



Unit Title	Major Project Concept Research & Prototyping
FHEQ Level	Level 6
Unit Code	FAS18302
Credit Value	30 Credits
Unit Type	Subject

Learning Hours			
Staff – Student Contact Hours		Independent Study Hours	
Classes	25	Independent Study	80
Supervised access to resources	35	Preparation for Assessment	40
		Unsupervised Access to Resources	120
Total			300

Unit Description
<p>This unit will give students the opportunity to consolidate and cultivate skills, knowledge and experience gained at level 4 and level 5. Students will focus on the developmental and experimental processes that will underpin the design direction and ethos to be taken forward and refined in Major Project Development and Realisation.</p> <p>To reflect the great diversity of employment opportunities within the broader context of fashion design, there are two pathways open to students during the course of the final year.</p> <p>Industry Innovation Pathway: Students opting to take this pathway will have already made strong connections with industry partners for whom they would like to collaborate on a final year live project brief. In partnership with a select designer/brand, you will work as a design consultant undertaking an exploration of the designer’s current offering and taking that forward with contemporary branding and design solutions that will ensure the future relevance of the host design label or brand</p> <p>Ready to Wear Pathway: Students will carry out independent research to develop an individual, innovative and fully resolved collection with the potential to launch as a new designer post graduation. Students will be encouraged to challenge existing conventions and experiment in 2D and 3D, testing and evaluating a range of design proposals and sample prototypes. By the end of this process, students will be expected to present a fully resolved, market relevant and fashion forward design proposition called ‘Pre-collection’.</p> <p>To inform the creative process, students of both pathway options will be asked to formulate a written and visual research report to inform a ‘Statement of Intent’. The report will put into context key aspects of the Pre-Collection such as, area of research/concept, USP, consumer profile/target market, competitors and market level.</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</p>

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

Industry Innovation Pathway

Retail research
Competitor evaluation & matrix
Consumer profile research
Pricing architecture
Forecasting research relevant to the designer
Fabric & style comparison
SWOT
6Ps proposal for host designer

Sketchbook

Range Plan
Concept development
Sampling & Toiling

Ready to Wear Pathway

Market and consumer research
Consumer profile identification
USPs and design Style research
Competitor analysis
Fabric exploration
Statement of Intent and Personal Design Brief
Research, Concept development and presentation
Design Development
Creative and experimental sampling and prototyping
Preparing and constructing a line up
Colour and fabric research application
Silhouette and Proportion
Flat Pattern cutting
Creative Pattern Cutting
Garment construction and finishings
Sampling and toiling
Outfit fittings

Unit Aims

To prepare students with transferable skills, knowledge and experience to inform the Major Project Development and Realisation unit.

To enable students to critically analyse and identify their market positioning and hone a personal design signature.

To enable students to interrogate design proposals through a series of exploratory studies in order to edit, refine and select garment designs for a coherent line up.

To prepare students to produce a range of fully resolved sample prototypes

To provide and prepare students with a full range of industry skills relevant to their career aspirations and chosen market level.

To build confidence in colour, fabric, silhouette, proportion and outfit decision making

Unit Learning Outcomes

LO 2 Concept/Ideation

Critically appraise and evaluate appropriate research materials to generate workable concepts or strategic project themes that inform and underpin project development.

Related Principle: ORIGINATE

LO 4 (Pre) Production

Demonstrate systematic working knowledge, production skills, selection, application and understanding of a selection of processes, materials and methods that inform creative and academic practice.

Related Principle: COLLABORATE

LO 5 Presentation /Storytelling For Influence

Communicate projects creatively and professionally, whether in visual, oral or written form. Methods of presentation are appropriate to the audience/client and the purpose of the work.

Related Principle: ADVOCATE

LO 6 Critical and creative mindsets

Evaluate a range of critical approaches in order to form an independent position

Related Principle: ORIGINATE

LO 7 Employability

Effectively employ 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

LO 8 Professional Identity

Align your professional identity as a practitioner with a viable career context.

Related Principle: CULTIVATE

Learning and Teaching Methods

Briefings

Lectures

Project work

Workshops

Tutorials

Outfit Reviews and Fittings

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
Report and Statement of Intent	
Research Journal and Concept/design development	
2D Concept and Collection Presentation Range Plan	
CAD: Technical Specification Drawings	
Final Patterns	
Fitting File & Evaluation	
Resolved 3D Prototype/s & 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 independent and distinctive research methodologies (LO2)
2. Application of critical design thinking to produce innovative design solutions (LO2, LO6)
3. Application of advanced technical skills in pattern cutting, 3D toiling, sampling and prototyping LO4)
4. Application of technical skills in digital technology and software packages appropriate to design and product development (, LO4)
5. Application and understanding of effective contemporary visual communication (LO4, LO5)
6. Demonstration of applying professional engagement/collaborative working (LO7, LO8)
7. Demonstration of effective oral communication and presentation skills (LO5, LO8)

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. Barrett, Joanne Ciresi. (2012). *Designing Your Portfolio: From Concept to Presentation*. Farchild Books.
4. Davies, Hwyl. (2013). *Fashion Designers' Sketchbooks 2*. Laurence King.
5. Kiper, Anna. (2014). *Fashion Portfolio: Design and Presentation*. Batsford.
6. Renfrew, Elinor and Colin. (2009). *Developing a Collection*. AVA Publishing.
7. Seivewright, Simon. (2016). *Research and Design for Fashion*. AVA Publishing
8. Szkutnicka, Basia. (2010). *Technical Drawing for Fashion*. Laurence King.