



UNIVERSITI TEKNOLOGI MARA

FES602: FASHION DESIGN 5 : ART AND REALITY

Course Name (English)	FASHION DESIGN 5 : ART AND REALITY APPROVED
Course Code	FES602
MQF Credit	3
Course Description	This course emphasize on theoretical and practical studio courses come together to test students' abilities, talents and skills in producing fashion design collections that are both creative, artistic and market ably viable. Students will research on specific themes and concepts, study market demands fashion trends and other related aspects. A body of works of i depth study and explorations will culminate in a visual design folio works and verbal presentations.
Transferable Skills	Time Management Fabric selection process Design selection process
Teaching Methodologies	Lectures, Tutorial, Workshop
CLO	CLO1 Demonstrate considerations in creating market driven fashion designs that are creative, aesthetically pleasing and meaningful. CLO2 Adhere to the standard process and procedures for producing collections in terms of documentations and visual presentations. CLO3 Integrate design ideas with commercial interest through brand positioning planning of the collections.
Pre-Requisite Courses	No course recommendations
Topics	
1. Course Introduction 1.1) n/a	
2. Design Project: R & D 2.1) n/a	
3. Ideas and Inspiration: 3.1) n/a	
4. Design Ideas and processes 4.1) n/a	
5. Sources of Idea Inspiration: 5.1) n/a	
6. Design Ideas (to be documented for folio): 6.1) n/a	
7. Design Details 7.1) n/a	
8. Design Interpretation 2D (sketches) to 3D (prototypes): 8.1) n/a	
9. Fabric and material selection 9.1) n/a	
10. Surface Embellishment 10.1) n/a	
11. Construction Technique/ Methods and Assembly 11.1) n/a	

12. Toile Making 12.1) n/a
13. Refinement, Quality & Finishing (Finesse) 13.1) n/a
14. Total look & End Product 14.1) n/a

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Brand Proposal	5%	CLO3
	Assignment	Final Research Journal	20%	CLO1
	Individual Project	Toile	10%	CLO3
	Individual Project	Final Toile and Prototype	20%	CLO3
	Portfolio/Log Book	Research Journal and Written Research	15%	CLO1
	Presentation	Design Idea Development	10%	CLO2
	Presentation	Verbal Presentation on Design Idea Articulation	20%	CLO2

Reading List	Recommended Text	Atkinson M. 2012, <i>How To Create Your Final Collection</i> , Laurence King London
	Reference Book Resources	<ul style="list-style-type: none"> • Keiser, Garner 2008, <i>Beyond Design: The Synergy of Apparel Product</i>, Fairchild Publications, Inc • Cosrave, Bronwyn 2000, <i>The Complete History of Costume & Fashion Frq</i>, Cherkmark Books • Jones, Sue Jenkyn 2005, <i>Fashion Design</i>, Laurence King Publishing • Tallon, Kevin 2006, <i>Creative Fashion Design with Illustrator</i>, Page One • Rice, Janett, Brown Patty 2001, <i>Ready To Wear Apperal Analysis</i>, Prentice Hall Inc • Riegelman N. 2006, <i>Colors for Modern Fashion</i>, Nine Heads Media
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	