



LUND UNIVERSITY

Joint Faculties of Humanities and Theology

## Programme Syllabus for the Bachelor of Arts Programme in Fashion Studies

### 1. Programme details

Title in Swedish	<i>Kandidatprogram i Modevetenskap</i>
Title in English	<i>Bachelor of Arts in Fashion Studies</i>
Credits	<i>180 credits</i>
Cycle	<i>First</i>
Programme code	<i>HGMOV</i>
Specialisation code	Approved by the pro-dean for first and second cycle studies at the Faculties of Humanities and Theology 16 May 2012
Details of approval	
Details of changes approved	

### 2. Programme description

*The BA in Fashion Studies is an interdisciplinary programme in the humanities including components from the social sciences and focusing on historical contexts and perspectives of cultural theory. The discipline is multidisciplinary and approaches fashion as a significant cultural, social and economic phenomenon. The programme focuses on fashion in clothing and the body, comprising clothes, shoes, accessories, hairstyles, tattoos and modifications to the body, among other things. However, fashion as a phenomenon is broadly conceived to also comprise other manifestations of aesthetics and lifestyles, such as phenomena covered by art and design history. Fashion is studied as a material object, image, text, bodily practice, theory and concept.*

*The programme provides students with a critical understanding of fashion as a significant culture industry that situates individuals in a social and global world. Students are trained to make informed interpretations and analyses of the roles, manifestations and practices of fashion in historical, cultural, economic and social processes. The programme adopts a broad perspective on fashion and clothes including links to design, production, consumption, sustainability, representation, body and identity, gender, and social and cultural diversity. Students will explore the multidisciplinary theories and methods that have shaped the field of fashion studies and convert the knowledge they will have acquired into a final degree project. On completion of the programme, they will have acquired subject knowledge and analytical and communicative skills along with basic skills in entrepreneurship and project management.*

*The BA in Fashion Studies comprises 180 credits, including 150 credits in cultural sciences specialising in fashion studies and a degree project of 15 credits. In addition, students are to select elective courses of relevance to the programme amounting to 30 credits. The programme includes several projects in the form of project courses. An objective of the programme is to have clear links to relevant professional fields and to current research in fashion studies. A work placement in semester 6 highlights the links to working life. The programme also prepares students for second cycle (Master's) studies.*

### 3. Learning outcomes

For a degree of Bachelor, the student shall be able to

1. Knowledge and understanding	<ul style="list-style-type: none"><li>• demonstrate specialised understanding of fashion studies as a humanities discipline and as an area of application</li><li>• provide a specialised account of Western fashion and dress history, including its background and conditions in relation to other manifestations of aesthetics and lifestyles</li><li>• re-examine fashion as a concept and analyse its roles and functions in historical, cultural, economic and social processes from different perspectives</li><li>• provide an account of the multidisciplinary basis of fashion studies and the diverse theories and methods that can be applied within the discipline</li><li>• demonstrate specialised insights into the area of specialisation for the degree project and general knowledge of current research within the area</li></ul>
2. Competence and skills	<ul style="list-style-type: none"><li>• independently, in dialogue with others and within predetermined time frames, formulate and methodologically process issues within fashion studies</li><li>• search for, collect, assess and critically interpret relevant multidisciplinary information and materials on an issue, and critically discuss phenomena, issues and situations in fashion studies</li><li>• communicate his or her knowledge in speech and writing also to audiences without specialised knowledge of fashion studies</li><li>• use methods of business intelligence and analysis within areas of theoretical and applied aspects of fashion studies</li><li>• demonstrate basic skills in entrepreneurship, project management and communication strategies related to the discipline</li><li>• use knowledge of fashion studies and entrepreneurial skills related to professional life</li></ul>
3. Judgement and approach	<ul style="list-style-type: none"><li>• take a position on and adopt perspectives related to gender, class, sustainability, globalisation, social and cultural diversity, and ethical aspects in the field of fashion studies</li><li>• critically judge statements on phenomena of fashion and lifestyles and re-examine texts within the field, such as texts within fashion studies and fashion journalism</li><li>• report insights into the role of knowledge and research in society and the significance of academic and intellectual integrity</li><li>• identify the personal need of further knowledge in relation to the relevant labour market, reflect on his or her own learning process, and display his or her skills to potential employers</li></ul>

#### 4. Course details

<p>Compulsory courses for the programme as a whole</p> <p>Compulsory courses for a programme specialising in fashion studies</p>	<ul style="list-style-type: none"> <li>- <i>Introduction to fashion studies, 3.5 credits</i></li> <li>- <i>Basic perspectives of philosophy and science, 6 credits</i></li>   <li>- <i>Theories and methods of fashion studies 1 – introduction, 5 credits</i></li> <li>- <i>Theories and methods of fashion studies 2 – continuation, 6 credits</i></li> <li>- <i>Theories and methods of fashion studies 3 – specialisation, 7.5 credits</i></li>   <li>- <i>The historical and cultural contexts of fashion 1 – introduction, 7.5 credits</i></li> <li>- <i>The historical and cultural contexts of fashion 2 – continuation, 7.5 credits</i></li> <li>- <i>The historical and cultural contexts of fashion 3 – specialisation, 7.5 credits</i></li>   <li>- <i>Manifestations of fashion 1 – fashion as material culture, 7.5 credits</i></li> <li>- <i>Manifestations of fashion 2 – fashion as representation, 7.5 credits</i></li> <li>- <i>Manifestations of fashion 3 – fashion as visual culture, 7.5 credits</i></li>   <li>- <i>Fashion and the market 1 – introduction, 5 credits</i></li> <li>- <i>Fashion and the market 2 – continuation, 7.5 credits</i></li>   <li>- <i>Project work 1, 4 credits</i></li> <li>- <i>Project work 2, 4 credits</i></li> <li>- <i>Project work 3, 4 credits</i></li>   <li>- <i>Tools 1 – writing about fashion, 7.5 credits</i></li> <li>- <i>Tools 2 – communication strategies, 7.5 credits</i></li> <li>- <i>Tools 3 – project management and entrepreneurship, 15 credits</i></li>   <li>- <i>Work placement, 7.5 credits</i></li>   <li>- <i>Degree project, 15 credits</i></li> </ul>
<p>Elective courses</p>	<p><i>The programme includes elective courses amounting to 30 credits. The courses can be selected relatively freely from within or outside the home department, but the student must be able to meet the entry requirements and the courses must</i></p>

	<i>be relevant to the programme.</i>
Schematic layout of the programme	<p><u>Semester 1</u></p> <ul style="list-style-type: none"> <li>- <i>Introduction to fashion studies, 3.5 credits</i></li> <li>- <i>The historical and cultural contexts of fashion 1 – introduction, 7.5 credits</i></li> <li>- <i>Manifestations of fashion 1 – fashion as material culture, 7.5 credits</i></li> <li>- <i>Tools 1 – writing about fashion, 7.5 credits</i></li> <li>- <i>Project work 1, 4 credits (runs in parallel with the other courses throughout the semester)</i></li> </ul> <p><u>Semester 2</u></p> <ul style="list-style-type: none"> <li>- <i>Basic perspectives of philosophy and science, 6 credits</i></li> <li>- <i>Theories and methods of fashion studies 1 – introduction, 5 credits</i></li> <li>- <i>Manifestations of fashion 2 – fashion as representation, 7.5 credits</i></li> <li>- <i>Tools 2 – communication strategies, 7.5 credits</i></li> <li>- <i>Project work 2, 4 credits (runs in parallel with the other courses throughout the semester)</i></li> </ul> <p><u>Semester 3</u></p> <ul style="list-style-type: none"> <li>- <i>The historical and cultural contexts of fashion 2 – continuation, 7.5 credits</i></li> <li>- <i>Theories and methods of fashion studies 2 – continuation, 6 credits</i></li> <li>- <i>Manifestations of fashion 3 – fashion as visual culture, 7.5 credits</i></li> <li>- <i>Fashion and the market 1 – introduction, 5 credits</i></li> <li>- <i>Project work 3, 4 credits (runs in parallel with the other courses throughout the semester)</i></li> </ul> <p><u>Semester 4</u></p> <ul style="list-style-type: none"> <li>- <i>Tools 3 – project management and entrepreneurship, 15 credits</i></li> <li>- <i>The historical and cultural contexts of fashion 3 – specialisation, 7.5 credits</i></li> <li>- <i>Fashion and the market 2 – continuation, 7.5 credits</i></li> </ul> <p><u>Semester 5</u></p> <ul style="list-style-type: none"> <li>- <i>Elective courses of relevance to the programme to be selected in consultation with the programme management</i></li> </ul> <p><u>Semester 6</u></p> <ul style="list-style-type: none"> <li>- <i>Work placement, 7.5 credits</i></li> </ul>

	<ul style="list-style-type: none"><li>- <i>Theories and methods of fashion studies 3 – specialisation, 7.5 credits</i></li><li>- <i>Degree project, 15 credits</i></li></ul>
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## **5. Degree**

Degree title in Swedish

*Filosofie kandidatexamen*

Degree title in English

*Bachelor of Arts*

## **6. Admission requirements and selection criteria**

1. Admission requirements

*General entry requirements for higher education in Sweden and field-specific entry requirements I or the equivalent*

2. Selection criteria

## Layout of the programme and its courses

	Period 1	Period 2	Period 3	Period 4
<b>S 1</b>	Project work 1 (4 credits)			
	Introduction to fashion studies  (3.5 credits)	The historical and cultural contexts of fashion 1, Introduction  (7.5 credits)	Manifestations of fashion 1 - Fashion as material culture  (7.5 credits)	Tools 1 - Writing about fashion  (7.5 credits)
<b>S 2</b>	Project work 2 (4 credits)			
	Basic perspectives of philosophy and science  (6 credits)	Theories and methods of fashion studies 1, Introduction  (5 credits)	Manifestations of fashion 2 - Fashion as representation  (7.5 credits)	Tools 2 - Communication strategies  (7.5 credits)
<b>S 3</b>	Project work 3 (4 credits)			
	The historical and cultural contexts of fashion 2, Continuation  (7.5 credits)	Theories and methods of fashion studies 2, Continuation  (6 credits)	Manifestations of fashion 3 - Fashion as visual culture  (7.5 credits)	Fashion and the market 1, Introduction  (5 credits)
<b>S 4</b>	Tools 3 - Project management and entrepreneurship (15 credits)			
	The historical and cultural contexts of fashion 3, Specialisation  (7.5 credits)		Fashion and the market 2, Continuation  (7.5 credits)	
<b>S 5</b>	Elective courses of relevance to the programme to be selected in consultation with the programme management  (30 credits)			
<b>S 6</b>	Work placement (VFU)  (7.5 credits)	Theories and methods of fashion studies 3, Specialisation  (7.5 credits)	Degree project  (15 credits)	