



Unit Title	External Brief – Manufacturing and Sustainability Proposal
FHEQ Level	5 Term 1
Unit Code	FBM18202
Credit Value	15 credits
Unit Type	Subject

Learning Hours			
Staff – Student Contact Hours		Independent Study Hours	
Classes	30	Independent Study	45
Supervised access to resources	15	Preparation for Assessment	10
		Unsupervised Access to Resources	50
Total	45		105

Unit Description

This unit provides the opportunity to apply entrepreneurial skills and knowledge to an externally set live project brief. Creative thinking and ideas will be explored within the unit and contextualised in relation to viable and effective solutions for a specific audience, market sector, need and purpose. The unit aims to approach learning through students driving innovation, simulating a realistic industry scenario. Cross discipline group work will inform the final outcomes engaging students to consider timelines, outcome organisation and professionalism.

Primary and secondary research will take place consisting of competitor reports, shop reports and market research reports. Analysis of these findings will inform the direction of the project outcome. In depth research into fabric sourcing and appropriate mill and factory selection will take place while adhering to the external brief and critical path parameters set by the client.

Fabric identification will be key and students will be introduced to sustainability and the principles of circular design.

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

- Market analysis and targeting
- Gap in the market research and identification
- Fabric Identification & testing
- Materials Library
- Factory visit
- Supplier Negotiations
- Critical Path and lead-times
- Supply chain management and traceability analysis
- Competitor Reports
- CAD skills
- Product development
- The professional pitch
- Entrepreneurship and collaborative working
- Networking for professional development
- Sustainability & the circular economy

Unit Aims

- To introduce primary and secondary research methodologies relevant to fabric sourcing and factory selection
- To develop an understanding of the global manufacturing landscape
- To introduce the skills to communicate an effective response to an external brief

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 2 Concept/Ideation

Generate first concept ideas or strategic project themes drawing upon reference to acquired research materials

Related Principle: **ORIGINATE**

LO 4 (Pre) Production

Identify, select and apply an appropriate selection of processes, materials and methods that inform creative and academic practice.

Related Principle: **COLLABORATE**

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

- Briefings
- Lectures
- Project Work
- Seminars
- Factory visit
- Group Work
- Group presentations and critiques
- Self directed independent study

Assessment methods and tasks

Brief description of assessment methods

Formative and Summative Assessment

Assessment tasks- portfolio of evidence to include

Digital Research File

Group Presentations

Fabric Identification Pack

This unit is assessed holistically (100%) of the unit

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. Apply Research Methodologies relevant to fabrics and factory selection (LO1)
2. Demonstrate synthesis and evaluation of primary and secondary market research in relation to the brief (LO2)
3. Apply technical skills in visual communication through concept boards relevant to a given market sector (LO4)
4. Apply and adhere to academic conventions and referencing methods for written and visual proposals (LO1)
5. Demonstrate understanding of professional engagement through peer group working and tutor interaction (LO7)

Essential Reading list

1. Brooks, A. (2015) *Clothing Poverty: The Hidden World of Fast-fashion and Second-hand Clothes*, Zed Books, London.
2. David J. Tyler. (2008) *Carr and Latham`s Technology of Clothing Manufacture*. 4th Edition. Wiley-Blackwell; United Kingdom (eBook)
3. Fashionary (2018). *The Fashion Business Manual: An Illustrated Guide to Building a Fashion Brand*. 1st Edition. Fashionary International Limited.
4. Gordon Farley, J. and Hill, C. (2014) *Sustainable fashion : past, present, and future*. 1st Edition. Bloomsbury UK; United Kingdom (eBook)
5. Hallett, C. and Johnston, A. (2014). *Fabric for Fashion; The Complete Guide; Natural and Man-made fibres*. Laurence King Publishing; London.
6. John Fernie, David B. Grant (2015). *Fashion Logistics: Insights into the Fashion Retail Supply Chain*. 1st Edition. Kogan Page

Unit Relevant Websites

The WGSN news and information service <http://www.wgsn-edu.com/edu/>

Innovations in Textiles <http://www.innovationintextiles.com/>

LSN Global <https://www.lsglobal.com/>

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

Edited <https://www.edited.com/>