	Design Realization and Promotion I	4	
	FASH6073	Fashion Marketing II	6	
	CHAR6014	Character Building :Kewarganegaraan	2	
	FASH6121	Fashion Retail Management I	3	
5	**Streaming: Fashion Design**			19/16
	FASH6116	Fashion Design III	4	
	FASH6074	Production III	6	
	CHAR6015	Character Building : Agama	2	
	FASH6019	Fashion Textile II	3	
	FASH6080	Sustainable Fashion	4	
	Streaming: Fashion Management			
	FASH6459	Entrepreneurship for Fashion	4	
	FASH6027	Design Realization and Promotion II	4	
	CHAR6015	Character Building : Agama	2	
	FASH6080	Sustainable Fashion	4	
	FASH6081	Fashion Operations Management	2	
6	**Enrichment Program I**		16	16
7	**Enrichment Program II**		16	16
	GLOB6206	Global Design Perspective*	0	
8	FASH6032	Project Report Writing	4	14
	FASH6034	Fashion Portfolio	4	
	FASH6129	Final Project	6	
	GLOB6207	Advanced Creative Practice*	0	
			TOTAL CREDIT 146 SCU	

Student applied in Dual Awards Program is mandatory to take this course (Conducted by Northumbria Lecture)

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

Enrichment Program I (6th Semester) & Enrichment Program II (7th Semester):

-) *Student will take one of enrichment program tracks (off campus).*

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 specific needs

Enrichment Internship Track

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

Enrichment Research Track

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

Enrichment Entrepreneurship Track

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

The Table of Prerequisite for Fashion Design & Fashion Management

Subject		SCU	Smt	Prerequisite		SCU	Smt
FASH6034	Fashion Portfolio	4	8		Enrichment Program II	16	7
FASH6129	Final Project	6	8		Enrichment Program II	16	7
Fashion Design							
	Enrichment Program II	16	7	ENTR6459	Entrepreneurship for Fashion	4	4
FASH6130	Fashion Design II	4	4	FASH6011	Fashion Design I	6	3
FASH6116	Fashion Design III	4	5	FASH6130	Fashion Design II	4	4
	Enrichment Program II	16	7	FASH6116	Fashion Design III	4	5
Fashion Management							
	Enrichment Program II	16	7	ENTR6459	Entrepreneurship for Fashion	4	4
FASH6073	Fashion Marketing II	6	4	FASH6067	Fashion Marketing I	6	3