

Liverpool John Moores University

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Title: Design Development and Direction
Status: Definitive
Code: **5601DFT** (122874)
Version Start Date: 01-08-2018

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

| Team | Leader |
|-----------------------|--------|
| Fiona Armstrong-Gibbs | Y |

Academic Level: FHEQ5 **Credit Value:** 20 **Total Delivered Hours:** 90
Total Learning Hours: 200 **Private Study:** 110

Delivery Options

Course typically offered: Semester 2

| Component | Contact Hours |
|-----------|---------------|
| Lecture | 8 |
| Practical | 55 |
| Seminar | 8 |
| Tutorial | 4 |
| Workshop | 15 |

Grading Basis: 40 %

Assessment Details

| Category | Short Description | Description | Weighting (%) | Exam Duration |
|-----------|-------------------|---|---------------|---------------|
| Artefacts | AS1 | Proposal presentation, visual notebooks. | 50 | |
| Portfolio | AS2 | Developmental/visual notebooks, written evaluation, presentation. | 50 | |

Aims

To investigate global issues and historical, social, cultural and economic factors related to the conceptualisation of design ideas.

To negotiate research and design project via a learning agreement to create a mini collection.

To demonstrate an in depth coherence between all aspects of the design process from inspiration through to concept realisation.

To manage the design of a mini collection for a specific market.

Learning Outcomes

After completing the module the student should be able to:

- 1 Formulate concepts and ideas by means of thorough design progression processes to support their individual practice, such as menswear, womenswear, sportswear, etc.
- 2 Investigate and critically analyse issues emerging from their individual research area and consider its relationship within the global context.
- 3 Utilise and synthesise current fashion skills to create a professional body of work by investigating materials, processes, and finishes.
- 4 Professionally present a coherent body of work, using effective presentation techniques demonstrating an individual response to research proposal.

Learning Outcomes of Assessments

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

| | | |
|-----------|---|---|
| Artefacts | 1 | 2 |
| Portfolio | 3 | 4 |

Outline Syllabus

Students will continue in developing their design research methods, preparing and presenting their design proposal, using a range of visual images and written information. This module at semester 2 will enable students to build and develop an individual approach. Students will write a research proposal, which will be negotiated and agreed with tutors. Students will demonstrate a greater understanding of fashion industry practices and its global context. During this module, students will pay more attention to production finishes and detail. Students will continue to develop their skills of investigation and experimentation producing effective and appropriate solutions.

Learning Activities

The module will be delivered through a series of lectures, demonstrations, practical studio work, staff and student critiques, use of digital media, external visits and independent study.

Notes

Semester Two design development and testing , fabric /technique sampling , trend awareness progression, illustration skills, documenting minim collection developments, analysis, presentation.