



UNIVERSITI TEKNOLOGI MARA

DTC761: FASHION DESIGN AND CLOTHING

Course Name (English)	FASHION DESIGN AND CLOTHING APPROVED
Course Code	DTC761
MQF Credit	4
Course Description	The dynamics of the fashion world is spurred by issues both global and industry related. Students from this course pick specific issues and problems of significance for their project research. This course also focuses on modest clothing designs considering the growing and rapid growth of the sector both locally and globally. Upon formulation of their design concepts, students will then interpret and realize their design ideas into products through problem solving activities in research and development processes carried out in practical studio works. The body of works include theoretical input, design portfolio and finish products that will be presented for assessment at the end of the course.
Transferable Skills	Professional and management skills.
Teaching Methodologies	Lectures, Studio, Field Trip, Discussion, Presentation
CLO	CLO1 Analyze related data for conceptualization of design ideas. CLO2 Realize design ideas through methods of R&D into refined products of fashion. CLO3 Present products visually, verbally and in written form in logical and concrete terms.
Pre-Requisite Courses	No course recommendations
Topics	
1. 1. Introduction to the course 1.1) 1.1. Design content. 1.2) 1.2. Aim and Objectives 1.3) 1.3. Processes 1.4) 1.4. Design project and Requirement 1.5) 1.5. Assessment	
2. 2. Current Global Issue in Relation to Fashion 2.1) 2.1. Data Collection and Fact Finding 2.2) 2.2. The Issues 2.3) 2.3. Analysis of Data 2.4) 2.4. Causes and effect on people lifestyle, culture and products	
3. 3. Issues in Relation to Fashion and its Industry 3.1) 3.1. Factors related to issues 3.2) 3.2. Design philosophy and concepts arising from issues. 3.3) 3.3. Rational, objectives and justification for project 3.4) 3.4. Students' choice of topics Making and prototyping skills 3.5) 3.5. Student presentation, discussion and critic	
4. 4. Trend and Styles in Fashion: Classic and New Age 4.1) 4.1. Varieties of styles in fashion 4.2) 4.2. International designers and their signature 4.3) 4.3. Analysis of mood, character and look in relation 4.4) 4.4. Collection of data and information for research base	

5. 5. Islamic Perspective: Clothing, Fashion and Contemporary Trend

- 5.1) 5.1 Islamic philosophy and guidelines in clothing according to the Quran and hadith
- 5.2) 5.2 Traditional and contemporary interpretation of Islamic clothing
- 5.3) 5.3 Fashion trends from Islamic perspective
- 5.4) 5.4 Innovative ideas for contemporary Islamic wear
- 5.5) 5.5 Target market, end users

6. 6. Innovative Design Ideas in Fashion

- 6.1) 6.1 New needs and requirements of consumers according to micro issues
- 6.2) 6.2 Sources of inspiration and ideation
- 6.3) 6.3 Ideation processes
- 6.4) 6.4 Different approaches to ideation processes
- 6.5) 6.5 Material exploration and experimentation for new ideas
- 6.6) 6.6 Dress pattern engineering and exploration for new ideas
- 6.7) 6.7 New forms and silhouettes function and purposes

7. 7. Research and development

- 7.1) 7.1 Research development of design ideas
- 7.2) 7.2 Drawing and sketches for ideas
- 7.3) 7.3 Appropriate material and usage
- 7.4) 7.4 Appropriate making up processes

8. 8. Design realization methods

- 8.1) 8.1 Interpreting ideas, concepts into tangible products
- 8.2) 8.2 Appropriate material usage
- 8.3) 8.3 Technical development and problem solving
- 8.4) 8.4 Design refinement
- 8.5) 8.5 Garment/ product prototype making process
- 8.6) 8.6 Finishing
- 8.7) 8.7 Design portfolio preparation

9. 9. Presentation techniques

- 9.1) 9.1 Visual presentation / display, shows.
- 9.2) 9.2 Oral and written presentation (powerpoint)
- 9.3) 9.3 Assessments

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Analysis of data for conceptualization of design ideas	30%	CLO1
	Portfolio/Log Book	Idea development and realization of design ideas	30%	CLO2
	Presentation	Product and concept presentation	40%	CLO3

Reading List	Recommended Text
	<ul style="list-style-type: none"> • Frings, G. S. 2009, <i>Fashion: From Concept to Consumer, ..</i>, Pearson Pub. New Jersey • Collins, H 2011, <i>Creative Research – The Theory and Practice of Research for the Creative Industries</i>, Fairchild Books • Seymour, S 2009, <i>Fashionable Technology: The Intersection of Design, Fashion, Science and Technology</i>, Springerwin Pub. New York • Tate, S. L. 2003, <i>Inside Fashion Design</i>, 5th Ed., Prentice Hall • Drudi, E. K, & Paci, T. 2011, <i>Figure Drawing for Men's Fashion</i>, The Pepin Press BV Amsterdam

Article/Paper List	This Course does not have any article/paper resources
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Other References	This Course does not have any other resources
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