

## The Hong Kong Polytechnic University

### Subject Description Form

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

<b>Subject Code</b>	SFT5977CP
<b>Subject Title</b>	Personal Major Project
<b>Credit Value</b>	9
<b>Level</b>	5
<b>Pre-requisite/ Co-requisite/ Exclusion</b>	Pre-requisite: Design Practice & Ideation
<b>Objectives</b>	<p>This subject enables students to further define their design D.NA and practice, and aims to strengthen the students theoretical focus and understanding of their agency. Students will culminate all their in-dependent research and learning, synthesised with their personal values and unique skills, to produce a final collection for their intended market; that convincingly showcases their practice. Throughout the unit there will be an emphasis on continuous self-inquiry, and students are expected to critically evaluate themselves and their work.</p> <p>The body of work created for Personal Major Project, is to be supported by a comprehensive portfolio. Students must consider how they can present the research and development of their collection, their design methodology, and vision to a professional audience.</p> <p>In addition, all findings, developments, and outcomes must be academically documented, analysed, contextualised, and evaluated via a project report. Students will be encouraged to adopt the use of GenAi to create the preliminary plan and structure of their thesis.</p>
<b>Intended Learning Outcomes</b>  <i>(Note 1)</i>	<p>Upon completion of the subject, students will:</p> <ul style="list-style-type: none"> <li>a) Generate an original body of work and conduct robust personal research and development, underpinned by critical/theoretical thinking and analysis.</li> </ul>

	<ul style="list-style-type: none"> <li>b) Extensively research the fashion industry in a broad social context, identify an intended market/societal need, and create a body of work that is appropriate for its target audience.</li> <li>c) Apply their findings to the creation of a conceptual and innovative collection that is indicative of their design practice.</li> <li>d) Establish a core product that has value of which is aligned with consumer segment needs.</li> <li>e) Develop the necessary skills to innovatively present and justify their work, and contextualize their practice to a professional audience.</li> </ul>
<b>Subject Synopsis/ Indicative Syllabus</b>  <i>(Note 2)</i>	<ol style="list-style-type: none"> <li>1. <b><u>Research &amp; Development</u></b> Conducting independent research and developing the theoretical foundation for design development. Learning how to translate research, experimentation, and development into design concepts and product directions. Utilizing critical thinking and analysis to evaluate research and development outcomes.</li> <li>2. <b><u>Intended Market</u></b> Exploring market research techniques and appropriating methods to align with design practice and personal objectives. Gaining comprehensive knowledge of consumer segments. Learning how to integrate market/societal needs into the design and development process.</li> <li>3. <b><u>Conceptual &amp; Innovative Collection</u></b> Designing and developing a collection that responds to market/societal needs and is indicative of practice. Understanding the definition and levels of innovation and how to apply them to the design and development of a product range. Learning how to develop and assemble a cohesive collection. Obtain sophisticated project management skills that apply to the co-ordination and production of a collection.</li> <li>4. <b><u>Core Product</u></b> Understanding the definition and significance of core product. Learn how to identify a core product and how to offer additional value to target consumer. Through practical workshops, realize how to establish a core product through product engineering, in relation to form, materials, and design details.</li> <li>5. <b><u>Professional Portfolio &amp; Communication</u></b> Develop verbal and visual communication skills to effectively present and justify work. Learn the concept and significance of storytelling, and how to contextualise practice. Explore various techniques for delivering persuasive and engaging presentations to a professional audience. Form an understanding of best practices that apply to creation of professional design portfolios.</li> </ol>

<div>Teaching/Learning Methodology</div> <div>(Note 3)</div>	<div>The teaching of this subject shall be delivered within a studio-based environment, with an emphasis on student-centred learning and development. Students are guided and mentored towards originating a practical body of work that is indicative of their design practice and suitable for its intended market.</div> <div>Individual presentations shall enhance students’ verbal communication skills, as well as their ability to articulate their work, and be used as means to assess the students’ creativity, theoretical thinking, critical analysis, and professionalism.</div>																																																												
<div>Assessment Methods in Alignment with Intended Learning Outcomes</div> <div>(Note 4)</div>	<table><tr><th rowspan="2">Specific assessment methods/tasks</th><th rowspan="2">% weighting</th><th colspan="6">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><th></th></tr><tr><td>1. Collection</td><td>70%</td><td>✓</td><td>✓</td><td>✓</td><td>✓</td><td></td><td></td></tr><tr><td>2. Portfolio</td><td>10%</td><td>✓</td><td></td><td></td><td></td><td>✓</td><td></td></tr><tr><td>3. Thesis Report</td><td>15%</td><td>✓</td><td>✓</td><td></td><td></td><td></td><td></td></tr><tr><td>4. Presentation</td><td>5%</td><td></td><td></td><td></td><td></td><td>✓</td><td></td></tr><tr><td>Total</td><td>100 %</td><td colspan="6"></td></tr></table> <div>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</div> <div>The individual project requires students to submit a collection, professional portfolio, and thesis report. At the end of the course, students must provide a formal presentation that requires them to showcase the development and outcome of their project work, contextualise their practice, evidence their learning, and identify areas for improvement. This assigned project shall assess the student’s ability to conduct in-depth research, develop innovative and contemporary work, as well as their capacity to apply critical and theoretical analysis to their practice.</div>							Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)						a	b	c	d	e		1. Collection	70%	✓	✓	✓	✓			2. Portfolio	10%	✓				✓		3. Thesis Report	15%	✓	✓					4. Presentation	5%					✓		Total	100 %						
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<b>Reading List and References</b>	<p><b>Books</b></p> <p>Claude, A., Rabiller, E., (2021), Creative Paths: The Fashion Design Process 1, ESMOD.</p> <p>Muratovski, G., (2022), Research for Designers: A Guide to Methods and Practice (Second Edition), Sage Publishing.</p> <p>Payne, A., (2021), Designing Fashion's Future: Present Practice and Tactics for Sustainable Change, Bloomsbury Visual Arts.</p> <p>Sorger, R., Seivewright, S., (2021), Research and Design for Fashion, Bloomsbury Publishing.</p> <p>Sorger, R., Udale, J., (2017), The Fundamentals of Fashion Design: Third Edition, Bloomsbury Publishing.</p> <p><b>Journals</b></p> <p>Fashion Practice: The Journal of Design, Creative Process &amp; the Fashion Industry</p> <p>Fashion Theory: The Journal of Dress, Body, and Culture</p>
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**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.

(Form AR 140) 8.2020