



UNIVERSITI TEKNOLOGI MARA

FES252: FASHION DESIGN : FORM AND CONTENT

Course Name (English)	FASHION DESIGN : FORM AND CONTENT APPROVED
Course Code	FES252
MQF Credit	5
Course Description	This course demonstrates student's capability to expand their knowledge in research methods, an awareness of cultural values, analyzing design concept, developing creative ideas and technical skills in producing design. Students will learn how to prepare design portfolio. The principles of pattern drafting, cutting and sewing are also being implemented in transforming 2D to 3D (garment). The students will construct mere complex pattern and handle problem solving activities.
Transferable Skills	Advance fashion design
Teaching Methodologies	Lectures, Lab Work, Studio, Demonstrations, Tutorial, Discussion, Presentation, Workshop, Supervision
CLO	CLO1 Construct work process and creative final prototype in fashion design CLO2 Manage problem solving through the research, idea development and work process in fashion design. CLO3 Propose a complete fashion design portfolio and creative ideas base on research requirement and adapt historical and cultural values to complete fashion design needs.
Pre-Requisite Courses	No course recommendations
Topics	
1. 1. Analyzing the Creative Design and Aesthetic Values 1.1) 1.1 Introduction basic philosophy of symbol and meaning (content) 1.2) 1.2 Factors concern on cultural and identity values 1.3) 1.3 Expand and establish a design concept, theme, trend and market research 1.4) 1.4 Develop source of Inspiration	
2. 2.Finalizing the Design Project 2.1) 2.1 Research planning and methods 2.2) 2.2 Develop the visual research information and sketchbook 2.3) 2.3 Explore the presentation tools and material of the project 2.4) 2.4 Develop design sketch 2.5) 2.5 Time frame of the whole projects	
3. 3.Design Development 3.1) 3.1 Establish the ideas and final design 3.2) 3.2 An application of the color scheme prints and pattern 3.3) 3.3 Pattern development and technical requirements 3.4) 3.4 Toile making and fitting	
4. 4.Prototype 4.1) 4.1 Completing prototype 4.2) 4.1.1 Technical board 4.3) 4.1.2 Pattern Drafting 4.4) 4.1.3 Cutting and Sewing 4.5) 4.1.4 Fitting 4.6) 4.1.5 Finishing	
5. 5.Final Presentation and Portfolio 5.1) Design portfolio Presentation Boards 5.2) 5.1.1 Research Sketch Book 5.3) 5.1.2 Design Folio 5.4) 5.1.3 Final Design	

Assessment Breakdown		%	
Continuous Assessment		100.00%	

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	TECHNICAL REQUIREMENTS (DRAFTING, PATTERN MAKING, TOILE AND FITTING)	30%	CLO2
	Assignment	SAMPLE AND PROTOTYPE	30%	CLO1
	Assignment	RESEARCH AND IDEA (FOLIO RESEARCH, DESIGN SKETCHES DEVELOPMENT)	40%	CLO3

Reading List	Recommended Text	
	Reference Book Resources	
	<ul style="list-style-type: none"> • Hywel Davies 2010, <i>Fashion Designers' Sketchbooks</i>, Laurence King Publishing [ISBN: 9781856696838] • Simon Seivewright 2007, <i>Basics Fashion Design 01: Research and Design</i>, AVA Publishing [ISBN: 2940373418] • Richard Sorger, Jenny Udale 2012, <i>The Fundamentals of Fashion Design</i>, AVA Publishing [ISBN: 9782940411788] • Sue Jenkyn Jones 2011, <i>Fashion Design</i>, Laurence King Publishing [ISBN: 9781856696197] • Mark Atkinson 2012, <i>How to Create Your Final Collection</i>, Laurence King Publishing [ISBN: 9781856698429] • Natalio Martin Arroyo 2011, <i>1 Brief, 50 Designers, 50 Solutions in Fashion Design</i>, Rockport Publishers [ISBN: 9781592537136] • Tracy Fitzgerald, Adrian Grandon 2009, <i>Two Hundred Projects to Get You Into Fashion Design</i> [ISBN: 9789812457233] • Steven Faerm 2010, <i>Fashion Design Course</i> [ISBN: 9780500288610] • Simon Travers-Spencer, Zarida Zaman 2008, <i>The Fashion Designer's Directory of Shape and Style</i> [ISBN: 9789812455840] • Jay Calderin 2011, <i>Fashion Design Essentials</i>, Rockport Pub [ISBN: 9781592537013] • Marta R. Hidalgo 2007, <i>Young Fashion Designers</i>, Taschen America Llc [ISBN: 9783822844236] • Jenny Udale 2008, <i>Basics Fashion Design 02: Textiles and Fashion</i>, AVA Publishing [ISBN: 9782940373642] • Anette Fischer 2009, <i>Basics Fashion Design 03: Construction</i>, AVA Publishing [ISBN: 9782940373758] 	
	<ul style="list-style-type: none"> • Datuk Syed Ahmad Jamal 2007, <i>The Encyclopedia of Malaysia: Crafts and the visual arts</i>, Editions Didier Millet [ISBN: 9789813018570] • Charlotte Seeling 2000, <i>Fashion</i>, Konemann [ISBN: 3829029802] • Colette Wolff 1996, <i>The Art of Manipulating Fabric</i>, Krause Publications Craft [ISBN: 0801984963] 	

Article/Paper List	This Course does not have any article/paper resources
Other References	<ul style="list-style-type: none"> • books Cosrave, Bronwyn 2000, <i>The Complete History of Costume & Fashion From Ancient Egypt to The Present day</i>, Cherkmark Books, New York • books Natalio Martin Arroyo 2011, <i>1000 Detail in Fashion Design</i>, maomao publications • books Mark Atkinson 2012, <i>How To Create Your Final Collection</i>, Laurence King Publishing