

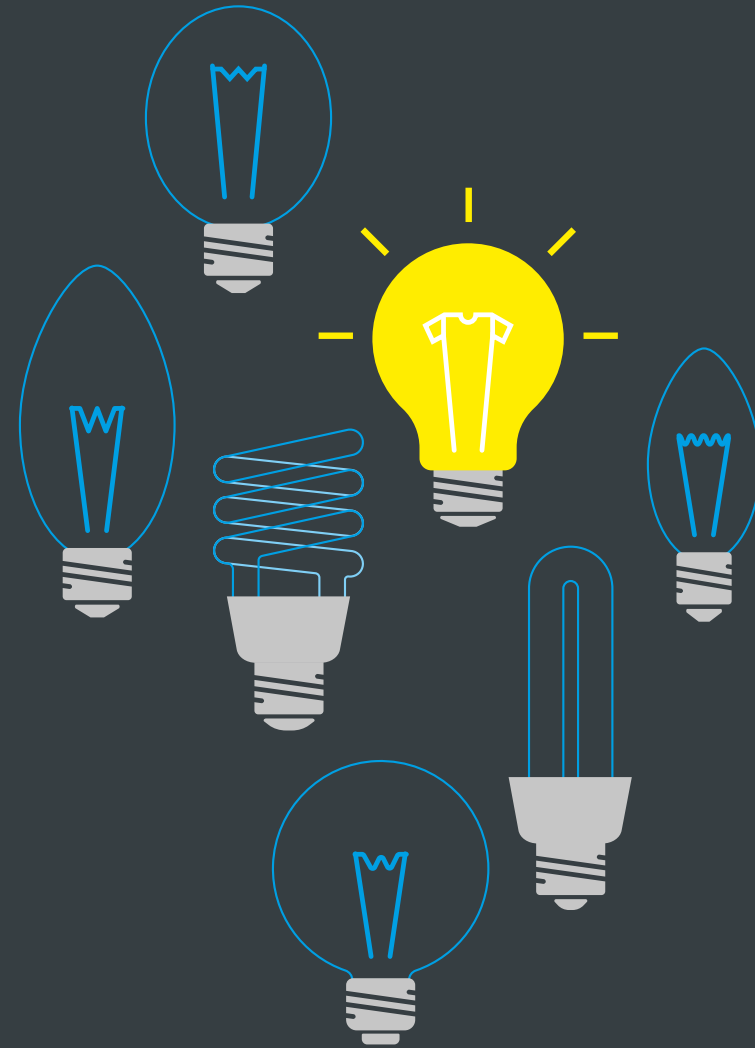


FASHION LONDON

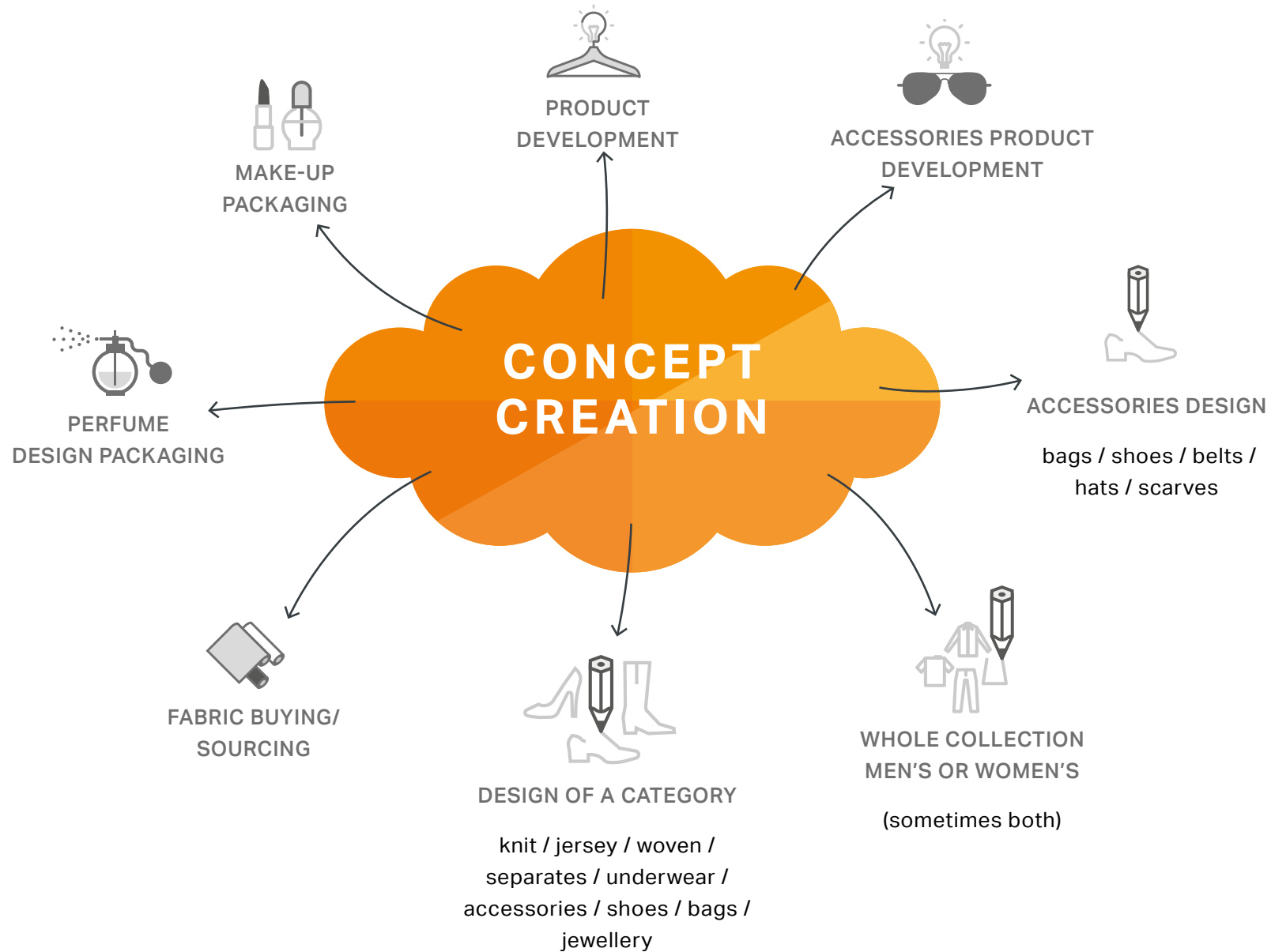
# LESSON 3: THE CONCEPT

**In this lesson you will:**

- ◆ understand how a designer creates a concept
- ◆ create a fashion concept board.



## CAREERS: CONCEPT CREATION IN THE REAL WORLD





## DISCOVER: UNDERSTANDING CONCEPTS: ALEXANDER MCQUEEN ACTIVITY 3A

Choose three words from the list below that you think represent the concept and themes in this image:

- |             |                          |             |                          |
|-------------|--------------------------|-------------|--------------------------|
| FLORAL      | <input type="checkbox"/> | HUNTING     | <input type="checkbox"/> |
| TRADITIONAL | <input type="checkbox"/> | PAST        | <input type="checkbox"/> |
| MODERN      | <input type="checkbox"/> | CITY        | <input type="checkbox"/> |
| LOOSE       | <input type="checkbox"/> | COUNTRYSIDE | <input type="checkbox"/> |
| FUN         | <input type="checkbox"/> | PRACTICAL   | <input type="checkbox"/> |
| ROYAL       | <input type="checkbox"/> | SPACE       | <input type="checkbox"/> |
| SAFARI      | <input type="checkbox"/> | BIRDS       | <input type="checkbox"/> |
| FUTURE      | <input type="checkbox"/> | SERIOUS     | <input type="checkbox"/> |
| FITTED      | <input type="checkbox"/> | SPORTS      | <input type="checkbox"/> |
| FRILLY      | <input type="checkbox"/> |             |                          |



**DISCOVER: UNDERSTANDING CONCEPTS:**  
**ALEXANDER MCQUEEN AUTUMN/WINTER 2001 COLLECTION** (Split across 3 tasks)  
**ACTIVITY 3B**

**Task 1**

Mark three keywords from the list below that represent the collection:

FEMININE

DARK

ROMANTIC

NATURE

MODERN

OLD FASHIONED

FUN

BRIGHT

SERIOUS





**DISCOVER: UNDERSTANDING CONCEPTS: ALEXANDER MCQUEEN A/W 2001** (Split across 3 tasks)  
**ACTIVITY 3B** continued

**Task 3**

Students should paste or name their three chosen images below :



Write your three keywords here:



From this task you can see how images and keywords could lead you to a design concept.



**EXPLORE: FIELD TRIP TO NATIONAL GALLERY / V&A / SCIENCE MUSEUM / TATE MODERN / YOUR LOCAL AREA**  
**ACTIVITY 3C**

**TOPIC / THEME**

Photograph or draw London locations, buildings, sculptures and objects. Choose five different topics.

Topic 1

**REFLECTION**

What is the location or object you have chosen?  
Why did you choose it?  
Write down 3–5 key words that relate to each topic.



**EXPLORE: FIELD TRIP TO NATIONAL GALLERY / V&A / SCIENCE MUSEUM / TATE MODERN / YOUR LOCAL AREA**  
**ACTIVITY 3C** continued

**TOPIC / THEME**

Photograph or draw London locations, buildings, sculptures and objects. Choose five different topics.

Topic 2

**REFLECTION**

What is the location or object you have chosen?  
Why did you choose it?  
Write down 3–5 key words that relate to each topic.





**EXPLORE: FIELD TRIP TO NATIONAL GALLERY / V&A / SCIENCE MUSEUM / TATE MODERN / YOUR LOCAL AREA**  
**ACTIVITY 3C** continued

TOPIC / THEME	REFLECTION
Photograph or draw London locations, buildings, sculptures and objects. Choose five different topics.	What is the location or object you have chosen? Why did you choose it? Write down 3–5 key words that relate to each topic.

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Topic 3

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**EXPLORE: FIELD TRIP TO NATIONAL GALLERY / V&A / SCIENCE MUSEUM / TATE MODERN / YOUR LOCAL AREA**  
**ACTIVITY 3C** continued

TOPIC / THEME	REFLECTION
Photograph or draw London locations, buildings, sculptures and objects. Choose five different topics.	What is the location or object you have chosen? Why did you choose it? Write down 3–5 key words that relate to each topic.

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Topic 4

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**EXPLORE: FIELD TRIP TO NATIONAL GALLERY / V&A / SCIENCE MUSEUM / TATE MODERN / YOUR LOCAL AREA**  
**ACTIVITY 3C** continued

TOPIC / THEME	REFLECTION
Photograph or draw London locations, buildings, sculptures and objects. Choose five different topics.	What is the location or object you have chosen? Why did you choose it? Write down 3–5 key words that relate to each topic.
<hr/> <p>Topic 5</p> <hr/>	



## CONNECT: CREATE A CONCEPT BOARD ACTIVITY 3D

You have collected keywords and images from going on the trip or using suggested themes.

Create a concept board to direct the design development in lessons 4 and 5.

Use London as your theme, you can focus on a specific subject, such as train stations. Create your concept board here or use a large piece of paper.

Create your own using theme subjects such as:

**BUILDINGS**

**STREETS**

**LANDSCAPES**

**RIVERS**

**STATUES**

**WILDLIFE**

**TRANSPORT**

**TRADITIONS**

### TOP TIP

If you didn't do the field trip you could use magazines, internet, drawings and images from the school library to find topics for your own concept board.



## CONNECT: PRESENT, DISCUSS, EVALUATE ACTIVITY 3E

Start this activity in class and complete for homework.

Put together a personal concept board based on the trip and explain the inspiration behind your work.

Go back to your concepts and add new images and key words to their board.

You could photograph and document all developmental work.

Describe your final concept.

Explain what inspired you to choose your concept

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You could photograph and document all developmental work.

Suggested sub heading for extra content:

- ♦ Research

### Further activities

Why not create:

- ♦ an alternative concept board
- ♦ a colour board





**CONNECT: PERFORMING AND EVALUATING**  
**ACTIVITY 3G** (Applies to Option 1 of Activity 3G)

Discuss the following questions as a whole class or small group, depending on whether you gave or watched a presentation. Answers could be verbal, written on the board, flip chart or in your workbooks.

**If you WATCHED the presentation:**

Did you enjoy the presentation?

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What did you like most about the presentation?

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Were you excited by the concept – and if so, why?

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What skills do you think are needed to make a good presentation?

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**If you GAVE the presentation go to next page**

**CONNECT: PERFORMING AND EVALUATING**  
**ACTIVITY 3G** (Applies to Option 1 of Activity 2J)

Discuss the following questions as a whole class or small group, depending on whether you gave or watched a presentation. Answers could be verbal, written on the board, flip chart or in your workbooks.



**If you GAVE the presentation:**

How did you feel the presentation went?

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What went well when presenting?

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What could have been improved on when presenting (consider: speed of delivery, images used, content)

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## CONNECT: LESSON REFLECTION WORKSHEET ACTIVITY 3H

Reflecting on the lesson will help you better understand what you have learnt. Take time to answer the below questions and reflect on your learning experience.

1. What did you do find out about concepts?

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2. What new skills did you learn?

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3. What did you enjoy most?

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4. What skills would you like to develop?

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HOW WELL DID YOU...

Focus in the activities?

Discuss concepts?

Come up with ideas?

Link your ideas together?

Work cooperatively with others?

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