

Liverpool John Moores University

Title: FASHION DESIGN CONTEXT (D)
Status: Definitive
Code: **5003FD** (109801)
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool School of Art & Design
Teaching School/Faculty: Liverpool School of Art & Design

Team	Leader
Delphine Wilson	Y

Academic Level: FHEQ5
Credit Value: 48.00
Total Delivered Hours: 120.00
Total Learning Hours: 480
Private Study: 360

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	6.000
Off Site	6.000
Practical	88.000
Seminar	10.000
Tutorial	10.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	AS1	Presentation as specified in the individual Learning Agreement	100.0	

Aims

To synthesize design ideas into a cohesive Fashion Collection building upon existing design and production knowledge supported by appropriate research.
To identify market/design levels and context in relation to historical and contemporary reference.
To enhance student's learning by strengthening existing components of their PDP as

evidenced by their 'portfolio-to-go'.

To enhanced application and observance of good workroom practice in the production of a collection, including safe and efficient use of mechanical processes and machinery when appropriate.

Learning Outcomes

After completing the module the student should be able to:

- 1 describe and apply appropriate Health & Safety considerations to studio and workshop procedures.
- 2 demonstrate organised research needed for the development of a Collection.
- 3 source components of the Collection or body of appropriate work via industrial sources.
- 4 present, justify and explain design solutions both visually and orally and have confidence in the design solutions.
- 5 identify design criteria and apply appropriate methodology to design solutions.
- 6 apply existing knowledge of drawing, painting and production using a variety of processes and techniques to achieve design realisation.
- 7 respond to the inherent issues raised in the production of the Collection and plan and manage a realistic strategy for production.
- 8 achieve a solution to production from a self practiced skill base and produce the Collection to an appropriate standard of presentation.
- 9 demonstrate a progression of learning during the module.

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

PRESENTATION	1	2	3	4	5	6	7	8	9
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Outline Syllabus

*Students will be taught in lectures, seminar and workshop situations to deal with:
Identification of market level, direction, category, season for design focus
Evaluation of past and current designers/companies associated with selected market area*

Understanding and reacting to customer/client demands

Research into design stimuli, colour and fabric as a basis for design creativity

Conversion of research into design that takes the form of a cohesive collection of ideas via sketchbooks, production drawings and illustrations

Fabric identification, sourcing and ordering procedures

Workshop:

Observance of good practice with regard to appropriate resource centre

Identification of manufacturing techniques to apply in manufacture

Assembly procedures and strategies as appropriate to production

The Collection production

Documentation of work, eg drawing, photography, transparency, video, CD-ROM.

Learning Activities

During this module students will research, design and produce a Design Collection by utilising and synthesizing Fashion design skills gained to date. Work will take place within the context and environment of the professional designer and the finished Collection should be viable for sample presentation to relevant industries. Coursework is agreed via a negotiated learning agreement.

This module strengthens the existing components of the Personal Development Portfolio, which aims to place their practice into context and aid professional promotional development.

On-going informal feedback will be available in the weekly practical sessions. A progress review is timetabled mid-semester.

Coursework presentation will consist of a completed, professionally manufactured collection and portfolio of design work reflecting the student's market design considerations and visual correlation of sourcing and market research.

References

Course Material	Book
Author	D'Offay, A
Publishing Year	1984
Title	Omega Workshops
Subtitle	
Edition	
Publisher	Anthony D'Offay Gallery
ISBN	

Course Material	Book
Author	Stroud, MB (ed)
Publishing Year	1991
Title	An Industrious Art
Subtitle	Innovation in Pattern and Print at the Fabric Workshop
Edition	
Publisher	W W Norton & Co Inc
ISBN	0393030571

Course Material	Book
Author	Cioello, DA & Beverley, B
Publishing Year	1979
Title	Fashion Production Terms
Subtitle	
Edition	
Publisher	Fairchild Publications
ISBN	

Course Material	Book
Author	Shoben, M & Ward, J
Publishing Year	1987
Title	Pattern Cutting and Making Up
Subtitle	
Edition	
Publisher	Heinemann
ISBN	

Course Material	Book
Author	Carr, H & Pomeroy
Publishing Year	1991
Title	Fashion Designs and Production Development
Subtitle	
Edition	
Publisher	Blackwell
ISBN	

Notes

During this module students will engage in a negotiated learning contract involving research and design to produce a Collection by utilizing and synthesizing Fashion skills gained to date. Work will take place within the roles and environment of the professional designer and the finished Collection should be viable for sample presentation to relevant industries.