

PPD

Design Surgery

Session created as part of intervention for
PgCert in Academic Practice

Preparation for Submission

PPD

Learning Outcomes

LO 1 Demonstrate an awareness of audience in response to a contemporary design brief (Enquiry)

LO 2 Integrate experimental 2D and 3D ideas and practices that link enquiry with identified audience (Process)

LO 3 Creatively apply traditional craft principles in a contemporary context (Knowledge)

LO 4 Present intentions, process and outcomes to an identified audience with clarity and depth, using targeted presentation methods (Communication)

LO 5 Realise design intentions through personalised contemporary application of a traditional craft techniques (Realisation)

What you have to produce in DESIGN for assessment?

This unit is assessed holistically (100% of the unit).

Assessment will be against the specified marking criteria.

Assessment Description:

Design Workbook and Final Presentation

Design Workbook (Physical)

Organized in 30-pages to include your visual primary and secondary research, experimentation, design thinking process, sketches and working drawings, approach to 2D and 3D methods, range plan and line up.

Final Presentation (Digital)

10-15 page edit of your Design Workbook.

Design Workbook (30 pages)

Flexible format, it might be composed of more than one book/booklet/zine – use your imagination to layout your work as you like it to be viewed.

Intro Page/Cover with your rationale creatively presented (1 page)

Interview (3-4 pages)

Wardrobe Studies (1-2 pages) **includes tailoring*

Inclusivity Research (2-3 page)

Thematic Research (2-3 pages)

Research Development: the intersection of your themes (3-4 pages)

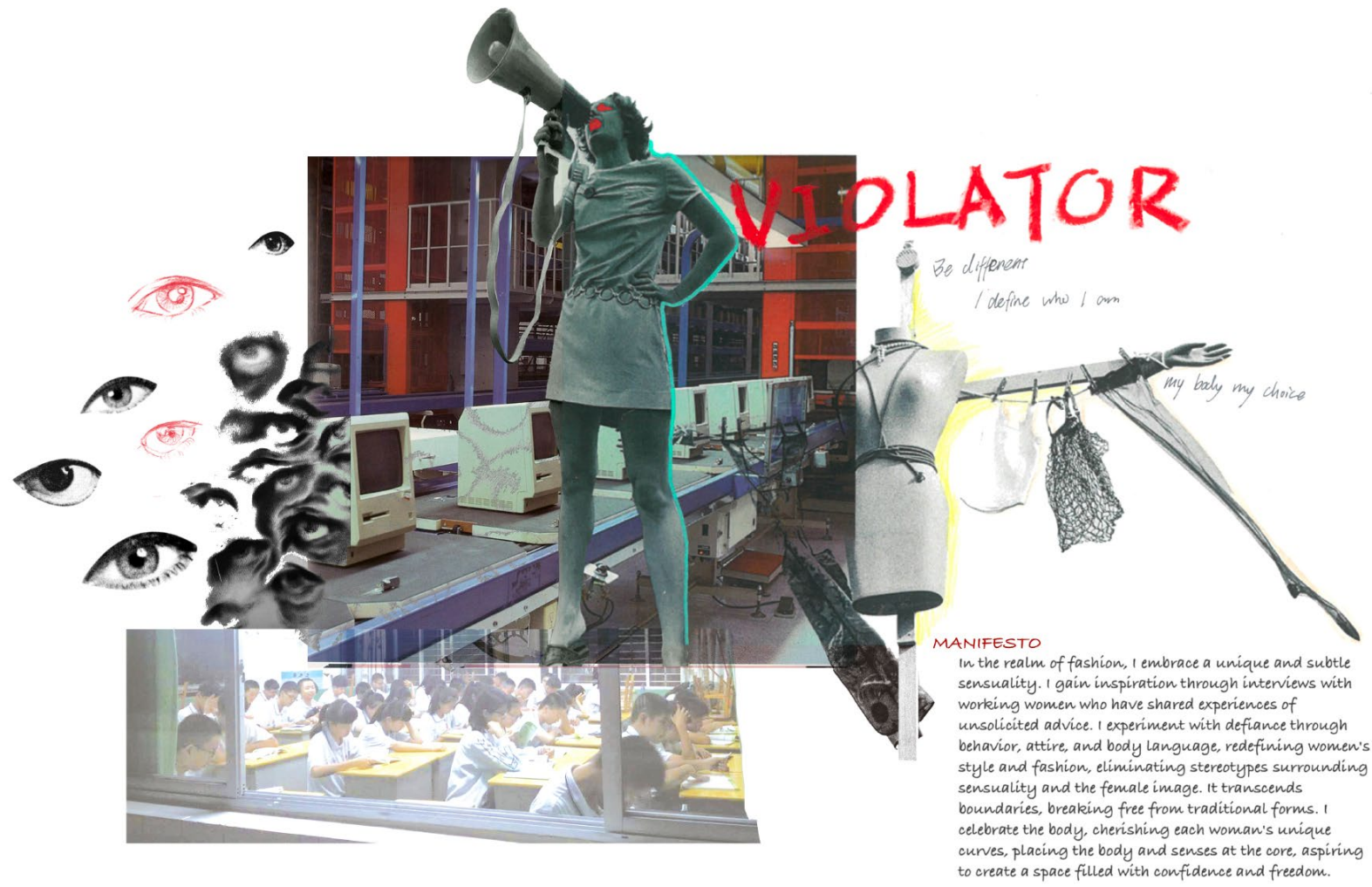
Experimentation & Design development (14-16 pages) **includes toile review documentation + tailoring*

Collection line-up (front) with fabric swatches under each look (1 page)

Collection line up (back and side) (1 page)

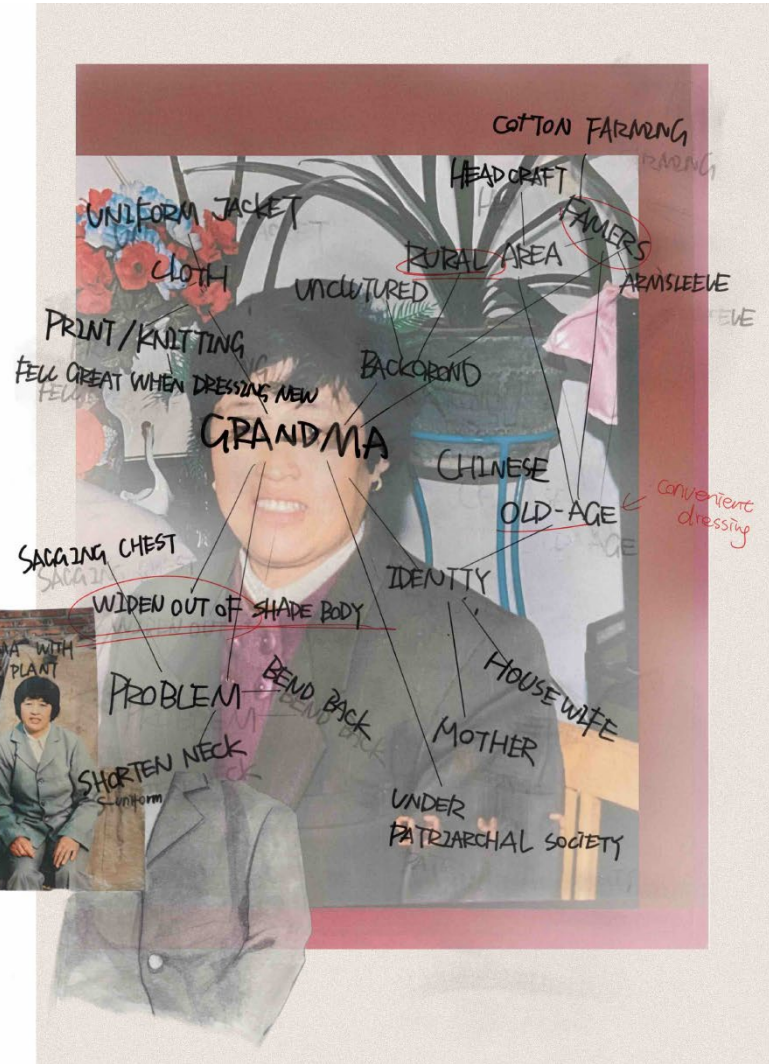
Final outfit presentation + CAD drawing for final garment front and back (1 page)

Intro Page/Cover with your rationale creatively presented (1 page)



Links to **LO 1** Demonstrate an awareness of audience in response to a contemporary design brief (Enquiry)

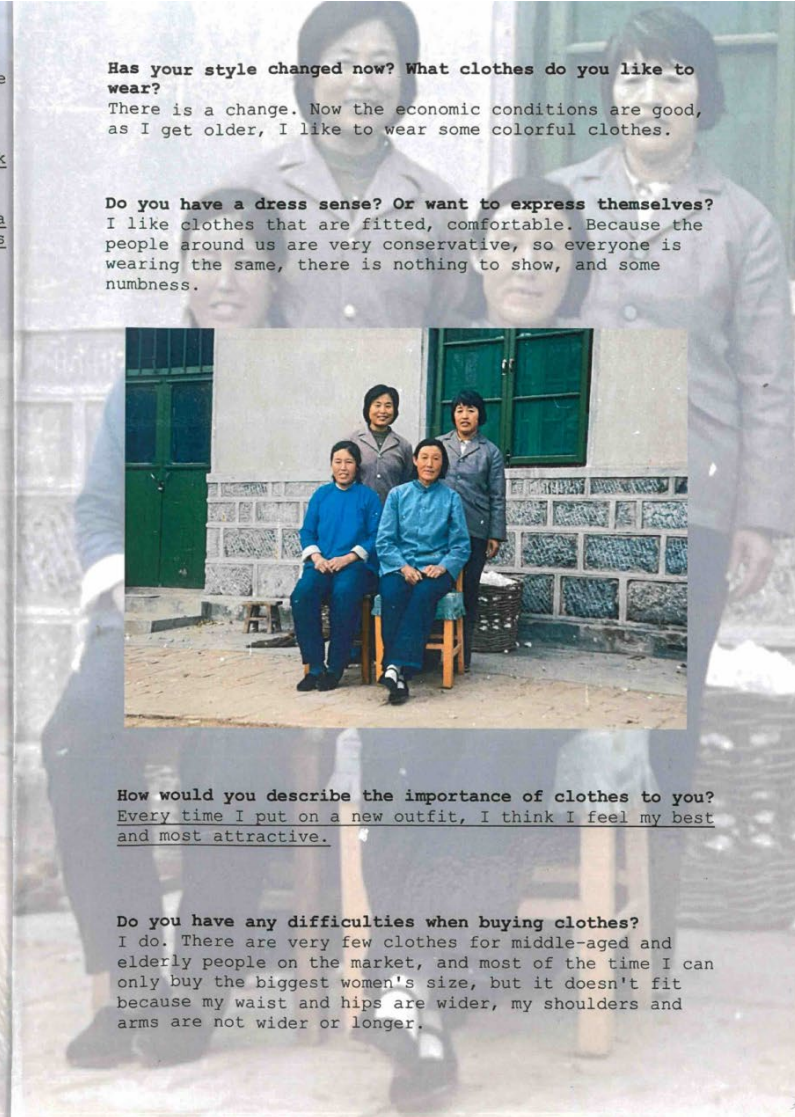
Intro Page/Cover with your rationale creatively presented (1 page)



Keying Mok

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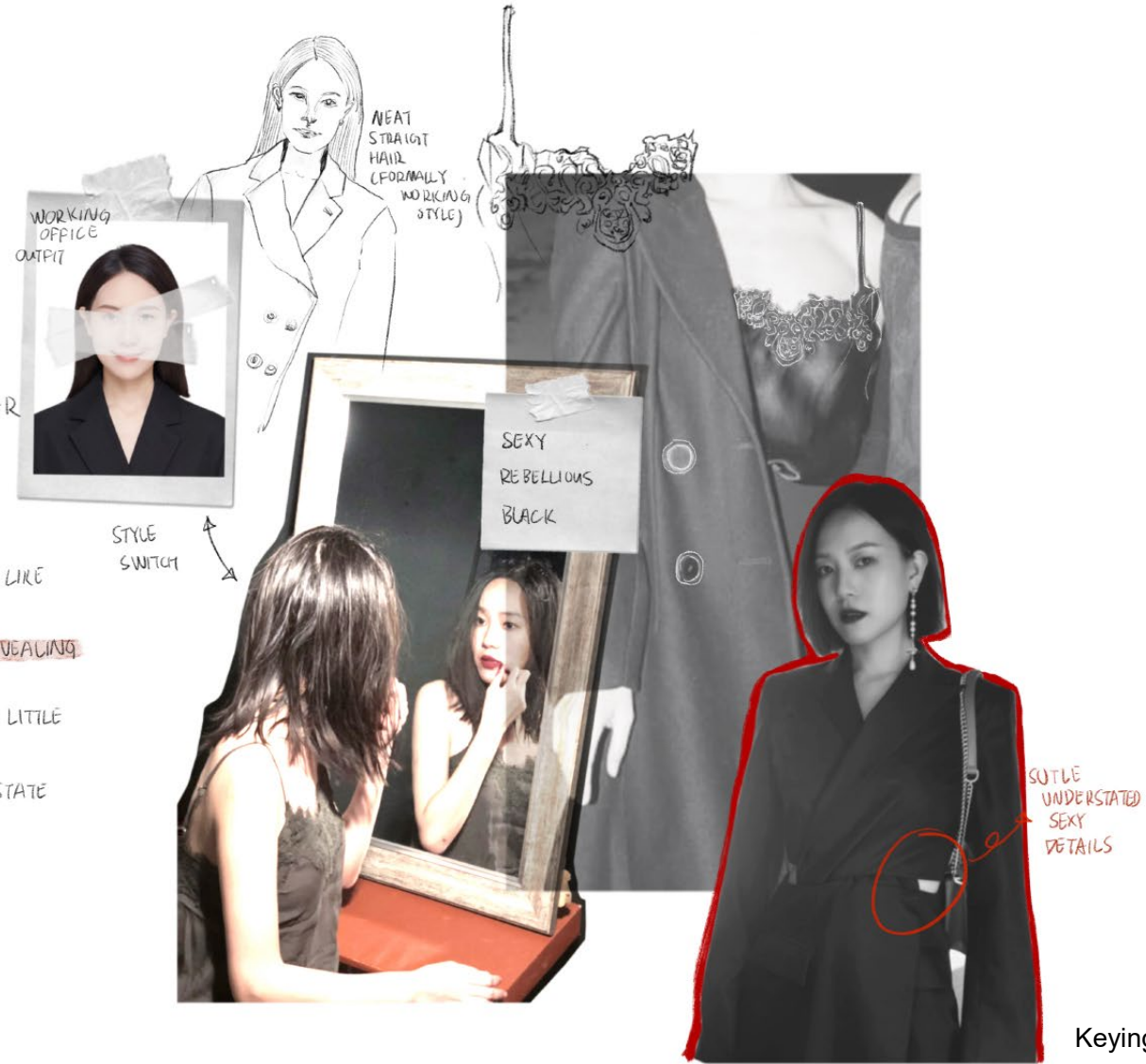
Interview (3-4 pages)



Links to **LO 1** Demonstrate an awareness of audience in response to a contemporary design brief (Enquiry)

Interview (3-4 pages)

- NAME: YIMING
- AGE: 32
- JOB: AUTOMOTIVE CABIN EXPERIENCE DESIGNER
- STYLE: COOL, HANDSOME, SHOWS OFF BODY, ATTRACTIVE
- FAV CLOTHES: JACKET, FITTED DRESS, SHORT SKIRT
- PREFERS DRESSING UNIQUELY IN THE WORKPLACE
- AT TIMES, I GET COMMENTS FROM COLLEAGUE, 'YOU'RE DRESSED LIKE THIS, ARE YOU GOING ON A DATE AFTER WORK?'
- MY PARENTS SOMETIMES CASUALLY ADVISE NOT TO WEAR REVEALING CLOTHING
- PREFER A SUTLE SENSUALITY, BUT DON'T PREFER USING TOO LITTLE FABRIC TO ACCENTUATE IT
- I BELIEVE BEAUTY IS CONFIDENCE, A BIG SMILE, AND A RELAXED STATE
- HAVE NEVER CONSIDERED BECOMING A MALE



Keying Zhang

Links to **LO 1** Demonstrate an awareness of audience in response to a contemporary design brief (Enquiry)

Interview (3-4 pages)



Yuxin Lai

Links to **LO 1** Demonstrate an awareness of audience in response to a contemporary design brief (Enquiry)

Interview (3-4 pages)



- NAME : ANN
- AGE : 21 (Z-GENERATION)
- JOB : FASHION SCHOOL STUDENT
- IN STUDENT YEAR WAS A WELL-BEHAVED GIRL. AS SHE ENTERED ADULTHOOD AND BECAME INDEPENDENT FROM HER PARENTS, HER STYLE TOOK ON A REBELLIOUS EDGE THAT **DEFIED THE SOCIETAL EXPECTATIONS OF THE TRADITIONAL FEMALE IMAGE**
- PREFER **PUNK, SEXY, EDGY**
- ENJOYS **SHOWCASING HER BODY**
- **REBEL**
- BLEACH HAIR
- FAV BRAND : RICK OWENS, ANN DEMEULEMEETER, CALVIN KLEIN, JPG
- CONSUMPTION CHOICE OFTEN PRIORITIZE AUTHENTICITY, SUST AND INNOVATION
- PREFER FIT OF HER CLOTHING, **SLIM AND SNUG** FITS TO ACCENTUATE HER FIGURE
- **SOMETIMES CHOOSE A-LINE OR LOOSE-FITTING** STYLE THAT SUIT HER BODY
- FAV ELEMENT : LACE, KNIT, METAL, TUBE TOP, CAMISOLE
- FAV COLOURS : BLACK, RED, CREAM, BROWN, GREY
- FAV FABRIC : LEATHER, MESH, DENIM, STRETCH MATERIALS
OTHER : UNIQUE TEXTURES, BOLD PATTERNS

Janet Qiu

Links to **LO 1** Demonstrate an awareness of audience in response to a contemporary design brief (Enquiry)

Wardrobe Studies (1-2 pages) **includes tailoring*

HARRIET

Works in retail level fashion which is reflected in her style (Aware of fast fashion impact).
 Buys the odd pricier & better quality clothing.
 SEASONLESS!
 More CLASSIC pieces!

Holiday home in Portugal, quaint & little.
 creative through interior & baking
 Interior aesthetic: grandmas house, antiques, vintage furniture details, old character.
 HOUSE OF HACKNEY - maximalist print wallpaper.

30 WEEKS PREGNANT! - FASHION + GENDER.

Harriet's outfit for interview
 - had meltdown to mum before, her mum brought this over.
 - closest to denim she's got during pregnancy.
 - Light linen fabric.
 - Was struggling to find something that fits.

Jumpsuit ease - 1 item = 1 outfit baggy - can wear after pregnancy.
 Doesn't like frumpy shapes.
 Doesn't like breton tops.

Harriet's confident piece: "smart & casual" / "simple".
 Full of memories, had for years but can't throw away.
 Smarter piece, party, dresses it up & down.

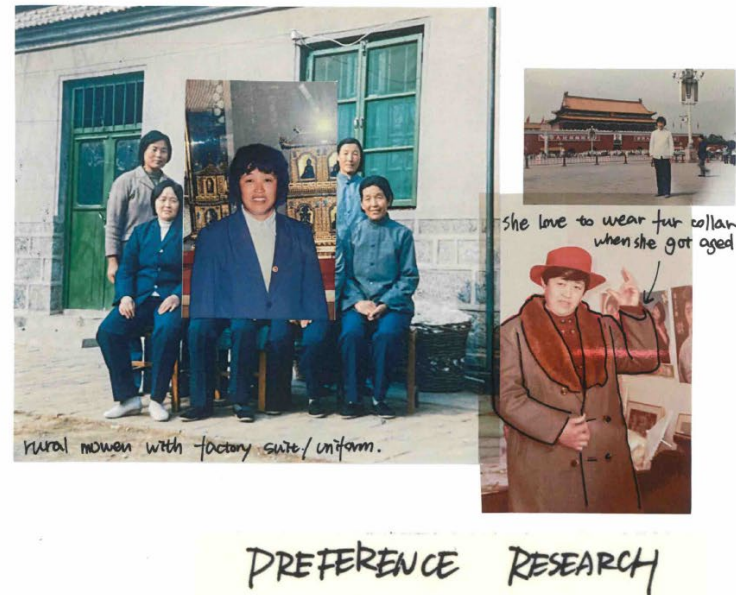
RELATIONSHIP WITH CLOTHES DURING PREGNANCY
 - Doesn't want to spend money on clothes, thinks they're cheaply made & wasteful.
 - Maternity jeans, fall down - tops aren't long enough, expose jersey. 'caring gap' wait wear again.
 - wears oversized tops; big flowy dresses.
 - Used to wear rigid denim before pregnancy (hair band trick).
 - maternity leggings.

Classic, have an ease to them but made interesting through surface design.

Molly Cartwright

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L I B E R T Y



Lily Winstanley

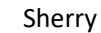
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Inclusivity Research (2-3 page)



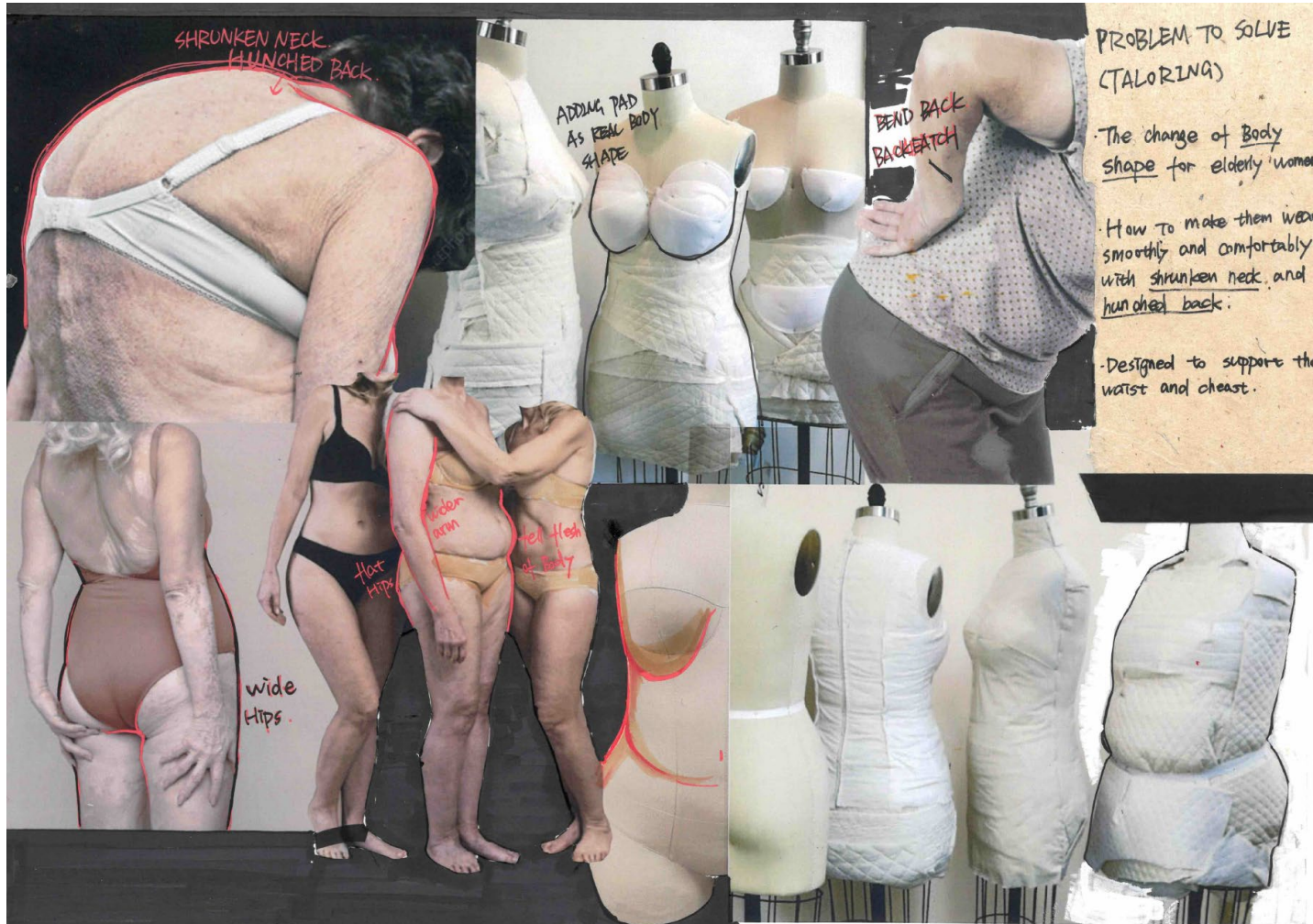
Bibi Bitten

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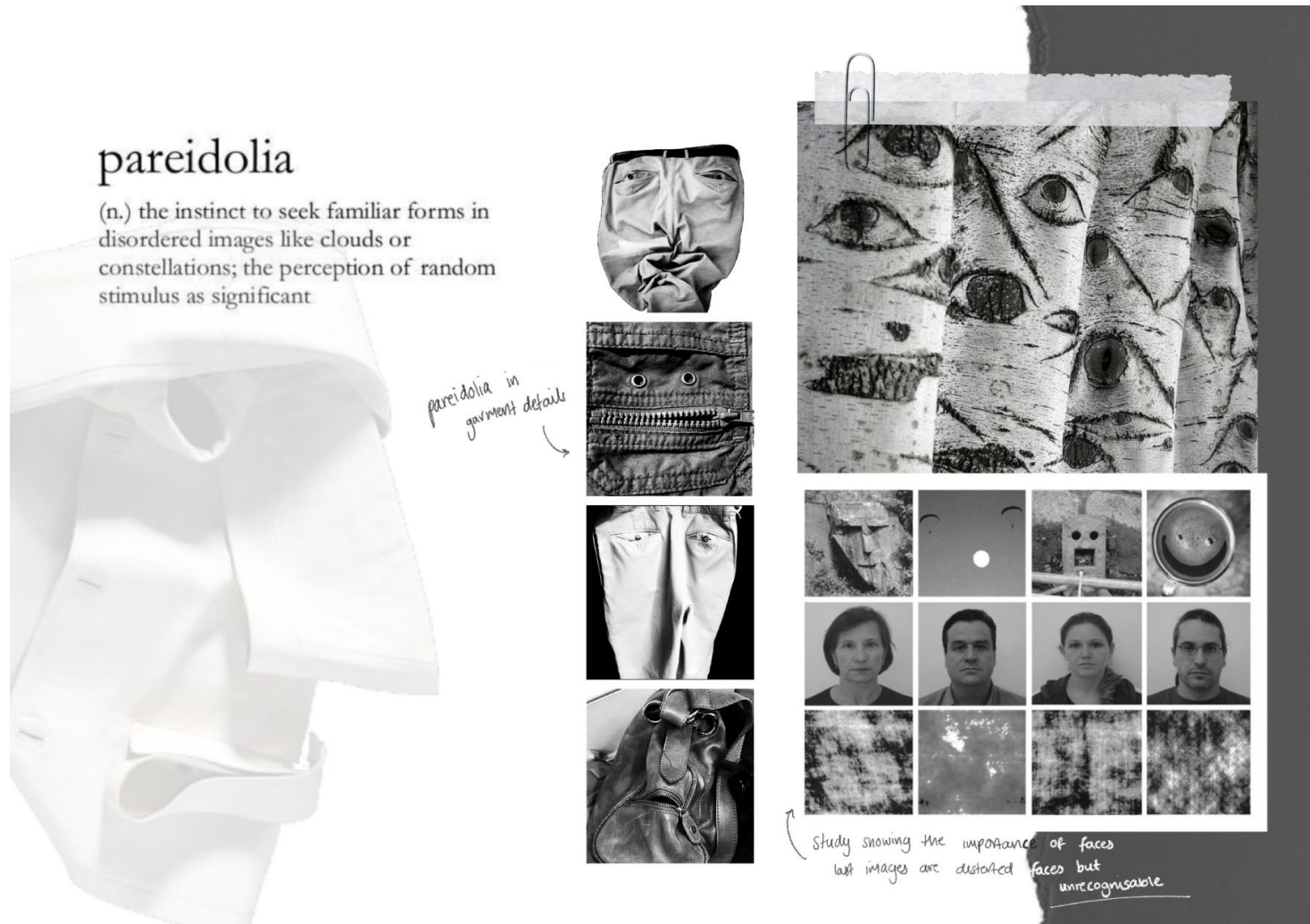
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Thematic Research (2-3 pages)



Bibi Butten

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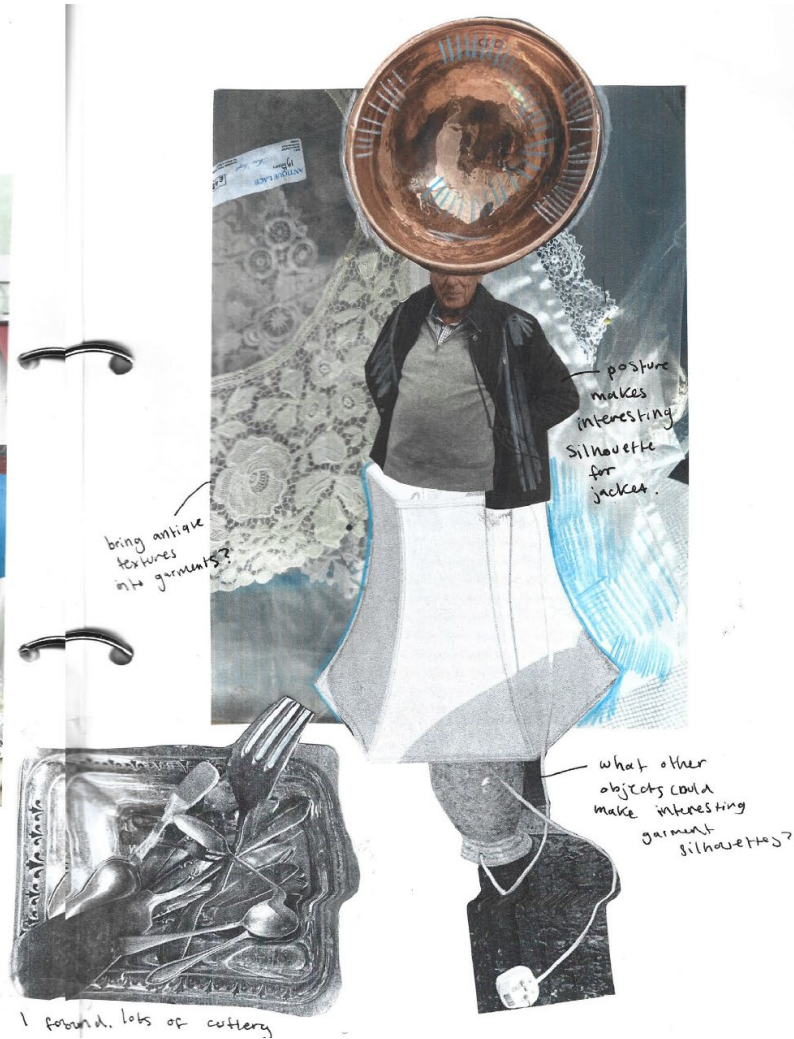
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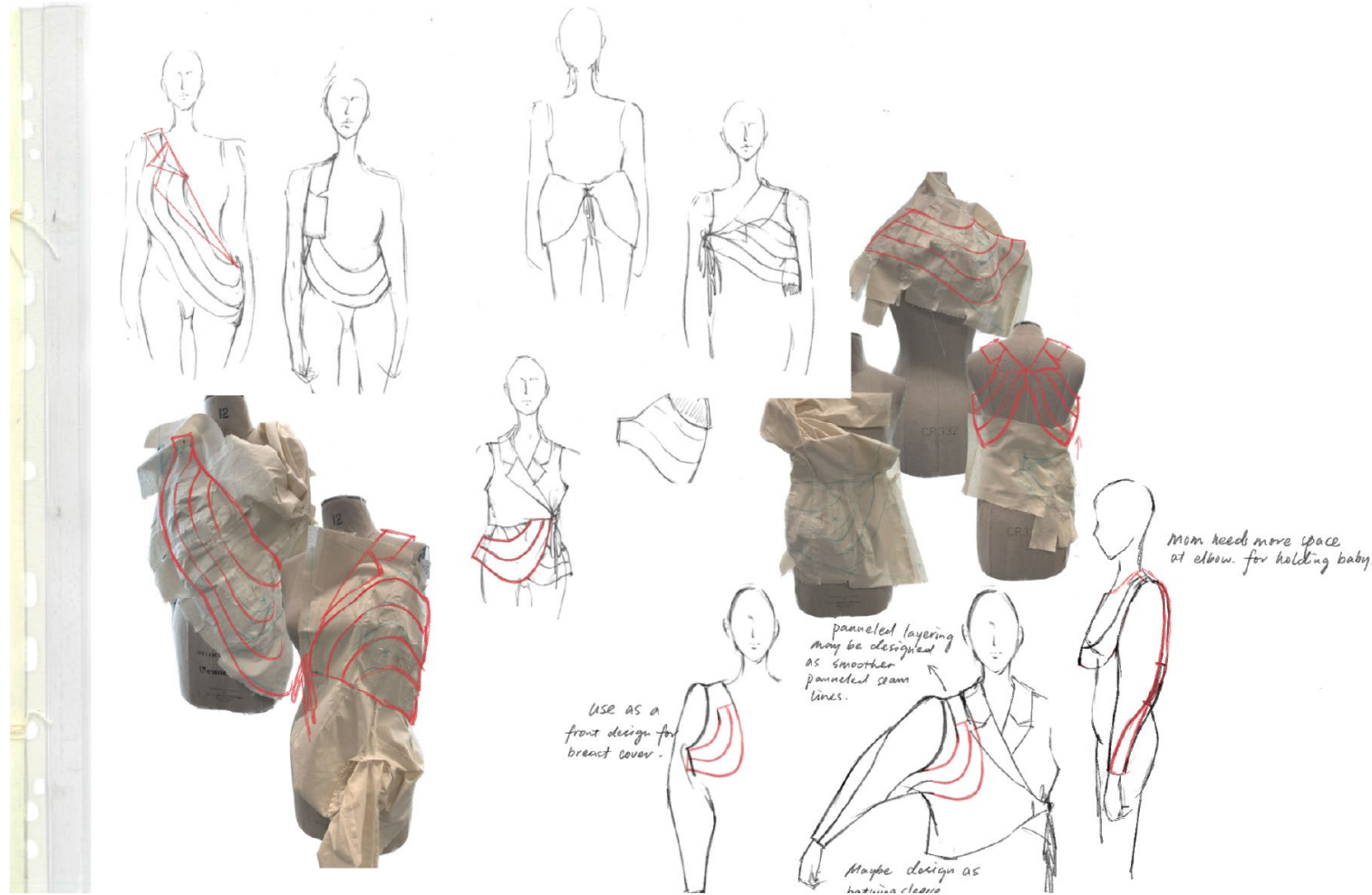
many of the stall
owners wore layers and
sat huddled up.



Lily Winstanley

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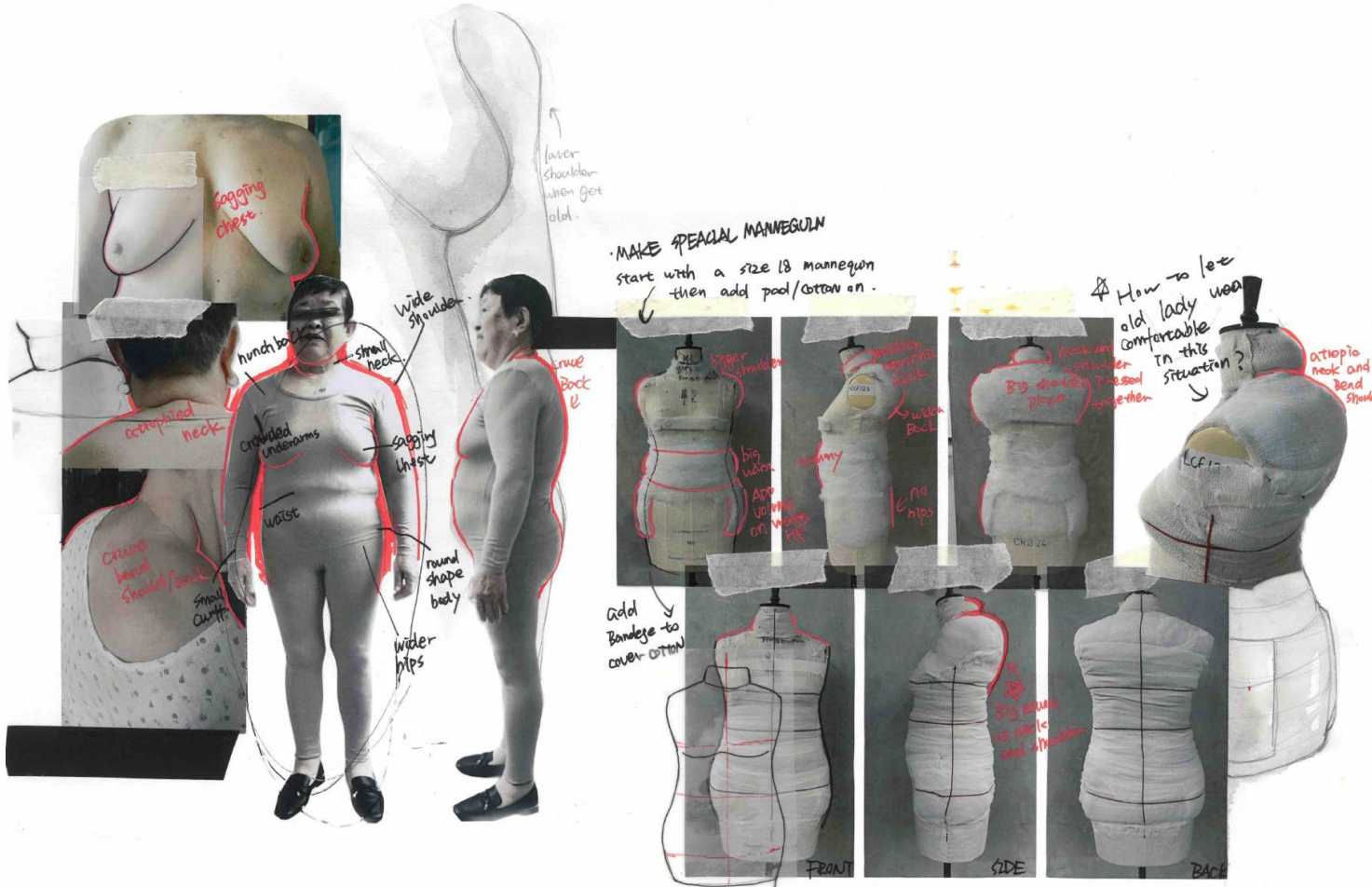
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Sherry

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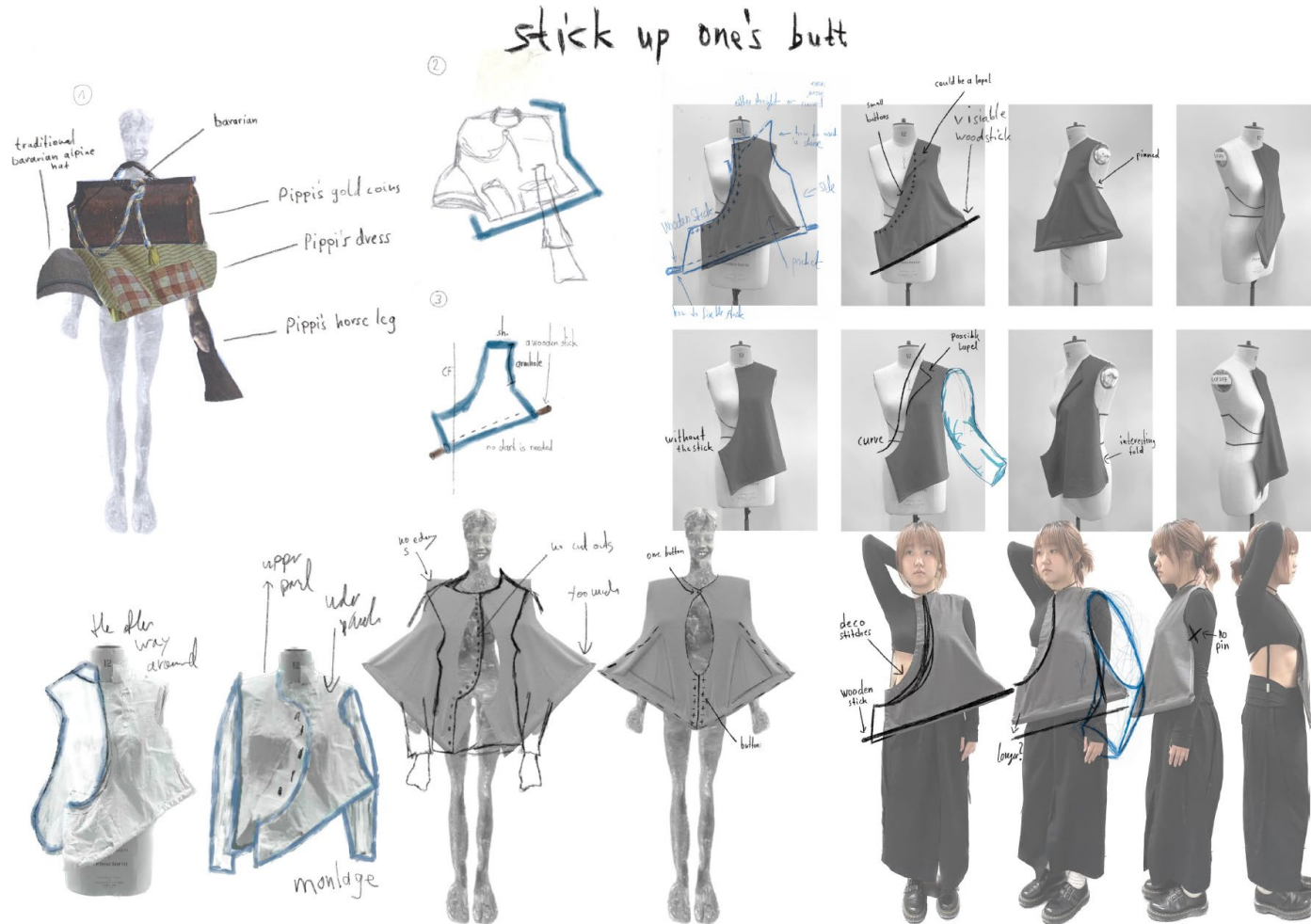
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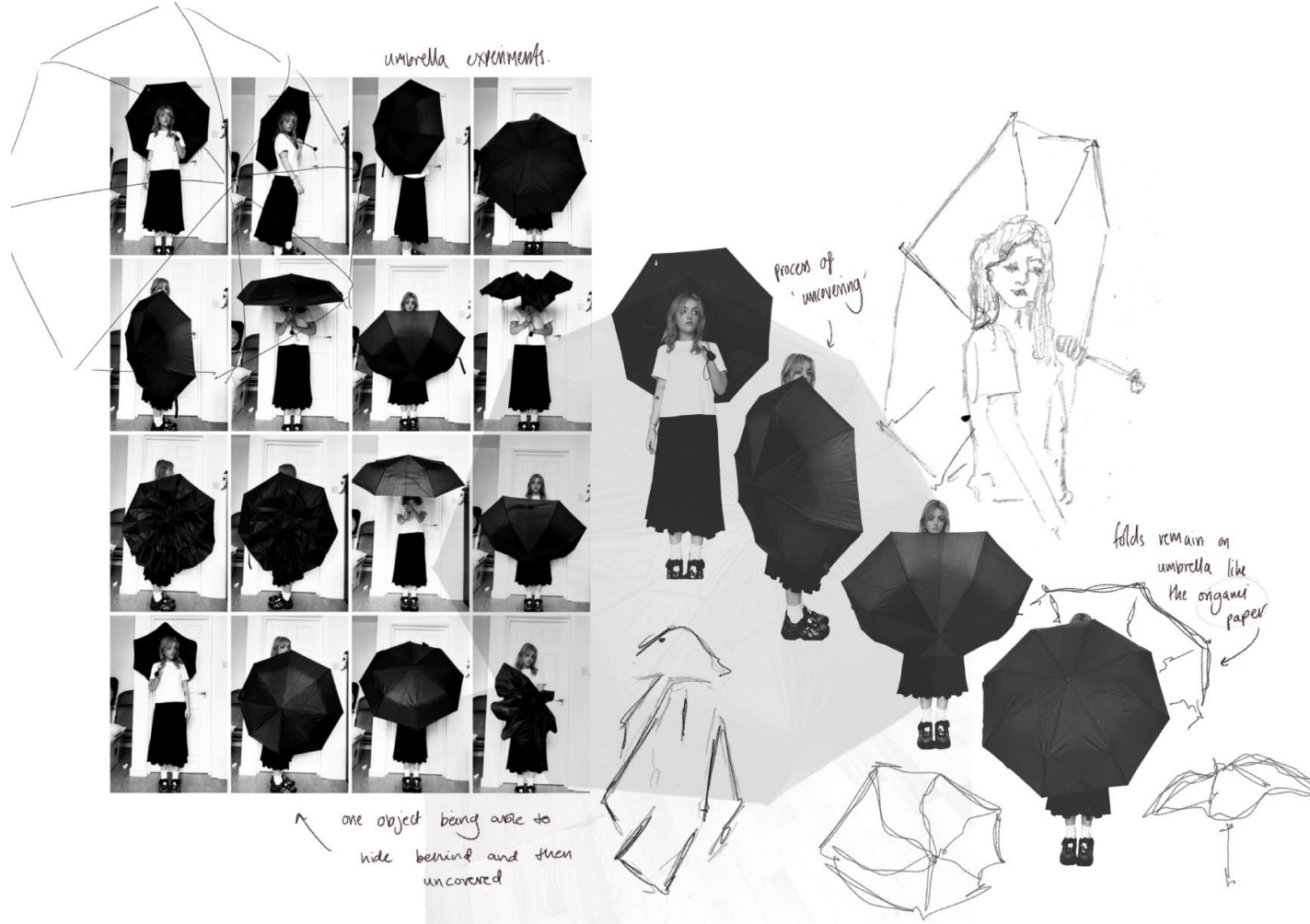
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Klara Schmidt

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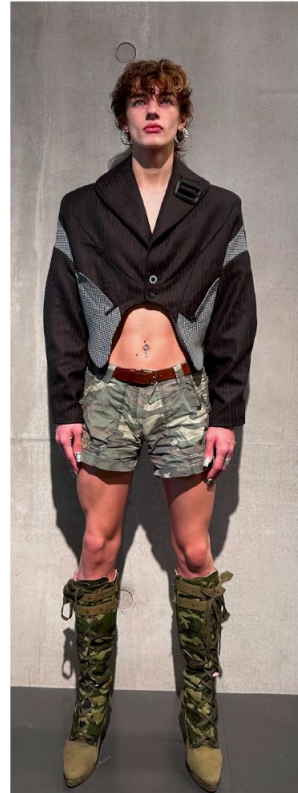
Jingmei Lin

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FINAL JACKET PHOTOS



MORE POSSIBILITY TO WEAR



Janet Qiu

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Design Portfolio (10-15 pages)

Flexible format, it might be composed of more than one book/booklet/zine – use your imagination to layout your work as you like it to be viewed. This should feature a selection of the strongest pages of your workbook, refined in a final edit with a clear narrative and storytelling.

Use the next slide as a template to map it out and begin storyboarding your work.

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Portfolio edit Planning

Title:	Title:	Title:	Title:	Title:
Notes for presentation:	Notes for presentation:	Notes for presentation:	Notes for presentation:	Notes for presentation:
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