

Subject Description Form

Subject Code	SFT209FD
Subject Title	Fashion Design
Credit Value	3
Level	2
Pre-requisite/ Co-requisite/ Exclusion	Exclusion: ITC2205D Fashion Design
Objectives	The subject identifies and analyses professional methods employed by the fashion industry to develop, visualize and present original fashion concepts and ideas for fashion garments in both 2 dimensional and 3 dimensional formats effectively. It specifically forms a comprehensive knowledge foundation of fashion design for further study in fashion and the related areas.
Intended Learning Outcomes	<p>Upon completion of the subject, students will be able to:</p> <ul style="list-style-type: none"> (a) recognize fashion design elements and principles in practising fashion design; (b) recognize inspiration from various sources for developing original fashion concepts and ideas, such as art and design, science and technology, economy, politics, social events, etc.; (c) develop and implement the skills and techniques of visualizing and presenting fashion concepts for fashion garments in both 2- dimensional and 3-dimensional formats effectively; (d) communicate and function both effectively and professionally in the context of fashion design; (e) develop critical and creative thinking.
Subject Synopsis/ Indicative Syllabus	<p>(I) Fashion Evolution Appreciation of fashion throughout history.</p> <p>(II) Fashion Glossary Understanding of fashion terms and definitions.</p> <p>(III) Design Elements and Principles Appreciation of silhouette, proportion, texture, pattern & print, color, fabric, cut, details, application and the use of accessories to complete a total look in fashion design.</p>

Subject Synopsis/ Indicative Syllabus	(IV) Techniques in Fashion Visualization Techniques of fashion drawings and their importance in 2- dimensional format. Basic sewing techniques for garment prototyping in 3 dimensional format. (V) Role and Responsibilities of Fashion Designer Couturiers and ready-to-wear designers. Role and responsibilities of in-house and freelance designers. (VI) Fashion Styling and Co-ordination Appreciation of fashion stories and themes in fashion design. Deployment of design concepts in styling and co-ordination.						
Teaching/Learning Methodology	Dissemination of knowledge through lectures, tutorials and practice in the studio environment and garment workshop will be employed. This interactive approach will offer better opportunities for students to deepen their understanding of the concepts taught as well as gain hands-on experience in problem solving. Students will visualize and present fashion concepts for fashion garments in both 2-dimensional and 3-dimensional formats in assigned project work through the student-centred projects.						
Assessment Methods in Alignment with Intended Learning Outcomes	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)				
			a	b	c	d	e
	Continuous Assessment	100%	✓	✓	✓	✓	✓
	1. Assignments – Fashion figure, production drawings, color rendering	30%	✓		✓	✓	✓
	2. Design Portfolio – concept research and development, design drawings	30%	✓	✓	✓	✓	✓
	3. Prototype Realization – fashion garment	30%	✓		✓	✓	✓
	4. Presentation	10%				✓	✓
	Examination	0%					
Total	100%						

	<p>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</p> <p>The assignments will assess students' learning outcomes including theories related to the concepts and applications of fashion design elements and design principles as well as the visualization and presentation skills in practising fashion design.</p> <p>Students are allowed to use Generative AI tools for the development of the project, including earlier stage research, visual study, inspiration seeking, creative thinking, concept development, etc., in which students are required to declare the use of Generative AI in their work. However, the contents to be included in the assignments, design portfolio and presentation, both literary and imagery, must be originally developed by students to demonstrate the intended learning outcomes.</p> <p>The materials submitted for this assessment must be the student's own work. The submitted work may not be accepted for the purpose of assessment if its authenticity is questionable. Submitting GenAI-generated materials as students' own work or part of their work is an act of academic dishonesty. Students who are found committing academic dishonesty will face disciplinary actions.</p>	
Student Study Effort Expected	Class contact:	
	▪ Lecture	12 Hrs.
	▪ Tutorial	12 Hrs.
	▪ Studio	15 Hrs.
	Other student study effort:	
	▪ Assignments / Project	69 Hrs.
	Total student study effort	108 Hrs.

<p>Reading List and References</p>	<p><u>Books</u></p> <p>Angus, E. (2015), <i>The fashion encyclopedia: a visual resource for terms, techniques, and styles</i>, 1st ed., Barron Hauppauge, New York.</p> <p>Bryant, M. W. (2016), <i>Fashion drawing: illustration techniques for fashion designer</i>, 2nd ed., Laurence King, London.</p> <p>Elsasser, V. H. (2013), <i>Design basics for apparel</i>, 1st ed., Prentice Hall, Upper Saddle River, NJ.</p> <p>Sorger, R., & Udale, J. (2017), <i>The Fundamentals of Fashion Design</i>, 3rd ed., Bloomsbury, New York.</p> <p>Werle, S. (2009), <i>Fashionista: a century of style icons</i>. Prestel Verlag. New York, London.</p> <p>Winslow, V. L. (2009), <i>Classic human anatomy: the artist's guide to form, function, and movement</i>. Watson-Guptill, NY.</p>
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Supplementary

Abling, B. (2007), Fashion sketchbook, 5th ed., Fairchild, NY.

Mckelvey, K. (2012), Fashion Design: Process, Innovation and Practice, 2nd ed., Wiley, Chichester.

Tejwani, S. F. (2015), The art of fashion illustration: learn the techniques and inspirations of today's leading fashion artists. Rockport, Beverly, Massachusetts.

Volpintesta, L. (2014), The language of fashion design: 26 principles every fashion designer should know. Rockport, Beverly, Massachusetts.

Magazines and Periodicals

Collezioni

Elle

GQ

Harper's Bazaar

Inside Fashion

Vogue

Websites

First view

<http://www.firstview.com>

Vogue Runway

<https://www.vogue.com/fashion-shows>

WGSN

<http://www.wgsn.com>

WWD

<http://www.wwd.com>