

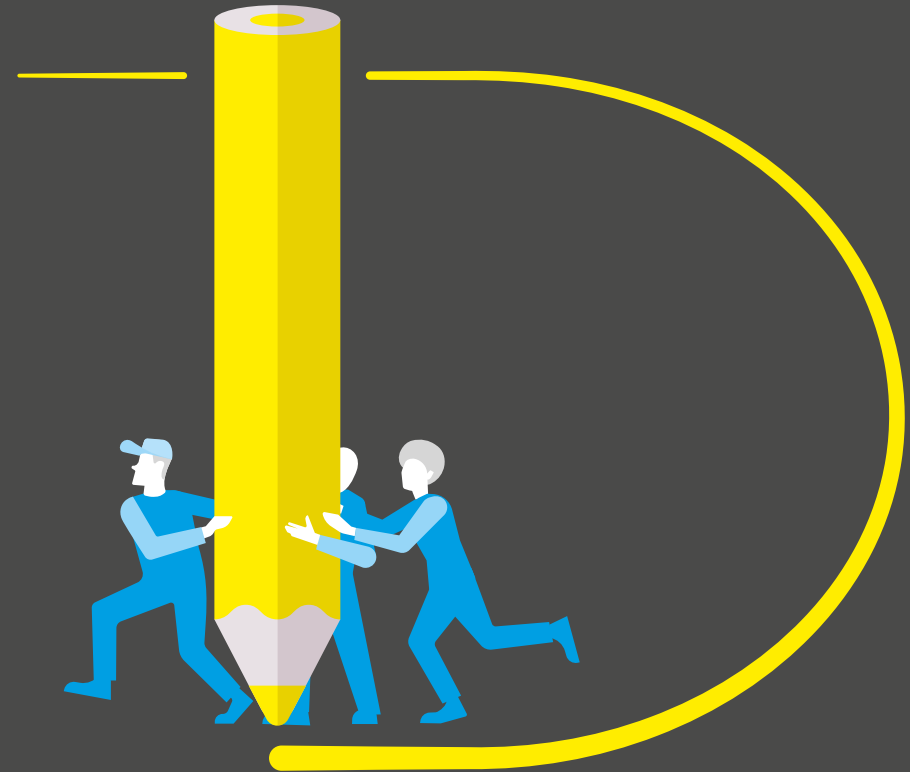


FASHION LONDON

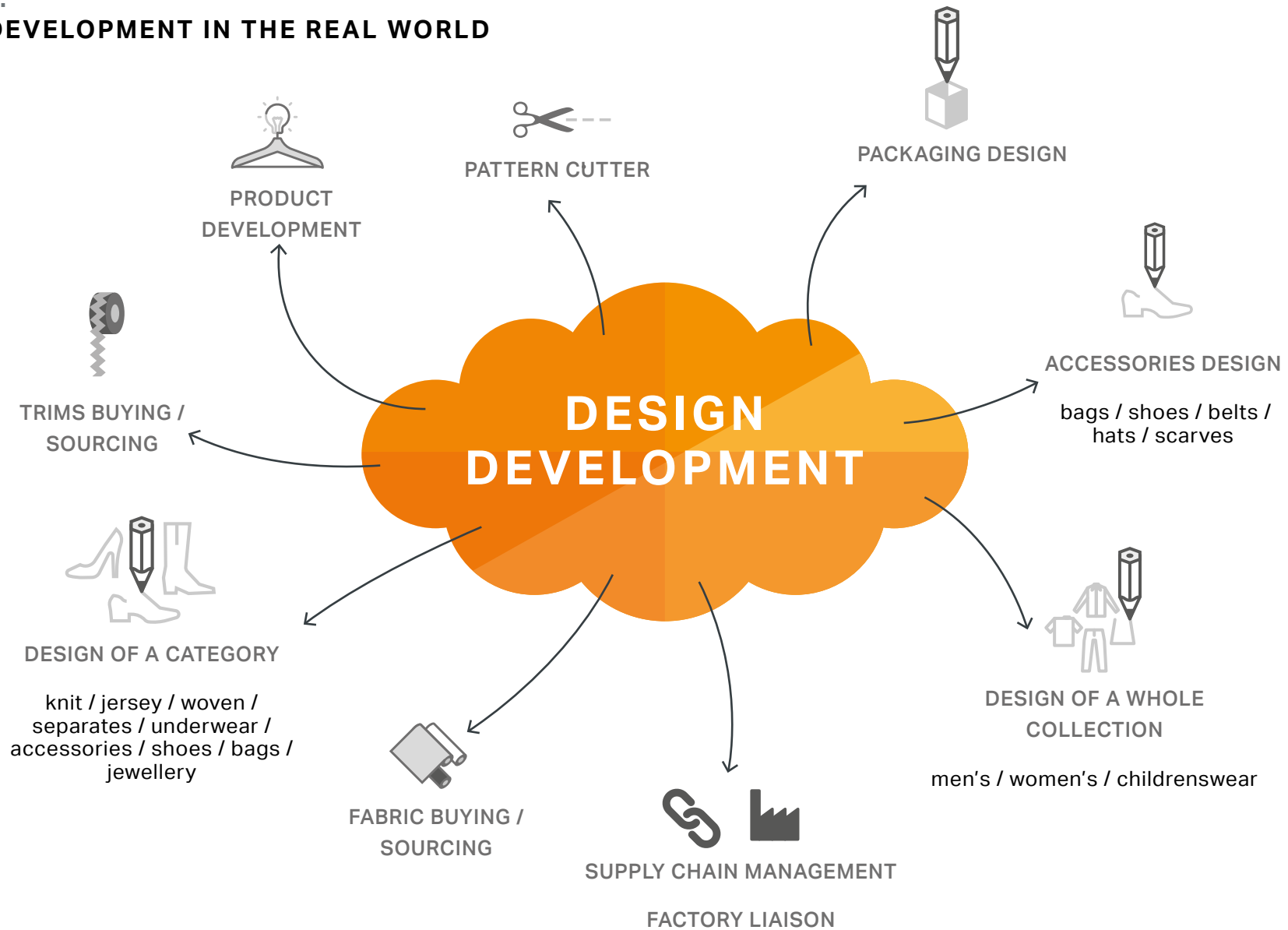
LESSON 4: DESIGN DEVELOPMENT

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

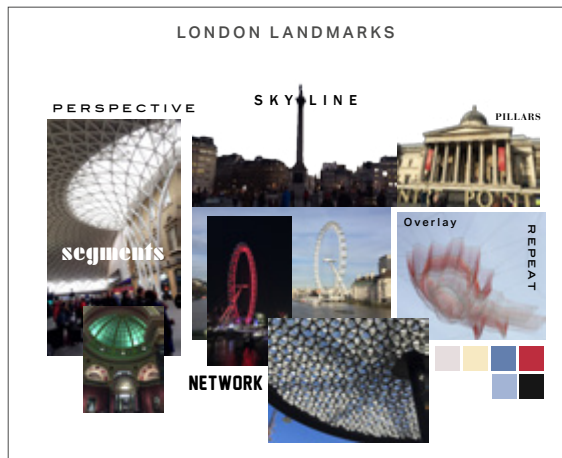
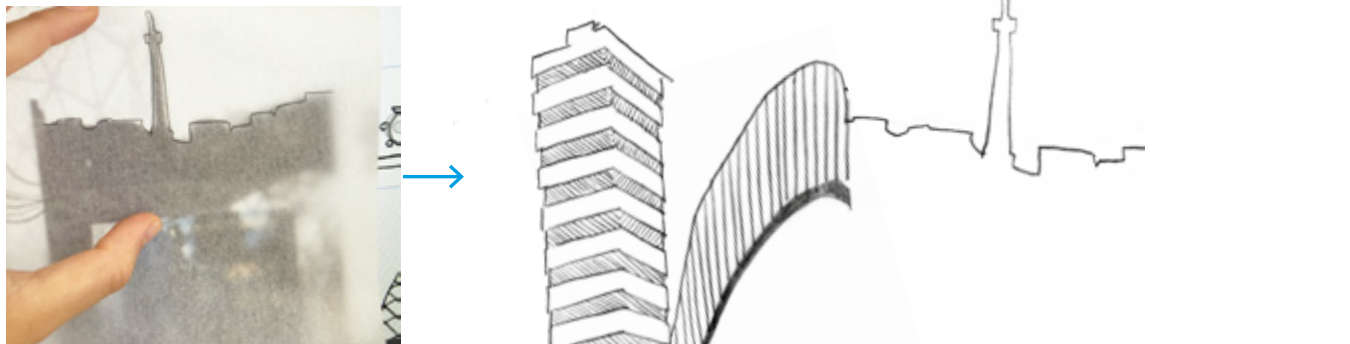


DISCOVER: USING IMAGES TO GENERATE DESIGN IDEAS
ACTIVITY 4A

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

DESIGN DEVELOPMENT PAGE

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

DESIGN DEVELOPMENT PAGE

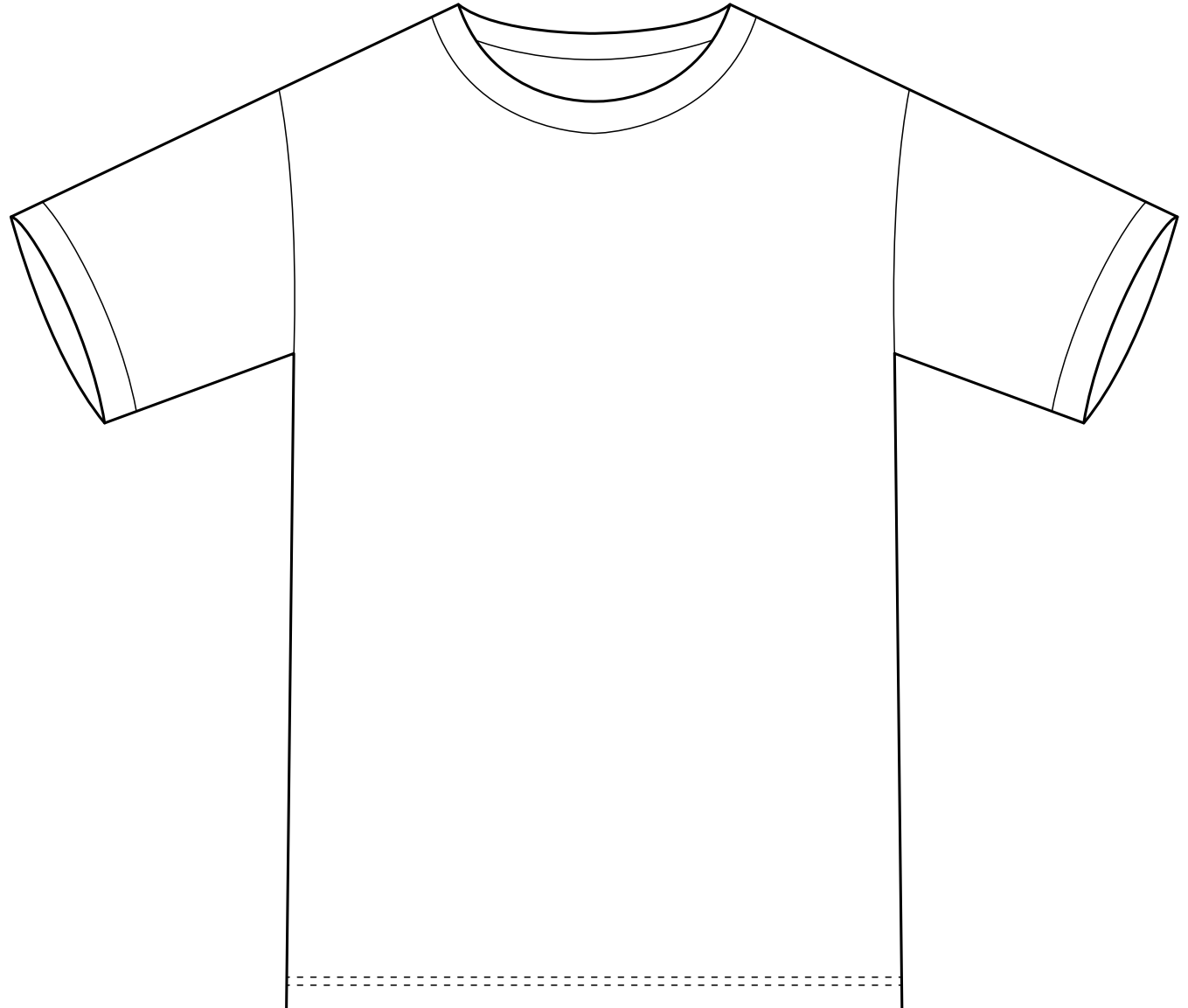
DISCOVER: USING IMAGES TO GENERATE DESIGN IDEAS
ACTIVITY 4A continued

DESIGN DEVELOPMENT PAGE

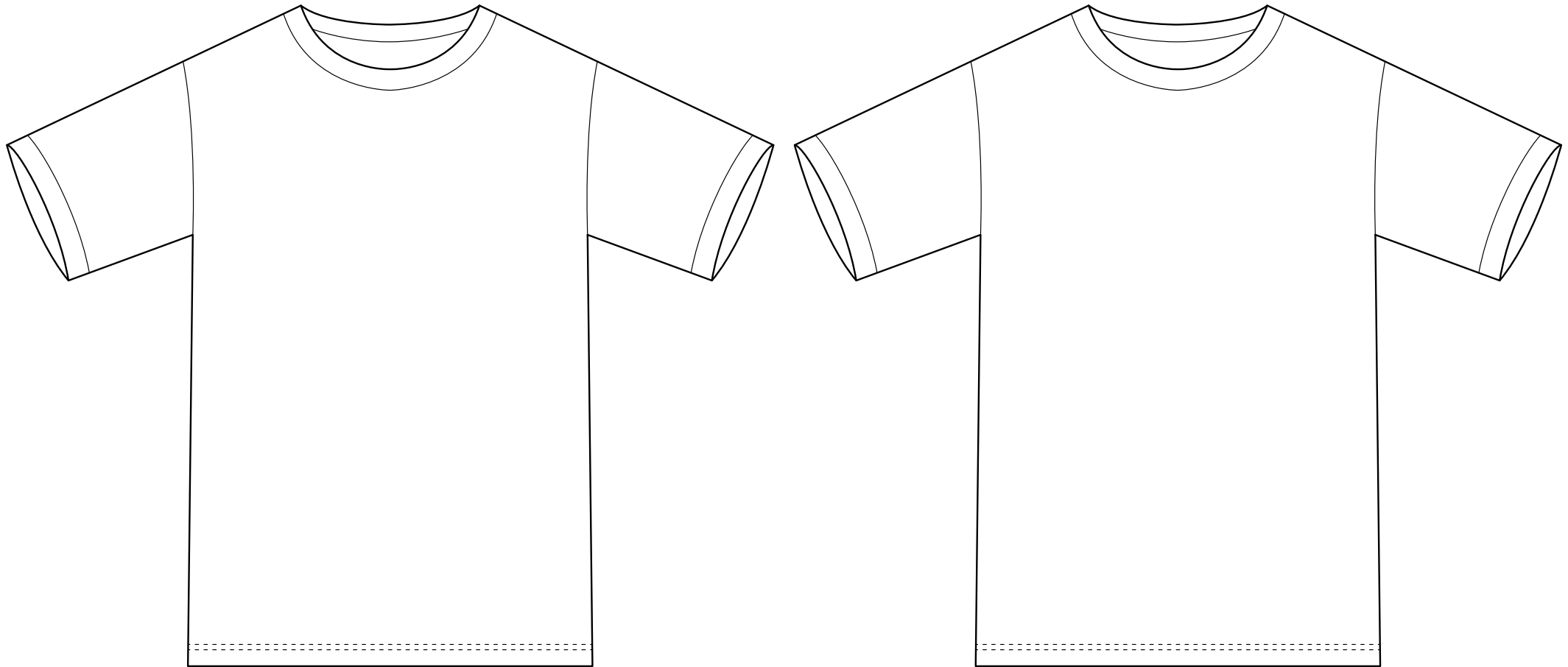
DISCOVER: DEVELOPING DESIGNS ON YOUR GARMENT ACTIVITY 4B

T-shirt design template

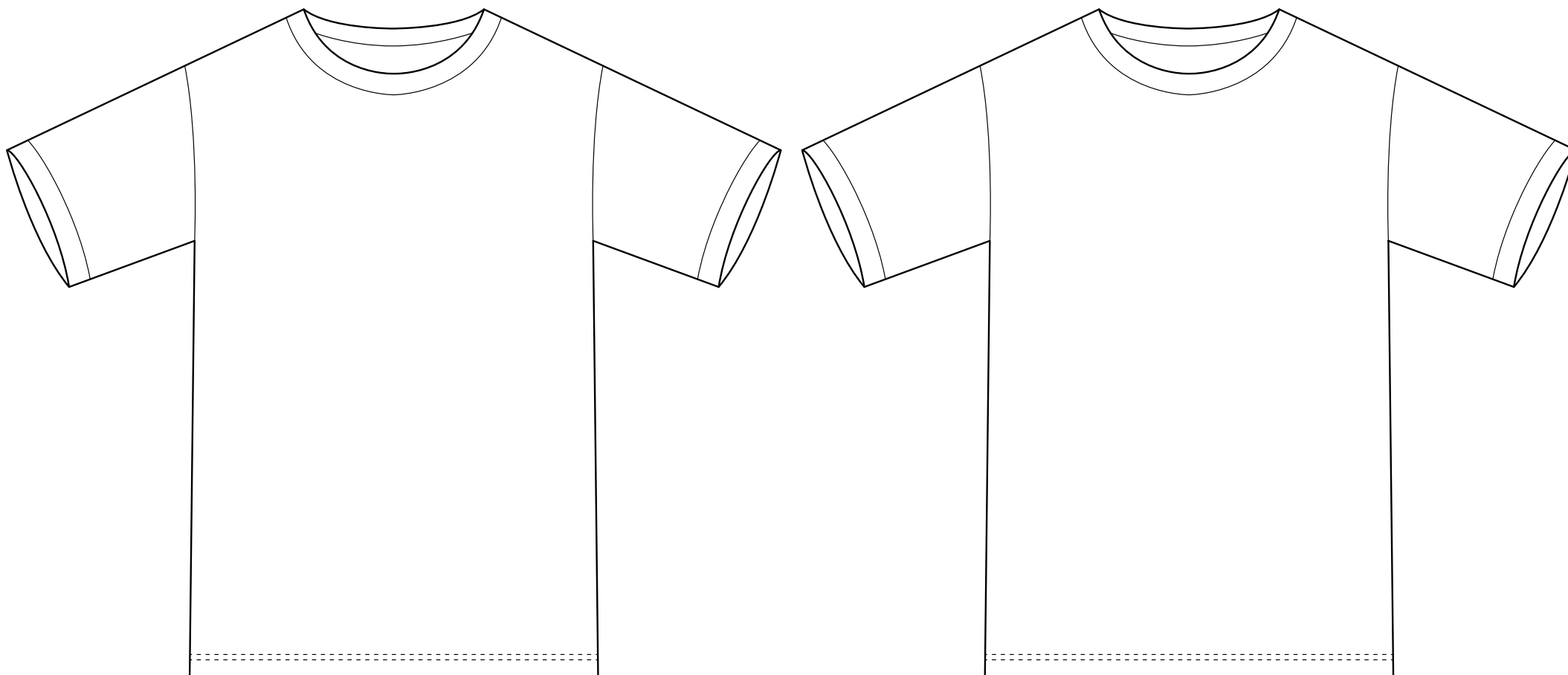
You can use this template as the base for your design development, or you can draw your own if you prefer.



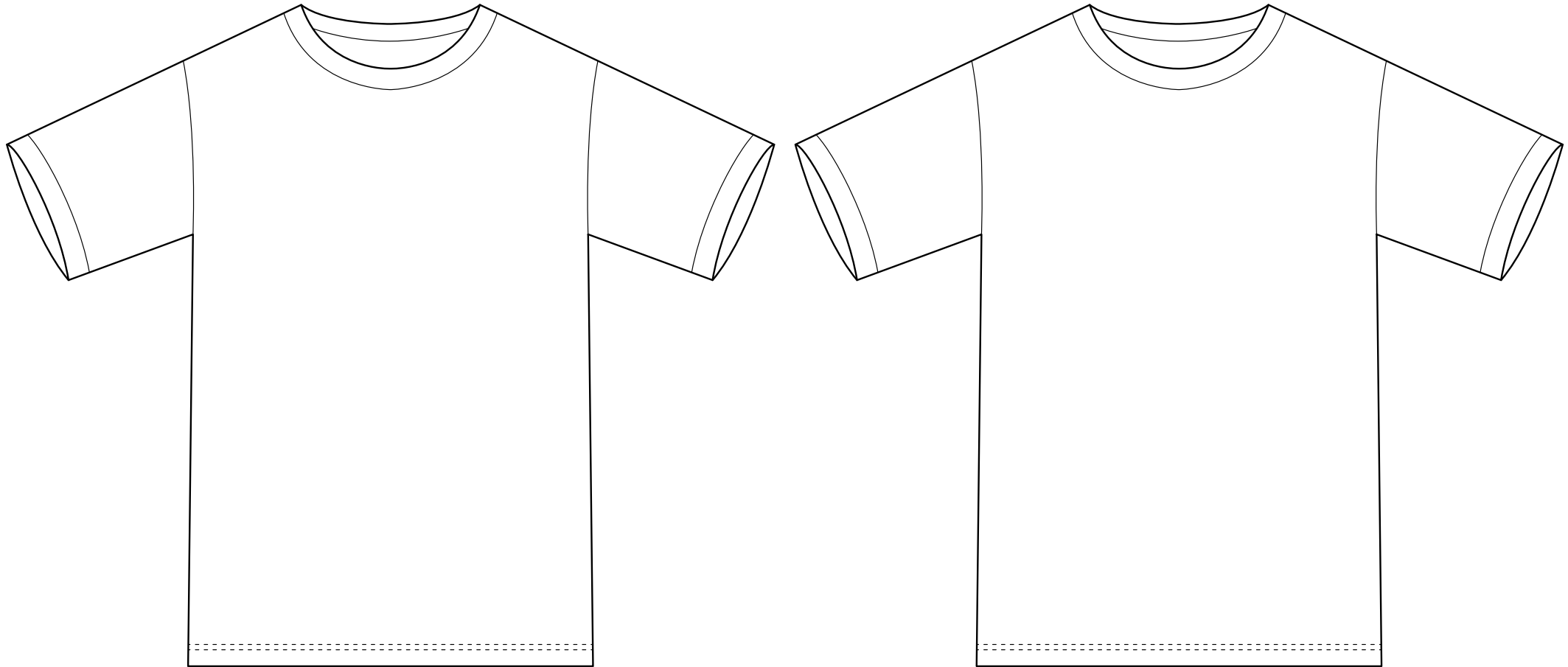
DISCOVER: DEVELOPING DESIGNS ON YOUR GARMENT
ACTIVITY 4B continued



DISCOVER: DEVELOPING DESIGNS ON YOUR GARMENT
ACTIVITY 4B continued



DISCOVER: DEVELOPING DESIGNS ON YOUR GARMENT
ACTIVITY 4B continued

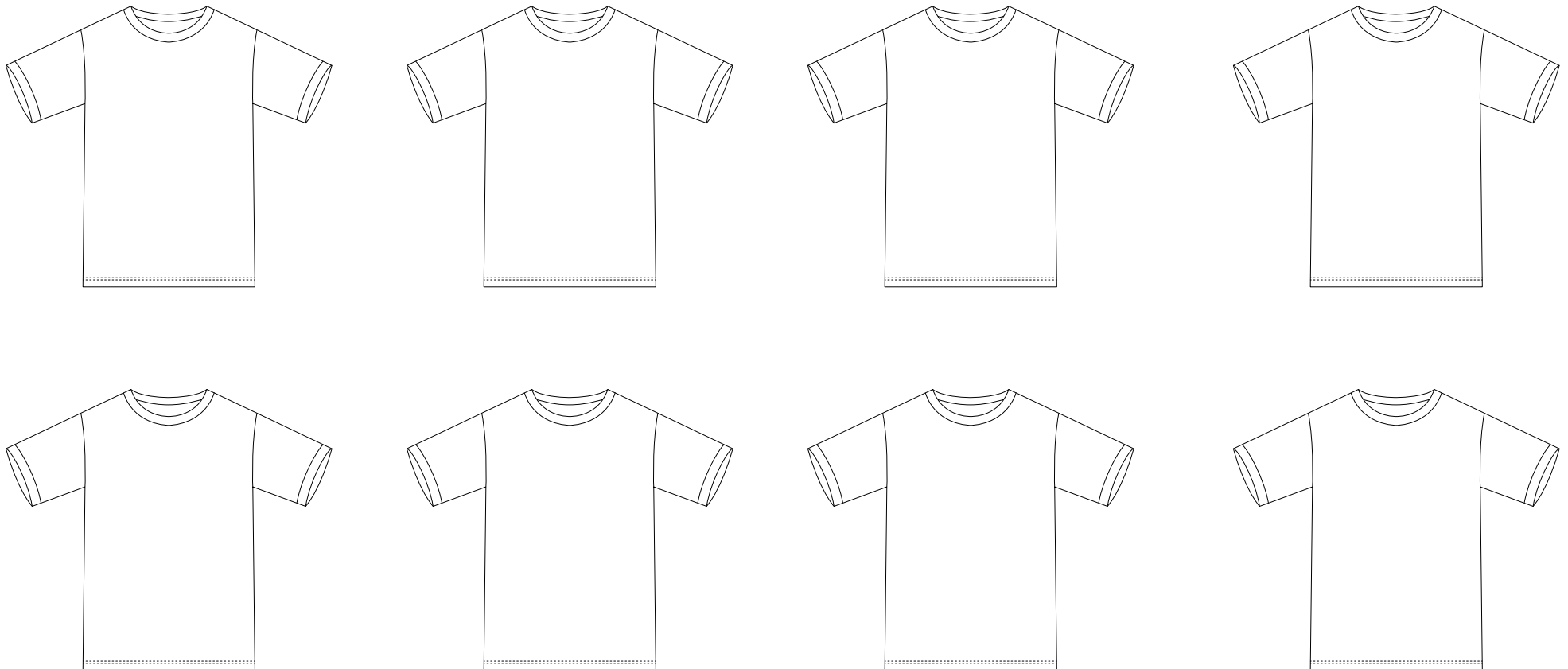


Now review your work and pick designs most suitable for your customer and brand.

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

Object 2

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?

EXPLORE: DESIGN MUSEUM FIELD TRIP
ACTIVITY 4C continued

IMAGE, DRAWING OR DESCRIPTION

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

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
--	------------------	--	------------------------

Object 1

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: 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.



If you WATCHED the presentation:

Did you enjoy the presentation?

What did you like most about the presentation?

Do you identify with any of the chosen trends?

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

If you GAVE the presentation go to next page

CONNECT: PERFORMING AND EVALUATING

ACTIVITY 4F (Optional) continued

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?

What went well when presenting?

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

CONNECT: LESSON REFLECTION WORKSHEET ACTIVITY 4G

Reflecting on the customer activities 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
