

MODULE DESCRIPTOR

MODULE TITLE	FUNDAMENTAL PRINCIPLES OF FASHION		
MODULE CODE	FS1005 (L4)	CREDIT VALUE	40 UK CREDITS / <u>20 ECTS</u>
SCHOOL	SCHOOL OF ARTS, MEDIA AND COMMUNICATION		

MODULE AIMS

This module aims to:

1. To provide students with a broad understanding of a range of processes and approaches as a means of developing content in fashion design
2. To equip students with practical skills and experience in using a range of methods for identifying and recording source material and visualizing/communicating ideas
3. To encourage students to start actively engaging in critical debates with their peers
4. To equip students with basic skills appropriate to practices in fashion

MODULE CONTENT

Indicative syllabus content:

This module offers students a comprehensive introduction to the core principles and practices within the exciting world of fashion. Throughout this engaging module, students will delve into the following key areas:

Fundamentals of Fashion Design Manufacture Processes: Students will gain a deep understanding of the essential manufacturing processes in fashion design, including shape making, pattern making, and sewing techniques. These hands-on skills are the building blocks for transforming design concepts into tangible fashion pieces.

Fundamental Skills in Illustration, Layout, and Portfolio Presentations: This module emphasizes the development of crucial skills in fashion illustration, layout design, and the creation of impressive fashion design portfolios. Effective visual communication is vital in the fashion industry, and students will start honing these skills to start conveying their creative ideas effectively.

Management of Time and Resources: Time and resource management is a critical aspect of successful fashion design. Throughout the module, students will learn valuable strategies for efficiently managing their time, budget, and other resources related to their fashion design projects. This skill set is invaluable for orchestrating fashion projects and meeting deadlines effectively.

By the conclusion of this module, students will have acquired a strong foundation in fashion design manufacture processes, illustration, layout design, portfolio presentation, and resource management. This knowledge and skill set will empower them to embark on further studies in the dynamic and ever-evolving field of fashion design.

INTENDED LEARNING OUTCOMES

On successful completion of this module, a student will be able to:

1. Become familiar with skills in fashion design manufacture processes.
2. Apply fundamental fashion illustration techniques to visually communicate design concepts
3. Identify and evaluate effective layout and presentation strategies for fashion design portfolios.
4. Demonstrate time and resource management skills within the context of fashion design.
5. Identify key principles, practices and trends in the fashion industry.

TEACHING METHODS

This is the module within the Fashion area. The module is divided into mini briefs that will encourage you to investigate and make full use of our facilities, enabling you to express your thoughts and ideas through the medium of Fashion in an innovative and experimental way.

Reflecting a broad view of the Fashion industry, all tasks will have a different emphasis, considering the total design cycle, whilst working towards establishing a sound working process. Tasks such as development of textiles, translation of your ideas into 3D, considering the promotion and communication of the product or concept, and encapsulate all these areas, again with a focus on drawing, colour and sampling/prototyping, working towards establishing a coherent and individual design methodology that will facilitate your remaining years of study.

You will be taught regularly in seminar groups and will have regular opportunities for 1-1 tutorials with your tutor during your weekly studio sessions. Once you have been inducted into the technical areas you will be expected to seek and negotiate technical support independently through the School's resource centres.

You will embark on self-initiated, experimental design development projects / exercises that will allow you to develop and test your creative skills in various workshops and studio based practical projects and/or exercises. The module will emphasise the importance of experimentation and design development in design practice, and will encourage you to undertake ambitious, creative risks in the exploration and development of your creative design methodologies.

Moreover, the module will enable you to situate and expand your design practice and will place an emphasis on planning and producing fashion design related experimental work that is purposeful, inquisitive, informed, communicable and relevant.

ASSESSMENT METHODS

This module is assessed through two Individual Portfolios.