



Unit Title	Industry Brief: Denim Innovation
FHEQ Level	Level 5
Unit Code	FAS18202
Credit Value	15
Unit Type	Subject

Learning Hours			
Staff – Student Contact Hours		Independent Study Hours	
Classes	20	Independent Study	47.5
Supervised access to resources	17.5	Preparation for Assessment	30
		Unsupervised Access to Resources	40
Total			150

Unit Description

The key focus for this unit is centred on ‘Denim Innovation’. Students will work to a challenging design brief hosted by a recognised national or International denim brand. This will provide the opportunity for students to work directly within a specific sector of the fashion industry and experience the realities of operating within it.

Students will be introduced to historical and socio-cultural factors associated with denim such as work wear, 20th century subcultures, contemporary evolution and the resurgence of denim wear as modern fashion statements. Denim as a fabric will be investigated so that students can understand the environmental impact and evaluate eco-friendly alternatives, together with the potential of innovative surface design and finishes.

In order to understand the importance of commercial awareness and articulate an informed view of the host brand, students will be expected to formulate a visual research reference file by applying primary and secondary research methodologies. The research will address key areas such as design brand aesthetic, product range, manufacturing, market position, market trends, and customer profiling. The file will also include a thorough research of denim design within emerging and established market sectors such as bespoke ‘artisan’, ready to wear, middle and commercial mass markets.

Working as part of the host’s extended design studio, students will be encouraged to apply sensitive design and product development in keeping with client’s design identity, while challenging and questioning established conventions to provoke new contemporary outcomes.

Students will explore the full range of denim wear and apply methodology, creativity and commercial awareness to present fully resolved design solutions, product range and contemporary denim prototype/s.

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 and Brand analysis;
- Fabric sourcing and development appropriate to market and fitness for purpose
- Design and prototype development
- Manufacturing and Denim construction techniques
- Concept Research & Visual Reference Research
- Design Development and Presentation
- Denim Mill Visit
- Denim Workshop: 'Make a Five Pocket Jean'
- Denim: Fabric weight, weave, raw edge
- Pattern Cutting – Denim
- Creative Pattern Cutting
- Sampling and Toiling

Unit Aims

To develop knowledge and skills in relation to a specific sector of the professional marketplace, working with the constraints dictated by market influences.

To analyse market trends relating to the denim sector and its key segments.

To develop and demonstrate portfolio standard design, technical communication and presentation in a variety of media and techniques.

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

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

To introduce environmental and sustainable factors associated with denim.

To develop industry skills in 2D and 3D research and realization in order to edit, refine and select garment designs for a coherent design package in line with the client brief.

Unit Learning Outcomes

LO 1 Research/Inspiration

Analyse and interpret 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

Analyse a range of potential pathways that result in appropriate solutions, informed by an understanding of the principles of the creative process.

Related Principle: INTEGRATE

LO 5 Presentation /Storytelling For Influence

Select and employ effective methods of presentation and communication of projects in considering the audience/client and the purpose of the work, whether in visual, oral or written form.

Related Principle: ADVOCATE

LO 7 Employability

Demonstrate 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)
Portfolio of evidence to include:	This unit is assessed holistically
Research Journal and Concept Development	
Visual Reference Research File	
2D Concept Presentation	
CAD: Technical Drawings	
Technical Construction File	
Pattern Cutting exercise File and Final Patterns	
Resolved 3D Prototype & 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. Application of design thinking to produce innovative design solutions (LO2,LO3)
3. Application of technical skills in pattern cutting, 3D toiling, sampling and prototyping (LO3)
4. Application of knowledge and understanding of effective visual communication (LO5)
5. Demonstration of application of professional engagement/collaborative working (LO7)
6. Demonstration of effective oral communication and presentation skills (LO5)

Essential Reading list

1. A, Leverton. Denim Dudes. Laurence King Publishing Ltd. 2015
2. Aldrich, W. (2011). *Metric Pattern Cutting for Menswear*, 5th edition. John Wiley & Sons.
3. Cabrera, Roberto. (2015). *Classic Tailoring Techniques for Menswear: A Construction Guide*. Fairchild Books.
4. E, Van. Levi Strauss the blue jeans man. New York: Walker, 1988. Print.
5. Kim, Injoo Kim, Myoungok (2014) *Patternmaking for Menswear: Classic to contemporary, 2014 ed.* Fairchild Books
6. M, Allen Harris. Jeans of the Old West. A History. Schiffer Publishing Ltd. 2010
7. Marsh, Graham. (2005). *From Cowboys to Catwalks: A History of the World's Most Legendary Fabric*.
8. Shaoqiang, W. (ed.) (2009) *Fashion exposed: graphics, promotion and advertising*.
9. Tanya Lloyd, K. (2005) *The Blue Jean Book The Story Behind the Seams*. New York: Annick.

Websites:

<http://thefuturelaboratory.com/uk/>

<http://showstudio.com/>

<http://www.dename.nl/>

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

<https://denimology.com/>

<https://www.WGSN.com>

Youtube:

<https://www.youtube.com/watch?v=xjgLPiHBldY>

<https://www.youtube.com/watch?v=XCsGLWrfE4Y>

<https://www.youtube.com/watch?v=xjgLPiHBldY>

https://www.youtube.com/watch?v=kV_RO8CU0pw