



<b>Unit Title</b>	Introduction to Fashion
<b>FHEQ Level</b>	Level 4
<b>Unit Code</b>	FAS18102
<b>Credit Value</b>	30 Credits
<b>Unit Type</b>	Subject

<b>Learning Hours</b>			
<b>Staff – Student Contact Hours</b>		<b>Independent Study Hours</b>	
Classes	60	Independent Study	90
Supervised access to resources	30	Preparation for Assessment	20
		Unsupervised Access to Resources	100
<b>Total</b>			<b>300</b>

### Unit Description

This unit introduces students to essential 2D and 3D skills and processes relevant to contemporary fashion design practice. This introductory unit will allow students to further develop these fundamental skills throughout the course.

Concept, research and design development methodologies will underpin the development of 3D design. Students will be encouraged to explore the relationships between of 2D and 3D design in order to experiment and challenge existing conventions of form, proportion and silhouette within a commercial and cultural context.

Utilizing traditional conventions and emerging technologies students will acquire key skills in 2D design, 3D shape and garment construction. This will allow students to apply methodology and practice to present a creative design solution for a contemporary fashion prototype.

The Five Principles underpin the Mindsets and Skillsets Manifesto and are the foundation upon which all course curriculum frameworks and unit specifications are based. The relevant Principles as stated below have been mapped against the Learning Outcomes relevant to each course unit and at each level (see Programme Specifications for full description of the Five Principles):

1. Cultivate / Where the individual thrives.
2. Collaborate / Where disciplines evolve.
3. Integrate / Where education engages industry.
4. Advocate / Where purpose meets practice.
5. Originate / creativity meets technology.

### Unit Indicative Content

Research  
Fashion history & Culture

Fashion Illustration  
Sketchbook Fundamentals  
Design Development  
Atelier health and safety induction  
Garment construction techniques – Introduction Ready to wear and High Street construction solutions  
2D to 3D development  
Draping  
Basic introduction to Pattern Cutting  
Creative Pattern Cutting  
Sampling  
The toile

### Unit Aims

Introduction to knowledge and practice of relevant skills in 2D and 3D research and realization.

To investigate cultural and historic influences and market factors relevant to contemporary fashion.

To encourage independent research and promote critical self-awareness.

To create a three-dimensional sample toile to inform the creation and construction of a final prototype garment or outfit.

To demonstrate design communication and presentation in a variety of media and techniques.

### Unit Learning Outcomes

*(to be selected from the Mini Manual)*

#### **LO 1 Research/Inspiration**

Demonstrate your capacity for information gathering techniques using a wide range of sources, providing visual, contextual and industry case-study research as appropriate.

Related Principle: ORIGINATE

#### **LO 3 Development/Prototyping**

Demonstrate a range of tests and solutions, informed by knowledge of the principles of the creative process.

Related Principle: INTEGRATE

#### **LO 5 Presentation /Storytelling For Influence**

Evidence effective communication of projects, whether in visual, oral or written form.

Related Principle: ADVOCATE

## LO 7 Employability

Evidence nurturing professional transferable and employability skills, including the ability to manage time and work to clear briefs and deadlines, respond to set goals, and communicate effectively.

Related Principle: CULTIVATE

## Learning and Teaching Methods

This unit will be delivered using a combination of:

Briefings

Lectures

Project work

Workshops

Tutorials

Online Activity

Individual Presentations and Critiques

Self Directed Independent Study

## Assessment methods and tasks

*Brief description of assessment methods*

Formative Assessment.

Summative Assessment to include Presentation and Critique

Assessment tasks	Weighting (100% of the unit)
<b>Portfolio of evidence to include:</b>	This unit is assessed holistically
Research Journal and Concept Development	
2D Concept Presentation	
Technical Construction File	
Pattern Cutting exercise File and Final Patterns	
Finished 3D Solution & Presentation	

## Indicative Assessment Criteria

*Assessment criteria are the basis on which the judgment of the adequacy of the work is made. A more detailed assessment criteria will be specified in the brief.*

1. Application of research methodologies (LO1)
2. Demonstration of synthesis and evaluation (LO1, )
3. Application of design thinking to produce innovative design solutions (,LO3)
4. Application of technical skills in pattern cutting, 3D toiling, sampling and prototyping (LO3)

5. Application of knowledge and understanding of effective visual communication (LO5)
6. Demonstration of application of professional engagement/collaborative working (LO7)
7. Demonstration of effective oral communication and presentation skills (LO5)

### Essential Reading list

1. Craik, Jennifer. (2009). *Fashion: the key concepts*. Berg.
2. Sorger, Richard & Udale, Jenny. (2012). *The Fundamentals of Fashion Design* 2nd edition. Ava Books.
3. Leach, Robert (2012). *Fashion Resource Book: Research for Design*. Thames and Hudson Ltd; 01 edition
4. Matharu, Gurmit. (2010). *What is Fashion Design?*. RotoVision.
5. Rousso, Chelsea. (2012). *Fashion forward*. Fairchild.
6. Davies, Hwyl. (2013). *Fashion Designers' Sketchbooks 2*. Laurence King.
7. Motwary, Filep. (2016). *Haute--porter: haute-couture in ready-to-wear fashion*. Lannoo.
1. Aldrich, W. (2015). *Metric Pattern Cutting for Womenswear*, 6th edition. John Wiley & Sons.
2. Aldrich, W. (2011). *Metric Pattern Cutting for Menswear*, 5th edition. John Wiley & Sons.
3. Parish, P. (2013). *Pattern cutting: The architecture of fashion*. London: AVA Academia.

<http://www.wqsn-edu.com/edu/>

<http://www.nowfashion.com>

<https://www.lsnqlobal.com/>

HYPERLINK "http://www.mintel.com/" <http://www.mintel.com/>

### Fashion Blogs

<http://stylebubble.typepad.com/>

<http://kingdomofstyle.typepad.co.uk/>

<http://www.thesartorialist.com/>

<http://www.fashiontoast.com/>

<http://stylescout.blogspot.com/>

<http://facehunter.blogspot.com/>

<http://www.mademoisellerobot.com/>