

Subject Description Form

Subject Code	SFT337E
Subject Title	Denim Fashion
Credit Value	3
Level	3
Pre-requisite/ Co-requisite/ Exclusion	Pre-requisite: SFT204FY Introduction to Apparel Techniques Exclusion: ITC3086E Denim Fashion
Objectives	The subject develops the creative competence and provides the technical knowledge required in the manufacture of denim apparel products. It specifically explores the creative processes of denim design by means of a variety of innovative denim processing techniques and the corresponding quality requirements.
Intended Learning Outcomes	Upon completion of the subject, students will be able to: (a) manage, exploit and evaluate the techniques and processes used in denim apparel, including traditional washing processes, eco wash, laser innovation, plasma treatment, etc.; (b) integrate and describe the aesthetic and technical requirements, including production and application in practical designs and products; (c) analyse and apply contemporary textile trends for denim fashion; (d) create and develop denim fashion which will meet the changing needs of the international and local markets.
Subject Synopsis/ Indicative Syllabus	<p>(I) Fundamental Knowledge of Denim Fashion Historical and contemporary denim fashion. Principles of traditional denim processes, techniques, and designs such as acid washing, stone washing, enzyme washing, etc.</p> <p>(II) Advanced Designs and Techniques of Denim Fashion Traditional dyeing, washing, and treatment of denim design. Laser innovation and design in producing surface finishes. Recycled cotton fabric and jeans.</p> <p>Eco wash and eco jeans – the use of ozone treatment technology for waterless bleaching.</p> <p>Plasma innovation and design in producing surface finishes. Individual experimentation leading to the creation of swatches through practical work to increase awareness of creative techniques and production feasibility.</p>

	<p>(III) Design and Variables in Denim Fashion Design concepts through the use of materials, colors, trims, cutting, accessories, with the integration of various processing techniques for denim apparel. Awareness of the latest denim trends, trim applications and product-to-market adaptation. Planning of a denim presentation by using different kinds of media and techniques.</p> <p>(IV) Quality Assessment of Denim Fashion Quality aspects of denim fashion such as finishes, workmanship and performance, and common problems in denim fabric and garment processing.</p>																																								
Teaching/Learning Methodology	<p>Lectures will be designed to deliver theories, concepts and facts of the subjects and to provide guidance on further readings and applications. Presentations, seminars and open-forum discussions will be employed to deliver overviews and opinions. Critics will also be invited from fashion professionals, buyers, designers, and journalists to discuss their professional perception of the various genres of selected fashion ethos and fashion centres.</p> <p>Tutorials and studio sessions will be used for demonstrations of a variety of denim processes, and subsequently to encourage students to experiment with the advanced denim design and developments to facilitate reflective learning and design creation. Considering the sewing machines available in the workshop, light-to-medium-weight denim fabrics (below 14oz) are suggested for denim design creation.</p>																																								
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="4">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></tr><tr><td>Continuous Assessment</td><td>100%</td><td>✓</td><td>✓</td><td>✓</td><td>✓</td></tr><tr><td><i>1. Group Project</i></td><td><i>40%</i></td><td>✓</td><td>✓</td><td>✓</td><td>✓</td></tr><tr><td><i>2. Individual Project</i></td><td><i>60%</i></td><td>✓</td><td>✓</td><td>✓</td><td>✓</td></tr><tr><td>Examination</td><td>0%</td><td></td><td></td><td></td><td></td></tr><tr><td>Total</td><td>100%</td><td colspan="4"></td></tr></table>	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)				a	b	c	d	Continuous Assessment	100%	✓	✓	✓	✓	<i>1. Group Project</i>	<i>40%</i>	✓	✓	✓	✓	<i>2. Individual Project</i>	<i>60%</i>	✓	✓	✓	✓	Examination	0%					Total	100%				
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	<p>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</p> <p>The projects will assess students' learning outcomes including theories related to the practical skill, denim fabric design and development, denim garment design and production. Through portfolio and project presentation, students will be required to demonstrate practical skills and creativity in the formulation of denim design.</p>	
Student Study Effort Expected	Class contact:	
	• Lecture	18 Hrs.
	• Studio	21 Hrs.
	Other student study effort:	
	• Practical Projects	69 Hrs.
	Total student study effort	108 Hrs.
Reading List and References	<p><u>Books</u></p> <p>Broadbent, A. D. (2001), <i>Basic Principles of Textile Coloration</i>. The Society of Dyers and Colourists.</p> <p>Chauncey, B. (2008), <i>Denim by Design</i>. Krause Publications.</p> <p>Fltcher, K. (2008), <i>Sustainable Fashion & Textiles: Design Journeys</i>. Earthscan, UK.</p> <p>Heywood, D. (2003), <i>Textile Finishing</i>. Society of Dyers and Colourists.</p> <p>Miller, D. & Woodward, S. (2011), <i>Global Denim</i>. Berg, England.</p> <p>Miraftab, M. & Horrocks, A. R. (2007), <i>Ecotextiles: The way forward for sustainable development in textiles</i>. Woodhead Publishing Limited, UK.</p> <p>Roshan, P. (2015), <i>Denim: Manufacture, Finishing and Applications</i>. Cambridge: Elsevier Science & Technology.</p> <p>Scaglia, B. (2011), <i>Our Comfy Blue Rugged Cotton Twill: The Story of Denim and Jeans</i>. Biblio Bazaar, South Carolina.</p>	

Schindle W. D. & Hauser, P. J. (2004), *Chemical Finishing of Textiles*. The Textile Institute, England.

Zhang, H., Luo, L. & Tang, M. (2007), *Delirious Denim*. Page One Publishing Private.

Magazines/Trade press

Womenswear Daily
Wallpaper
Vogue

Websites

WGSN
www.wgsn.com
STYLE
www.style.com

Fashion Forecaster

Peclers