



Unit Title	Industry Brief: Contemporary Tailoring
FHEQ Level	Level 5
Unit Code	FAS18204
Credit Value	30
Unit Type	Subject

Learning Hours			
Staff – Student Contact Hours		Independent Study Hours	
Classes	40	Independent Study	95
Supervised access to resources	35	Preparation for Assessment	60
		Unsupervised Access to Resources	70
Total			300

Unit Description
<p>The key focus for this unit is centred on ‘Contemporary Tailoring’ and a direct encounter with the fashion industry. Students will work to a challenging design brief hosted by a recognised national or International brand or established independent label. This unit will develop knowledge, skills and awareness in relation to a specific sector and working with the constraints dictated by market influences.</p> <p>In order to understand the importance of commercial awareness and to articulate an informed view of the host client or brand, students will formulate a research report by applying primary and secondary research methodologies supported by visuals. The report will address key areas such as design brand aesthetic, product range, manufacturing, market position, market trends, and customer profiling.</p> <p>Students will be exposed to historical, socio-cultural, rules and traditions associated with bespoke, ready to wear, and commercial mass market tailoring practices. These will be explored and tested within the context of concept research, 2D design development and 3D product development.</p> <p>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.</p> <p>Students will apply methodology, creativity and commercial awareness to present fully resolved design solutions, product range and a contemporary tailored outfit prototype.</p> <p>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):</p> <ol style="list-style-type: none"> 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 tailoring techniques
- Concept Research & Visual Reference Research
- Design Development and Presentation
- Range Planning
- 'Make a half a tailored jacket' in a day
- Pattern Cutting – Tailoring
- 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 competitors and market trends.

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

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

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

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 2 Concept/Ideation

Analyse research materials leading to the generation of the ideation and concepts that inform and lead to project development.

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	
2D Concept Presentation	
CAD: Technical Drawings	
Technical Construction File	
Pattern Cutting exercise File and Final Patterns	
Resolved 3D Prototype & Presentation	
Brand Research Report	

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 (LO2)
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. Aldrich, W. (2001). *Pattern Cutting for Women's Tailored Jackets: Classic and Contemporary*. John Wiley & Sons
2. Aldrich, W. (2011). *Metric Pattern Cutting for Menswear*. John Wiley & Sons.
3. Cabrera, Robert. (1984) Cabrera, Robert. *Classic Tailoring Techniques: A construction guide for Womenswear*. Fairchild Books.
4. Cabrera, Robert. Antoine, Denis. (2015 2nd edition). *Classic Tailoring Techniques for Menswear*. Fairchild Books.
5. Elinor and Renfrew, Colin. (2009). *Developing a Collection*. AVA Publishing.
6. Raymond, Martin. (2010). *The Trend Forecaster's Handbook*. Laurence King
7. Shaeffer, C. (2013) *Couture sewing: tailoring techniques*. Taunton.
8. Sposito, S. (2014). *Fabrics in fashion design: the way successful fashion designers use fabrics*. Promopress.

Unit Relevant Websites

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

<http://www.style.com>

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

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