

Liverpool John Moores University

Title: Fashion Design Focus
Status: Definitive
Code: **5009FD** (117801)
Version Start Date: 01-08-2016

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

Team	Leader
Paul Robinson	Y
Kayla Owen	
Carol Ryder	

Academic Level: FHEQ5
Credit Value: 24
Total Delivered Hours: 101
Total Learning Hours: 240
Private Study: 139

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	3
Off Site	3
Practical	85
Seminar	5
Tutorial	5

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Artefacts	AS1	Outerwear Garment	50	
Artefacts	AS2	Portfolio	50	

Aims

1. To promote effective use of research methodologies and creative design solutions
2. To facilitate the production of a series of Fashion conclusions, via a variety of

- activities to reflect and promote industry design practice,*
3. *To identify market/design levels and areas considered in relation to historical and contemporary customer/client criteria and reflect this knowledge through personal practice.*
 4. *To develop a more focused approach to personal design activity such as menswear, womenswear, sportswear.*

Learning Outcomes

After completing the module the student should be able to:

- 1 1. To progress understanding of the design process, from relevant in-depth research through research translation and design development, and demonstrate the development of more focused approach to personal design activity.
- 2 2. To produce a series of Fashion conclusions, via a variety of activities using appropriate design and manufacturing methodologies.
- 3 3. To identify market/design levels and areas considered in relation to historical and contemporary customer/client criteria and reflect this knowledge through personal practice.

Learning Outcomes of Assessments

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

Artefact 1	1	2
Artefact 2	3	

Outline Syllabus

Students will be taught via lectures, tutorials, seminars and workshop situations to deal with the disciplines aligned to fashion design, targeted to specific projects. This module will provide distinct project activity and focus that will form a progressive development of the design skills and production techniques associated with the practical development of each student's fashion or textile design pathway.

1. *Research and document given themes and market/design areas.*
2. *Translate found research by working into and around a theme experimenting with media, colour, texture, shape, silhouette, scale etc.*
3. *Produce design ideas using appropriate formats.*
4. *Produce a series of design solutions to a variety of set projects.*
5. *Identify and utilise appropriate workshop techniques and methods.*
6. *Develop design samples to an applicable standard.*

Learning Activities

The module focus is design aligned to specific fashion criteria as identified in a negotiated learning agreement. Students will translate their own design ideas from the page into completed design conclusions via appropriate skills and techniques

applicable to their pathway focus.

Notes

The Design Pathway is centred around obtaining a sound knowledge base for effective creative design practice, illustration, 3D interpretation, manufacture and developing individual approaches to design concept, knowledge fabrics, textiles, effective research methodology and creative design solution.