

Module code	FSD412	Level	4
Module title	Creative Fashion Design Practice	Credit value	20
Common/Core/ Elective	Core	ECTS Credits	10
		Notional learning hours	200
Courses on which the module is taught	BA (Hons) Fashion Design	Teaching Period	Autumn

1. Module description

This module introduces you to the skills and thinking for creative fashion design practice. This will include research skills, idea generation, design development and the communication of your working processes and design outcomes.

You will gain an understanding of the creative methods involved in fashion design and how they can be applied. Working both independently and in collaboration with your peers, you will work on identifying areas for primary and secondary research and exploration of design concepts and contexts. Working through the creative process, you will experiment and generate design ideas to inform the development of a contemporary collection.

In addition, you will be introduced to fashion drawing and presentation techniques to visually communicate your process and design outcomes.

2. Learning outcomes

Upon successful completion of this module you will be able to:

Collaboration (MLO 01)

Explore collaboration and networking opportunities to generate ideas for given situations

Innovation (MLO 02)

Define and compare concepts and design proposals, combining curiosity and creativity to generate innovative design ideas

Decision-making (MLO 04)

Investigate and contrast different ideas, including your own, to inform decision making throughout the design process

Communication (MLO 05)

Communicate your design proposals, using visual, oral and written means, in multicultural and international settings and defined industry contexts

3. Learning and teaching methods

You will be introduced to primary and secondary research methods and will work both independently and in collaboration with your peers on research and ideas. This will inform your creative exploration, idea generation and decision-making. You will learn through project work, with tutor-led and peer presentations, seminars, tutorials, practical activities, technical workshops, and independent study and will develop skills in communicating your ideas in different formats.

Learning hours	
Directed learning	72 hours
Workshops/classes	48
Supervised Studio Activity	24
Guided/Self-guided learning	128 hours
Total	200

4. Assessment, formative feedback and relative weightings

Assessment 1 - Sketchbooks

Weight (%): 70

Sketchbooks which include research, idea generation and design development and which document project work appropriate to the brief.

Assessment 2 - Presentation

Weight (%): 30

Word count or equivalent: 10 minutes with 5 minutes question time

A presentation which communicates your creative ideas and outcomes in a variety of formats.

Each summative assessment will be preceded by an opportunity for formative assessment accompanied by formative feedback.

Mapping of assessment tasks for the module

Assessment tasks	LO1	LO2	LO4	LO5						
Assessment 1	X	X	X	X						
Assessment 2		X	X	X						

5. Indicative resources

Sorger, R. and Udale, J. (2017) *The Fundamentals of Fashion Design*. London: Bloomsbury Publishing.

Bryant, M., (2016) *Fashion Drawing: Illustration Techniques for Fashion Designers*. 2nd Ed. Laurence King Publishing.

Clark, H. (2012) 'Conceptual Fashion', in A. Geczy and V. Karaminas (eds.) *Fashion and Art*. London and New York: Berg Publishers, pp. 67–76.

Dieffenbacher, F. (2020) *Fashion thinking: creative approaches to the design process*. 2nd Ed. London: Bloomsbury Visual Arts.

Geczy, A. and Karaminas, V. (2017) 'Viktor & Rolf's Conceptual Immaterialities', in A. Geczy and V. Karaminas (eds.) *Critical Fashion Practice*. London: Bloomsbury Publishing, pp. 91–104.

Crisscrossing through critical fashion studies: Inclusive and interdisciplinary intersections: <https://discovery.ebsco.com/c/moxwj2/details/lmxz33jd35?limiters=RV%3AY&q=anneke%20smelik>