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**Master programme curriculum  
Fashion & Technology  
at the University of Art and Design Linz  
Academic degree: Master of Arts, abbr. MA**

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Decision of the Curricula Committee of 6 June 2018

In accordance with the University Organisation Act (UG 2002, BGBl. Nr. 120/2002), the Senate of the University of Art and Design Linz adopts the curriculum for the master programme Fashion & Technology in its present form.

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## **Preamble**

The four-semester master programme Fashion & Technology positions itself at the interface of fashion and technology. The future-oriented programme explores fields which emerge from the combination of traditional fashion techniques and technologies and new technological disciplines. This transdisciplinary approach focusses on the development of responsible and innovative solutions.

The programme aims at a critical exploration of the social relevance of fashion as an instrument of distinction, as an emancipatory means of reflection on design and production conditions and the relationship between body and medialised environment.

The art- and science-oriented programme considers fashion an interdisciplinary field and introduces students to alternative concepts, especially regarding team work, sustainability and a broadened concept of fashion. The following aspects are found across all areas of the programme: the use of various analogue and digital methods, the understanding of materiality and processes as well as sustainable action ranging from material design to production conditions to distribution.

Today, highly specialised groups of experts with complementary qualifications collaborate more and more frequently, from the discussion of fashion as a design object to a multi-layered, integrated process which divides responsibilities between people with different skills. Hence, the programme focusses on competencies related to team work.

One of the most pressing questions of a changing fashion industry relates to the search for systems which manage material and power resources in a responsible way and propose more humane working conditions. The Fashion & Technology curriculum focuses on structures which point to respectful alternatives.

The programme aims at the development of a critical and informed attitude towards the socially relevant challenges of our time from a fashion perspective. Fashion & Technology represents a progressive educational model without neglecting traditional qualifications. Through collaboration with non-academic partners, it seeks a balance between new and traditional technologies and puts a focus on regional and global resources.

## 1. Prioritisation

Fashion & Technology combines receptive-reflective and practical-experimental education. The concept of design does not imply a focus on purely aesthetic criteria. As a result of innovative design and production and presentation methods, it rather focusses on the analysis and recoding of aesthetics. Additional new facets expand the traditional occupational profile of a fashion designer:

- development of alternative fashion concepts
- rediscovery and improvement of traditional production methods
- exploration of innovative production approaches (e.g. automation technologies, strategies of individualisation, open source and DIY maker methods)
- combination of analogue and digital technologies
- conception of sustainable processes
- research into innovative materials
- development of skills regarding gender, diversity and inclusion
- team work as a social core competence
- development of alternative presentation formats
- critical analysis of the concept of aesthetics
- use of technologies from the fields of 3D and 4D design; robotics and mechatronics for design, production, distribution and presentation
- reflection on the changing conditions in fashion and self-reflection
- acquisition of preparatory scientific knowledge required for a PhD programme

## 2. Educational profile and qualification profile

### 2.1 Teaching and learning objectives

The master programme expands on and combines competencies regarding the fields of fashion and technology.

The curriculum and its modular structure facilitate individual prioritisation and allow students to make their own decisions regarding their artistic-creative and receptive-reflective qualifications.

The traditional concept of fashion studies is complemented by a transdisciplinary competence profile which introduces students to the new and complex perspectives of the field.

## **2.2. Qualification profile**

The master programme Fashion & Technology imparts specific qualifications which are required for a career in fashion design, in fashion and technology businesses as well as research and development.

## **2.3. Occupational fields**

The master's degree in Fashion & Technology offers a multitude of professional options, such as:

- fashion designer
- material designer
- product developer
- fashion consultant, technology consultant
- model-based research
- specialised work for fashion and technology companies

### 3. Programme structure and schedule

The master programme Fashion & Technology comprises four semesters and is divided into modules.

In order to ensure individual development on a broad spectrum, the curriculum allows students to select courses according to their own topical interests.

Courses are taught in German and English.

#### 3.1. Duration of study

Four semesters.

#### 3.2. Workload

Average workload is 30 ECTS per semester.

Successful completion of the master programme Fashion & Technology requires a total of 120 ECTS.

#### 3.3. Modules

The master programme Fashion & Technology is divided into the following modules: CENTRAL ART SUBJECT, REFLECTION, PROFESSIONALISATION and FREE ELECTIVES.

CENTRAL ART SUBJECT	75 ECTS
REFLECTION	15 ECTS
PROFESSIONALISATION	15 ECTS
FREE ELECTIVES	15 ECTS
<b>total</b>	<b>120 ECTS</b>

Below follows an introduction of the individual modules regarding their contents, objectives and assessment.

#### Module CENTRAL ART SUBJECT

Contents: The Module CENTRAL ART SUBJECT consists of two SEMESTER PROJECTS, MASTER PROJECT I and MASTER PROJECT II. Students develop their own projects and improve their theoretical, artistic and technical skills. The realisation of concrete projects may require specific additional qualifications which can be acquired through labs and other courses, including courses at other departments, universities or non-academic institutions (e.g.

specialised techniques, chemical expertise, knowledge of industrial facilities, computer science, performance and sculpture, botany, architecture etc.).

The CENTRAL ART SUBJECT focusses on individuality and experimentation. It functions as an interface to the courses of the other modules and combines conception, realisation and reflection of art projects. The module also includes the appropriate use of media for presentations and trains students to work in inter- and transdisciplinary teams and to share responsibilities.

The SEMESTER PROJECTS (first and second semester) must be completed before MASTER PROJECT I and MASTER PROJECT II (although the master projects do not build on the semester projects in terms of content).

MASTER PROJECT I and MASTER PROJECT II must be completed consecutively:

MASTER PROJECT I focusses on the conception and research of the master project while MASTER PROJECT II is reserved for the master project's realisation.

At the beginning of the module MASTER PROJECT I, students define the initial objective of their master project in close consultation with their supervisor.

Module objective: The CENTRAL ART SUBJECT allows students to conceptualise, plan and realise their individual projects, to gain additional skills required for realisation and to reflect on their own work.

Assessment:

Workload for SEMESTER PROJECTS I and II and MASTER PROJECT I is 15 ECTS each, 9 of which are acquired through the completion of courses focusing on the technical skills required for the realisation of the art projects. Courses are completed by individual assessment. For each art projects, students receive 6 ECTS. Assessment takes place in form of a board examination.

The scope of MASTER PROJECT II is 30 ECTS.

Module REFLECTION

Contents: Fashion & Technology regards fashion as a complex matter which incorporates different lines of discourse. The module REFLECTION teaches students to position their work in

the context of receptive-reflective and practical-experimental studies and to question their own actions. Subjects cover an intentionally broad spectrum and address current positions of fashion theory, inclusion, gender studies, diversity studies, critical race studies, social criticism, fashion looked at from an inter- and transdisciplinary perspective as well as a postcolonial perspective, sustainability, technological theory, cultural technology and (post-)digital culture.

Courses of the module REFLECTION can be selected from the programme Fashion & Technology or from the range of courses offered by other university departments.

At least 6 ECTS must be chosen from the field of art and cultural theory. Art and cultural theories include art history, media and art theory, cultural studies and gender studies.

Module objective: Students develop an independent, critical, informed stance on questions of fashion and technology. The module's courses create a basis for reflection which incorporates complementary discursive and creative media.

Assessment: The courses of the module are completed by individual assessment.

## Module PROFESSIONALISATION

Contents: The module PROFESSIONALISATION prepares students for the different aspects of day-to-day work and imparts complementary knowledge. This includes project management, strategies of communication and presentation, marketing, team work and legal aspects.

The module offers courses such as strategies of communication and presentation, exhibition design and organisation, participation in hackathons and competitions, video, image and text design, CV and portfolio, forms of collaborative idea development, models of cooperation, social competencies, process and organisation design, project management, PR, self-management, networking and legal aspects of the fashion sector.

Module objective: PROFESSIONALISATION focusses on professional communication, presentation and networking within the spheres of fashion, culture, art, economy and science. It promotes students' autonomy as well as cooperation skills.

Assessment: The courses of the module are completed by individual assessment.

## Module FREE ELECTIVES

Contents: The Module FREE ELECTIVES facilitates individual prioritisation. Students select subjects from the range of courses offered by the University of Art and Design Linz or by other domestic or foreign universities.

Module objective: The Module FREE ELECTIVES allows students to set their own priorities and pursue their individual academic interests.

Assessment: The courses of the module are completed by individual assessment.

### 3.4. Suggested schedule

1st Semester	REFLECTION	SEMESTER PROJECT	PROFESSIONALISATION	FREE ELECTIVES	30 ECTS
	5 ECTS	15 ECTS	5 ECTS	5 ECTS	
2nd Semester	REFLECTION	SEMESTER PROJECT	PROFESSIONALISATION	FREE ELECTIVES	30 ECTS
	5 ECTS	15 ECTS	5 ECTS	5 ECTS	
3rd Semester	REFLECTION	MASTER PROJECT I	PROFESSIONALISATION	FREE ELECTIVES	30 ECTS
	5 ECTS	15 ECTS	5 ECTS	5 ECTS	
4th Semester	MASTER PROJECT II				30 ECTS
	30 ECTS				
				<b>total</b>	<b>120 ECTS</b>

### **3.5. Teaching and learning methods**

Course lecturers inform students on contents, methods and examination modalities at the beginning of the semester and provide information through the ufg-online platform.

In order to allow students to explore their individual interests, the master programme Fashion & Technology comprises a broad spectrum of course types.

The curriculum offers the following course types:

#### Lecture (Vorlesung - VO)

Lectures aim at a systematic and/or specialised transfer of knowledge. They provide insight into the current state of research, subjects and methods of each field. Contents are imparted through lectures, assessment takes place in the form of a written exam.

Lectures may be held in English.

#### Lecture and Exercise (Vorlesung und Übung - VU)

"Lecture and Exercise" courses systematically impart advanced knowledge. They give insight into the current state of research, subjects, problems and methods of a specific scientific or artistic field. The exercise allows students to discuss, review and improve acquired knowledge. Contents are imparted through lectures, assessment takes place in the form of a written exam.

Courses may be held in English.

#### Exercise (Übung - UE)

Exercises allow students to test, review and improve acquired knowledge using practical examples. Exercises refer to theoretical teaching contents or to concrete projects and require active student participation.

Courses may be held in English.

#### Artistic-scientific lab (LK)

Artistic-scientific labs are project classes. They comprehend the conception, development and realisation of media forms and impart and improve the skills required for artistic creation and the

development and application of scientific findings and methods. Artistic-scientific labs include individual or group supervision depending on requirements and subjects.

Courses may be held in English.

### Internship (PR)

Internships allow students to gain practical and professional experience.

Depending on the training institution, the internship may be completed in a foreign language.

### Seminar (SE)

Seminars are at the interface of knowledge transfer and independent knowledge acquisition. Artistic/scientific dialogue improves students' articulation skills and helps them develop an independent position. They are based on the analysis of theories and the reading of texts. Students contribute actively through reading, research, presentations etc.

Seminars may be held in English.

### Colloquium (KO)

A colloquium facilitates advanced academic and artistic discourse as well as the common development of current topics and problems of media, art and cultural studies. Theoretical or artistic specialisation, critical review and analysis, development and discussion of thesis papers, individual works and participants' designs are the focus of this course type. The colloquium prepares students for the development of their master project.

Courses may be held in English.

### Technical artistic counselling (TK)

Technical artistic counselling includes problem-oriented courses which offer specialised technical knowledge required for project work and focuses on students improving their skills in the context of application.

Courses may be held in English.

### Workshop (WS)

Workshops impart specific theoretical knowledge and specific technical skills regarding scientific or artistic implementation. Depending on technical or infrastructural requirements and previous knowledge, the number of participants may be limited. Workshops are block courses including continuous assessment.

Workshops may be held in English.

#### Excursion (EX)

Depending on subjects and requirements, all module types may include excursions. These field trips allow students to experience media productions, exhibitions and works on-site, to learn about problems and to examine different cultural, infrastructural and technical circumstances.

Excursions may be held in English.

#### Working groups (AG)

Working groups facilitate the joint development of a project topic under the supervision of a lecturer. This includes: problem formulation based on research and discussion, development of implementation concepts, briefing and conception of a project framework, collection of information as well as data on the project topic, development of a theoretical basis, project planning and management, production and monitoring as well as final documentation.

Courses may be held in English.

## **4. Examination regulations**

### **4.1. Admission requirements**

Admission to the master programme Fashion and Technology requires successful completion of an admission examination.

Applicants must hold a bachelor's degree (6 semesters minimum) in a discipline focusing on fashion design, media design, communication technology, physical computing, software engineering or bioinformatics or must have completed a comparable university education.

Applicants must submit a portfolio and demonstrate artistic and professional aptitude in the course of an interview with the examination board.

If the admission examination is completed successfully, students have 20 months to commence their studies.

If the board decides that an applicant qualifies for admission but lacks specific skills required for the programme, the applicant may be admitted to the programme with special conditions (5 ECTS max.). All students who were admitted with such conditions must fulfil these requirements before the start of the third semester.

#### **4.2. Examinations**

Courses are completed with an assessment corresponding to the course type (oral, written and/or artistic-scientific assignment). Examiners must inform students on contents and examination modalities before the start of the semester and provide information through the ufg-online platform.

#### **4.3. Master project**

Students develop the subject of their master project at the beginning of the module MASTER PROJECT I in consultation with their supervisor. The master project consists of a practical artistic part and a written part and is realised in the course of MASTER PROJECT II.

##### **MASTER PROJECT I**

MASTERPROJECT I comprises the conception of the master project, MASTER PROJECT II its realisation.

The written paper and the artistic work refer to each other.

The written part can be completed in English.

In case a master project requires additional knowledge of textile technologies or other competences regarding fashion design (e.g. if students completed their bachelor degree in a discipline such as biology, physical computing, communication technology etc.), students must acquire these skills during the course of the master programme or collaborate with other students and use their combined skill sets for the realisation of the project.

#### **4.4. Master examination**

The master programme Fashion & Technology is completed with the master examination. Admission to this board examination requires successful completion of all parts of the programme (except for the master project).

Students must submit their academic record (90 ECTS) no later than three weeks before the master examination.

The remaining 30 ECTS account for the artistic part and the written part of the master project as well as their presentation.

The master examination is a board examination. Students present and discuss their master project, which is then graded by the examination board. This grade is the final grade of the master programme. The master examination may be taken in English.

Final examination: The grade "sehr gut" (very good) is replaced with "passed with distinction".

## **5. Academic Degree**

Graduates of the master programme Fashion & Technology receive the degree Master of Arts (abbr. MA).