



<b>Unit Title</b>	Major Project Concept Research & Prototyping
<b>FHEQ Level</b>	Level 6
<b>Unit Code</b>	FAS18302
<b>Credit Value</b>	30 Credits
<b>Unit Type</b>	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
<b>Total</b>			<b>300</b>

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><b>Industry Innovation Pathway:</b> 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><b>Ready to Wear Pathway:</b> 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

<b>Assessment tasks:</b>	<b>Weighting (100% of the unit)</b>
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.