

# Concept to Creation II: Launching Your Line & Getting Retail Ready

Students will continue to develop and apply their illustration, design, knowledge, and skills while creating their final student collection with a specific theme for an intended target market, as well as build and enhance their industry ready portfolio. Special emphasis is given to understanding to the full life cycle of product and collection creation, and what is needed for successful mass production.

## Final Project Consist of:

1. Company Marketing Information - competitors, branding, trims and packaging.
2. Digital TM Board with description - three sources of info have been tied into description.
3. Digital Themeboard/Storyboard with Colour Palette in Pantone colours as well as a seamless repeat patterns.
4. 12 look collection rendered digitally - with descriptions, MSRP (manufacturer's suggested retail price), SRP (suggested retail price), etc.
5. Flats for all garments of all 12 looks.
6. Facecards for 5 sewn looks.
7. Photoshoot digitally rendered into marketing media, lookbooks and/or portfolio imagery.

## Class 1 - You, Me, Syllabus, Expectations & Sharing our Design Journals:

### 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. Enter the more sophisticated and industry directed "design rubric" - elevating your work to an industry standard, working with a design journal, and readying your portfolio for your future goals and direction. You have been working on your holiday homework - and you are fiercely ready to present where you are at and why. It is important to take feedback forward and grow - each piece of the collection will be fed to you week by week, but it is your responsibility to elevate the outcome overall!

*Why are you designing? What are your skills? Are you wanting to be known for your innovation? Do you want to start your own business? Are you just designing because you like it? What is your rationale? If you didn't start last month, start now!*

We will go over the five designs you are moving forward with in *Garment Construction* as well as share journal and filing methods with class, verbally explain your thoughts on what you are creating and why (you should already be thinking about target market on your own at this point) - now draw, draw, draw, draw, draw, draw, draw. Yes, I know your initial 5 designs are done, but this is an opportunity to discover how you aesthetically plan to express yourself in this collection be it through the 12 total designs you will providing, them imagery, custom print - the limit is your imagination.

Are you wanting to throw your own fashion show as well?

### Class Homework:

Target market board, description with visuals - as well as three news/research/internet articles

validating why they need this/why are you special/who needs more stuff? It is expected that you will be utilizing this time to work on the 12 design collection that is due soon.

**On the Board:**

Welcome back!

Spider chart list of garments/patterns/imagery that exist all over the board: bag, ball gown, belt, bikini, blazer, blouse, boots, bow tie, boxers, bra, briefs, camisole, cardigan, cargos, catsuit, chemise, coat, corset, cummerbund, dinner jacket, dress, dungarees, fleece, gloves, hat, hoody, jacket, jeans, jumper, kilt, knickers, lingerie, nightgown, nightwear, overalls, pashmina, polo shirt, poncho, pyjamas, robe, romper, sarong, scarf, shawl, shirt, shorts, skirt, socks, stockings, sweatshirt, swimwear, tee shirt, tie, tights, top, tracksuit, trousers, underwear, vest - prints, patterns, polka dots, stripes, plaids, floral, geometric, abstract, graphic, animal, obscure - theme images, storyboard creations, target market explanations.

Spider chart list of random things all over the board as well: patterns, prints, flats, floats....

Class Summary & Homework.

**Class 2 - Student Collection - Target Market:**

**Class Summary:**

Share target market descriptions and visuals with your peers (as well as your researched validation articles). Entire presentation will take under 10 minutes - it is expected that every peer will ask a thought provoking and challenging question.

We will briefly discuss what theme is, what theme is to you, and whether your theme is for you or your target market - this is an interlude to next class' topic of storyboards. Begin working on the concept of theme - what theme connects to your target market and why? What season are you planning to create for your target market? What colours and patterns work best for your target market.

You will spend the rest of the class finalizing 12 looks for that target market - this does not need to be digital yet, this is for you and your sewing collection.

**Class Homework:**

*\*We will be going to review competitors next week, will be due the following week\**

Have your 12 looks ready that you will be moving forward with - detail is important, digital is not.

**On the Board:**

Class Summary & Homework.

**Class 3 - Fieldtrip; Competitors:**

**Class Summary:**

A class tour with a trade show, show room, or your local retailers.

**Class Homework:**

Find three brands that would be your direct competitor - list who they are and what they do - and how you're going to do it better (may be difficult depending on your niche, but do your best).

Please include images, with a paragraph description for each brand. Extra marks for professionalism and industry ready quality.

**On the Board:**

N/A

**Class 4 - Student Collection - Storyboards/Themeboards/Moodboards:****Class Summary:**

Review competitor research, direct competitors - imagery and description.

We will discuss what a storyboard looks like, and what it should and should not consist of - how a storyboard differs from a target market board - and variations of storyboard layouts. Special focus on typography, Pantone colours, balance, TM vs Theme imagery, creating photos if they don't exist, and thinking about patterns/prints.

One-on-one reviews, where you're at thus far - you should have your initial 12 looks ready for discussion and possible review for next class.

**Class Homework:**

You will be completing your storyboard and be ready for next week's peer review you will be bringing the following:

1. Initial TM Board with description - three sources of info have been tied into description
2. Initial Storyboard with Colour Palette in Pantone colours
3. Initial 12 look collection with 5 sewn looks highlighted

**On the Board:**

Class Summary & Homework.

**Class 5 - Student Collection - Peer Feedback:****Class Summary:**

1. TM Board with description - three sources of info have been tied into description
2. Themeboard/Storyboard with Colour Palette in Pantone colours
3. 12 look collection with 5 sewn looks highlighted

For presentation we will be laying out our 12 initial looks with a highlight on the 5 you will be sewing, target market boards, themeboards/storyboard, and taking the time to go about and give feedback - it is expected that you will each give honest feedback of something you are questioning or would suggest is done differently (point out problems but do try to include solutions) - this will be confidential and is meant to encourage and grow each other.

Spend a bit of time reviewing feedback - then take a break - followed by labtime and optional one-on-one reviews.

**Class Homework:**

A digital drawing of your 5 sewn looks, as well as their corresponding flats is due in two weeks - this will grow and adapt, as we are going to discuss the seamless repeat pattern fill (if you do not want a print in your collection, then we will use fabric texture in lieu).

We will be having the digital class next, however it is expected that you will have worked on most if not all of this and be using this class time to work on making the product industry ready, building for final presentation.

\*2 Week Homework\*

**On the Board:**

Class Summary & Homework.

**Class 6 - Student Collection - Let's Get Digital - Designs:**

**Class Summary:**

We will be spending this class in the computer lab (assuming we don't all have the tools we need readily at hand for the classroom) - we will be focusing on digital aspects such as prints, graphics vectors, live paint, and seamless repeat patterns.

**Class Homework:**

Your 5 looks that you are sewing are due digitally with flats - you are expected to complete the other 7 in the same manner on your own/lab time.

**On the Board:**

Class Summary & Homework.

**Class 7 - Student Collection - Marketing, Branding, Trims & Packaging:**

**Class Summary:**

Review 5/12 digital looks including their flats.

Who is your company? Is it you? Is it its own entity? How does it connect to your market? Let's talk about what you stand for, why your consumer would choose you, company logos, trims, packaging - and any further company information.

**Class Homework:**

A one page dynamic business plan explaining who you are - what you stand for - and why your consumer will choose you. This will include company logo, trims, packaging - and any further company information. It will be expected that you can rationale why that brand will appeal to your target market - if the brand feels mature is the customer too young? Does the brand name suit the brand or do you just love the name?

Please bring your face cards from last semester if you still have them.

**On the Board:**

Class Summary & Homework.

**Class 8 - Student Collection - Facecards:**

**Class Summary:**

Review business plan, company logo, trims, and packaging.

Revisiting facecards, techpacks, and speck packs - review any further questions you may have, and talk about how we can elevate our face cards from last semester to make them more industry ready.

**Class Homework:**

The face cards for 2 out of 5 of your sewn looks is due next class - it is expected that you will complete the remaining on your own time.

**On the Board:**

Class Summary & Homework.

**Class 9 - Student Collection - Lookbooks, Photoshoot:**

***Note: This is a custom lesson plan that can be used at any point on the END OF THE semester timeline.***

**Class Summary:**

Review facecards.

Photoshoot with photography class.

*You should consider the styling and total look possible within any fashion range. Whilst it is easy to design footwear, accessories and jewellery on paper, it is fairly straightforward to customize inexpensive or thrift shop finds. These additional pieces can be key to the overall design statement - at times they can propel a range of garments into an innovative fashion statement through humour, drama, colour or whimsy. This consideration also confirms your attention to detail and ability to direct a complete fashion statement.*

When planning and constructing a styling shoot, you should research and plan for the overall look you are trying to achieve - starting point is to gather a selection of shoots you admire - by researching theirs it will help you better understand your own.

**Class Homework:**

Photography collaboration.

\*2-3 Week Homework\*

**On the Board:**

Class Summary & Homework.

**Class 10 - Student Collection - Portfolio:****Class Summary:**

One-on-one - where your portfolio is at, where you are at with the semester - if/what you need going forward.

**Class Homework:**

N/A - it is expected that you will be using this time to be accountable and finish the digital drawing, flats, and face cards that you still have remaining.

**On the Board:**

Class Summary & Homework.

**Class 11 - Student Collection - Let's Get Digital - Lookbooks, Photoshop:**

***Note: This is a custom lesson plan that can be used at any point on the END OF THE semester timeline.***

**Class Summary:**

You should have your photos from the photoshoot and be ready to Photoshop.

We will be spending this class in the computer lab (assuming we don't all have the tools we need readily at hand for the classroom) - we will be focusing on:

*The lookbook or visual line up will show each of the outfits on model or arranged to convey the intended fashion story. A lookbook is a photographic range plan produced by designers, manufacturers, and retailers each season or for each fashion story.. The books are designed to assist buyers to make their choices and to merchandise across their buying budget. Retailers use look books to recreate in-store merchandise stories and as visual aids for windows or displays. Your version is intended to convey your complete fashion look or story. Styled photographs work well, but however you illustrate your work, it should be clear and informative and link together. Try not to over decorate. The images should convey the complete design process leading up to the final outcome.*

**Class Homework:**

Photoshoot imagery retouched and industry ready for your portfolio.

**On the Board:**

Class Summary & Homework.

**Class 12 - Student Collection - Final Labtime:**

**Class Summary:**

Review photoshoot imagery.

This is your final lab time before your project is due next week - I am here to help and this is your final opportunity.

**Class Homework:**

Your final presentations/projects are due next week - be there at 9:00am or lose 10% (valid excuses are considered).

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**On the Board:**

Class Summary & Homework.

**Class 13 - Student Collection - Final Presentation:****Class Summary:**

20 minute presentation on your collection - each member is expected to offer one thought provoking question - you will be presenting as if it is a sales meeting and we are the buyers.

**Class Homework:**

N/A

**On the Board:**

You will be missed, best of luck in the future!

**Fashion Show 101:**

***Note: This is a custom lesson plan that can be used at any point on the END OF THE semester timeline.***

**Class Summary:**

Intro to fashion shows, and the many moving parts that make them come together.

**Class Homework:**

As a class, delegate the varying roles necessary to have a fashion show, price out the

necessities, and come back to create a budget. Have you thought of everything? What might be missing?

**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 semester 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 finish.
3. A day/season in the life of you/your company.

Class Summary & Homework.