

FASHION LONDON

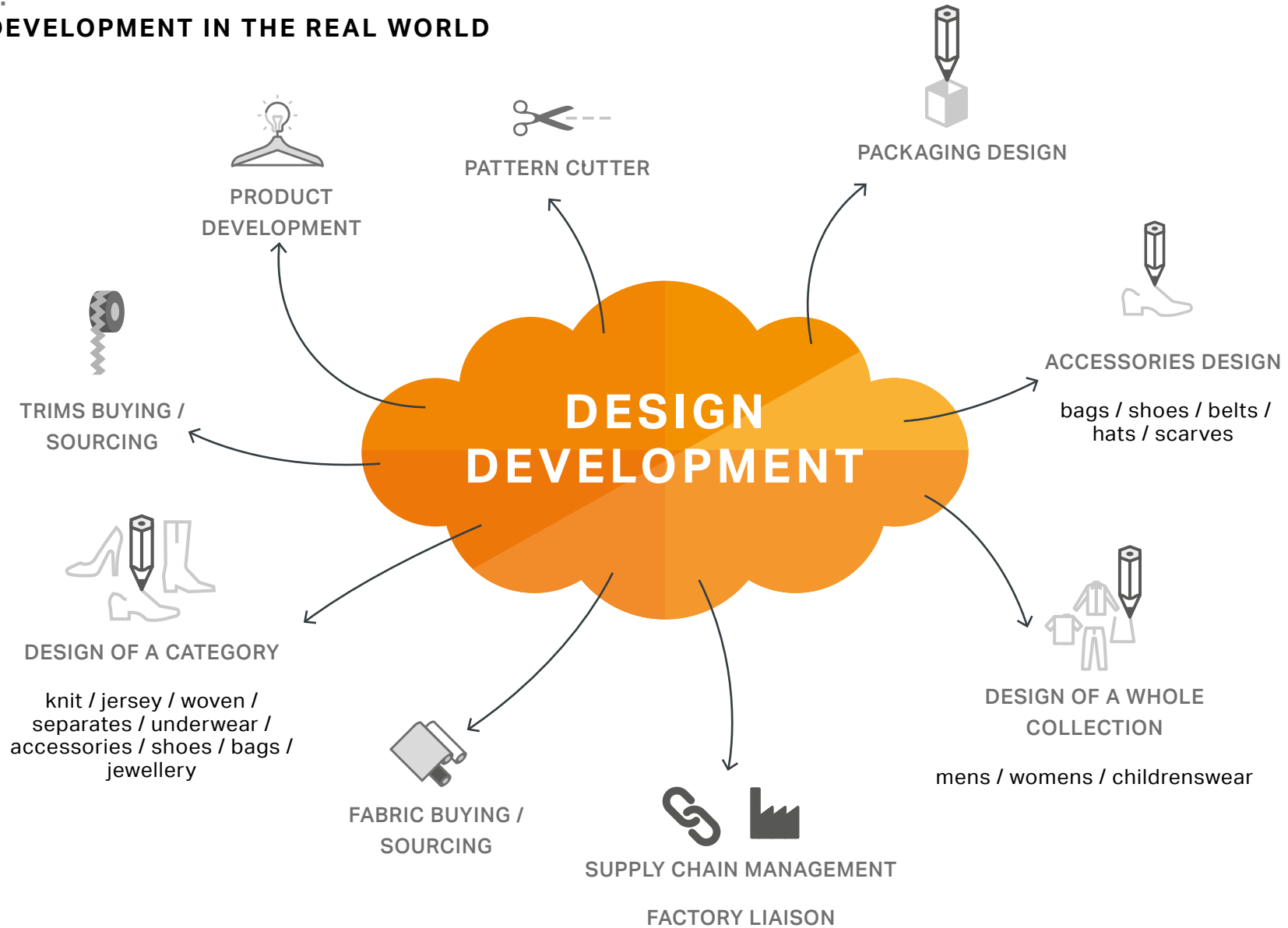
LESSON 4: DESIGN DEVELOPMENT

In this lesson you will:

- ◆ learn techniques to develop your initial concept ideas into garment shapes
- ◆ learn how to generate different versions of a garment type.



**CAREERS:
DESIGN DEVELOPMENT IN THE REAL WORLD**



DISCOVER: SETTING THE SCENE DESIGNER CASE STUDIES

Once designers have a concept they start to develop garment designs from the research.

They develop a colour palette and translate keywords and images into texture, shape and detail.

Burberry House is a good example of how designers take ideas and develop through trial and experimentation. Chris Bailey former Creative Director of Burberry teamed up with the Henry Moore foundation to explore the working practice of the famous sculptor.



DESIGN DEVELOPMENT FROM THE BURBERRY STUDIO
Burberry House Exhibition 2016

DISCOVER: SETTING THE SCENE
DESIGNER CASE STUDIES continued

Alexander McQueen has an area in their shop where you can see the design development process and what inspiration is used for specific collections.



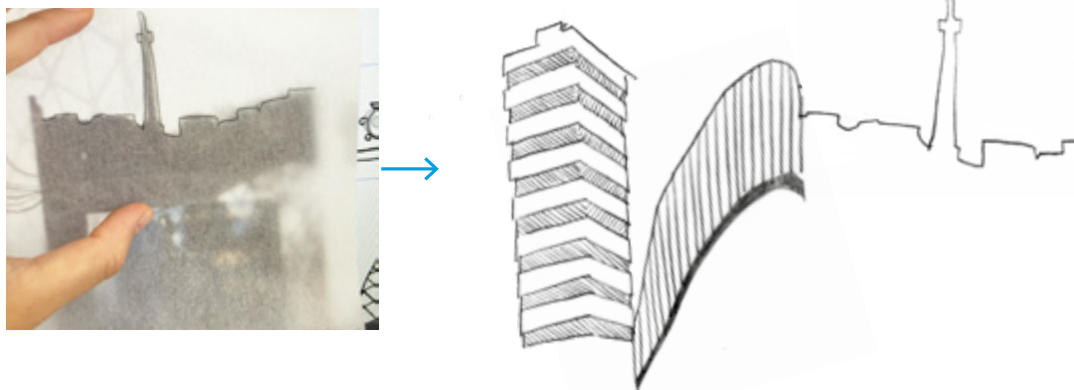
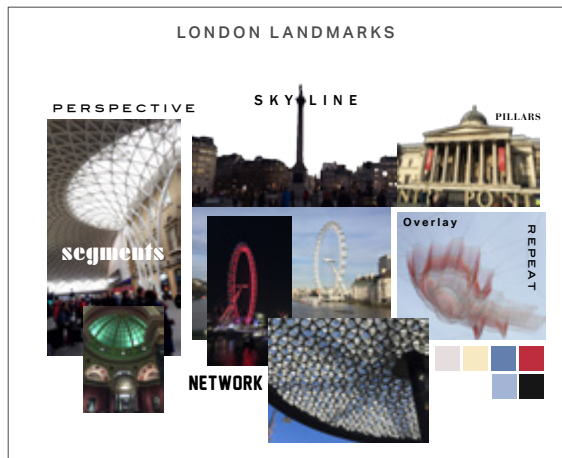
immediately above:
INTRODUCING THE ALEXANDER MCQUEEN
SPRING/SUMMER 2018 CAMPAIGN

DISCOVER: USING IMAGES TO GENERATE DESIGN IDEAS ACTIVITY 4A

Using images from your concept board developed in lesson 3, start to find shapes, details, colours and textures.

Start by using tracing paper or copying elements of an image in different ways.

Make a number of different versions.



EXAMPLE CONCEPT BOARD, LESSON 3

DISCOVER: USING IMAGES TO GENERATE DESIGN IDEAS
ACTIVITY 4A continued

Have a look at the different ways you can work. From a concept board. These are design development pages.

Designers will make a series of these to take them to the next stage which is applying ideas to actual garments.

You could choose to use text.

This work should be stuck into the pages provided in your student workbooks or uploaded to your blog pages.

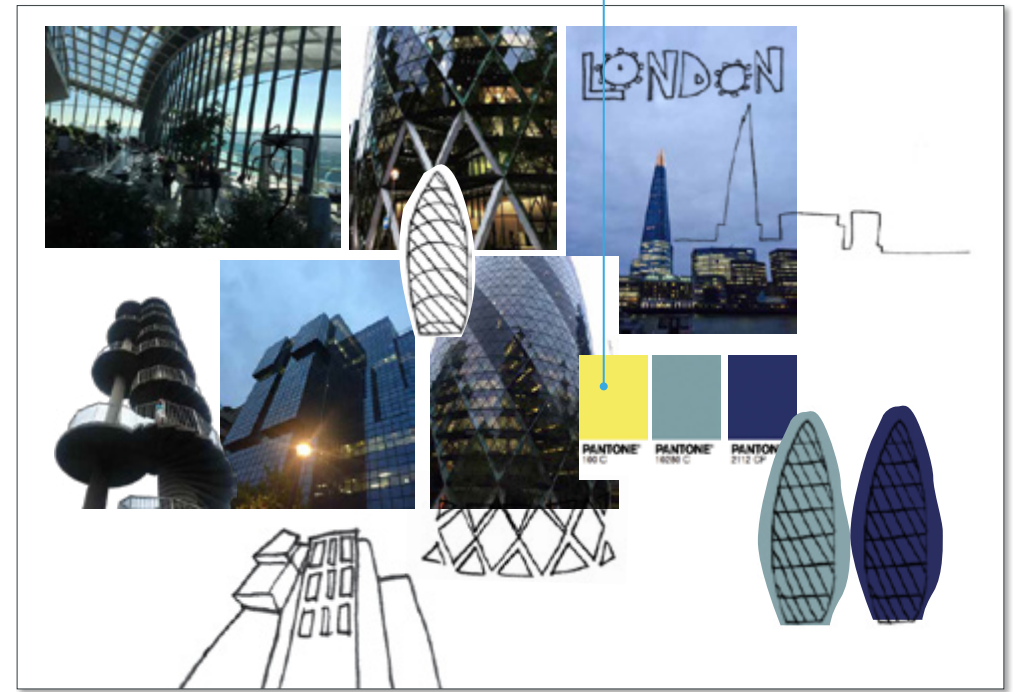
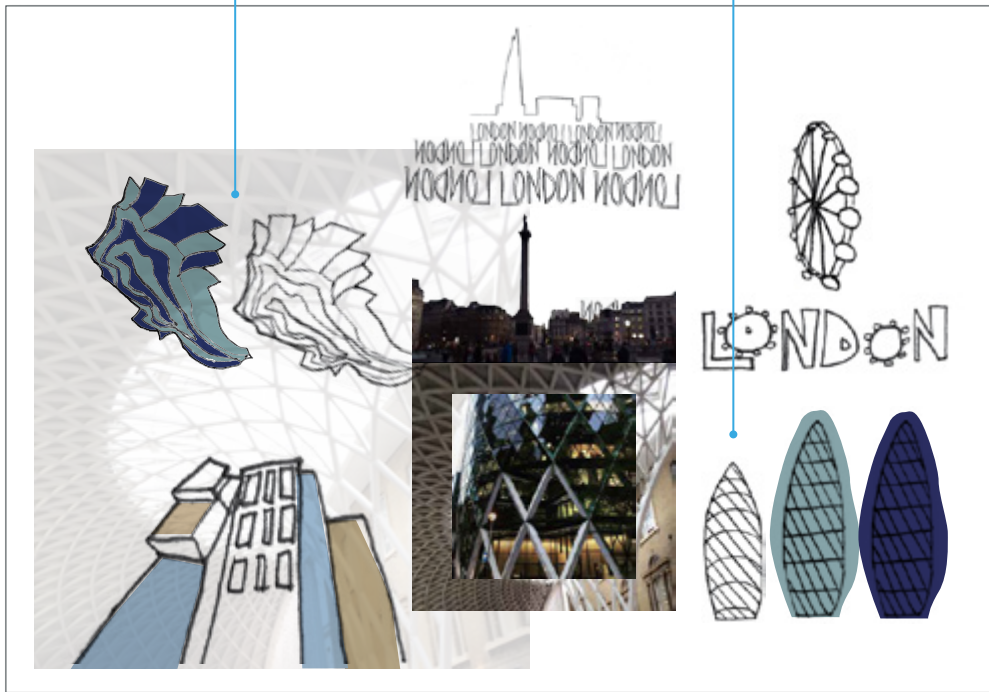


DISCOVER: USING IMAGES TO GENERATE DESIGN IDEAS
ACTIVITY 4A continued

Make a collage using your tracings and drawings

Repeat images in different ways

Choose which colours will form part of your final design

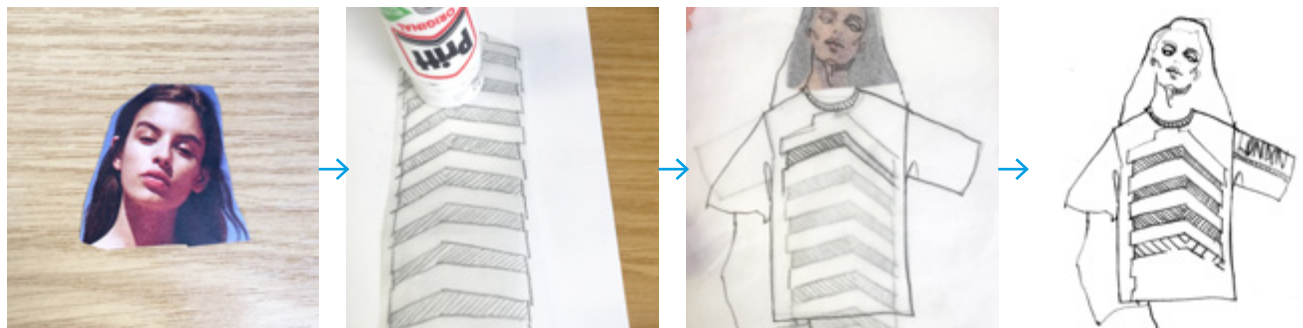
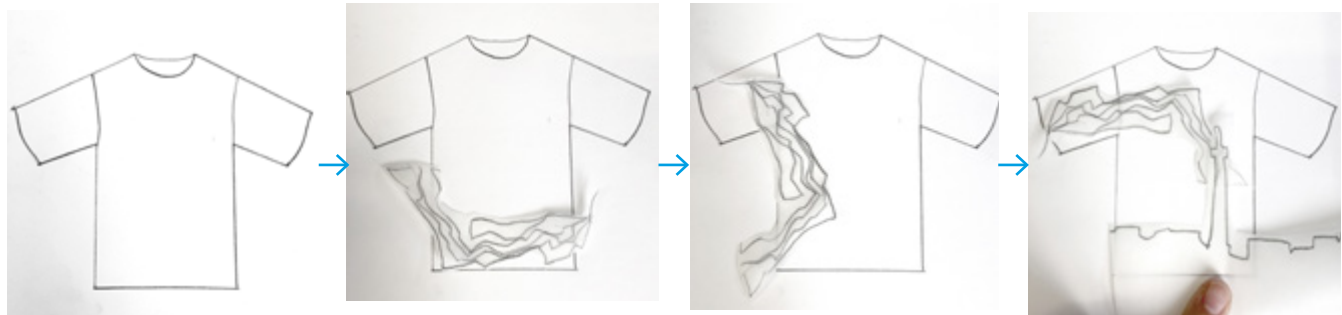


DISCOVER: DEVELOPING DESIGNS ON YOUR GARMENT
ACTIVITY 4B

Task 1: transfer designs onto the t-shirt.

Using the supplied t-shirt template, generate different design ideas:

- ♦ using tracing paper, move the tracing paper around on the t-shirt template to see where ideas work best
- ♦ copying drawings and shapes developed from the concept board.
- ♦ cutting out and placing shapes on the t-shirt template.
- ♦ Review your ideas. Which are most suitable for your customer and your brand?

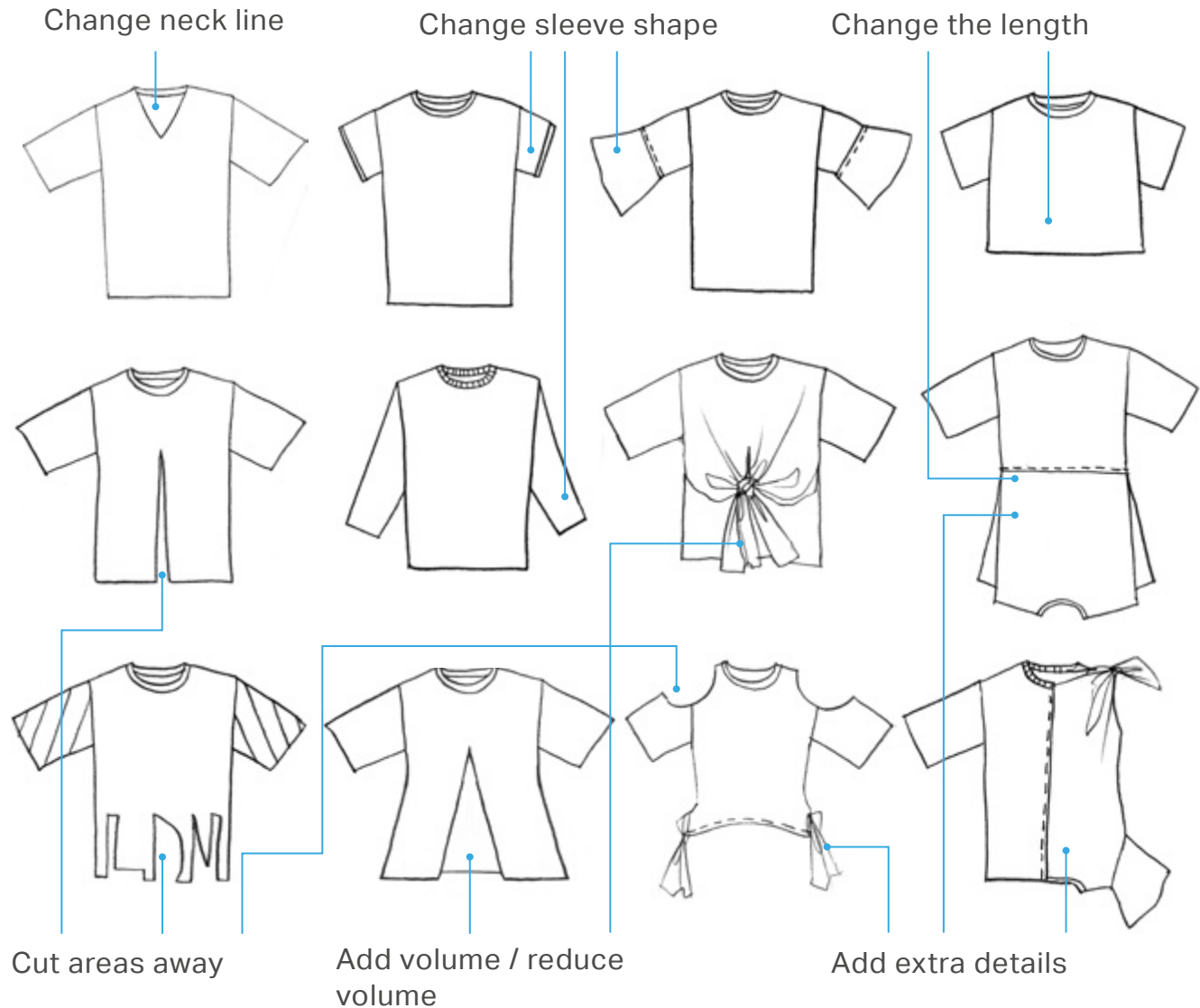


DISCOVER: DEVELOPING DESIGNS ON YOUR GARMENT
ACTIVITY 4B extension

Task 2

Now start to change the shape of the template.

1. Draw a range of different design details:

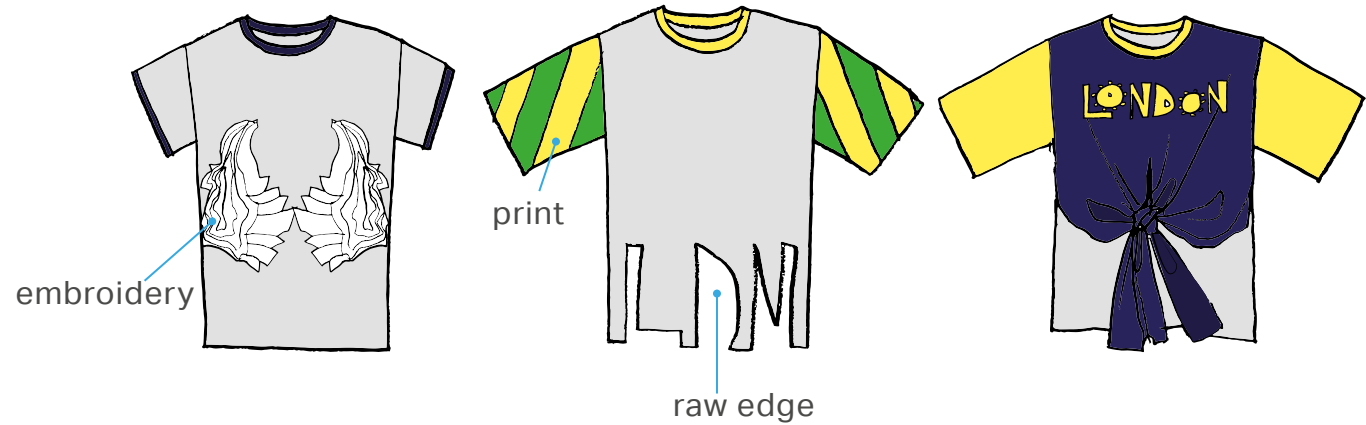


DISCOVER: DEVELOPING DESIGNS ON YOUR GARMENT

ACTIVITY 4B extension continued

Task 2 continued

2. Now add colour to your ideas
3. You could add print or embellishments / appliqué ideas. Try four or five different versions of each idea. You could try different combinations of these ideas.
3. Use notes and annotations to explain details.
4. You should create a group of final designs that relate to your customer and concepts developed in lessons 2 and 3.



You will end up with a group of ideas that they can take to develop into 3D in the next session.



EXPLORE: FIELD TRIP TO DESIGN MUSEUM ACTIVITY 4C

The purpose of the trip is to give students an understanding as to how design and users are linked in different disciplines.



DESIGN MUSEUM LONDON

EXPLORE: FIELD TRIP TO DESIGN MUSEUM

ACTIVITY 4C continued

IMAGE, DRAWING OR DESCRIPTION

Select three objects and look at the journey from designer to user:

Object 1

Object 2

Object 3

REFLECTION

What object did you choose and why?

Describe the journey from designer to user for each object.

How do your own designs take the user into account?

CONNECT: PRESENT, DISCUSS, EVALUATE ACTIVITY 4D

You should update your design ideas with research from the field trip.

Present your chosen objects and discuss:

- ♦ why you chose the objects
- ♦ the journey of the object from designer to user for each object
- ♦ the similarities/differences between the objects chosen
- ♦ the design, aesthetics.

Findings could be incorporated into your final presentation.



Photography: Alex Liivet

CONNECT: PRESENT, DISCUSS, EVALUATE
ACTIVITY 4D continued

Present your chosen objects and discuss (findings could be incorporated into your final presentation):

	WHY YOU CHOSE IT	THE JOURNEY OF THE OBJECT FROM DESIGNER TO USER	THE DESIGN, AESTHETICS
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Object 1

Object 2

Object 3

CONNECT: PRESENT, DISCUSS, EVALUATE
ACTIVITY 4D continued

Present your chosen objects and discuss (findings could be incorporated into your final presentation):

	SIMILARITIES	DIFFERENCES
Object 1		
Object 2		
Object 3		

CONNECT: THE FINAL PRESENTATION ACTIVITY 4E

In the fashion business world, you are often asked to present your ideas to others.

Presenting is therefore an important skill to learn.

Option 1

At the end of the lesson:

Show your group journey so far and indicate what you have learnt in lesson 4.

- ♦ describe your design
- ♦ present your designed t-shirt templates alongside your **customer board** from lesson 2 and your **concept board** from lesson 3
- ♦ explain your thought process behind the design
- ♦ decide on your final design.



CONNECT: PERFORMING AND EVALUATING ACTIVITY 4F



If you watched the presentation:

- ◆ Did you enjoy the presentation?
What did you like most about the presentation?
- ◆ Do you think the identified customer will wear the designed t-shirts?
- ◆ What skills do you think are needed to make a good presentation?



If you gave the presentation:

- ◆ How did you feel the presentation went?
- ◆ What went well when presenting?
- ◆ What could have been improved on when presenting (consider: speed of delivery, images used, content).

Evaluate your progress in your workbooks or your blog space.

CONNECT: LESSON REFLECTION WORKSHEET ACTIVITY 4G

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 learn about design development?

2. What new skills did you learn?

3. What did you enjoy most?

4. What skills would you like to develop?

HOW WELL DID YOU...



Focus during the activities?

Try new ideas?

Try alternative versions
