FASHION
Product Design & Technology

HOLIDAY HOMEWORK 2017

Name: ___________________

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Overview of course – new study design began 2012

- Subject requirements – equipment, books, etc.
- Assessment – tasks, weighting etc.
- The Product Design Process – stages, steps and goals.
- Using Illustrator and Photoshop to present your folio – must be computer generated.
- Influences to consider – designers in a range of areas, historical/cultural design movements or styles, technological change, eco-design, aesthetics etc.
- Product design factors that influence the designer.
- Production task:
  - Focus on sustainability
  - Safety procedures in the work room
  - Differences between client and end-user
  - Finding a client – getting this right is absolutely crucial.
  - The role of the client
  - The role of the designer
  - The designer/client relationship – avoiding pitfalls
  - Communicating with your client
  - Client contract
  - Client profile
  - Client logbook – must be kept up to date
  - Choosing a theme, design influence etc.
  - Researching your production task
TASKS – to be submitted first lesson in 2017

FOLIO BASICS

- Decide on colour scheme/layout details for folio using Illustrator or Photoshop – bring in your chosen page layout for discussion and approval. Keep track of the time it takes you to do this and to get an idea of how much time an average folio of 60 pages will take to complete.

- Determine client and sign contract if you are sure of your choice of client.

- Do client profile – include photo/mood board etc. – see next page. Give as much detail as possible because this will be a point of referral throughout your work.

- Do end-user profile (same as for client) if client is not the end user.

- Formulate a detailed draft of your design brief – in consultation with your client

- Document your contact with client (use client logbook)

- Do your cover page – subject, student number, school name and number (01410) – do not put your name on the cover page.

- Set up your index page

- Set up your bibliography page/s

- Research - start collecting information, pictures and material samples related to your design brief.

- Set up the Font on your computer that you are going to be using for your folio.
CLIENT/END-USER PROFILES

Gather information about your client and end-user that is relevant to the
design situation and brief.

If the end-user is not your client you will need to do one for each.

It is essential to include the following:

- Client/end-user’s name
- Approximate age:
- Living situation, if relevant
  (house, flat, apartment, unit, shared accommodation, etc.)
- Tastes and style – give examples (do mood-board if possible and/or take
  photos) – here you can really give a lot of information about your
  client/end-user.
- Budget & explanation of, or reason for budget limitations.
- Client’s ethical or social concerns (if relevant to the brief).
- Any relevant special needs or disability
- Textiles students – record garment sizes worn by the end-user/client – for
tops, skirts, pants, T-shirts etc. (commercially available)
- Any further relevant information about the client

Remember to bring in the photo of your client and/or end-user
that you will be putting in your folio.
Initial client/end-user consultation

In discussion with your client/end-user you may ask questions such as those listed below. Ask a range of questions that will enable you to fill in the client/end-user profile (see Client profile handout on following page). Your questions should enable you to establish the situation, specifications and particular needs of the client/end-user.

1. What is the intended purpose/function of the product?
2. Will it be used for other occasions? (Please specify)
3. Who will use the product?
4. Will other people use the product? (Please specify)
5. (If product is to be worn) Is this for a formal or casual occasion?
7. What date will you need the product completed by?
8. (if product is to be worn) what is the weather likely to be at this time of the year?
9. (If product is to be worn) Will the product be worn indoors, outdoors or both?
10. How much are you willing to pay for the product?
11. What are your expectations of the product's performance?
12. (If product is to be worn) would you like a tight-fitted product or a more comfortable fit?
13. How long do you expect the product to last?
14. How will you maintain and store the product? Do you have any expectations in relation to its care?
15. Do you want the product to be highly fashionable or a more classical style?
16. What are some of the properties and characteristics you would like the fabric to have?
17. Do you have any particular colour scheme in mind?
18. Do you want to be able to recycle or reuse the product or combine other products into the design?
19. What quality or standard do you expect the product to have?
20. Is the product to go with other items in a range or other items you already have?
21. Are there any safety aspects you feel are necessary in relation to the product e.g. low flammability?

You will need to present a detailed draft of this in the first lesson of 2017
NO EXCUSES!
DRAFT OF YOUR DESIGN BRIEF FOR 2017

- dot points of your information
Where will you get inspiration for your FASHION folio and garment/s????

- PINTEREST
- FASHION MAGAZINES
- FASHION BOOKS
- SHOPS
- INTERNET
- FABRIC SHOPS
- MARKETS
- OP SHOPS
- VINTAGE SHOPS
- MUSEUMS? ART GALLERIES?

Make a collection of visuals/fashion illustrations/ copic textas/ fabrics and patterns...begin the journey and be organised for the start of your last year at school!