

The Hong Kong Polytechnic University

Subject Description Form

Please read the notes at the end of the table carefully before completing the form.

Subject Code	SFT5971
Subject Title	Professional Practice
Credit Value	3
Level	5
Pre-requisite/ Co-requisite/ Exclusion	Nil
Objectives	<p>This subject aims to deepen the students understanding of the professional design world, and its expectations, where they will embark upon an industry collaborative project. Students will learn how they can apply their personal means of expression to a commercial brief, for an established brand.</p> <p>The unit will provide students the opportunity to experience the working climate, and obtain the necessary professional discipline, and technical skills that are required to work in industry.</p> <p>Throughout the study of this subject, industry practitioners will regularly share their expertise, to provide students with insights into the latest industrial practices. Students are also encouraged to examine the industry's status quo, to develop new and holistic solutions towards sustainability and social issues.</p>
Intended Learning Outcomes <i>(Note 1)</i>	<p>Upon completion of the subject, students will:</p> <ul style="list-style-type: none"> a) Exhibit the rigor, professional aptitude, and design skills that are required by the industry. b) Assess a broad range of contemporary technological processes and techniques that can be integrated with their work. c) Conduct extensive market research to identify and understand consumer needs. d) Have an awareness and sensibility concerning fabrics, materials and treatments, their synthesis, as well as industrial/sustainable practices and their application towards the development of a fashion product. e) Effectively present and communicate product ideas to industry professionals.

<p>Subject Synopsis/ Indicative Syllabus <i>(Note 2)</i></p>	<ol style="list-style-type: none"> 1. <u>Professional Design Skills</u> Via the engagement of practical workshops with experts and practitioners, industry standards and best practices shall be explored. With emphasis on ‘professional readiness’, design principles and technical abilities that are relevant to role of a professional designer, shall be demonstrated throughout the unit. 2. <u>Industrial Technology</u> Through professional seminars and visits to industry facilities, current and emerging technologies and their application shall be explored. Developing a thorough comprehension of how to incorporate relevant technological processes and innovations into the collaborative project work. 3. <u>Market Research</u> Exploring market research methods that are applicable to the collaborative project. Utilizing consumer research techniques that provide insights into preferences and behaviour. Learning how to analyse findings to identify and understand consumer needs. 4. <u>Industrial & Sustainable Practices</u> Establishing an awareness of fabrics and materials that are applicable to the design collaboration brief. Gaining insight into relevant industrial practices, and how they influence design and product development. Examining the concept of sustainability in fashion, its emerging trends, and practices, and realise how to integrate these into the design and production process. Learn how to make well-informed choices that prioritize environmental and societal responsibility. 5. <u>Presentation & Communication</u> Develop verbal and visual communication skills to effectively convey design concepts and intentions to industry professionals. Form an understanding of best practices that apply to design portfolios. Through practical workshops, learn the concept and significance of storytelling, and explore various techniques for delivering persuasive and engaging presentations.
<p>Teaching/Learning Methodology <i>(Note 3)</i></p>	<p>The teaching of this subject shall be delivered through lectures, professional workshops & seminars, study visits, and tutorials.</p> <p>Throughout the unit, students shall work on a commercial project for a real client. Guest seminars and workshops by industry experts and practitioners, as well as visits to industry facilities, shall provide insight into the working climate and expose students to the realities of the industry and its expectations.</p> <p>Individual presentations to industry partners, shall help students to develop sophisticated presentation skills, and enhance their ability to communicate ideas visually and verbally, to a professional audience.</p>

Assessment Methods in Alignment with Intended Learning Outcomes (Note 4)	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)					
			a	b	c	d	e	
	1. Individual Project	80%	✓	✓	✓	✓	✓	
	2. Presentation	20%	✓				✓	
	Total	100 %						
Student Study Effort Expected	Class contact:							
	▪ Lectures		9Hrs					
	▪ Workshops		6Hrs.					
	▪ Seminars & study visits		6Hrs					
	▪ Tutorial		18Hrs.					
	Other student study effort:							
	▪ Individual Project		69Hrs.					

	Total student study effort	108Hrs.
Reading List and References	<p><u>Books:</u></p> <p>Anguelov, N., (2021), The Sustainable Fashion Quest: Innovations in Business and Policy, Taylor & Francis.</p> <p>Burdek, B, E., (2015), Design: History, Theory & Practice of Product Design, Birkhauser Architecture.</p> <p>Engholm, I., (2021), Quick Guide to Design Thinking, Strandberg Publishing.</p> <p>Gwilt, A., (2020), A Practical Guide to Sustainable Fashion, Bloomsbury Publishing.</p> <p>Jansen, M. A (ed)., Craik, J (ed)., Eicher, J. B., (2016), Modern Fashion Traditions: Negotiating Tradition and Modernity Through Fashion, Bloomsbury Academic.</p> <p>Kravets, O (ed)., Maclaran, P (ed)., Miles, S (ed)., Venkatesh, A (ed), (2018), The Sage Handbook of Consumer Culture, Sage Publishing.</p> <p>Mair, C., (2018), The Psychology of Fashion: The Psychology of Everything, Routledge.</p> <p>Sorger, R., Seivewright, S., (2021) Research and Design for Fashion, Bloomsbury Publishing.</p> <p>Thomas, D., (2019), Fashionopolis: The Price of Fast Fashion and the Future of Clothes, Penguin Press.</p>	

Note 1: Intended Learning Outcomes

Intended learning outcomes should state what students should be able to do or attain upon subject completion. Subject outcomes are expected to contribute to the attainment of the overall programme outcomes.

Note 2: Subject Synopsis/Indicative Syllabus

The syllabus should adequately address the intended learning outcomes. At the same time, overcrowding of the syllabus should be avoided.

Note 3: Teaching/Learning Methodology

This section should include a brief description of the teaching and learning methods to be employed to facilitate learning, and a justification of how the methods are aligned with the intended learning outcomes of the subject.

Note 4: Assessment Method

This section should include the assessment method(s) to be used and its relative weighting, and indicate which of the subject intended learning outcomes that each method is intended to assess. It should also provide a brief explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes.

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