

Module code	FSD513	Level	5
Module title	Deconstruction Theory in Practice	Credit value	20
Common/Core/Elective	Core	ECTS Credits	10
		Notional learning hours	200
Courses on which the module is	BA (Hons) Fashion Design	Teaching Period	Autumn

1. Module description

This module introduces you to the role of 'deconstruction theory' in practice, allowing you to become more creative, critical, and explorative. Building on an introduction of philosopher Jacques Derrida's theory of deconstruction, this module focuses on how disrupting conventional norms, engagement in interdisciplinary perspectives, and creative critical thinking will lead you to new innovative ideas.

Through building your knowledge and technical skills, this module encourages avant-garde and experimental design outcomes, encouraging you to use creative thought processes drawing from contemporary influences. You will be introduced to innovative design techniques and encouraged to challenge principles of form, function and aesthetic.

Working independently, you will use notions of deconstruction to guide you in designing a three-dimensional garment.

2. Learning outcomes

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

Decision-making (MLO 04)

Analyse and reflect on different ideas, including your own, to inform decision making throughout the design process

Discipline Knowledge (MLO 07)

Examine and apply deconstruction theory, concepts and influences applied to your creative practice

Discipline Skills (MLO 08)

Employ technical and material knowledge, creative cutting and drape practices, and appropriate construction methods within the realisation of design ideas

Interdisciplinary Perspectives (MLO 09)

Investigate and apply methods and practices from different creative disciplines to inform your own practical work

3. Learning and teaching methods

You will learn about how Jacques Derrida's 'deconstruction theory' has been, and continues to be, applied to creative practice. Through engagement with tutor-led presentations, seminars, workshops, set readings and tasks, you will examine how visual practitioners have integrated and applied deconstruction into architecture, graphic design, film, photography

and fashion. Your investigation into this concept will encourage and inform your artistic freedom and practical experimentation with deconstruction, underpinning your design practice. Practical workshops and studio-based learning will support your technical experimentation and realisation of an avant-garde design outcome.

Learning hours	
Directed learning	72 Hours
Workshops/classes	48
Supervision	24
Guided/Self-guided learning	128 Hours
Total	200

4. Assessment, formative feedback and relative weightings

Assessment 1: Essay

Weight (%): 40

Word Count or Equivalent: 1500 words

You will produce an essay outlining your selected practitioner and analysis of their work in relation to deconstruction theory, and how this has informed your own practice.

Assessment 2: Project

Weight (%): 60

Word Count or Equivalent: 3D design outcome + 1500 words documentation

You will design and create an experimental 3D design outcome, which will reflect your engagement with deconstruction theory, and can be worn on the body. In addition, you will produce documentation of the process, that outlines the ways in which deconstruction theory has been applied throughout your experimentation and final design outcome.

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	LO4	LO7	LO8	LO9						
Essay		X		X						
Project	X		X	X						

5. Indicative resources

Benjamin, A. (1988) 'Deconstruction and Art/The Art of Deconstruction', in C. Norris and A. Benjamin (eds) *What is Deconstruction?*. London and New York: Academy Editions/St Martins Press.

Caputio, J. (1997) *Deconstruction in a Nutshell*. New York: Fordham University Press.

Gill, A. (1998) 'Deconstruction Fashion: The Making of Unfinished, Decomposing and Re-assembled Clothes', *Fashion Theory*, 2(1): pp. 25–50.

Gill, A. (2017) 'Jacques Derrida: Fashion Under Erasure', in A. Rocamora and A. Smelik (eds) *Thinking Through Fashion*. London: I.B. Tauris & Co., pp. 251–268.

Loreck, H. (2002) 'De/constructing Fashion/Fashions of Deconstruction: Cindy Sherman's Fashion Photographs', *Fashion Theory: The Journal of Dress, Body & Culture*, 6(3), pp. 255–275. DOI: 10.2752/136270402790577604.

Loscialpo, F. (2011) 'Fashion and Philosophical Deconstructions: A Fashion In-Deconstruction', in A. de Witt-Paul and M. Crouch (eds) *Fashion Forward*. Oxford: Inter-Disciplinary Press.

Stouhi, D. (2020) 'What is Deconstructivism?', *ArchDaily*. Available at: <https://www.archdaily.com/899645/what-is-deconstructivism> (Accessed 6 August 2022).