



UNIVERSITI TEKNOLOGI MARA

FES502: FASHION DESIGN 3 : DESIGN AND EXPERIMENTAL

Course Name (English)	FASHION DESIGN 3 : DESIGN AND EXPERIMENTAL APPROVED
Course Code	FES502
MQF Credit	3
Course Description	This course emphasizes on the artistic and aesthetic values in fashion/ clothing design and its related genres. It teaches methods of obtaining fresh, new ideas, detailed processes in idea development and creative or innovative outlooks, inventions and expressions. Parallel to this is the instillation of creative analytical thinking and problem solving capabilities emphasizing on the understanding of ideas, concepts, design philosophies and principles
Transferable Skills	Design Process Fabric Selection Time management Conceptualization
Teaching Methodologies	Lectures, Blended Learning, Practical Classes, Workshop, Supervision
CLO	CLO1 1. Developed ability to obtain new ideas. CLO2 Able to develop design concepts through understanding of principles and basic philosophies. CLO3 Learned to express creativity individuality and appreciation for artistic aesthetic values in design CLO4 Able to classify the processes involved in developing original ideas. CLO5 Develop critical thinking, problem-solving activities CLO6 Learned methods of design interpretations or realization from idea to final prototype.
Pre-Requisite Courses	No course recommendations
Topics	
1. Introduction 1.1) n/a	
2. Style 2.1) n/a	
3. Research R & D 3.1) n/a	
4. Design Process 4.1) n/a	
5. Fashion Design Components 5.1) n/a	
6. Idea development 6.1) n/a	
7. Fabrics & Techniques- R & D 7.1) n/a	
8. Sampling 8.1) n/a	
9. Construction Techniques 9.1) n/a	

10. Toile 10.1) n/a
11. Prototype 11.1) n/a
12. Styling Coordination 12.1) n/a
13. Folio Preparation 13.1) n/a
14. Preparation and Final Assessment 14.1) n/a

Assessment Breakdown	%
Continuous Assessment	60.00%
Final Assessment	40.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Research/Design Journal - Refer to project brief	20%	CLO1 , CLO2 , CLO3 , CLO4 , CLO5 , CLO6
	Assignment	Ideation - refer project brief	20%	CLO1 , CLO2 , CLO3 , CLO4 , CLO5 , CLO6
	Assignment	toile - refer project brief	20%	CLO1 , CLO2 , CLO3 , CLO4 , CLO5 , CLO6

Reading List	Recommended Text	Seivewright, S. 2012, <i>Research and Design</i> , AVA Publishing London
	Reference Book Resources	<ul style="list-style-type: none"> • Keiser, G. 2008, <i>Beyond Design: The Synergy of Apparel Product</i>, Fairchild Publishing, Inc. • Dias, L. & Portolese C. 2008, <i>Concept in Fashion</i>, Schreiber • Cosrave, B. 2000, <i>The Complete History of Costume & Fashion fro</i>, Cherkmark Books • Gorger, R. and Udale, J. 2006, <i>The Fundamentals of Fashion Design</i>, AVA Publishing • Hartsog, D. 2006, <i>Creative Careers in Fashion</i>, PMS • Zelanski, P. 2006, <i>Design Principles And Problems</i>, Thomson L. Asia • Marshall, J. 2004, <i>Individuality in Clothing Selection Personal</i>, Pearson Prentice Hall • Ocvirk, S. and Wigg, B. C. 2002, <i>Art Fundamentals (Theory & Practices)</i>, Mc Grace Hill • Pentak, S. 2006, <i>Color Basics</i>, Thomson L. Asia • Riegelman 2007, <i>Color for Modern Fashion</i>, Thames & Hudson
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	