



**UNIVERSITI TEKNOLOGI MARA**

**FES608: FASHION DESIGN: ART AND REALITY**

<b>Course Name (English)</b>	FASHION DESIGN: ART AND REALITY <b>APPROVED</b>
<b>Course Code</b>	FES608
<b>MQF Credit</b>	3
<b>Course Description</b>	This course emphasizes on both theoretical and practical studio courses come together to test student's abilities, talents and skills in producing fashion design collections that are both creative, artistic and are 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 in-depth study and explorations will culminate in a visual design folio works and verbal presentations.
<b>Transferable Skills</b>	Time Management Adaptability
<b>Teaching Methodologies</b>	Lectures, Blended Learning, Tutorial, Workshop
<b>CLO</b>	CLO1 Demonstrate considerations in creating market driven fashion designs that are creative, aesthetically pleasing and meaningful. (A4) CLO2 Adhere to the standard process and procedures for producing collections in terms of documentations and visual presentations. (A3) CLO3 Integrate design ideas with commercial interest through brand positioning planning of the collection. (A3)
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Topics</b>	
<b>1. Course Introduction</b> 1.1) Project Theme 1.2) Project Requirements 1.3) Assesment Criteria	
<b>2. Fashion Art &amp; Reality:</b> 2.1) Research Content. 2.2) Research Journal (Part I) 2.3) Objectives & aim of project. 2.4) Scope and requirements, expectations.	
<b>3. Project Theme:</b> 3.1) Design philosophy/ principles and concept – general analysis. 3.2) Design statements and market segmentations– icons and symbols and creativity and originality. 3.3) Design moods and outlook.	
<b>4. Design Project R &amp; D:</b> 4.1) Market Study 4.2) Trend Research 4.3) Designer of references - examples: brands, individuality/ signature styles. 4.4) 4. Design Sketches	
<b>5. Sources of Idea Inspiration:</b> 5.1) Data Documentations 5.2) Pictures, drawings, studies. 5.3) Visual, brainstorming for ideas. 5.4) Design Sketches	

**6. Fabric Ideas**

- 6.1) Fabric/ Material selection:
- 6.2) • Material and Techniques.
- 6.3) • Fabric Surface Enhancements
- 6.4) Sampling
- 6.5) Design details – appropriate use, functions and purposes.
- 6.6) Selection of final design idea and toile making-up.

**7. Design Journal**

- 7.1) The design process and idea development.
- 7.2) Design editing, selection, refinement
- 7.3) Progressive assessment of Design Journal

**8. Design Interpretation 2D (sketches) to 3D (prototypes):**

- 8.1) Experimentation and Exploration of Toile
- 8.2) Construction Technique/ Methods and Assembly

**9. Toile Presentation**

- 9.1) Progressive Assessment of Toile
- 9.2) Discussion and Amendment

**10. Design Interpretation 2D (sketches) to 3D (prototypes):**

- 10.1) Technical Drawing Layout Presentation
- 10.2) Final Prototype Making
- 10.3) • Refining the Design

**11. Individual Verbal Presentation**

- 11.1) Design Concept, Design Characteristic & Outlook, Design Statement and Board Presentation

**12. Refinement, Quality & Finishing (Finesse)**

- 12.1) Continuous of the Final Prototype and Finishing.
- 12.2) Total look, outfit coordination, image and style with accessories

**13. Finesse**

- 13.1) Project Presentation – Thematic Portfolio Preparation and finished products.

<b>Assessment Breakdown</b>	<b>%</b>
Continuous Assessment	100.00%

<b>Details of Continuous Assessment</b>	<b>Assessment Type</b>	<b>Assessment Description</b>	<b>% of Total Mark</b>	<b>CLO</b>
	Assignment	Brand proposal	5%	CLO3
	Assignment	Final Research Journal	20%	CLO1
	Individual Project	Toile	10%	CLO3
	Individual Project	Final Toile or 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

<b>Reading List</b>	<b>Recommended Text</b>	<ul style="list-style-type: none"> <li>• Anna Kiper 2014, <i>Fashion Portfolio</i>, B T Batsford Limited [ISBN: 1849940851]</li> <li>• Mark Atkinson 2012, <i>How to Create Your Final Collection</i>, Laurence King Publishing [ISBN: 1856698424]</li> <li>• Fiona Dieffenbacher 2013, <i>Fashion Thinking</i>, A&amp;C Black [ISBN: 2940411719]</li> <li>• Fashionary International Limited, <i>The Super Fashion Designer</i> [ISBN: 9887710970]</li> </ul>
<b>Article/Paper List</b>	This Course does not have any article/paper resources	
<b>Other References</b>	This Course does not have any other resources	