**Fashion Industry**

Mrs. Epting : Room 226 **Email**: tepting@sd35.bc.ca **Website**: epting.weebly.com

**Ideate**

**(**Form an idea; imagine or conceive)

Taking creative risks and add to other ideas to improve them

**YOU WILL BE ABLE TO:**

**Understanding Context and Define**

Research to determine design opportunities and barriers

Identify and analyze potential users or consumers for your chosen fashion brand

**Prototype & Make**

Choosing the appropriate scale, level of detail. Demonstrate appropriate use of the tool & materials, incorporating feedback from self, others, and prototype tests to create and refine your items

**BIG IDEAS**

Design for the life cycle includes consideration of social and environmental impacts

Personal design interests require the evaluation and refinement of skills

**Course Overview**

1. What is the Fashion Industry
   1. Definition
   2. Various Careers
2. History of Fashion
   1. Where did the fashion trends come from and why?
3. Influences of Fashion
   1. What is the purpose of fashion?
   2. What is going on in the world that may dictate the fashion?
   3. Gender
   4. Cultural Traditions
   5. Social Media
4. Environmental impact on the Fashion Industry
   1. What has happened before?
   2. What is happening now?
   3. How is the supply chain changing?
   4. How can we use what we know into our designs and brands?
      1. Zero Waste
      2. Sustainability
      3. Upcycling
      4. Recycling
5. Building your Brand
   1. What is your brand – Name, Logo, Colors, Overall Theme, or Voice
   2. Why your brand – What do you have to offer that no one else does? Or different spin
   3. Target Market
   4. To whom and how will you market your brand – Instagram post examples etc.
   5. Mood Board – Inspirational ideas for your designs
   6. Fashion Illustration of your capsule
   7. Mini Clothing Capsule – must show cohesiveness
      1. 2 tops
      2. 2 bottoms

**Assignments and Project**

1. **Fashion Industry:** Research and share a career in the Fashion Industry
2. **History of Fashion:** Written and visual information on a trend and where it started
3. **Influence on Fashion:** Written and visual on what, who and how our fashion is influenced.
4. **A Sustainable Brand:** Researching a designer’s brand that epitomizes sustainability
5. **Sustainability in the Fashion Industry:** Showing your understanding of Zero waste, upcycling, recycling, and sustainability
6. **Branding:**
   1. Name, logo, color, and Voice
   2. Target market
   3. Inspiration
   4. Fashion illustrations
   5. Complete a mini collection that is cohesive with your Branding (these will NOT be life size)
      1. 2 tops
      2. 2 bottoms

**Important Information specific to this course**

* This is a **VERY SELF and COLLABRATIVE directed class** – you will be expected to be able to keep yourself on track and complete all assignments by the due dates.
* Regular attendance and participation are a required component
* **All drinks and food** leave on the white filling cabinet by the front door
* Treat the equipment with respect – DO NOT WRITE ON MACHINES OR TABLES
* **Fabric Scissors** – only for FABRIC
* Clean up duties – you will be responsible in helping to clean up the classroom

**Needed for this class to stay in your box**

* Pen, pencil, highlighter, pencil crayons
* If you have a laptop PLEASE bring it every class

**Assessment and Evaluation – Cumulative**

|  |  |  |  |
| --- | --- | --- | --- |
| **Extending**  (I really understand the subject/material and can show this at a VERY in-depth level through my work. I can effectively help others)  A+/A | Proficient  (I understand the subject/material well and can show this through my work.)  A-/B+/B | Developing  (I partially understand the subject/material and at a basic level show this through my work)  B-/C+ | Emerging  (I am beginning to understand the subject/material and at a very basic or incomplete level show this through my work)  C/C- |

**Formative Evaluation**

Not counted as a mark (practice work or samples for feedback)

Constructive verbal or written feedback after every samples

**Summative Evaluation**

Counted towards your final assessment in the course.

A self-evaluation will be given for your feedback on your overall projects, strengths, and areas of improvements.

|  |  |
| --- | --- |
| **Project** | **Percentage** |
| Fashion Industry | 5% |
| History of Fashion | 10% |
| Influence on Fashion | 10% |
| A Sustainable Brand | 10% |
| Sustainability in the Fashion Industry | 25% |
| Your Brand – will all the various components | 40% |
|  | **100%** |