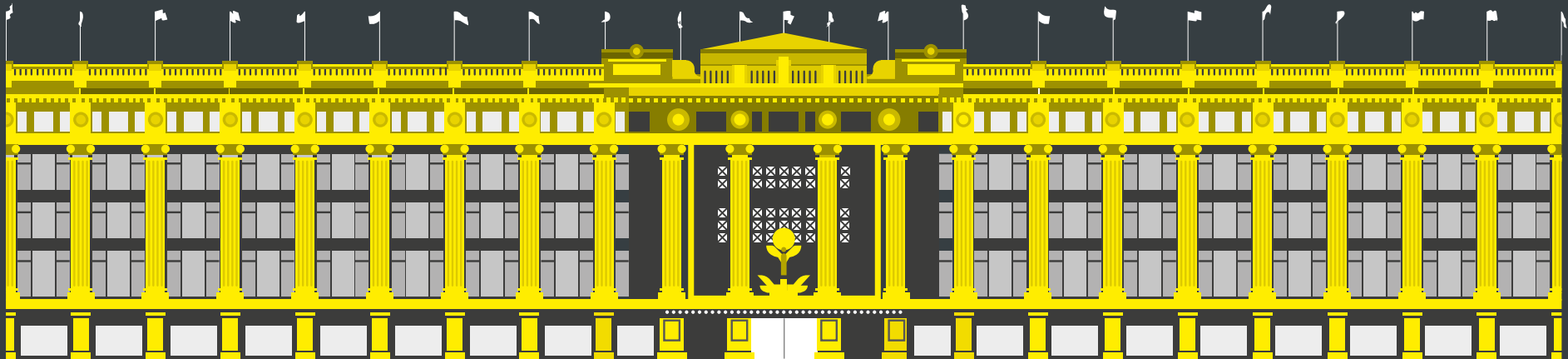


MAYOR OF LONDON

THE LONDON CURRICULUM
ART AND DESIGN KEY STAGE 3

FASHION LONDON

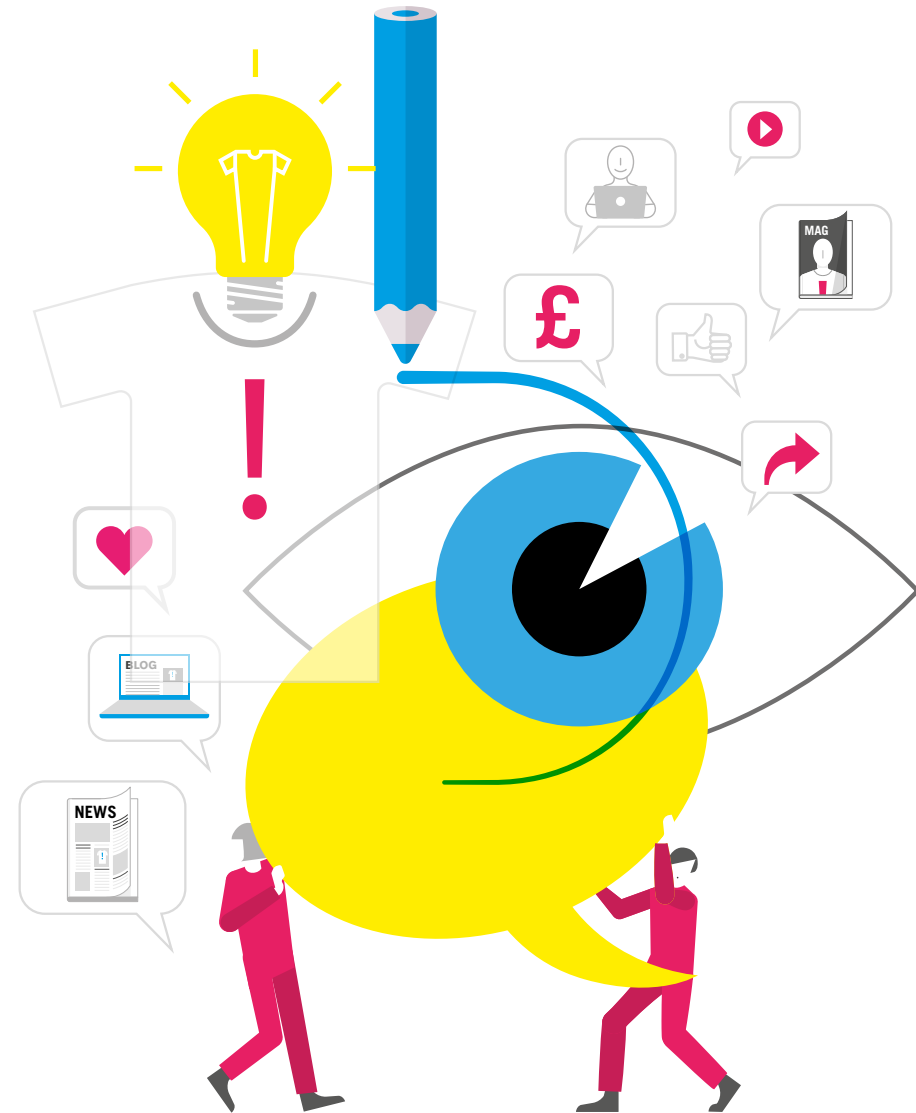
TEACHER GUIDE



FASHION LONDON OVERVIEW

UNIT AIMS AND OBJECTIVES

- ♦ Nurture the next generation of fashion designers, stylists, make-up artists, buyers, photographers, journalists and managers.
- ♦ Illustrate the key fashion industry career pathways through business, design and media lessons.
- ♦ Provide insights to the fashion industry by discovering significant London streets. Learn how fashion has helped shape these places and their role today.
- ♦ Align with elements of the current KS3 national curriculum for art and design.
- ♦ Provide an understanding of the design process and how this connects to all areas of the industry.



OVERVIEW

KEY STAGE 3 NATIONAL CURRICULUM

This unit supports the subject content of the key stage 3 national curriculum for art and design.

It provides specific opportunities for students to:

- ◆ plan, draft and edit creative work, exploring their ideas and recording their experiences
- ◆ know the purpose, audience and context of their writing and drawing
- ◆ evaluate and analyse creative works using the language of fashion, art and design
- ◆ know more about great artists and designers, and understand the historical and cultural development of their work
- ◆ explore design process and contextualise their ideas within the fashion industry
- ◆ become more competent, confident and expert in their design process and how to express themselves both visually and verbally
- ◆ understand what makes a strong brand identity and product and how to apply these principles to their own and others' work
- ◆ understand the diverse range of careers within the fashion industry and how to work collaboratively



FASHION LONDON STRUCTURE COMPONENTS

YOU ARE HERE

DOWNLOAD THESE AT: london.gov.uk/curriculum/fashion



TEACHER GUIDE

This provides the unit overview and practical guidance for every lesson.



CLASSROOM SLIDES

Corresponding resources for teachers to share with students



STUDENT WORKBOOKS

Activities, final brief, and reflection worksheets

Each lesson has been designed to be:

1. Clear and easy to navigate with a minimum of preparatory work for teachers

2. 'Ready-to-go' with classroom slides and practical student workbooks, downloadable from london.gov.uk/curriculum/fashion


Fashion London is a modular system of nine lessons.

It offers teachers the option to run the entire unit over time or select lessons and activities to suit their individual curriculum plans.

https://www.london.gov.uk/what-we-do/education-and-youth/london-curriculum/fashion-london



? What we do > In my area > Get involved > About us >



Fashion Unit

Fashion London

Welcome to *Fashion London*, the new KS3 unit from the London Curriculum in collaboration with London College of Fashion. *Fashion London* helps your students explore the exciting world of fashion; the industry, the range of diverse roles and London's famous fashion landmarks.

It can adapted for a range of subjects but is especially aligned with the National Curriculum for Art & Design and Design & Technology.

Teachers can download a PDF copy for free by clicking the button below. If you haven't already registered for the London Curriculum, the button will prompt you to do so, and then allow you to download the unit.

[Download Fashion London](#)



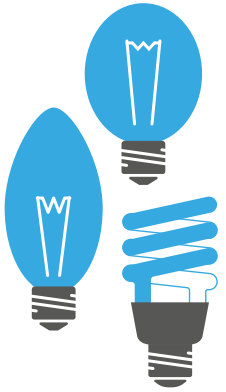
Supplementary slides and workbooks

To support your teaching, there are corresponding class slides and student workbooks for each of the nine lessons. You can download these by clicking on the lesson titles below and following the links.

Lesson 1 - The Brand	∨
Lesson 2 - The Customer	∨
Lesson 3 - The Concept	∧
<p>Download the classroom slides</p> <p>Download the student workbook</p> <p>In this lesson you will:</p> <ul style="list-style-type: none">• understand how a designer creates a concept• create a fashion concept board	

FASHION LONDON STRUCTURE COMPONENTS

Each lesson takes a three step journey:



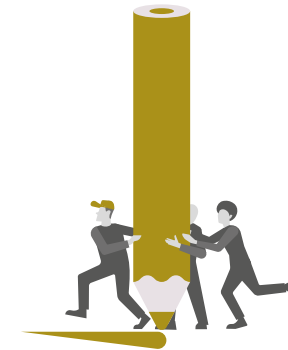
1: DISCOVER

Introducing the lesson theme, expanding into classroom activities allowing students to record and document their learning.



2: EXPLORE

Students can visit or research relevant London landmarks and locations and carry out activities for further research and inspiration.



3: CONNECT

Students will present their work at the end of each lesson, concluding and reflecting on their learning.

OVERVIEW

UNIT STRUCTURE: NINE LESSONS

LESSON 1 THE BRAND

- ◆ Learn the definition of a brand
- ◆ Identify fashion brands
- ◆ Come up with a brand name for the students' business
- ◆ Design a logo



LESSON 2 THE CUSTOMER

- ◆ Learn the importance of identifying a target customer
- ◆ Learn how to identify a target consumer group and create a customer profile for the students' fashion business
- ◆ Understand trends



LESSON 3 THE CONCEPT

- ◆ Understand how a designer creates a concept
- ◆ Create a fashion concept board



LESSON 4 DESIGN DEVELOPMENT

- ◆ Learn techniques to develop students' initial concept ideas into garment shapes
- ◆ learn how to generate different versions of a garment type



LESSON 5 DESIGN TO PRODUCT

- ◆ Create a t-shirt, based on the research done in lesson 2 and the design drawn up in lesson 4



LESSON 6 THE RANGE

- ◆ Consider how to build outfits from their t-shirt designs
- ◆ Create a mini range plan
- ◆ Calculate the cost of their product and the predicted profit made from the range



LESSON 7 MARKETING AND MEDIA

- ◆ Learn what marketing is and begin to understand the different marketing channels
- ◆ Consider how to market their t-shirt and come up with a marketing plan



LESSON 8 THE FASHION IMAGE

- ◆ Learn what's involved in a fashion shoot
- ◆ Conduct a mini fashion shoot



LESSON 9 THE STORE ENVIRONMENT

- ◆ Learn different visual display techniques
- ◆ Mock up a shop window display in a shoe box



FASHION LONDON OVERVIEW TRACKING STUDENT PROGRESS

OPTION 1

Students set up a blog to allow them to track their process. The blog can be completed online, in the classroom or as homework.

If you choose to use a digital platform, there are many examples of successful fashion blogs:

fashiontoast.com
stylebubble.co.uk
www.thesartorialist.com
tommyton.tumblr.com
wherediduggetthat.com

A blog should include a mix of visuals and text and record the student's learning for the project. The blog is personal to an individual or a group of students.

There are a number of websites that can be used to set up blogs:

www.wordpress.com
www.blogger.com
www.tumblr.com

It may be easier to set up the blogs for students (following the template) and give them a login so it is secure. Using a QR code makes viewing the work quick and easy for assessment.

OPTION 2

Students create a series of Powerpoint slides.

OPTION 3

Students complete their lesson work book.

After each lesson, the students are asked to add images and text from the lessons. Students should outline their thinking processes and experiments as well as final outcomes. They should add further material done as homework or independent study.

Students could present their work at the end of the unit as a way of summarising their learning journey. This would allow them to practice their presentation skills, with feedback being given to all students who present.

LESSON 2 THE CUSTOMER

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