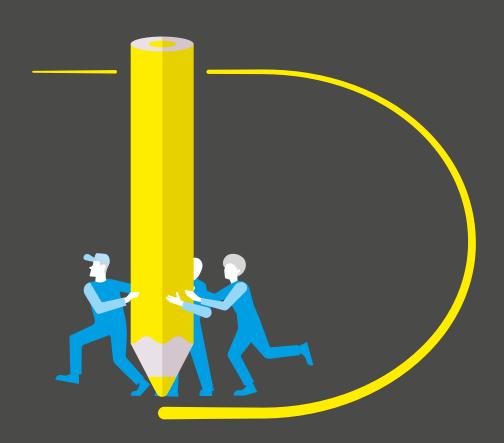


#### **FASHION LONDON**

## **LESSON 4: DESIGN DEVELOPMENT**

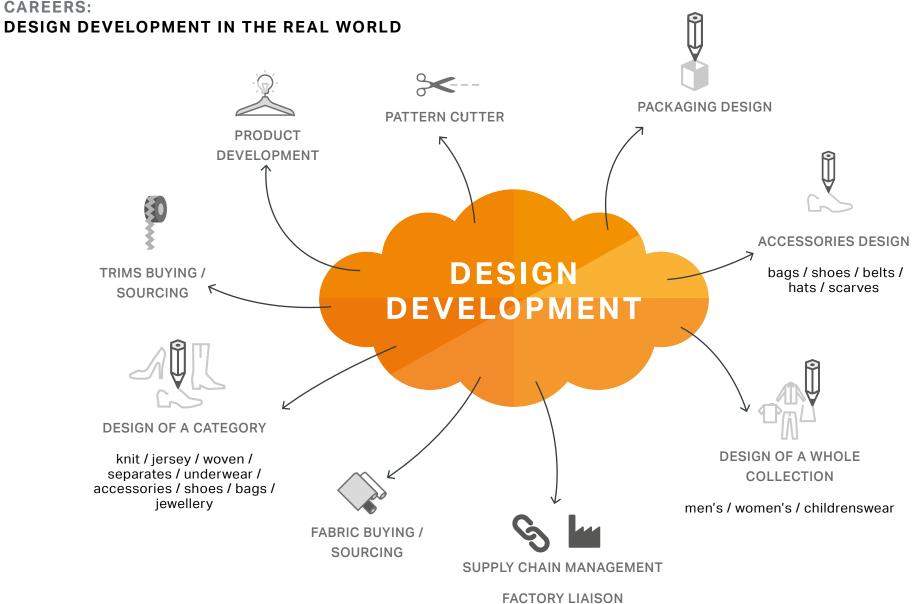
### In this lesson you will:

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





#### **CAREERS:**



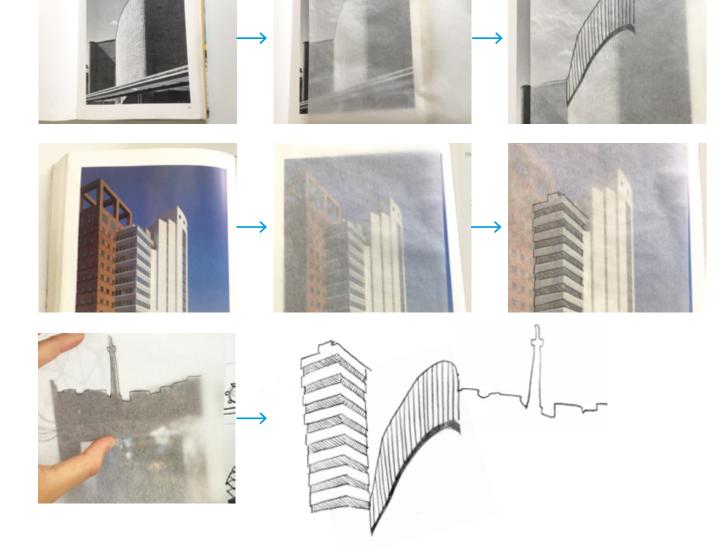


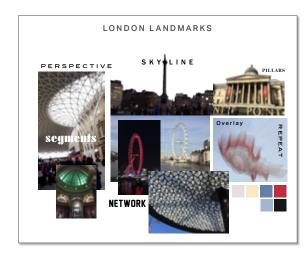
# **DISCOVER:** USING IMAGES TO GENERATE DESIGN IDEAS ACTIVITY 4A

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** 



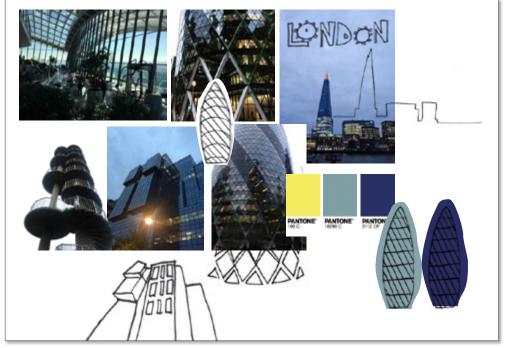
# **DISCOVER: USING IMAGES TO GENERATE DESIGN IDEAS ACTIVITY 4A** continued

Using your shapes, details, colours and textures, make a series of design development pages to take them to the next stage – applying ideas to actual garments.

This work should be stuck into the following workbook pages or uploaded to your blog pages.









**DISCOVER:** USING IMAGES TO GENERATE DESIGN IDEAS

**ACTIVITY 4A** continued

**DESIGN DEVELOPMENT PAGE** 



**DISCOVER:** USING IMAGES TO GENERATE DESIGN IDEAS

**ACTIVITY 4A** continued

**DESIGN DEVELOPMENT PAGE** 



**DISCOVER:** USING IMAGES TO GENERATE DESIGN IDEAS

**ACTIVITY 4A** continued

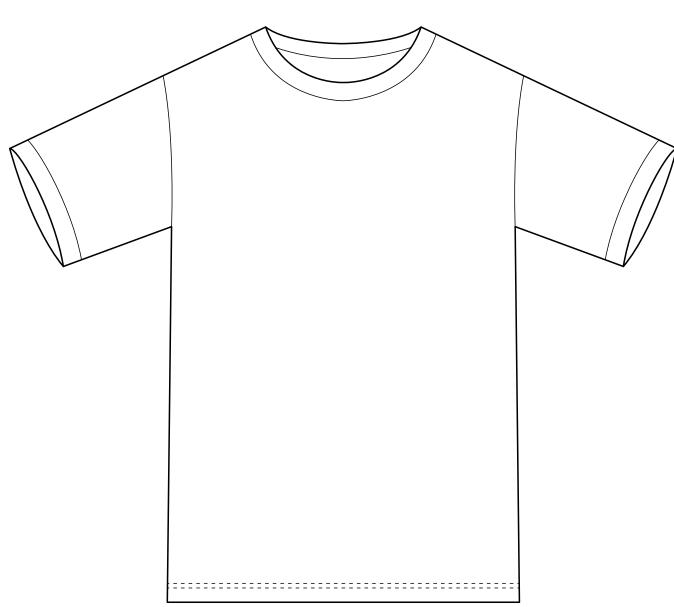
**DESIGN DEVELOPMENT PAGE** 



# DISCOVER: DEVELOPING DESIGNS ON YOUR GARMENT ACTIVITY 4B

### T-shirt design template

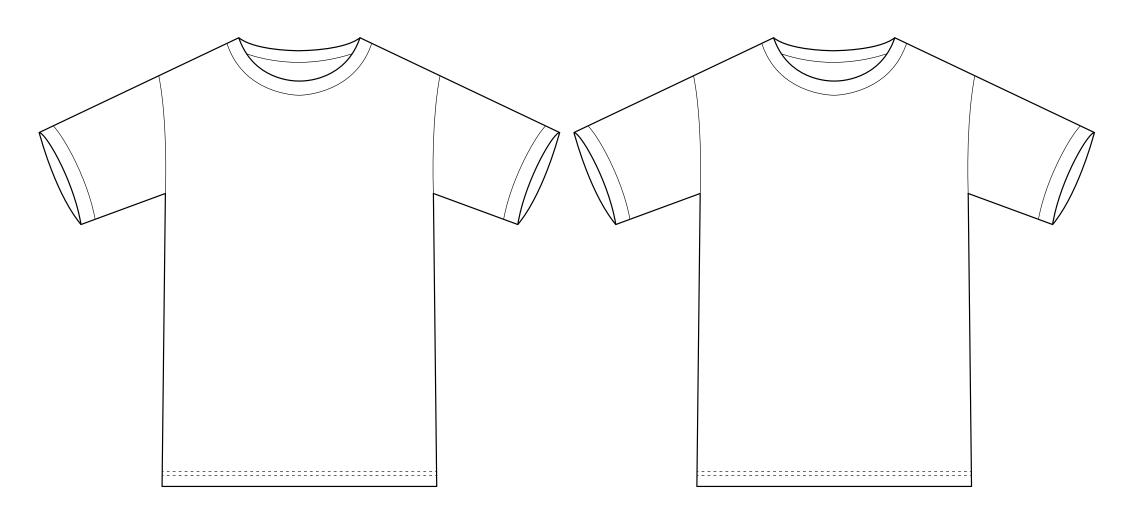
You can use this template as the base for your design development, or you can draw your own if you prefer.





### **DISCOVER: DEVELOPING DESIGNS ON YOUR GARMENT**

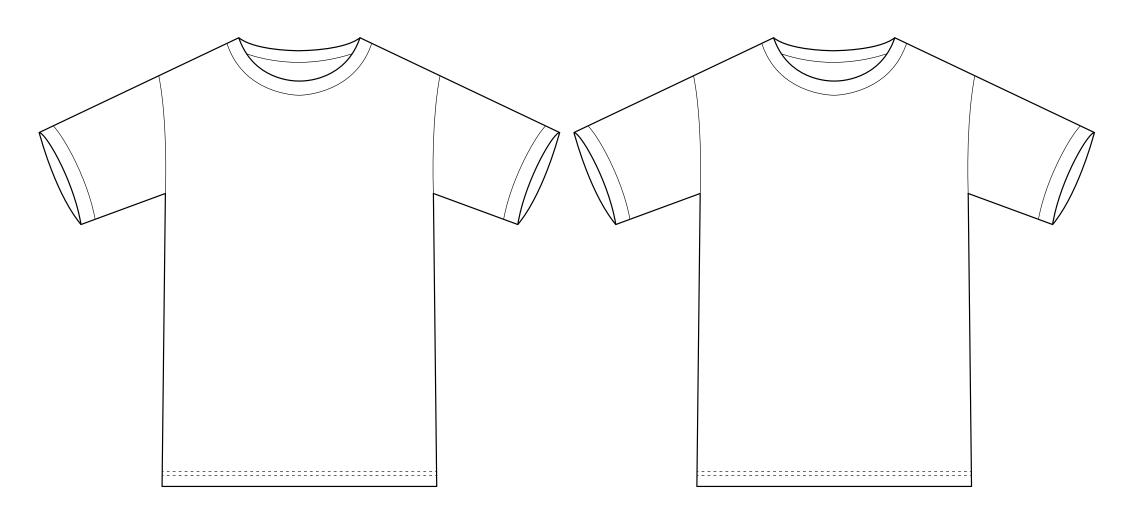
**ACTIVITY 4B** continued





### **DISCOVER: DEVELOPING DESIGNS ON YOUR GARMENT**

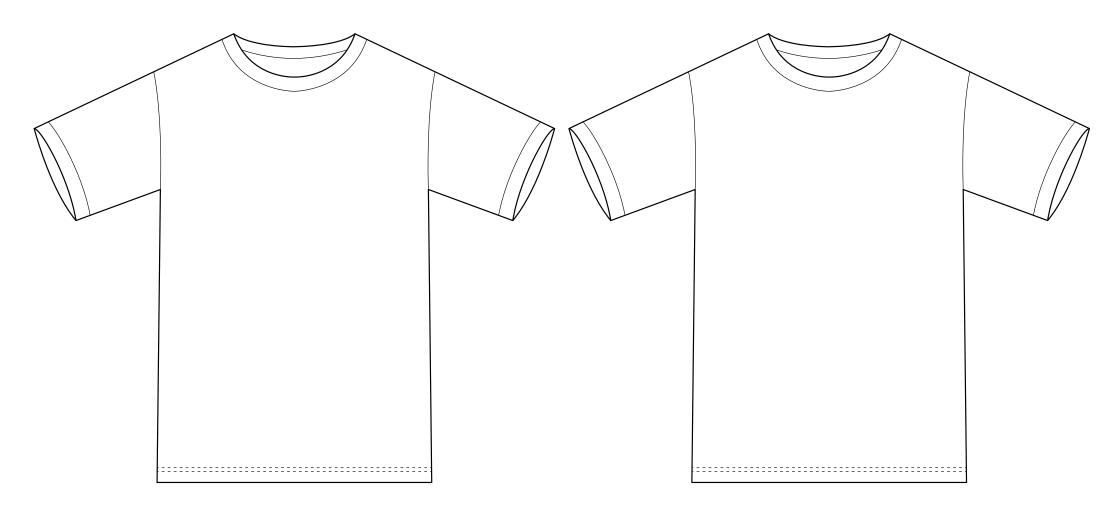
**ACTIVITY 4B** continued





### **DISCOVER:** DEVELOPING DESIGNS ON YOUR GARMENT

**ACTIVITY 4B** continued



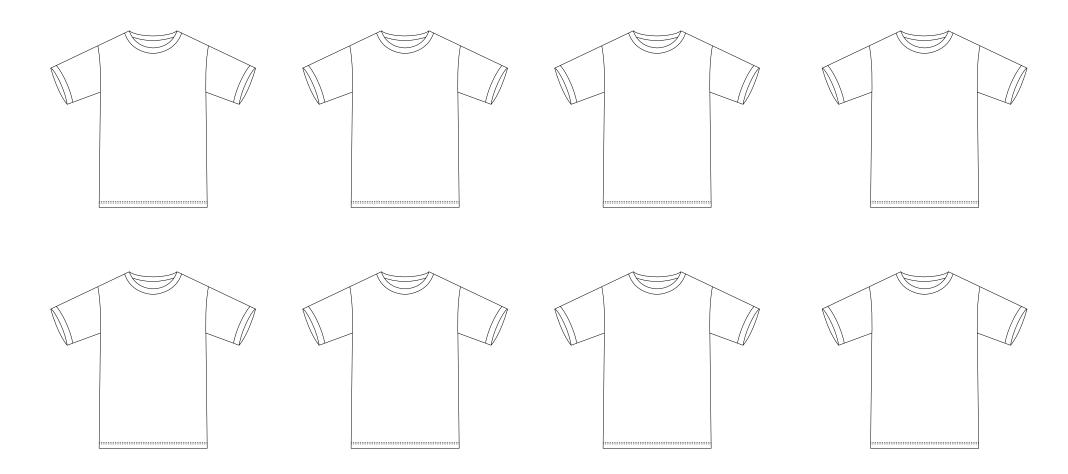
Now review your work and pick designs most suitable for your customer and brand.



# DISCOVER: DEVELOPING DESIGNS ON YOUR GARMENT ACTIVITY 4B extension

#### Task 2

1. Draw a range of different design details:





# **EXPLORE:** DESIGN MUSEUM FIELD TRIP ACTIVITY 4C

The completed task sheets should be included in the your workbook or uploaded onto your blog.

Select 3 objects and look at the journey from designer to user:

IMAGE, DRAWING OR DESCRIPTION	REFLECTION
Object 1	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?



#### **EXPLORE:** DESIGN MUSEUM FIELD TRIP

**ACTIVITY 4C** continued

IMAGE, DRAWING OR DESCRIPTION	REFLECTION
Object 2	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?



#### **EXPLORE:** DESIGN MUSEUM FIELD TRIP

**ACTIVITY 4C** continued

IMAGE, DRAWING OR DESCRIPTION	REFLECTION
Object 3	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

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
ject 1	<u> </u>		<u> </u>

Object 2

Object 3



### **CONNECT:** PRESENT, DISCUSS, EVALUATE

#### **ACTIVITY 4D** continued

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

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.

Your weekly activity in your blog or worksheets will help you with your end of nine-lesson session presentation.

#### **TOP TIP**

You could create a QR code (this could be used by teachers for assessment)



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At the end of lesson 4:

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

#### You should:

Describe your design.

Present your designed t-shirt templates	ò
alongside their lesson 2 customer	
board and lesson 3 concept board.	

Explain your	thought	process	behind
the design.			

Decide	on	vour	final	design.	



## **CONNECT: PERFORMING AND EVALUATING**

**ACTIVITY 4F** (Optional)

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.	Do you identify with any of the chosen trends?
If you WATCHED the presentation: Did you enjoy the presentation?	What skills do you think are needed to make a good presentation?
What did you like most about the presentation?	
	If you GAVE the presentation go to next page



#### **CONNECT: PERFORMING AND EVALUATING**

**ACTIVITY 4F** (Optional) continued

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



# **CONNECT:** LESSON REFLECTION WORKSHEET ACTIVITY 4G

Reflecting on the customer activies will help you better understand what you have learnt. Take time to answer the below questions and reflect on your learning experience.	4. What skills would you like to develop?				
What did you learn about design development?					
2. What new skills did you learn?	HOW WELL DID YOU				
	Focus during the activities?				
	Try new ideas?				
3. What did you enjoy most?	Try alternative versions				