



Faculties of Humanities and Theology

HGMOV, Bachelor Programme in Fashion Studies, 180 credits

Kandidatprogram i modevetenskap, 180 högskolepoäng

**Second cycle degree programme not requiring previous university study /
Program utan akademiska förkunskapskrav och med slutlig examen på avancerad nivå**

Decision

The programme syllabus is established by The pro-dean for First-Cycle Studies at the Faculties of Humanities and Theology 16-05-2012 and most recently amended 08-05-2020. The amended syllabus is valid from 08-05-2020, autumn semester 2019.

Programme description

The Bachelor's programme in Fashion Studies is an interdisciplinary humanities study programme with elements from the social sciences. The emphasis is on the cultural sciences perspective in which historical and contemporary contexts are interwoven.

Fashion Studies is a multidisciplinary subject which examines fashion as a significant cultural, social and economic phenomenon. The programme helps the student to develop a critical understanding of fashion as a cultural industry that positions the individual in a social and global setting. It trains students to interpret and analyse fashion's role, expressions and practices in historical, cultural, economic and social processes. The programme provides a broad perspective on fashion, clothes and other aesthetic and lifestyle-related expressions with links to aspects such as design, production, consumption, sustainability, representation, the body and identity, gender, and social and cultural diversity.

In the programme, fashion is studied as material object, image, text, embodied practice, theory and concept. The student explores the multidisciplinary theories and methods that have formed the field of fashion studies. The programme brings together subject knowledge and analytical and communicative skills with basic skills,

in order to put fashion studies into practice in a concluding degree project. The programme strives for a clear connection to the relevant labour market and to current research in the field of fashion studies.

The Bachelor's programme in Fashion Studies comprises 180 credits, of which 150 credits are in cultural sciences with a specialisation in fashion studies. In the first four semesters, the students engage in specialised studies within fashion studies. In the fifth semester, elective courses are taken within closely related or relevant areas of knowledge for the programme. The programme's sixth semester concludes the specialisation in fashion studies, when the student is prepared for working life through a placement-based course (7.5 credits) and an independent degree project (15 credits). The programme is preparatory for further studies at the Master's level.

Goals

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

Knowledge and understanding

- demonstrate specialised understanding of fashion studies as a humanities discipline and as an area of application
- provide a specialised account of Western fashion and dress history, including its background and conditions in relation to other manifestations of aesthetics and lifestyles
- re-examine fashion as a concept and analyse its roles and functions in historical, cultural, economic and social processes from different perspectives
- provide an account of the multidisciplinary basis of fashion studies and the diverse theories and methods that can be applied within the discipline
- demonstrate specialised insights into the area of specialisation for the degree project and general knowledge of current research within the area

Competence and skills

- independently, in dialogue with others and within predetermined time frames, formulate and methodologically process issues within fashion studies
- 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
- communicate his or her knowledge in speech and writing also to audiences without specialised knowledge of fashion studies
- use methods of business intelligence and analysis within areas of theoretical and applied aspects of fashion studies
- demonstrate basic skills in entrepreneurship, project management and communication strategies related to the discipline
- use knowledge of fashion studies and entrepreneurial skills related to professional life

Judgement and approach

- 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

- 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
- report insights into the role of knowledge and research in society and the significance of academic and intellectual integrity
- 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.

Course information

Compulsory courses for the programme as a whole

Introduction to Fashion Studies, 7,5 credits
 Fashion in Historical and Cultural Contexts 1, 7,5 credits
 Fashion in Historical and Cultural Contexts 2, 7,5 credits
 Fashion in Historical and Cultural Contexts 3, 7,5 credits
 Contemporary Fashion – Production, Communication and Consumption, 7,5 credits
 Basic Philosophical and Scientific Perspectives, 7,5 credits
 Theories and Research Methods in Fashion Studies 1, 7,5 credits
 Theories and Research Methods in Fashion Studies 2, 7,5 credits
 Theories and Research Methods in Fashion Studies 3, 7,5 credits
 Fashion Expressions – Fashion as Material Culture, 7,5 credits
 Fashion Expressions – Fashion as Visual Culture, 7,5 credits
 Fashion and Market 1, 7,5 credits
 Fashion and Market 2, 7,5 credits
 Basic Tools – Communication Strategies, 7,5 credits
 Basic Tools – Project Management and Entrepreneurship, 15 credits
 Understanding Fashion Studies through Work Experience, 7,5 credits
 Scientific Writing, 7,5 credits
 Bachelor Thesis, 15 credits

Elective courses

The programme includes elective courses comprising 30 credits. The courses can be selected quite freely from within the student's own department or outside it, depending on the affiliation of the individual student, but are to be relevant in relation to the programme content as a whole.

Schematic layout of the programme

Semester 1

MODA15 Introduction to Fashion Studies, 7,5 credits
 MODA12 Fashion in Historical and Cultural Contexts 1 – Introduction, 7,5 credits
 MODA13 Fashion Expressions – Fashion as Material Culture, 7,5 credits
 MODA16 Contemporary Fashion – Production, Communication and Consumption,

7,5 credits

Semester 2

MODA25 Basic Philosophical and Scientific Perspectives, 7,5 credits

MODA24 Basic Tools – Communication Strategies, 7,5 credits

MODA26 Theories and Research Methods in Fashion Studies 1 - Introduction, 7,5 credits

MODA27 Scientific Writing, 7,5 credits

Semester 3

MODA31 Fashion in Historical and Cultural Contexts 2 – Continuation, 7,5 credits

MODA35 Theories and Research Methods in Fashion Studies 2, 7,5 credits

MODA33 Fashion Expressions – Fashion as Visual Culture, 7,5 credits

MODA36 Fashion and Market 1 - Introduction, 7,5 credits

Semester 4

MODA41 Basic Tools – Project Management and Entrepreneurship, 15 credits

MODA42 Fashion in Historical and Cultural Contexts 3 - Advanced, 7,5 credits

MODA43 Fashion and Markets 2, 7,5 credits

Semester 5

Elective courses. The courses are selected in consultation with the programme coordinators and must be relevant for the programme studies.

Semester 6

MODA61 Understanding Fashion Studies through Work Experience, 7,5 credits

MODA62 Theories and Research Methods in Fashion Studies 3 - Advanced, 7,5 credits

MODK63 Bachelor Thesis, 7,5 credits

Degree

Degree titles

Degree of Bachelor of Arts

Major: Cultural Sciences with specialization in Fashion Studies

Filosofie kandidatexamen

Huvudområde: Kulturvetenskaper med specialisering i modevetenskap

Requirements and Selection method

Requirements

General and courses corresponding to the following Swedish Upper Secondary School Programs: History 1 and Social Studies 1 or History A and Social Studies A

Selection method

Seats are allocated according to: The general average (GPA) of your higher secondary school leaving certificate: 66 %, The Swedish national university aptitude test: 34 %.

Transition rules

Students admitted to the programme prior to 1 June 2019 are entitled to complete the programme in accordance with the programme syllabus valid at the time of admission. This right is in force until 31 August 2022. Students are also entitled to start studying in accordance with the amended syllabus and have their previously acquired credits transferred.