

Concept to Creation I: Target Market, Industry Structure & Production Processes

Students will develop and apply their illustration, design, knowledge, and skills while creating collections with specific themes for an intended target market, as well as build and enhance their industry ready portfolio. Special emphasis is given to understanding target market, industry structure and production processes.

Intro: You, Me, Syllabus, and Expectations

Class Summary:

We will discuss who I am and what my background is, who you are and what your background is, what the classroom expectations are and what the semester's syllabus consists of.

We will discuss next semester's expectations and how we can begin incorporating that now.

I want to see a rich full journal this semester consisting of imagery, ideas, competition, target market, inspiration, and aspirations. Next week bring magazines, drawing supplies, journals - music, and tea!

Try to avoid downloading image from websites or using too many tear sheets from popular magazines, as this usually equates to a perception that you could have done more elsewhere. There is no substitute for discovery and innovation through primary research.

Consider compiling your research into various categories - inspiration, colour, fabrics, shapes and accessories. You may find it useful to write a short story or narrative that explains your process or defines the overall approach...

Class Homework:

Show me in your own words/format who you are - using the Target Market Profile provided (found under provided resources).

On the Board:

Info about me, and "Who are You?" homework.

Intro to the design journal - what it is and how to effectively use it.

Class Summary & Homework.

Lesson #1: Target Market

Note: This class requires Basics Fashion Design: 04. Developing a Collection: <http://www.slideshare.net/mtiris/basics-fashion-design-04-developing-a-collection>

Class Summary:

We will discuss what a TM (Target Market) is, and our filled out TM chart about ourselves,

create our own TM as a class, as well as discuss what a collection is and review *Basics Fashion Design: 04. Developing a Collection* pages 1-27.

Class Homework:

Create 5 looks for our discussed TM. Each look is to be done in a different room/location/space with rationale; essentially what, where and why.

It is expected that you will begin researching what your future target market will be for next semester's collection.

On the Board:

Target Market Chart

Class Summary & Homework.

Lesson #2: Organizational Structure

Note: This class requires *Basics Fashion Design: 04. Developing a Collection*: <http://www.slideshare.net/mtiris/basics-fashion-design-04-developing-a-collection>

Class Summary:

We will review our individual TM designs with location and rationale, discuss what a team in the industry looks like, go over showing the collection/lookbooks/catwalks (very brief), review *Basics Fashion Design: 04. Developing a Collection* pages 27-38 as a group, and each pick a designer interview (pages 39 to 53) to read and summarize.

Class Homework:

With a deeper understanding of TM, create a TM description and storyboard for yourself - only be as personal as you are comfortable sharing - I do not need to know your actual addresses, etc. - and make 5 looks for yourself as a customer. Provide rationale as to why you would buy this product - dig deeper!

Think about your future project next semester, which pieces do you want to incorporate? Is there a theme in what you love? How can you add pieces of yourself in the future while designing for a client who isn't you?

On the Board:

Organizational Structure Chart

Class Summary & Homework.

Lesson #3: Influences

Note: This class requires *Basics Fashion Design: 04. Developing a Collection*: <http://www.slideshare.net/mtiris/basics-fashion-design-04-developing-a-collection>

Class Summary:

We will review collection influences - what they are, and the impact they have - discuss how influences are relevant in the industry, and review *Basics Fashion Design: 04. Developing a Collection* pages 52-71 as a group, and each pick a designer interview (pages 70 to 77) to read and summarize what their influences are.

Class Homework:

Pick one source of inspiration from the options selected in the text book - summarize it and include it in your paragraph description of the target market (who/what/why is interested in appealing to that inspiration). Create a theme board communicating your TM and influence. Create 5 looks for that target market.

2 Week Homework Project

On the Board:

Influences: Background, Conceptual, Form & Function, Workwear, Sportswear, Futuristic, Global, Political, Archivism

Class Summary & Homework.

Lesson #4: Markets

Note: This class requires *Basics Fashion Design: 04. Developing a Collection*: <http://www.slideshare.net/imtiris/basics-fashion-design-04-developing-a-collection>

Class Summary:

We will review "Collections Designed for Different Markets" via *Basics Fashion Design: 04. Developing a Collection* pages 79-97, and fill out the "Food for Thought" sheet (see Resources). We will go over our answers as a group at the end of class - you will be called on at random to answer. While you are working on the assignment I will do one-on-one reviews for the project that is due next week as well as discuss where you are currently thinking about next semester's collection.

Class Homework:

No new homework assigned - last week's homework is due next week.

On the Board:

Class Summary & Homework.

Lesson #5: Specialist

Note: This class requires *Basics Fashion Design: 04. Developing a Collection*: <http://www.slideshare.net/imtiris/basics-fashion-design-04-developing-a-collection>

Class Summary:

We reviewed specialist collections - what they are, and how they're used - and reviewed *Basics*

Fashion Design: 04. Developing a Collection pages 112-125 as a group.

Class Homework:

Pick one of the specialist collections from the options selected in the text book and create a 5 piece collection based on that selection - include an influence from the discussed influences from the textbook (pages 52-71), be ready to discuss that influence. This collection CAN be for any season (past or present), but you CANNOT use a pencil at any point. Be ready to present with *rationale*.

Ex: Footwear specialist collection and workwear influence makes construction detailed shoes with platform for women - not actually meant to be worn on construction site.

How do specialist collections play into what you may create next semester?

On the Board:

Specialists: Children's Wear, Baby Wear, Toddlers, Footwear, Bags, Knitwear, Fashion Jewellery, Corporate Collections, Niche Sportswear - i.e. Rock Climbing or Cycling.

Class Summary & Homework.

Lesson #6 & #7: Techpacks

Note: This is a custom lesson plan that can be used at any point of the timeline.

Class Summary:

What is a techpack? Review and discuss techpacks. Brief summary of how to go from hand drawing to digital. Resources can be found online using the Techpack information provided (found under provided resources).

Class Homework:

Pick a garment you have sewn or (if you have yet to sew your own garment from scratch) use one you already own and make a tech pack for it using the information provided. Measurements and specking is not necessary. Please bring the garment to class for review.

Next class will consist entirely of lab time, use it.

2 Week Homework Project

On the Board:

Class Summary & Homework.

Lesson #8: Fast Fashion & Sustainability

Note: This is a custom lesson plan that can be used at any point of the timeline.

Class Summary:

Watch *True Cost*

Class Homework:

A one paragraph description as to why ethics in apparel are important - and create a 3 look ethical collection inspired by the movie True Cost - as well as a paragraph description on your inspirations rationale.

On the Board:

Class Summary & Homework.

Lesson #9 & #10: Designer

Note: This is a custom lesson plan that can be used at any point of the timeline.

Class Summary:

Pick a designer - analyze their collection/collections, and yourself - and create their next collection.

Class Homework:

Pick a designer - analyze their collection/collections - give a brief description of the designer, why you chose them, and ideally how they relate to you - show us more via storyboard (digital or decoupage) - and make a 5 piece collection as if you are taking over their line this coming season.

Project consists of:

1. Written:

- Designer, and a description/history of the designer.
- Why you chose them - how they influenced you - and how your influence relates to them - "dig deeper":

Example: you are taking over Alexander McQueen's line, and as an ode to "Archivism" you are building a collection for your favourite artist like McQueen did for Bowie - OR you are building a collection with a theme inspired around McQueen's VOSS show, and you are making a nod to his commentary around turning the show back on the audience - OR perhaps a particular silhouette/fabric/season McQueen used in the past.

2. Storyboard / Visual: Show us more via storyboard, your inspiration, your rationale of the above.

3. Collection: A 5 piece collection as if you are taking over their line this coming season.

2 Week Homework Project

Homework mandatory Week 1: Initial written, ideally imagery as well.

Homework mandatory Week 2: Project due with presentation - presentation is to happen in 10 minutes with questions (all participants will be expected to ask a thought provoking question), will be timed.

On the second class there will be open lab time and one-on-one discussions about next semesters focus project; what you're thinking, where you're at, and any inspirational imagery.

On the Board:

Class Summary & Homework.

Lesson #11: Student Collection; Who am I?

Note: *This is a custom lesson plan that can be used at any point of the timeline.*

Class Summary:

Who am I? Dig Deeper. Spend first half an hour revisiting our about me paragraph from day one - be ready to share with the class.

Class Homework:

Expand your "about me" into a self analysis. Written AND...

On the Board:

Who am I?

Class Summary & Homework.

Class #12: Student Collection - What to Create?:

Note: *This class requires Basics Fashion Design: 04. Developing a Collection: <http://www.slideshare.net/mtiris/basics-fashion-design-04-developing-a-collection>*

Class Summary:

Present "Who am I" project.

What do I want to create: for me? for them? for intelligent design? for art? This is the final discussion before creating next semester's project. Reviewed *Basics Fashion Design: 04. Developing a Collection* pages 138-145. Intro to the design journal - what it is and how to effectively use it.

Class Homework:

What I would like to see at the beginning of next semester - a well thought out 5 look collection (that you will be sewing), with a description of the target market, and any swatches or visuals you may have. The more work you do now, the easier your life will be next semester.

Review *Basics Fashion Design: 04. Developing a Collection* pages 138-159.

On the Board:

What do I want to create?

The Brief/Final Brief/Proposal/Statement of Intent/Concept Outline: Ask yourself - "What will showcase your skill and creativity?" Some students approach this stage of their final collection with vague or unrealistic ideas, being driven to making the ultimate, personal catwalk statement. Without reflection, research and a great deal of hard work, this will not work. Creativity in fashion exists within a context - and for this final college collection, you create your own context, within your brief.

Class Summary & Homework.

Fieldtrip: Fabrics

Note: This is a custom lesson plan that can be used at any point of the timeline.

Class Summary:

A class tour with a wholesaler fabric show room, or your local fabric store.

Class Homework:

Choose a fabric or fabric collection from the elections (make sure to photograph the fabric, as well as the content, the reference number, and any other relevant information) - give a paragraph description of the target market who/what/why is interested in that print/fabric selection and build 5 looks for them.

On the Board:

Class Summary & Homework.

Guest Speaker 1 & 2

Note: This is a custom lesson plan that can be used at any point on the timeline.

Class Summary:

Discussion with guest speaker - while waiting for guest speaker take time to review company and come up with 12 savvy questions to ask. I expect each of you to ask at least 1 question - and of course you cannot ask the same questions twice.

Class Homework:

Design a 5 look collection for Guest Speaker's company - choose your upcoming forecasted season - discuss why these design would be successful OR one intelligent design in the case of the technical companies.

On the Board:

1. Why fashion?
2. Journey from start to now.
3. A day/season in the life of you/your company.

Class Summary & Homework.