

Course information for

Bachelor of Fashion Design

Course Number

HE20506

Locations

Ultimo

Course Design

The Bachelor of Fashion Design is a three-year professional degree that will prepare graduates for work in the fashion industry in various roles and contexts across national and international markets.

On successful completion of the first two years in full time study mode, students can elect to exit with an Associate Degree of Fashion Design qualification, with the skills and knowledge to work in entry level positions in the fashion industry.

Graduates of the three year degree program will acquire knowledge and skills required to work professionally as a fashion designer or other related work roles such as fashion manager, design manager, fashion merchandiser, fashion buyer and fashion stylist.

Course Learning Outcomes

Graduates of the Bachelor of Fashion Design will:

- Operate professionally on extensive and well-founded knowledge of the fashion design discipline, possess the cognitive capabilities for ongoing professional development, and apply their learning across contexts.
- Synthesise complex technical, creative and professional knowledge and skills to produce designs that successfully balance the demands of commerce and sustainability.
- Ability to independently engage in self-directed creative design projects, reflect critically on ideas, evaluate own work effectively and adapt to change.
- Promote life-long learning, the foundations of creative design practice, allowing for their transferability across diverse contexts.

Graduates of the Associate Degree of Fashion Design will:

- Demonstrate effective research, writing, visual presentation, computing, realisation and other relevant fashion design technologies to successfully communicate design concepts.
- Identify, analyse and develop creative and sustainable fashion design concepts and realised products.
- Manage self and available resources effectively to realise viable fashion design concepts and plans for specific client purpose.
- Participate in professional learning and development activities to maintain current knowledge and skills in fashion design.

Course Structure

The structure below is the typical study pattern for a full time student. In Semester 4 (Level 200) students must select two elective subjects from the elective list. In Semester 6 (Level 300) students select one elective subject which builds on the knowledge developed in one of the Level 200 electives selected in Semester 4. Therefore, the Level 300 elective chosen must be from the same discipline specialisation as one of the electives chosen in Semester 4. Availability of electives and study pattern is determined by the campus. Subjects are worth 5 or 10 credit points (CP).

Year 1 Level 100 – Foundation Design Knowledge

Semester 1

FDDES101A	Fashion design foundations (5CP)
FDDES102A	Applied colour theory (5CP)
FDREA101A	Fashion realisation 1 (10CP)
FDTEX101A	Fashion textiles (5CP)
FDVIS101A	Fashion illustration1 (10CP)
FDVIS102A	Digital visualisation (5CP)

Semester 2

FDCUL101A	Fashion design and culture (10CP)
FDDES103A	Fashion design processes (10CP)
FDREA102A	Fashion realisation 2 (10CP)
FDVIS103A	Fashion illustration 2 (10CP)

Year 2 Level 200 – Design Development

Semester 3

FDVIS201A	Fashion illustration 3 (5CP)
FDDES201A	Design for specialty markets 1 (5CP)
FDREA201A	Fashion realisation 3 (10CP)
FDTEX201A	Textile print design (10CP)
FDPFL201A	Professional fashion design practice (incorporating 105 hours of internship) (10CP)

Semester 4

FDVIS202A	Fashion illustration 4 (5CP)
FDDES202A	Design for specialty markets 2 (5CP)
FDREA202A	Fashion realisation 4 (10CP)

And two electives from the list below:

FDCOU201A	Couture studio 1 (10CP)
FDMEN201A	Menswear studio 1 (10CP)
FDPFL202A	Fashion branding strategies 1 (10CP)
FDTEX202A	Fashion textile studio 1 (10CP)
FDTLR201A	Tailoring studio 1 (10CP)

160 credit points required to complete Associate Degree of Fashion Design

Year 3 Level 300 – Design synthesis

Semester 5

FDDES301A	Fashion design studio 1 (10CP)
FDDES302A	Forming, testing and refining ideas (10CP)
FDPFL302A	Global fashion design practice (incorporating 105 hours of internship) (10CP)
FDREA301A	Fashion realisation 5 (10CP)

Semester 6

FDDES303A	Fashion design studio 2 (10CP)
FDREA302A	Fashion realisation 6 (10CP)
FDVIS301A	Digital brand communication (10CP)

And one elective from the list below:

FDCOU301A	Couture studio 2 (10CP)
FDMEN301A	Menswear studio 2 (10CP)
FDPFL301A	Fashion branding strategies 2 (10CP)
FDTEX301A	Fashion textile studio 2 (10CP)
FDTLR301A	Tailoring studio (10CP)

240 credit points required to complete Bachelor of Fashion Design

Overview of subject requirements

The information on the following pages provides an overview and an indicative assessment schedule for each subject in the course. It is provided for information purposes only. The Subject Guide distributed to enrolled students will detail full learning and assessment requirements for each subject.

SUBJECT: Fashion design and culture

CODE: FDCUL101A

CREDIT POINTS: 10

CONTACT HRS: 4 hpw

PREREQUISITES: Nil

Subject overview

In this subject students undertake contextual investigations into historic and contemporary dress, design and culture. Focusing primarily on fashion and the history of costume, the subject emphasises the appreciation of context and meaning in design, whilst introducing students to concepts of fashion evolution and design adaptation. Whilst the subject includes theoretical and practical design aspects, emphasis is placed on research and critical thinking, introducing students to the body of knowledge that supports achievement within a higher education learning environment.

Indicative assessment schedule

Research report	10%
Written assignment	30%
Investigative design portfolio	60%

SUBJECT: Fashion design foundations

CODE: FDDES101A

CREDIT POINTS: 5

CONTACT HRS: 3 hpw

PREREQUISITES: Nil

Subject overview

This subject introduces students to key design principles and visual concepts used in fashion design, whilst exploring the specific application of these in fashion. In undertaking these investigations students are introduced to broader content that includes knowledge of a diverse range of fashion styles, details and treatments; and the development of a fashion vocabulary.

Indicative assessment schedule

Research investigation/presentation	20%
Portfolio of practical exercises	80%

SUBJECT: Applied colour theory

CODE: FDDES102A

CREDIT POINTS: 5

CONTACT HRS: 2 hpw

PREREQUISITES: Nil

Subject overview

This subject introduces students to the theoretical principles of colour and provides them with knowledge and skills to use colour in the development of original fashion concepts. Whilst colour theory directs the content of this subject, students are also encouraged to experiment with colour to gain an understanding of colour mixing to support future design development activity; and to gain an appreciation of the specific contributions that colour makes in fashion design.

Indicative assessment schedule

Essay/presentation	20%
Colour portfolio of work	80%

SUBJECT: Fashion design processes

CODE: FDDES103A

CREDIT POINTS: 10

CONTACT HRS: 5 hpw

PREREQUISITES: Nil

Subject overview

In this subject students engage with established methodologies for generating creative fashion design concepts, whilst being encouraged to investigate and experiment with strategies for idea generation and creative concept development. Learning will take place in a studio environment where theoretical aspects of the subject are explored through practical application.

Indicative assessment schedule

Team design project – client pitch	10%
Individual design project	30%
Portfolio of design work	60%

SUBJECT: Fashion realisation 1

CODE: FDREA101A

CREDIT POINTS: 10

CONTACT HRS: 5 hpw

PREREQUISITES: Nil

Subject overview

This subject introduces students to a range of foundation content relevant to the realisation of fashion design concepts. Students will learn basic principles and techniques of patternmaking and garment construction for women's wear. They are encouraged to evaluate potential realisation approaches, test specific techniques and critically evaluate their work in the context of effectively realising design concepts.

Indicative assessment schedule

Practical exercises	10%
Sample library & resource journal	50%
Examination	40%

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SUBJECT: Fashion realisation 2

CODE: FDREA102A

CREDIT POINTS: 10

CONTACT HRS: 5 hpw

PREREQUISITES: Nil

Subject overview

This subject builds on knowledge and skills gained in subject FDREA101A Fashion realisation 1 and focuses on the knowledge and skills required for the realisation of more complex fashion garments. Whilst further exploring flat pattern making, students will be introduced to draped patternmaking approaches for specific applications. Students apply the principles learned in this subject to the realisation of an original self-directed design concept, experimenting with and extending traditional techniques as a means of supporting creative design practice.

Indicative assessment schedule

Realisation exercise	10%
Realisation of original design concept	40%
Examination	50%

SUBJECT: Fashion textiles

CODE: FDTEX101A

CREDIT POINTS: 5

CONTACT HRS: 2 hpw

PREREQUISITES: Nil

Subject overview

This subject provides students with foundation knowledge of textiles and their performance for application in fashion design. The subject requires that the student research the scientific basis of fibres, their consequent performance characteristics and the environmental and social issues that arise from textile production. The focus then turns to the practical application of textiles to support the realisation of design concepts. Students engage with textiles in various ways to gain an understanding of how they perform in various styles and garments.

Indicative assessment schedule

Test	20%
Portfolio of textile reference investigations	80%

SUBJECT: Fashion illustration 1

CODE: FDVIS101A

CREDIT POINTS: 10

CONTACT HRS: 5 hpw

PREREQUISITES: Nil

Subject overview

This subject introduces students to the knowledge and skills required for visually communicating the human form and the clothed fashion figure. It allows for an in-depth illustrative analysis of the human form to gain knowledge how clothing interacts with the body in movement. Students will concurrently explore drawing and stylisation techniques used in fashion illustration. The subject is highly practical in nature, and is designed to provide students with a solid foundation for the use of visual communication strategies for design iteration and development processes.

Indicative assessment schedule

Practical drawing exercises	10%
Life drawing long study examination	10%
Illustration portfolio	50%
Drawing exercises/ critical reflection	30%

SUBJECT: Digital visualisation

CODE: FDVIS102A

CREDIT POINTS: 5

CONTACT HRS: 3 hpw

PREREQUISITES: Nil

Subject overview

This subject introduces students to using digital tools for the design development and visual communication of fashion design concepts. Students will explore methods of capturing, creating and manipulating digital images using vector and bitmap-based systems for producing complex and multi layered digital concept boards.

Indicative assessment schedule

Practical exercise (mood board)	10%
Multi page concept board/fashion pitch	90%

SUBJECT: Fashion illustration 2

CODE: FDVIS103A

CREDIT POINTS: 10

CONTACT HRS: 5 hpw

PREREQUISITES: Nil

Subject overview

This highly practical subject provides students with the knowledge and skills necessary for communicating original design concepts through hand-drawn and digital illustration techniques. Students explore the potentials of a range of techniques and media for visually communicating a diverse range of fashion styles, garments types and fabrications. Whilst building the students capacity to convincingly communicate design concepts students are introduced to communication principles and specific tools for professional visual presentation of fashion

Indicative assessment schedule

Practical exercise	10%
Presentation of visual concepts with analysis	20%
Portfolio of freehand and digital illustrations and presentations	70%

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SUBJECT: Couture studio 1

CODE: FDCOU201A

CREDIT POINTS: 10

CONTACT HRS: 4 hpw

PREREQUISITES: FDREA201A

Subject overview

This studio based elective provides students with the knowledge and skills to design and realise creative concepts for couture fashion. The subject introduces students to the broad considerations for couture and focuses primarily on special occasion evening wear. Students investigate the emergence of the contemporary couture market whilst being introduced to specific couture design and construction principles. They are supported in self-directed exploration of couture design and construction approaches, consolidating their knowledge through the creation of an original couture garment.

Indicative assessment schedule

Research project	20%
Original design proposal	30%
Completion of an original couture garment	50%

SUBJECT: Design for specialty markets 1

CODE: FDDDES201A

CREDIT POINTS: 5

CONTACT HRS: 3 hpw

PREREQUISITES: Nil

Subject overview

In this subject students will learn about the specific characteristics of various specialty fashion markets and how to manage the creative design process in a commercial context. Students explore a range of fashion product categories and markets to gain knowledge of consumer driven product requirements that will impact on the design process. Whilst the subject emphasises research and critical analysis, students demonstrate knowledge of concepts through practical application of principles to the development of fashion concepts for specific products/markets.

Indicative assessment schedule

Case study	10%
Portfolio	90%

SUBJECT: Design for specialty markets 2

CODE: FDDDES202A

CREDIT POINTS: 5

CONTACT HRS: 3 hpw

PREREQUISITES: Nil

Subject overview

This subject builds on the learning gained through completion of Design for Specialty Markets 1. Students continue to explore design practice for specialty markets working on more complex and sophisticated design projects and producing more extensive fashion collections. Students investigate design philosophy and explore how this impacts design outcomes and how these design outcomes contribute to brand reinforcement. Whilst the subject emphasises individual design development activity it also introduces students to working practices and necessary attributes required for working as part of a design team.

Indicative assessment schedule

Team project	30%
Portfolio	70%

SUBJECT: Menswear studio 1

CODE: FDMEN201A

CREDIT POINTS: 10

CONTACT HRS: 4 hpw

PREREQUISITES: FDREA201A

Subject overview

This studio based elective provides students with the knowledge to design and realise creative concepts for casual and simple tailored menswear designs. Students investigate the contemporary menswear market and the development of menswear whilst being introduced to specific menswear design and construction principles. Students are supported in self-directed exploration of menswear principles, and develop a body of specialist design knowledge culminating in the creation of an original menswear garment.

Indicative assessment schedule

Research presentation	10%
Design presentation	30%
Practical project/presentation	60%

SUBJECT: Professional fashion design practice

CODE: FDPFL201A

CREDIT POINTS: 10

CONTACT HRS: 4 hpw

PREREQUISITES: Nil

Subject overview

In this subject students will gain an understanding of the business of fashion, whilst being introduced to a range of commercial principles and behavioural characteristics essential for effective professional design practice. To augment the knowledge, skills and attributes gained in this and other semester 3 subjects, students will undertake an internship at a Fashion Design company in this subject.

Indicative assessment schedule

Written report (minor)	10%
Written report	35%
Presentation	15%
Internship reflective journal	30%
Internship host company report	10%

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SUBJECT: Fashion branding strategies 1

CODE: FDPFL202A

CREDIT POINTS: 10

CONTACT HRS: 4 hpw

PREREQUISITES: FDDES201A

Subject overview

This elective subject introduces students to the formal principles relevant to fashion brand marketing as a means of augmenting their knowledge and skills as designers, and strengthening their capability to contribute to strategic business decision making.

Indicative assessment schedule

Written report	15%
Research report	35%
Fashion brand management case study/	50%

SUBJECT: Fashion realisation 3

CODE: FDREA201A

CREDIT POINTS: 10

CONTACT HRS: 4 hpw

PREREQUISITES: FDREA102A

Subject overview

This subject develops a body of knowledge and skills relevant to the realisation of specialised fashion garments, including women's commercial tailoring and evening wear. Students will explore flat and draped patternmaking techniques and specialist construction approaches relevant to both tailoring and evening wear, and design strategies used for commercial ready to wear production. Through practical engagement with the concepts under investigation, students gain exposure to the characteristics of specialist fabrics and the implications of these characteristics for design approaches and realisation techniques.

Indicative assessment schedule

Practical exercises	20%
Practical examination	40%
Practical examination	40%

SUBJECT: Fashion realisation 4

CODE: FDREA202A

CREDIT POINTS: 10

CONTACT HRS: 4 hpw

PREREQUISITES: FDREA201A

Subject overview

This subject covers the body of knowledge relevant to the realisation of knit and stretch-wear, as well as approaches for the realisation of alternative or non-traditional fashion garments. Students investigate the characteristics of knit fabrics, exploring patternmaking and garment construction processes specific to these fabrics. Concurrently, students employ their technical knowledge creatively to realise design concepts that challenge design and construction conventions.

Indicative assessment schedule

Practical exercises	30%
Practical examination	30%
Team based practical project	40%

SUBJECT: Textile print design

CODE: FDTEX201A

CREDIT POINTS: 10

CONTACT HRS: 4 hpw

PREREQUISITES: FDDES201A

Subject overview

In this subject students are introduced to fundamental principles of design for printed textiles, and digital technologies used for realisation of these designs. Through a series of lectures and practical exercises, students will develop the knowledge and skills to design textile prints for realisation through digital print technologies.

Indicative assessment schedule

Group research report/presentation	15%
Design project/presentation	25%
Textile print portfolio	60%

SUBJECT: Fashion textile studio 1

CODE: FDTEX202A

CREDIT POINTS: 10

CONTACT HRS: 4 hpw

PREREQUISITES: Nil

Subject overview

Through this studio based elective subject students will creatively explore the potential of a range of traditional and experimental textile surface treatments utilising diverse methodologies. Students are introduced to a range of decorative textiles surface treatments that include (but are not limited to) printing, dyeing, felting, foiling, flocking, laminating and thermoplastic treatments. Students will be introduced to the technical aspects of each technique and have the opportunity to engage in supported self-directed textile development that creatively explores selected textile treatments.

Indicative assessment schedule

Research presentation	15%
Practical project	25%
Portfolio - final submission	60%

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SUBJECT: Tailoring studio 1

CODE: FDTLR201A

CREDIT POINTS: 10

CONTACT HRS: 4 hpw

PREREQUISITES: FDREA201A

Subject overview

This studio based elective provides students with the knowledge to design and realise creative concepts for tailored fashion garments. Students investigate tailoring in historical and contemporary contexts whilst being introduced to specific tailoring design and construction principles. They are supported in self-directed exploration of these tailoring principles with the body of knowledge gained culminating in the creation of an original tailored fashion garment.

Indicative assessment schedule

Research project	20%
Design proposal	30%
Tailored fashion garment presentation	50%

SUBJECT: Fashion illustration 3

CODE: FDIS201A

CREDIT POINTS: 5

CONTACT HRS: 2 hpw

PREREQUISITES: FDIS102A

Subject overview

In this subject students explore a range of advanced illustration techniques, using various illustration media and visual communication approaches to support the development and communication of complex design concepts. Emphasis is placed on strategies for communicating fashion textures and details and using illustration to support the development and communication of original design concepts.

Indicative assessment schedule

Practical illustration project	20%
Portfolio of work	80%

SUBJECT: Fashion illustration 4

CODE: FDIS202A

CREDIT POINTS: 5

CONTACT HRS: 2 hpw

PREREQUISITES: Nil

Subject overview

This subject builds on learning gained through completion of Fashion Illustration 3. The subject explores more complex advanced illustration techniques and the use of mixed media approaches to illustration for the purposes of supporting design development and design communication. In the achievement of this, strong emphasis is placed on the identification and further development of a personal illustrative signature.

Indicative assessment schedule

Research presentation	20%
Portfolio	80%

SUBJECT: Couture studio 2

CODE: FDCOU301A

CREDIT POINTS: 10

CONTACT HRS: 4 hpw

PREREQUISITES: FDCOU201A

Subject overview

This elective subject builds on knowledge gained through completion of subject FDCOU201A Couture studio 1, and involves self-directed design development for couture garments. The subject allows for the synthesis of knowledge, skills and attributes gained throughout the course, culminating in a series of original couture garments that contribute to the student's graduation collection.

Indicative assessment schedule

Couture project plan	10%
Couture process journal	20%
Realised couture designs	70%

SUBJECT: Fashion design studio 1

CODE: FDDES301A

CREDIT POINTS: 10

CONTACT HRS: 4 hpw

PREREQUISITES: FDDES302A*

Subject overview

This subject is a self-directed design studio that allows the student to further explore chosen areas of specialisation introduced in level 200 studio elective subjects. This studio allows the student to undertake self-directed design research and development activity whilst exploring potential strategies for realising design intent. The investigation undertaken in this subject complements that covered in FDDES302A Forming testing and refining ideas and is designed to support the realisation of a final collection of work. This subject involves bringing together ideas into a cohesive and commercially viable collection of work. Students will engage in professional design studio practices to develop, refine, test, resource and present fashion concepts for an original collection of work.

* FDDES302A is a co-requisite, and should be studied simultaneously.

Indicative assessment schedule

Proposal/research report	20%
Design development journal	30%
Final design proposal pitch	50%

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SUBJECT: Forming, testing and refining ideas

CODE: FDDES302A

CREDIT POINTS: 10

CONTACT HRS: 4 hpw

PREREQUISITES: FDDES301A*

Subject overview

This subject builds on existing design investigations and encourages the formation of a personal design philosophy as a foundation for professional design practice, and the realisation of a final collection of work. As a means of building or refining this personal design philosophy, students identify opportunities for visual expression, explore a range of design approaches and experiment with various materials and techniques. These investigations are designed to support the consolidation of ideas for the student's final collection. The outcome of this subject is a portfolio of explorations relevant to the student's final collection and the design and realisation of a "hero piece" that explores and communicates the collection's intent.

* FDDES301A is a co-requisite, and should be studied simultaneously.

Indicative assessment schedule

Written assignment	10%
Experimental portfolio & refined philosophy	40%
Realised fashion concept	50%

SUBJECT: Fashion design studio 2

CODE: FDDES303AA

CREDIT POINTS: 10

CONTACT HRS: 4 hpw

PREREQUISITES: FDDES201A & FDDES302A*

Subject overview

This studio subject allows for the synthesis of design knowledge and skills previously acquired by the student, and jointly with subject FDPFL301A Collection studio, culminate in the realisation of cohesive collection of creative fashion design work. Students will engage in self-directed design development and design management practices to support the realisation of the fashion collection.

* FDREA302A is a co-requisite, and should be studied simultaneously.

Indicative assessment schedule

Design project progress report	10%
Design journal documenting final collection	20%
Final collection /presentation	70%

SUBJECT: Menswear studio 2

CODE: FDMEN301A

CREDIT POINTS: 10

CONTACT HRS: 4 hpw

PREREQUISITES: FDMEN201A

Subject overview

This subject builds on the knowledge gained through completion of subject FDMEN201A Menswear studio 1 and involves self-directed engagement with menswear design, construction techniques and materials. The subject allows for consolidation of knowledge gained throughout the course, culminating in a body of original menswear fashion garments that form part of the student's final collection.

Indicative assessment schedule

Menswear project plan	10%
Menswear process journal	20%
Realised menswear designs	70%

SUBJECT: Fashion branding strategies 2

CODE: FDPFL301A

CREDIT POINTS: 10

CONTACT HRS: 4 hpw

PREREQUISITES: FDPFL203A

Subject overview

This elective subject builds on the knowledge gained in subject FDPFL202A Fashion brand management 1 and involves students developing and documenting a strategic brand and communications plan that underpins the professional presentation of the student's graduating collection.

Indicative assessment schedule

Preliminary brand plan proposal	20%
Brand management plan	50%
Brand plan presentation to industry panel	30%

SUBJECT: Global fashion design practice

CODE: FDPFL302A

CREDIT POINTS: 10

CONTACT HRS: 4 hpw

PREREQUISITES: Nil

Subject overview

This subject prepares students for working as designers in a global business context. Students are introduced to a broad range of content that has relevance for engaging in globally focused professional design practice. Students investigate concepts relating to design for international markets, off shore manufacturing and international distribution. A diverse range of topics will be explored that include global economies; culturally influenced behaviour; legal, political and economic environments; and international fashion business practices. Students will also undertake an internship as part of this subject to gain insight into professional practice to support the development of a globally focused fashion collection.

Indicative assessment schedule

Written report	10%
Research report	20%
Case study	30%
Internship reflective journal	30%
Internship Host Company report	10%

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SUBJECT: Fashion realisation 5

CODE: FDREA301A

CREDIT POINTS: 10

CONTACT HRS: 4 hpw

PREREQUISITES: FDREA202A

Subject overview

This subject builds on the basic and intermediate principles of draping to incorporate advanced principles of manipulating dart excess, adding fullness and contour draping to support the realisation of complex fashion garments. In this advanced draping subject students develop a draping plan, determining the variety and combination of drape techniques to complete an original design concept.

Indicative assessment schedule

Practical exercises	20%
Practical examination	50%
Portfolio of drape investigations	30%

SUBJECT: Fashion realisation 6

CODE: FDREA302A

CREDIT POINTS: 10

CONTACT HRS: 4 hpw

PREREQUISITES: FDREA301A & FDREA303A*

Subject overview

This studio subject is focused on the realisation of a fashion collection. It involves the students engaging in self-directed work under the supervision of a teacher and/or mentor. Students will use a variety of strategies to realise their design concepts, including pattern-making, sampling, service sourcing and contracting in the realisation of the collection.

* FDDES303AA is a co-requisite, and should be studied simultaneously.

Indicative assessment schedule

Production plan	10%
Production journal	20%
Collection of garments	70%

SUBJECT: Fashion textile studio 2

CODE: FDTEX301A

CREDIT POINTS: 10

CONTACT HRS: 4 hpw

PREREQUISITES: FDTEX201A

Subject overview

This subject builds on the knowledge gained through completion of subject FDTEX201A Fashion textile studio 1 and allows for self-directed investigation into chosen textile surface methodologies. Students are encouraged to further explore the design and technical potentials of the specialist area/s and consolidate these investigations into a body of textile work that will be employed in the final collection.

Indicative assessment schedule

Research report	10%
Design proposal	20%
Design and realisation journal	20%
Completion of original textile collection	50%

SUBJECT: Tailoring studio 2

CODE: FDTLR301A

CREDIT POINTS: 10

CONTACT HRS: 4 hpw

PREREQUISITES: FDMEN201A

Subject overview

This subject builds on the knowledge gained through completion of subject FDTLR201A Tailoring Studio 1 and involves self-directed engagement with tailoring design, construction techniques and materials. The subject allows for the consolidation of knowledge gained throughout the course, culminating in a body of original tailored fashion design work that contributes to the garments presented in the final collection.

Indicative assessment schedule

Tailoring proposal	10%
Tailoring process journal	30%
Realised tailored designs	60%

SUBJECT: Digital brand communication

CODE: FDVIS301A

CREDIT POINTS: 10

CONTACT HRS: 4 hpw

PREREQUISITES: FDDES201A

Subject overview

This subject focuses on the development of a visual brand identity to support the professional presentation of the students' final design collection. Students commence with the design of a brand logo and a range of fashion specific print based brand communication materials, as well as the creation of various digital communication vehicles. These may include but are not limited to social network pages, websites, digital look books e-portfolios and video. Students will engage with digital technologies.

Indicative assessment schedule

Brand communication plan	10%
Portfolio progress report	20%
Presentation of communications portfolio	70%