



MCAST

MQF Level 4

CA4-A1-21

Advanced Diploma in Fashion & Retail

Course Specification

Course Description

Students undertaking this programme will gain knowledge and competences in fashion drawing and illustration, pattern drafting, sewing techniques, garment production techniques, fashion design and textile studies.

Students will be exposed to the retail sector which is also influential to the fashion industry. This programme can serve as a pathway to those students who successfully wish to undertake the course which will lead them to work as craft-persons or designers, or in the creation and production of clothing and fashion for the retail sector. Furthermore, the course allows the practical application of skills across a variety of media which may result in the student opting to start their own fashion business.

This course includes work-related training and practice. Applicants have to be able to work within the industries concerned.

Programme Learning Outcomes

At the end of the programme the learner will be able to:

- 1. Generate designs using the elements and principles whilst following the design process.*
- 2. Provide an understanding of the commercial side of the fashion industry.*
- 3. Demonstrate understanding when selecting materials, technique and equipment for a body of work.*
- 4. Demonstrate design and manufacturing skills that have reached exhibiting standard.*

Entry Requirements

MCAST Diploma in Art and Design
or
MCAST Diploma in Media
or
4 SEC/O-Level /SSC&P (Level 3) passes
Preferred: English Language

Other Entry Requirements

Applicants may be asked to sit for an interview and/or present a portfolio.

Current Approved Programme Structure

Unit Code	Unit Title	ECTS	Year
CAFHN-406-1701	Exploring Textiles, Fibres and Techniques	6	1
CAFHN-406-1702	Sewing and Garment Techniques	6	1
CAFHN-406-1711	Fashion Industry Roles and Practices	6	1
CAFHN-406-1706	Concept Development and Design	6	1
CAMRK-406-2003	Marketing and Retail in Fashion	6	1
CAFHN-406-1705	Pattern Cutting	6	1
CAHIS-406-1701	Historical and Cultural Studies	6	1
CAFHN-406-1703	Drawing and Illustration in Fashion	6	1
CDKSK-406-2001	English	6	1
CDKSK-406-1705	Science for Arts	6	1
CAFHN-406-1710	Design and Production Planning	6	2
CAFHN-406-2101	Bookkeeping and Accounts for Fashion	6	2
CAFHN-406-2102	Textiles and Fibres for Fashion Design	6	2
CDKSK-404-1915	Employability and Entrepreneurial Skills	4	2
CAFHN-406-1707	Production Techniques and Quality Control	6	2
CAPRJ-406-1704	Fashion Design Final Project	6	2
CAFHN-406-1708	Creative Textile Techniques	6	2
CACMP-406-1610	Vocational Competencies in the Creative Arts	6	2
CDKSK-402-2104	Community Social Responsibility	2	2
CAFHN-406-1704	Pattern Design and Production Techniques	6	2
CAFHN-406-1709	Computer Applications in Fashion Design	6	2
Total ECVET/ECTS		120	/

CAHIS-406-1701 Historical and Cultural Studies

Unit level (MQF): 4

Credits: 6

Unit description

This unit aims to build the necessary skills and knowledge required by learners to investigate and comprehend fashion within the social, historical and cultural context. This will help to understand the development of fashion through the ages; Medieval period 5 to the 14 Century, Renaissance 1300 - 1700, as well as the Modern 18th, 19th, 20th and 21st Centuries.

Learners will build effective research and documentation skills through selecting and using appropriate sources, recording methods and systems for referencing. Learners will be required to develop skills in the areas of analysis and critical appraisal and apply this knowledge to the production of verbal, visual and written presentations.

Learners will be required to develop their use and understanding of subject specific terminology and strengthen their reading of visual language, to fully engage with fashion design practice.

These skills are vital to enhancing the learners' ability to communicate their ideas and observations on contemporary and historical fashion design whilst reflecting upon and reviewing potential opportunities within their own practice. These skills are also crucial in allowing learners to identify and define their specialist area of interest as well as promoting an expansive approach to possible crossover of ideas, concepts and processes within their studio practice thus enhancing their ability for future employment within the creative industries.

Learning Outcomes

On completion of this unit the student will be able to:

1. *Identify key fashion designer and trends of past and present.*
2. *Discuss influences on fashion practices and trends of past and present.*
3. *Analyse the impact of fashion in different areas of society through research and documentation.*
4. *Evaluate and present information on a specific area of fashion design.*

CAFHN-406-1701 Exploring Textiles, Fibres and Techniques

Unit level (MQF): 4

Credits: 6

Unit description

This unit will inform learners about the different properties and characteristics of materials and fibres through visual studies, physical testing and producing samples. A series of tests and discussions will help students understand why different fibres are chosen for different applications, how fibre properties vary under different conditions (wet vs. dry, knotted vs. straight), how natural and synthetic fibres compare and the properties related to comfort.

Experiments will give students a better understanding of the fabrics encountered daily and their care requirements. This study will ultimately be invaluable when selecting suitable materials for textile and garment construction. Learning the relevant terminology is imperative along with keeping records in a technical journal, collecting samples and annotating names and properties of different materials.

This unit will continue to explore historic and cultural aspects of traditional techniques and to demonstrate an understanding of traditional textiles techniques with an emphasis on constructed textiles.

The learner will experiment constructed textile techniques such as different weaves, knits and non-woven techniques as well as the possibilities with recycled materials based on the research and experiments carried out. This work will show how the research has integrated and records should be kept in journals explaining the processes and how it may be used in a fashion context.

Finally, this unit will conclude with reflections on choices made, the competency with techniques, quality of finishes etc. with discussions on how the techniques affected the characteristics and properties and how the work could be applied in fashion contexts.

Learning Outcomes

On completion of this unit the student will be able to:

1. *Examine the characteristics and properties of fabrics and fibres.*
2. *Explore constructed textile techniques and equipment safely.*
3. *Select suitable materials, technique and equipment for a body of work.*
4. *Evaluate suitability of fibres and textile work for use in fashion.*

CAFHN-406-1702 Sewing and Garment Techniques

Unit level (MQF): 4

Credits: 6

Unit description

This unit will allow the learner to develop an understanding of the key theoretical concepts of sewing techniques within the context of garment construction/ production and facilitate them to safely practice the skills associated with hand and machine sewing techniques to meet a given specification. No prior underpinning knowledge is necessary for this unit. Safe working practice will be discussed and demonstrated to the learners to enable them to confidently and competently follow instructions in how to operate equipment, tools and machinery safely and appropriately, for the creation of complex sewing samples which include a variety of sewing techniques. Health and safety issues will be discussed and demonstrated and appropriate risk assessments should be followed at all times.

Learners will also acquire an understanding of the concepts related to fitting standards, pattern alterations, producing and assembling garment parts/ elements to provide context.

Tutor will support the learner in the exploration of a variety of hand and machine sewing techniques to produce and develop a variety of complex (different and connecting) sewing samples of substantial parts and elements of garments to meet technical specifications given by tutor. These samples should relate to a variety of garment types. Learners will be introduced to a wide range of fabrics, encouraging them to be as experimental in their choice of fabrics as possible so they understand and identify different fabric properties and characteristics. All technical information, such as operational breakdowns, relevant to the learner's complex sewing samples will be recorded and analysis of process is encouraged. Finally, a portfolio for presentation will be produced to include all complex sewing samples and related technical notes demonstrating a wide variety of sewing techniques used in the production process of garments. Generation of a work file/ folder/ sketchbook, will allow learners to collate health and safety documentation, annotated working sketches, technical specification sheet, operational breakdown etc. The portfolio content requires the samples to relate to a variety of garment types and all work achieved within this unit for assessment.

Learning Outcomes

On completion of this unit the student will be able to:

- 1. Identify specific sewing tools /equipment/machinery and their function, with specific attention to health and safety.*
- 2. Use sewing tools/equipment/machinery to produce garment component production processes respecting the appropriate fabric properties and characteristics.*
- 3. Produce sewing samples of a number of garment components.*
- 4. Present a portfolio with complex sewing samples including technical notes and a brief written evaluation for each sample.*

CAFHN-406-1703 Drawing and Illustration in Fashion

Unit level (MQF): 4

Credits: 6

Unit description

In this unit the learner will understand the value of observational drawing from real life, exploring the human figure, fabrics, textures, clothes etc. This will help gain primary drawing perspectives of how to conventionally proportion the human figure, in a variety of positions and then adapt this information to create a fashion figure illustration in a wide range of poses.

The learner will acquire an understanding of the human figure, develop skills in conventional human proportions, structure, form and scale to produce mixed media, monochromatic and colour, drawing studies demonstrating accurate rendering of the figure in a variety of poses.

Quality of line, tonal contrasts of light and shadow, textures of fabrics and underlying structure of the figure in different positions will be explored.

Learners will develop theoretical knowledge to inform their practical skills, through researching illustrators from a range of design disciplines (not only fashion). This research along with the knowledge gained through the live drawing, should inform their stylised interpretations of the human figure. They will also become aware of the range of techniques, the basic principles of design, good drawing skills, a good understanding of interpreting a silhouette and fabric rendering. Exploration of garment construction, colour ways and trend forecasts as well as presentation formats is all encouraged, as the focus of the unit moves towards developing skills in drawing and experimentation with various illustration techniques and poses. As the creative nature of this unit is to encourage exploration and diversity of fashion illustration, poses, templates and the croquis will not be covered, but shall be discussed within the content.

The learner will be encouraged to reflect on the practical skills and understanding gained from mixed media figure drawing using conventional proportions, and demonstrate this knowledge to create a collection of stylised figures in a variety of poses.

Finally, learners will produce and present a collection of mixed media illustrations that may be abstract or of figurative drawings. These illustrations will convey the mood of the collection and not necessarily represent a full garment. The illustrations may be accompanied by a 'line up' of the collection (if any) that it forms part of. All work achieved within this unit will be presented and assessed.

Learning Outcomes

On completion of this unit the student will be able to:

- 1. Produce observational drawings that explore media and techniques and demonstrate an understanding of proportion, scale, structure form and texture.*
- 2. Research and interpret a variety of illustration styles, details poses, media and fashion communication techniques.*
- 3. Produce stylised drawings, which demonstrate effective use of elements and principles of design, illustration styles, poses media and techniques.*
- 4. Produce and present A2 mood boards, which demonstrate a well-informed approach to fashion illustration and drawing.*

CAFHN-406-1704 Pattern Design and Production Techniques

Unit level (MQF): 4

Credits: 6

Unit description

This unit will give learners the opportunity to demonstrate all the skills and techniques learnt throughout the course. Learners will need to present an outcome that embodies all the knowledge and applications learnt while evaluating and their choices of design, styling and production of garments in preparation for their final fashion design project.

Learners will be expected to refer to their portfolio of works collected during the course to assess their learning development. This reference will help them appreciate their learning progress and make informed decisions when choosing, planning and developing fashion design projects.

This unit is particularly linked to other units such as; *pattern cutting, sewing and garment techniques, and creative textile techniques*. This unit will give learners the opportunity to improve upon their work in preparation for the final fashion design project.

Learning Outcomes

On completion of this unit the student will be able to:

1. *Produce flat patterns to body measurements.*
2. *Produce full-scale flat patterns and manipulate using different techniques for a variety of body measurements and own style details.*
3. *Produce quality finished garments, demonstrating competence in production techniques.*
4. *Evaluate and present a collection of quality work, including assembly details in a working file/Portfolio.*

CAFHN-406-1705 Pattern Cutting

Unit level (MQF): 4

Credits: 6

Unit description

Pattern drafting is a skills-based unit and will allow learners to demonstrate they have the necessary skills to be able to use flat pattern drafting competently and develop an understanding of the role this plays in the design and make sector of the fashion industry.

It is important that those working in these areas of design and construction within the fashion industry, understand the principles of basic pattern drafting.

This unit explores the processes of pattern drafting, and is relevant to learners wishing to develop their knowledge and provide solutions for design problems.

On completion of the unit, the learner will understand the need for the terminology associated with pattern drafting, Students will be taught how to produce patterns that may be more technically complex, as well as developing the knowledge and skills to produce these.

The learner will be able to construct basic pattern drafting techniques from standard blocks, in full scale and include a range of design details and style requirements. The learner will be able to adapt these for their own designs and understand and recognise construction lines on pattern blocks, how to position pattern markings, dart manipulation and include relevant sizing information, including taking and using own measurements.

Project briefs for this unit should stimulate and motivate the learner to develop and adapt pattern drafting skills and should include the terminology and language used within this specialist field. Learners should look to historic and contemporary fashion to develop and gain an understanding of historic design features and details as well as new shapes and proportions in contemporary fashion design.

The unit should encourage students to be aware of the need for accuracy when drafting patterns and lay planning for single garments, lay planning and costing. (CAD should be referred to only and included in further study courses.)

This underpinning knowledge together with the other specialist units within this qualification, including garment construction and sewing techniques, are essential for learners vocational understanding.

The unit is relevant to learners wishing to further develop their skills and provide a foundation for a higher level of study

Learning Outcomes

On completion of this unit the student will be able to:

1. *Produce flat pattern drafts from various standard blocks, including construction lines and pattern markings.*
2. *Draft flat pattern adaptations for a variety of style requirements.*
3. *Produce a full-scale, finished pattern from own design and measurements.*
4. *Present a collection of patterns including manipulations and developments in working file /PORTFOLIO.*

CAFHN-406-1706 Concept Development and Design

Unit level (MQF): 4

Credits: 6

Unit description

In this unit, students will identify and explore different techniques used to develop and communicate design ideas, these include; researching, idea generation, 2D/3D media investigations, visual communication and professional presentation methods. These will aid the development of innovative concepts and designs that may be applied in later projects. The building of concepts and ideas is the basis for a strong design project and giving the nature of fashion, an ever evolving fast moving industry, it is of utmost importance that students are aware and updated with industry news, contemporary development and trends.

Through being informed the student will be able to formulate intelligent concepts and contemporary ideas to be developed and translated into designs that later can be manufactured into garments or other fashion items.

Learning Outcomes

On completion of this unit the student will be able to:

1. *Examine industry design development methods to gather information that informs own work.*
2. *Develop innovative visual concepts when exploring ideas generation and design methods.*
3. *Illustrate and use visual communication techniques in unique personal styles, to present sophisticated design solutions.*
4. *Evaluate effectiveness of project work with an audience and propose design ideas for a future collection.*

CAFHN-406-1707 Production Techniques and Quality Control

Unit level (MQF): 4

Credits: 6

Unit description

Quality control is a set of steps or guidelines designed to guarantee that a product or service meets certain performance standards. Quality control is a must when producing competitive work, both when working in a studio or in the industry. This will avoid alterations and rejection of products at later stages which will result in loss of profit to the stakeholder/producer.

This unit will help students identify the importance of quality control checks at all stages of production namely; sample testing, marking section, inspection during fabric spreading, cutting stage, sewing and assembly, pressing and finishing.

In the textiles industry, quality control examines each operation from selection of raw materials, manufacturing, finishing and packaging to pre-defined standards. Quality control ensures a smooth-running manufacturing process, leading to time saving, cost effective and competitive within the garment industry.

Learning Outcomes

On completion of this unit the student will be able to:

1. *Demonstrate knowledge of quality control procedures and safe operation of sewing equipment used in garment production.*
2. *Produce a quality control checklist and present garment assembly plan to meet specifications.*
3. *Produce and present sewing elements in garment assembly; sewing techniques, finishing, closures, seams and hems.*
4. *Evaluate own work in garment assembly, production processes against quality control checklist and manufacturing costs.*

CAFHN-406-1708 Creative Textile Techniques

Unit level (MQF): 4

Credits: 6

Unit description

This unit will explore distinctive characteristics of media and materials in preparation for practical applications in a variety of design techniques for textile surface decoration. It is imperative, that learners research, gather and produce visual references to achieve an innovative collection of surface design.

They will investigate possibilities for decorative motifs and repeat patterns with an overall aim to produce different prints/surface decoration using various equipment. An appreciation of drawing in its widest sense and an aesthetic sensitivity will assist in the design process and aid the development of a visual language when communicating final designs.

Work for this unit will be based mainly on learner projects, evidenced through test pieces and projects that stimulate curiosity, and extend on individual creativity and should encourage results that are unexpected, unusual and innovative as outcomes.

Learners will be encouraged to investigate traditional and non-traditional print and surface decoration techniques with various media/materials.

Learners will gain practical experience with a range of materials, processes and techniques, which may include: dyeing, embroidery, lino printing, screen-printing, transfer printing, applique etc. Learner will be expected to produce a wide range of outcomes where an emphasis will be placed on originality and experimentation.

Maintaining sketchbooks and technical journals are expected to comprehensively record any technical information for future reference and creative work throughout. Lessons will provide information regarding correct selection of materials such as printing ink and dye recipes, and using appropriate methods for surface treatments, fixing and finishing fabrics, as well as working safely and responsibly in the workshop.

Evaluating work will be expected throughout, where learners will discuss and comment on the success or failure of media, materials, techniques, technologies and processes to further enhance the quality of outcomes.

Learning Outcomes

On completion of this unit the student will be able to:

1. *Prepare fabric for creative textile work and record experimentation.*
2. *Explore processes appropriately during creative textile work.*
3. *Produce a range of creative work that meets intentions of a brief.*
4. *Evaluate own work and its suitability for fashion.*

CAFHN-406-1709 Computer Applications in Fashion Design

Unit level (MQF): 4

Credits: 6

Unit description

In this unit learners will explore the digital tools and programmes that may be used in a fashion design project. They will be given a basic introduction to programs such as Adobe Illustrator and Photoshop. The aim is to learn how to use these digital tools and experiment with creative image manipulation that will lead to designs for patterns to be used for surface treatment of textiles. They will learn how to create pattern repeats for various designs to create fashionable designs for their prospective collections.

Learners will also be trained in the use of digital programmes for more technical purposes such as digital pattern drafting together with corresponding 'technical flat' drawing, a very important means of communication within the fashion industry. This unit will help learners to develop digital patterns for different style designs. Students will gain skills in the software applications and be prepared with the basic knowledge in computer application for fashion design. This unit will be the first step to the variety of use of digital media in fashion design and technology. Students will be expected to use this knowledge in later units of the fashion course.

Learning Outcomes

On completion of this unit the student will be able to:

- 1. Identify appropriate source material and digital media applications for a fashion*
- 2. Interpret ideas from source material in digital format.*
- 3. Compile effective digital work from non-digital sources.*
- 4. Formulate a collection of own work and identify areas for improvement.*

CAFHN-406-1710 Design and Production Planning

Unit level (MQF): 4

Credits: 6

Unit description

In this unit, students will investigate and familiarise themselves with a variety of media and techniques, as well as the importance and essential need of visual communication skills and the language of design needed to liaise with industry.

Students will explore the design and production planning techniques such as, technical drawing of garments (Technical Flats) both by hand and later applied to the Adobe Illustrator programme. Students will familiarise themselves with the pen weights and illustrator tools needed to create 'technical flats' that will be placed on 'Spec sheets' and which are the international language between designer and manufacturer around the globe. Students will also be taught about sourcing materials and suppliers, 'Costing Quantity Sheets', and 'Sample and Fabric Boards'.

Alongside this more technical part of visual communication for the project, the students will be taught various illustration skills and techniques (traditional, contemporary, and digital) in other units which will bring mood and life to the designs proposed.

Learning Outcomes

On completion of this unit the student will be able to:

1. *Present research that informs a project through industry and small business methods of developing and communicating design information.*
2. *Use a variety of media, techniques and technology to communicate design and production technical information appropriately.*
3. *Analyse and select the most effective ideas and technical information to visually communicate for production.*
4. *Evaluate and present work professionally to the various departments, and identify areas for improvement.*

CAFHN-406-1711 Fashion Industry Roles and Practices

Unit level (MQF): 4

Credits: 6

Unit description

The fashion and textile industry play an important part of the global economy, with employment in the millions. Therefore, it is important for learners to have an awareness about the structure of the fashion industry and the different roles and working practices within it. By looking at the employment opportunities within the broad spectrum of fashion, and the requirements of specific roles, this unit gives learners the opportunity to inform their own possible career moves.

Emphasis throughout this unit will be placed on the local industry, where students will be encouraged to participate in possible work placements or collaborations with local companies. There will therefore, be opportunity for learners to make initial contacts within the industry and to understand how the different key areas of fashion, such as design, manufacture, retail, media, marketing and promotion all interact with one another.

Furthermore, learners will study the structures within the fashion industry to develop understanding about terminology related to types of apparel (size ranges, prices zones, ready to wear, prêt-à-porter, women's, men's, children's, sports, lingerie, casual, evening, bridal etc.) from the most exclusive *haute couture* fashion to everyday sportswear. Learners will carry out research and produce work that will trace the services and/or fashion products throughout different levels/stages in the fashion industry, from the production of raw materials, principally fibres and textiles, the production of fashion goods by designers, manufacturers, contractors, buyers, retail sales, marketing and promotions etc. These levels in the industries structure consist of many separate and interdependent sectors, all of which are devoted to satisfying consumer demand with a goal of achieving success (making a profit). Therefore, part of the tracking process will be to introduce learners to the concepts behind roles and working practices within the industry. From this, learners will explore their possible career paths by researching and carrying out a work experience placement.

From this, learners will explore their possible career paths to build a learning plan. This will provide opportunity for learners to experience various professional practices as well as develop transferable skills such as communication, prepare for future work or

studies and apply individual skills into the designs preparation of a professional portfolio and other self-promotional material.

Learning Outcomes

On completion of this unit the student will be able to:

- 1. Examine the scope of the fashion industry, mapping the different sectors, organisations, professional roles and practices.*
- 2. Analysis personal skills and competencies to identify career opportunities and produce a personal development plan.*
- 3. Establish and carry out own work placement appropriately, while reflecting on own performance and learning.*
- 4. Develop and explore professional modes of work to formulate self-promotional material that supports a preferred career path.*

CAPRJ-406-1704 Fashion Design Final Project

Unit level (MQF): 4

Credits: 6

Unit description

This unit will conclude and amalgamate all skills learned throughout the course. The student will work more independently during this project and will have gained enough technical and theoretical knowledge to go through the process of building a concept through historical and contemporary research.

For this final unit students will design a collection and produce one or two garments from pattern to manufacturing stages. (this will be supported through other units that are delivered during this semester such as: 'Pattern design and production techniques' & 'Design and production planning'). The main focus of this unit is the final product that will be manufactured by the student. Attention will be given to the quality and detail of the final garment or garments presented.

The student will document the process of the entire project and will submit an accompanying portfolio as part of the unit: 'Visualisation & Presentation' to accompany the final project. As part of this unit students should also be considering, and will be assessed on the contemporary exhibiting of their 2D and 3D work.

Learning Outcomes

On completion of this unit the student will be able to:

- 1. Interpret ideas from a self-initiated project into unique and sophisticated design solutions for a fashion collection.*
- 2. Experiment, test and modify design solutions in preparation for final production.*
- 3. Demonstrate design and manufacturing skills required for the realisation of a collection of exhibiting standards.*
- 4. Organise a professional final event to promote work, while critically evaluate throughout*

CACMP-406-1610 Vocational Competences in the Creative Arts

Unit level (MQF): 4

Credits: 6

Unit description

The local creative art sector currently provides various employment opportunities for suitably qualified professionals, ranging from work related to conservation and preservation, journalism, 3D design, photography, fine art, illustration, Web design, game development and TV editorial assistance in both the public and the private sectors.

The aim behind the work placement is to provide learners with the opportunity to consolidate and broaden the knowledge they have gained in their studies. The work placement allows learners to apply their artistic and technical knowledge to a real world situation. Learners are encouraged to combine classroom theory with related practical job experience while considering a range of possible career paths representative of the local creative art industry. Work placements give the industry the chance to get an enthusiastic employee, who is up-to-date with the latest skills and knowledge. Learners can offer companies and institutions an extra pair of hands to help on a specific project, while using their skills in a real-life environment that can really contribute to learning. Placements give learners the chance to learn, be challenging but realistic.

The links between personal and career development are explored, allowing learners to develop the skills required to maximise use of job-seeking resources, establish, develop and maintain professional contacts, compile effective job applications, and perform successfully at interviews. In the work environment itself, learners are guided towards the development of a professional and conscientious work ethic, as well as practical contextual day-to-day team working and administrative skills typical of the modern-day workplace.

Throughout this unit, learners will organise, prepare for, undergo, and finally evaluate a work experience placement in an environment rich in peer and tutor support. The unit ultimately permits the consolidation and application of a wide range of learning outcomes encountered throughout the overall course of study, in practical real-world contexts.

Learning Outcomes

On completion of this unit the student will be able to:

1. *Understand the structures, functions, and associated rights and obligations of the local creative art sectors.*
2. *Plan own objectives for a work experience placement in the creative art sectors.*
3. *Carry out a work experience placement in the creative art sectors.*
4. *Review personal and professional development achieved in a work experience placement in the creative art sectors.*

CAFHN-406-2101 Bookkeeping and Accounts for Fashion

Unit level (MQF): 4

Credits: 6

Unit description

This unit is intended at helping learners to obtain a basic knowledge of accounting that would be particularly useful if learners decide to work as self-employed and/or to set up a small business. Through lectures, guest speakers and other informal learning activities, the unit will enable learners to come across important accounting terms relating to accounting, capital and revenue expenditure, and sources of finance. The learners will also engage in learning activities that will enable them to understand the basics relating to accounting information and records that need to be kept for tax purposes, for the preparation of the Statement of Profit or Loss Account (Income Statement) to be submitted with the Annual Tax Return. The learners will be exposed to the preparation of documents, workings and relevant calculations for the preparation of the VAT Return.

In this unit the learners will also have the opportunity to understand costs and cost behaviour. This includes the calculations relating to marginal costing and decision making. Such calculations may include calculations relating to break-even analysis, the preparation of the profit statement at different quantity levels, setting the price of a product, and accept or reject an order.

The learners will obtain a basic knowledge relating to the preparation of different types of budgets. Such budgets include the Sales Budget, the Production Budget and the Raw Materials Budget. The learners will have the opportunity to work on the preparation of a cashflow forecast. This is considered as useful as it will help them to plan for the future and to envisage any financing requirements that may arise in the future. Banks very often require a cashflow forecast from clients when they apply for a bank loan and/or bank overdraft to finance a project/request financial assistance from the bank.

Learning Outcomes

Upon completion of this unit the learner will be able to:

1. *Recognise basic book-keeping terms, the documentation required, financial statements and sources of finance.*
2. *Compile accounting information and calculations relating to the calculation of profit and Input and Output VAT.*
3. *Calculate relevant costs for decision-making.*
4. *Prepare various types of budgets.*

CAMRK-406-2003 Marketing and Retail in Fashion

Unit level (MQF): 4

Credits: 6

Unit description

This unit is designed to allow learners to develop a general understanding of marketing and customer service in the retail fashion industry. The learners will learn the importance of marketing and how to create a competitive advantage by using marketing in the fashion industry, as well as why a good customer service is essential for the business.

Creating satisfied customers is key in marketing, hence understanding the needs and desires of the customers is important, especially in such a competitive industry. The learners will develop an understanding on how to identify these needs and desires by using various marketing methods. Furthermore, they will learn how to use and process information gathered and turn this information into marketing strategies.

The learners will analyse the marketing strategies used in the fashion retail industry, which will help them understand the fashion industry and its retail market and why certain decisions are made in marketing. Whilst analysing, the learners will focus on various marketing methods.

Learning Outcomes

Upon completing the unit, learners should be able to:

1. Recognise the importance of *customer service in the fashion industry*;
2. Explain the importance of *marketing and its role in the fashion industry*;
3. Explore the various *marketing methods in fashion*;
4. Analyse the *marketing strategies in fashion*.