

BTXF309 Fashion Design Creation

ECTS Value: 4 ECTS

Overall Objectives and Outcomes

This unit will help learners to systematically comprehend and develop ideas derived from primary, secondary and tertiary research. Learners are encouraged to combine current fashion trends, as well as generate new ideas to plan a fashion collection. Learners will expand on various design principles in fashion and textiles and incorporate elements of design to create and present mood and inspiration boards whilst critically evaluating and justifying their conclusions. The unit will focus on the following topics:

- Relating concepts to fashion ideas.
- Creating mood/inspiration boards.
- Creating colour palettes for idea generation.
- Presenting fashion ideas to an audience.

By the end of this module, the learner will be able to:

Competences:

- a. engage with literature to develop a concept to a fashion idea;
- b. using primary and secondary research to develop a concept into a collection using a variety of presentation techniques;
- c. create a colour palette for idea generation;
- d. apply the principles involved in the design and make process when creating a collection of textile garments;
- e. develop a researched-based critical approach in conveying a fashion idea.

Knowledge:

- a. generate ideas and concepts from various inspirational sources;
- b. systematically understand the use of design principles by researching and reviewing other design collections;
- c. review different styles and fashion trends, whilst understanding sewing skills needed, textile design, colour palette and target audience;
- d. drawing clothing and the human figure in detail;
- e. illustrate various fashion presentation techniques including mood boards and flat working drawings which evoke an idea or a concept;
- f. explain the basic principles of colour theories and apply them when researching, planning and designing a fashion collection;
- g. broaden knowledge on line, colour, tone, value, shape, form, proportion, texture, volume and space.

Skills:

- a. interpret various design principles such as repetition, balance, movement, rhythm, unity, harmony and symmetry in relation to fashion and textiles;
- b. develop a mood/inspiration board including flat working drawings;
- c. develop fashion designs and illustrations which evoke a concept;
- d. develop a portfolio of a collection of garments which evoke an idea or concept.

Assessment Methods

This module will be assessed through: Assignment/Project: 60%; Presentation: 40%

Suggested Readings

Core Reading List:

1. Stecker, P. (2009). *The fashion design manual*. South Yarra, Vic.: Palgrave Macmillan.
2. Ireland, P. (2008). *New encyclopaedia of fashion details*. London: Anova.
3. Drudi, E., Paci, T. and Round, V. (2010). *Figure drawing for fashion design*. 2nd ed. Amsterdam, Netherlands: Pepin Press.
4. Henderson, V. and Henshaw, P. (2014). *Color me confident*. London: Hamlyn.
5. Riegelman, N. (2015). *9 Heads*. Los Angeles: 9 Heads Media.
6. Doi.org. (2018). [online] Available at: <https://doi.org/10.1080/17543266.2015.1026411> [Accessed 9 Oct. 2018].
7. Doi.org. (2018). [online] Available at: <https://doi.org/10.1080/17543266.2012.689014> [Accessed 9 Oct. 2018].

Supplementary Reading List:

1. Zamkoff, B. and Price, J. (2009). *Basic pattern skills for fashion design*. New York: Oxford.
2. Johnston, A. and Hallett, C. (2016). *Fabric for fashion*. London: Laurence King Publishing.
3. Hallett, C., Johnston, A. and Baum, M. (2014). *Fabric for fashion*. London: Laurence King.