



**UNIVERSITI TEKNOLOGI MARA**

**FES508: FASHION DESIGN: CONCEPT AND EXPERIMENTATION**

<b>Course Name (English)</b>	FASHION DESIGN: CONCEPT AND EXPERIMENTATION <b>APPROVED</b>
<b>Course Code</b>	FES508
<b>MQF Credit</b>	3
<b>Course Description</b>	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.
<b>Transferable Skills</b>	Time management, Analytics
<b>Teaching Methodologies</b>	Lectures, Blended Learning, Tutorial, Workshop
<b>CLO</b>	CLO1 Explain design concepts through understanding of principles and basic philosophies with critical thinking and problem solving activities. CLO2 Construct original design involving design process and idea articulation. CLO3 Demonstrate design interpretations or realization from idea to final prototype.
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Topics</b>	
<b>1. Introduction</b> 1.1) Fashion Art & Design – analysis, genre. 1.2) Concept, principles, designs philosophy analysis – design statement and messages.	
<b>2. Style</b> 2.1) Style Analysis in relation to concept. 2.2) Icons, symbols and design imagery. 2.3) Design Genre – ethnic, classic, antiquity, contemporary. 2.4) Avante Garde Design, examples from leading designers.	
<b>3. Research – R &amp; D</b> 3.1) Sources of Idea Inspiration – nature, landscapes, abstract ideas, market, books, website.	
<b>4. Design Process</b> 4.1) Approaches to Design ideas – Visual Brainstorming e.g. collage, doodling/ sketching, draping, etc. - Spontaneous effects for fresh, new ideas. 4.2) Individual, creative expressions - Originality, individuality, innovative design ideas.	
<b>5. Fashion Design Components</b> 5.1) Style - silhouette, coordination, balance, proportion, unity, fabric and technique, fabric surface/ treatment enhancement/ design details, accessing, and total look. 5.2) The wearer – target group.	
<b>6. The functions &amp; purpose of design.</b> 6.1) Research presentation	
<b>7. Idea development</b> 7.1) Artistic and aesthetic values in fashion design sketches	
<b>8. Fabrics &amp; Techniques- R &amp; D</b> 8.1) Fabric selection, study, analysis: Character, behavior, suitability to design.	
<b>9. Sampling</b> 9.1) Fabric surface treatment in relation to concept	

<b>10. Construction Techniques</b> 10.1) Design Interpretation & Realization: Construction, assembling, sewing techniques – Toile. 3D effects on body, body movement, environment
<b>11. Toile</b> 11.1) Making up
<b>12. Fitting</b> 12.1) Design fitting
<b>13. Prototype</b> 13.1) Preparing the Final Prototype and Finishing.
<b>14. Styling Coordination</b> 14.1) Accessories

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Final Project	Design presentation	50%	CLO3
	Journal/Article Critique	Research journal	25%	CLO1
	Portfolio/Log Book	Design Portfolio	25%	CLO2

<b>Reading List</b>	This Course does not have any book resources
<b>Article/Paper List</b>	This Course does not have any article/paper resources
<b>Other References</b>	<ul style="list-style-type: none"> <li>• <b>Book Jones, Sue Jenkyn 2011, <i>Fashion Design Portfolio</i>, Laurence King Publishing, London</b></li> <li>• <b>Book Kiper, A. 2014, <i>Fashion Portfolio, design + presentation</i> , Batsford, London</b></li> <li>• <b>Book Faerm, S. 2011, <i>Winning Collections Fashion Design</i>, Page One</b></li> <li>• <b>Book Morris, B. 2006, <i>Fashion Illustrator, Portfolio</i></b></li> <li>• <b>Book Zeegen, L. 2009, <i>What is Illustration</i>, RotoVision, UK</b></li> </ul>