

## **Subject Description Form**

<b>Subject Code</b>	<b>SFT313FD</b>
<b>Subject Title</b>	<b>Advanced Fashion Design</b>
<b>Credit Value</b>	<b>3</b>
<b>Level</b>	<b>3</b>
<b>Pre-requisite/ Co-requisite/ Exclusion</b>	Pre-requisite: SFT209FD Fashion Design and SFT309FD Fashion Illustration  Exclusion: ITC3209D Womenswear Design
<b>Objectives</b>	The subject provides the knowledge and skills employed by the fashion industry to develop contemporary men's and women's ready-to-wear for current fashion trends as well as the development of an emerging market. It specifically provides professional skills to visualize, present and communicate original design concepts in both 2-dimensional and 3-dimensional formats effectively.
<b>Intended Learning Outcomes</b>	Upon completion of the subject, students will be able to:  (a) recognise specific design elements and principles in developing contemporary ready-to-wear collections; (b) use a variety of techniques and materials to generate alternative ideas and solutions to fashion design problems; (c) research and analyse sources of inspiration and current global trends and apply them within a fashion context; (d) develop and implement the skills and techniques of visualising design concepts both in 2-dimensional and 3- dimensional format effectively; and (e) effectively communicate with design professionals and function professionally in the fashion industry.
<b>Subject Synopsis/ Indicative Syllabus</b>	<p><b>(I) Research Skills for Designing Ready-to-wear</b> Interpretation and analysis of design information</p> <p><b>(II) Global Context of Ready-to-wear</b> Drivers, markets, consumers and relevance to the fashion design process.</p> <p><b>(III) Design Development of Ready-to-wear</b> Transformation of inspiration into original design concepts for a global market.</p> <p><b>(IV) Techniques in Fashion Visualisation</b> Techniques of design drawings and technical drawings in 2-dimensional format.</p>

	<p>(V) <b>Techniques in Garment Prototyping</b> Garment pattern-cutting/draping and sewing techniques for garment prototyping in 3-dimensional format.</p> <p>(VI) <b>Fashion Styling and Co-ordination</b> Deployment of design concepts in fashion styling and co-ordination.</p>																																	
Teaching/Learning Methodology	Dissemination of knowledge through lectures and practice in a studio environment 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 visualise and present fashion concepts for ready-to-wear both in 2-dimensional and 3-dimensional formats in assigned project work through the student-centred projects.																																	
Assessment Methods in Alignment with Intended Learning Outcomes	<table><tr><th rowspan="2">Specific assessment methods/tasks</th><th rowspan="2">% weighting</th><th colspan="5">Intended subject learning outcomes to be assessed (Please tick as appropriate)</th></tr><tr><th>a</th><th>b</th><th>c</th><th>d</th><th>e</th></tr><tr><td>1. Design portfolio – concept research, design development, design/technical drawings</td><td>50%</td><td>✓</td><td>✓</td><td>✓</td><td>✓</td><td>✓</td></tr><tr><td>2. Prototype realisation – garments</td><td>50%</td><td>✓</td><td>✓</td><td>✓</td><td>✓</td><td>✓</td></tr><tr><td>Total</td><td>100 %</td><td colspan="5"></td></tr></table> <p>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</p> <p>The design portfolio and prototype realisation will assess students’ understanding of theories related to the concepts and applications of design elements and principles, design development, as well as the visualisation and presentation skills in contemporary ready-to-wear. Students’ communication and presentation skills in fashion context will also be assessed.</p>	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)					a	b	c	d	e	1. Design portfolio – concept research, design development, design/technical drawings	50%	✓	✓	✓	✓	✓	2. Prototype realisation – garments	50%	✓	✓	✓	✓	✓	Total	100 %					
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Total	100 %																																	

	<p>The materials submitted for all 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. However, students could utilise various media and technologies such as GenAI to assist with design research in the preliminary stage. They are required to declare the use of GenAI in their work if applicable. Submitting GenAI-generated materials as students' own work or part of their work without declaration is an act of academic dishonesty. Students who are found committing academic dishonesty will face disciplinary actions.</p>	
<b>Student Study Effort Expected</b>	Class contact:	
	<ul style="list-style-type: none"> <li>• Studio</li> </ul>	39 Hrs.
	Other student study effort:	
	<ul style="list-style-type: none"> <li>• Projects</li> </ul>	69 Hrs.
	Total student study effort	108 Hrs.
<b>Reading List and References</b>	<p><b><u>Books</u></b></p> <p>Bou, L. (Ed.). (2012), <i>Menswear: fashion forward designers</i>. Instituto Monsa de Ediciones, Barcelona.</p> <p>Davies, H. (2008), <i>Modern menswear</i>. Laurence King, London.</p> <p>Faerm, S. (2010), <i>Fashion design course: principles, practice and techniques: the ultimate guide for aspiring fashion designers</i>. Thames &amp; Hudson, London.</p> <p>Fashionary International Ltd. (2016), <i>Fashionpedia : The visual dictionary of fashion design</i>. Fashionary International, Hong Kong.</p> <p>Gaimster, J. (2011), <i>Visual research methods in fashion</i> (English ed.). Berg, Oxford.</p> <p>Knowles, L. A. (2006), <i>The practical guide to patternmaking for fashion designers: menswear</i>. Fairchild, New York.</p> <p>McKelvey, K., (2012), <i>Fashion Design Process, Innovation &amp; Practice</i>. Wiley, Chichester.</p> <p>Werle, S. (2009), <i>Fashionista: a century of style icons</i>. Prestel Verlag, München.</p>	

	<p><b><u>Online resources</u></b></p> <p><a href="https://trendcouncil.wordpress.com/">https://trendcouncil.wordpress.com/</a> <a href="http://www.firstview.com">http://www.firstview.com</a> <a href="https://nowfashion.com">https://nowfashion.com</a> <a href="http://www.style.com">http://www.style.com</a> <a href="http://www.themode.tv">http://www.themode.tv</a> <a href="http://www.vogue.com">http://www.vogue.com</a> <a href="http://www.wgsn.com">http://www.wgsn.com</a></p>
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