FASHION: HOLIDAY HOMEWORK
YEAR 12 2023

GUCCI

Teacher(s)/Subject Coordinator:	• amanda.nunn@sssc.vic.edu.au
DUE DATE	• ALL WORK WILL BE REQUIRED ON THE FIRST FASHION LESSON OF 20223
Work required in preparation for start of 2023	• End-user/ profile: see questions • Font for FOLIO and general feel of folio, set up pages • Setting up pages and ideas • Collecting visuals along research lines: Vogue/ google/ magazines/ Shop windows/ op shops, etc • Creative thinking techniques: brainstorm/ mind mapping • BUY TEXT BOOK • Enjoy the break and come back RESTED and READY to go!
Textbooks and other resources:	• NELSON Product Design and Technology VCE units 1-4 (4th edition), get it new or second hand. Important to have a copy, all of our SAC work comes from this book. • VCAA Product Design and Technology Study Design • https://www.vcaa.vic.edu.au/Documents/vce/productdesign-and-technology/ProductDesignTechnology_SD_2018.pdf

PRODUCT DESIGN TECHNOLOGY
YR 12 PREPARATION 2023

Overview of course – Study design (2018-2023) see VCAA website

- Subject requirements – equipment, books, pencils etc. Make sure you have the Nelson Textbook and begin reading **Chapter 1 and 2, as this will give you the basics.**
- Assessment tasks, you can read ahead, but without class work it may be confusing**. TERMINOLOGY** is important and this could be something you begin to understand now ready for next year.
- **The Product Design Process** – stages, steps and goals. **p9 / p334**
- Using Illustrator and Photoshop to present your folio – MUST be computer generated, so that it looks professional and not like a Studio arts folio.
- Begin getting ideas for Mood boards **see chapter 3.** Understand what a **mood board** really is. Read up about the art elements and principles which relate so much to what we are doing in our folios and the way things will look.
- Use a mind map online tool to create a computer-generated mind map. (Try using MIndMap 2, Inspiration, Padlet or Bubbl.us)
- 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: These are so important to our study and must be learnt for reference (**See chapter 4) and also the parameters, the things/ factors that make the specific PDF what they are.**
  PURPOSE, FUNCTION AND CONTEXT: primary function, secondary function, context, etc
  ECONOMICS: Time and Cost: must give value to the end-user, costs of materials and manufacturing and time management, etc
  SUSTAINABILITY: ability for it to be sustainable and recycled and reused, etc
  TECHNOLOGIES: equipment used to manufacture the product, conversion techniques from raw materials to finished products, using appropriate tools, machinery and equipment, etc
  MATERIALS: properties of the materials used, strength, durability, water resistance, thermal properties, etc
  INNOVATION AND CREATIVITY: Innovation and new improved solutions, etc
  LEGAL RESPONSIBILITIES: Intellectual property, Australian standards, OH&S, etc
  USER CENTERED DESIGN: ergonomics, safety, comfort, anthropometric data, etc
  VISUAL, TACTILE AND AESTHETIC: design elements and principles, appearance and feel, etc

- Production task:
  - Focus on sustainability (up to you, but something designers need to do this)
  - Safety procedures in the work room
  - End user profile: getting this right is absolutely crucial, can be combined with visuals
  - The relationship between the designer and the end user
  - Designing for end users and market research: you will need to have access to someone who is in the end user demographic (defined by age, gender, lifestyle…EG: Sporty mum/ Skater boy u15/ Adolescent teen girl / Young adult)
  - Choosing a theme, design influence etc.
  - Researching processes and machinery and techniques you could use: embroidery, quilting, beading, macrame, crochet, weaving, overlocking, etc

TASKS – to be submitted **first lesson in 2023**
FOLIO BASICS

- Decide on font, paper and 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 a target market you are interested in looking into and find a designer/ company who design for that target market

- Create END USER profile – include photo/ mood board/ age / demographics/ style See page 12 of text book (please use someone who you have access to)

- Formulate a detailed draft of your design brief – just as a start.

- 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, get it ready as this takes time and it is easy to cut and paste into this as you go, and not do it all at the last minute.

- 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! THIS MUST BE DONE BEFORE FIRST CLASS, as it takes time to decide on a font. I have known students to spend weeks on this. Be decisive!

END-USER PROFILES

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

It is essential to include the following:

- End-user's lifestyle

- 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 end-user.

- Budget & explanation of, or reason for budget limitations.

- End user'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 – for tops, skirts, pants, T-shirts etc. (commercially available)

- Any further relevant information about the type of end user

- REMEMBER A PHOTO

INITIAL END-USER CONSULTATION

Choose a person you have access to, and not a love interest. In discussion with your chosen **end-user** you may ask questions such as those listed below. Ask a range of questions that will enable you to fill in the end-user profile (see end user profile in text book page 12-13). Your questions should enable you to establish the situation, specifications (specific information) and particular needs of the end-user. This needs to be typed up and should include all of the basic PDF's you will need to set up the scenario.

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?
6. What are your preferences regarding colour? Size? Style? Comfort?
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?

DRAFT OF YOUR DESIGN BRIEF FOR 2023:

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Where will you get inspiration for your FASHION folio and garment/s????

- INTERNET

- COSTUMES

- COS PLAY

- FASHION MAGAZINES

- FASHION BOOKS

- FASHION SHOPS

- PINTEREST

- FABRIC SHOPS: online and actual shops

- MARKETS: EG: Camberwell Market

- OP SHOPS

- VINTAGE SHOPS

- MUSEUMS

- ART GALLERIES

- PEOPLE: Bloggers, family and friends, celebs and people in the street

- START A BIBLIOGRAPHY!

MAKE A COLLECTION of visuals/fashion illustrations/ Copics/ fabrics and patterns…begin the journey and be organised for the start of your last year at school, it will be an AMAZING year and we will have lots of fun.

Dolce and Gabbana