



Unit Title	Introduction to Digital Fashion Technologies
FHEQ Level	Level 4
Unit Code	FAS18105
Credit Value	30 Credits
Unit Type	Subject

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

Unit Description

This unit will introduce students to digital technologies for design and product development. Students will be encouraged to explore the creative and commercial use of new technologies and to combine them with established contemporary 2D and 3D based techniques in order to develop an innovative approach to design and product outcome.

Students will also investigate ways of using new technology to promote and communicate their ideas and final presentation in an experimental and increasingly professional way.

The context for this unit’s creative journey in digital technologies is complemented by concept research and design development relating to women’s or men’s trousers. Students will be encouraged to challenge existing conventions and apply digital technologies to extend their creative thinking within 2D design, 3D shape and garment construction. The application of methodology and practice will be encouraged so that students can present a fully resolved creative and contemporary design prototype.

This synthesis of techniques will give students a competitive edge within the fashion industry.

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

Concept Research & Visual Research
Concept, Design Development and Presentation
Introduction to Technical CAD drawing
Introduction to pattern cutting software, lay-planning and 3D draping software
Basic introduction to flat Pattern Cutting in relation to the trouser
Garment construction techniques: Introduction to construction solutions for the trouser
Ready to wear and High street construction solutions
Make a 'trouser' in a day
Creative Pattern Cutting
Sampling and toiling

Unit Aims

To introduce digital technology and related software packages for creative and commercial use within design and product development.

To investigate the trousers' cultural and historic influences relevant to contemporary fashion.

To develop relevant skills in 2D and 3D research and realization in order to edit, refine and select garment designs for a coherent line up.

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

To demonstrate the application of digital technology within design communication and presentation.

To encourage independent research, promote critical self-awareness and hone a personal design signature

Unit Learning Outcomes

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

Portfolio of evidence to include:

Research journal and concept/design development

2D Concept Presentation

CAD: Technical Specification Pack

CAD: Pattern Cutting Exercises and File

Technical Construction File

Flat Pattern Cutting exercise File and Final Patterns

Resolved 3D Prototype & Presentation

Weighting (100% of the unit)

This unit is assessed holistically

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. Application of design thinking to produce innovative design solutions (,LO3)
3. Application of technical skills in pattern cutting, 3D toiling, sampling and prototyping (LO3,)
4. Application of technical skills in digital technology and software packages appropriate to design and product development (LO3,)
- 5.
6. Demonstration of application of professional engagement/collaborative working (LO7,)
7. Demonstration of effective oral communication and presentation skills (LO5)

Essential Reading list

1. Aldrich, W. (2008). *Metric Pattern Cutting for Womenswear*, 5th edition. John Wiley & Sons.
2. Aldrich, W. (2011). *Metric Pattern Cutting for Menswear*, 5th edition. John Wiley & Sons.
3. Armstrong, H. Joseph. (2014). *Patternmaking for fashion design*. Pearson Education.
4. Clarke, E.Braddock, Sarah and Harris Jane. (2012). *Digital Visions for Fashion + Textiles: Made in Code*. Thames and Hudson Ltd.
5. Dawber, Martin. (2011). *Great Big Book of Fashion Illustration*. Batsford Ltd.
6. Kim, Injoo Kim, Myoungok (2014) *Patternmaking for Menswear: Classic to contemporary, 2014 ed*. Fairchild Books
7. Motwary, Filep. (2016). *Haute--porter: haute-couture in ready-to-wear fashion*. Lannoo.
8. Quinn, Bradley. (2012). *Fashion Futures*. Merrell Publishers.
9. Stott, Margret. (2012). *Pattern Cutting for Clothing Using CAD: How To Use Lectra Modaris Pattern Cutting Software*. Woodhead Publishing.