



PROGRAM SUPPORT NOTES

Designing Fashion

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For Teachers

Introduction

The aim of this program is to give students an insight into the various steps and processes used by fashion designers to create items ready for purchase by consumers. The program will describe the methods and techniques adopted by designers to create fashion articles, beginning with hand sketching through to computer aided design (CAD). During the program Vanessa Rochman, Head Designer for Metalicus, will tell students what inspires her to create a fashion story for upcoming collections. Since Grey Fashion designer, Naidele Kolb will explain the steps covered when she out sources the production of her designs. And world renowned textiles designer/artist Kaffe Fassett discusses how he uses the elements and principles of design in order to create interesting textiles and fabrics.

Timeline

00:00:00	Ideas and inspiration
00:07:37	Drawing skills and techniques
00:12:50	Use of computer-aided design
00:14:31	Final production
00:18:18	Credits
00:18:46	End program

Related Titles

Designer Case Studies – Architecture, Crafts and Industrial Design
Influences on Design
Design and the Environment
Redesigning a product

Recommended Resources

http://en.wikipedia.org/wiki/Design_elements_and_principles
<http://www.lmf.com.au/>
<http://www.designersnexus.com/design/free-fashion-croquis-templates/>

Student Worksheet

Initiate Prior Learning

1. Begin to put together a Visual Diary. Start by collecting pictures and objects that give you inspiration – they could be a picture of a garment for instance or even a color swatch from the paint shop, something from the garden such as a leaf or a post card/ print by an artist. Let your imagination run wild. Paste these objects into a book and build upon it when you can to create a visual journal. These can then be referred to later on when you are beginning to design garments.
2. Search the internet and fashion design books for interesting figure templates – begin to build up a collection that you can use later on when designing. Don't forget to include female, male and child templates. Trace over the templates or even create your own figure drawings using the templates as your guide and paying attention to the dimension of the body. Generally fashion templates show an elongated and exaggerated figure.
3. Investigate the types of drawing materials suitable to illustrate fashion designs. These could include water color pencils and paints, crayons, pastels, markers and even fabric and paper collage. Practice using the materials available to you, until you find the one that you feel most comfortable with.
4. Investigate and research the fundamentals of the Elements and Principles of Design. Using the information gathered, in small groups, create a power point presentation to illustrate your understanding of the Elements and Principles of Design. Include a definition and use pictorial examples of fashion to demonstrate understanding of each of these Elements and Principles.

Active Viewing Guide

1. Designers can draw their ideas and inspirations from many sources, name some of these:

2. How do designers record their thoughts and ideas?

3. The elements and principles of design are an important part of the process and are used to create design features.

a) The elements of design are:

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b) The principles of design are:

4. What is a 'trend setter'?

5. In the table provided list the many ways that designers can capture their ideas and impressions. Include the tools and mediums that may be used to complete this task.

Methods of Recording Ideas & Inspirations	Types of Medium Used

6. Descriptive drawings are used to:

Show details such as the type of stitching to be used

Show details such as the types of seams to be used

Show details such as zippers and the application of pockets

All of the above

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7. Many Fashion Designers use Computer Aided Design (CAD) in order to streamline some or all stages of the production process. List the advantages of using CAD during this process.

Extension Activities

1. Fashion is cyclical with many trends being modified and then repeated; sometimes not until years later. In small groups research an era of fashion, perhaps focus on one garment. Describe and illustrate the features of the era/garment. Next find current examples of how certain garments, shapes, colors, textures etc. are being used in current fashion and annotate the changes that have been made; these changes may be slight or more significant. In a visual diary place the past fashion garments next to the current garment and describe the similarities and differences.
2. Interview a local fashion designer. Prepare a number of questions that are relevant to their work and how they go about designing their clothing. Ask them questions regarding the method in which they illustrate their designs and whether they incorporate Computer Aided Design (CAD). Find out where they gain their inspiration from and how they build up a collection. Investigate their use of elements and principles of design and how they work through the production process.
3. Attend a local fashion parade or view one on television/DVD. Describe, summarize and evaluate one or more garment/s that you have viewed using the appropriate technical language and incorporate the designers use of the elements and principles. Present your finding to others; either in a verbal presentation or in a written format.
4. Work through the design process to produce a fashion illustration of a trend setting garment using some inspiration from your visual diary. Annotate the drawing showing the particular components/features of your design, and describe the materials and notations that will be used. Next complete some working drawing of your garment and provide a detailed cutting list according to the size and number of the garment pieces.

Suggested Student Responses

Active Viewing Guide

1. Designers can draw their ideas and inspirations from many sources, name some of these
Popular culture
Films
TV
Art
Music
Dance
Found Objects
Previous Fashions
2. How do designers record their thoughts and ideas?
Designers record their thoughts and ideas by making quick sketches, photos and by building up a Visual Diary for later development.
3. The elements and principles of design are an important part of the process and are used to create design features.
 - a) The elements of design are:
Line
Shape
Direction
Size
Texture
Color
Value
 - b) The principles of design are:
Balance
Gradation
Repetition
Contrast
Harmony
Dominance
Unity
4. What is a 'trend setter'?
Designers who predict what people want are considered trendsetters, and others follow them.

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5. In the table provided list the many ways that designers can capture their ideas and impressions. Include the tools and mediums that may be used to complete this task.

Methods of Recording Ideas & Inspirations	Types of Medium Used
Sketches Photos Swatches Collage Visual Diaries	Pastels Paints Crayons Pencils Inks

6. Descriptive drawings are used to:

Show details such as the type of stitching to be used

Show details such as the types of seams to be used

Show details such as zippers and the application of pockets

All of the above

7. Many Fashion Designers use Computer Aided Design (CAD) in order to streamline some or all stages of the production process. List the advantages of using CAD during this process.
- Garments can be shaped according to stored templates**
 - CAD allows style, color, pattern, texture and other details to be easily manipulated**
 - Fabrics can be planned and modified on garment mock-ups**
 - Information can be sent to weaving, knitting and printing machines**
 - CAD can be used for pattern making using a range of body measurement to make a number of sizes**
 - CAD can provide pattern piece layout which helps to prevent fabric wastage**
 - Multiple layers of fabric can be cut using computerized cutting benches**
 - CAD eliminates the need to make multiple mock-ups of garments**