

culminating project 2012

FASHION & CREATIVE EXPRESSION PORTFOLIO

30% of fashion course grade

The following exercises are designed to SHOWCASE YOUR AWARENESS OF THE FASHION INDUSTRY. In today's competitive fashion industry, your portfolio is your ultimate sales tool. It must express the unique qualities that set you apart from others, and should include samples that reflect your best efforts and indicate your range of skills and expertise. Your portfolio provides the visual evidence, showcasing your creativity, organization, technical skills, drawing ability and awareness of fashion trends. This summative assignment will act as an exit portfolio representing the knowledge and skills you have learned and developed throughout the course.

During the next FOUR MONTHS you will work on this summative assignment.

Perhaps as important as what you choose to include in your portfolio is HOW you choose to present it. Selecting appropriate materials, folders, paper, cases and art supplies demands serious consideration. A neat, clean presentation is fundamental. The portfolio and everything in it should be in good condition.

Do not settle for less than a high standard. Remember that people who do not know you will be forming a picture of you. If your portfolio is neat, they will decide that you do neat work. If your portfolio shows accuracy, they will conclude that you pay attention to details. If your portfolio is interesting and has unique approaches to situations, they are likely to see you as creative.

DUE DATES for each section of the culminating activity will be assigned as the semester progresses. An ABSOLUTE DUE DATE for your completed portfolio will also be assigned.

It is important to note that all portfolios are due at the beginning of class. Technical (computer) difficulties, illness, vacation or appointments will not be accepted as reasons for tardiness. It is your responsibility, as a student, to submit the portfolio on time, if not by yourself, then by someone else.

activity # 1 - sketches and designs

Using your knowledge of fashion figure sketching, you will create **FIVE SKETCHES AND DESIGNS** (using pencil crayons). Understanding the different categories of styles is a skill that demands up-to-date knowledge and motivation.

You must use the **ELEMENTS** and **PRINCIPLES** we have learned in your class in your designs and skills. Consider and pay very close attention to the **EFFECTS** of the elements and principles when choosing colours, lines, etc to include in your work.

In addition to the clothing, you need to include all accessories and adornments, too. **Pay attention to detail and take pride in your work.**

Each design should be original. Consider the following categories when deciding on the outfits you would like:

- Formal wear
- Casual
- Avant guard
- Craze
- Sports
- Club wear
- Western
- Winter wear
- Elegant
- Conservative
- Futuristic
- Preppy
- Business attire
- High fashion
- Fad
- Retro
- Classic
- Summer/beach wear
- Fall/autumn wear
- Dramatic
- Grunge
- Ethnic
- Eclectic

You will mount each design appropriately in your portfolio.



activity * 1 - sketches and designs rubric

	<i>student mark</i>	<i>teacher mark</i>
SKETCH NUMBER ONE <ul style="list-style-type: none"> • Includes all clothing, accessories and adornments • Pays very close attention to colour, patterns, style, principles, elements, cut, etc. • Design is appropriately mounted • Care and effort is evident 	<hr/> 15 MARKS	<hr/> 15 MARKS
SKETCH NUMBER TWO <ul style="list-style-type: none"> • Includes all clothing, accessories and adornments • Pays very close attention to colour, patterns, style, principles, elements, cut, etc. • Design is appropriately mounted • Care and effort is evident 	<hr/> 15 MARKS	<hr/> 15 MARKS
SKETCH NUMBER THREE <ul style="list-style-type: none"> • Includes all clothing, accessories and adornments • Pays very close attention to colour, patterns, style, principles, elements, cut, etc. • Design is appropriately mounted • Care and effort is evident 	<hr/> 15 MARKS	<hr/> 15 MARKS
SKETCH NUMBER FOUR <ul style="list-style-type: none"> • Includes all clothing, accessories and adornments • Pays very close attention to colour, patterns, style, principles, elements, cut, etc. • Design is appropriately mounted • Care and effort is evident 	<hr/> 15 MARKS	<hr/> 15 MARKS
SKETCH NUMBER FIVE <ul style="list-style-type: none"> • Includes all clothing, accessories and adornments • Pays very close attention to colour, patterns, style, principles, elements, cut, etc. • Design is appropriately mounted • Care and effort is evident 	<hr/> 15 MARKS	<hr/> 15 MARKS

activity # 2 – career exploration

(20 marks – 10 marks each career)

As your high school years draw closer to an end, the future becomes more of a reality. If you are not sure what career is ahead for you, now is a good time to explore. Some careers, including many in the fashion field, may not have occurred to you as options.

From the list before, select TWO (2) CAREERS that you would be interested in. Each must be from a DIFFERENT CATEGORY. **Your task is to create a one-page (8 ½ X 14 – LEGAL SIZE) information page (FACT SHEET)** about each career which must include ALL of the following information:

<a> Career title

 Job Description (duties and responsibilities of that career)

<c> Knowledge and Skills required

<d> Working Conditions

<e> Compensation (pay, benefits, status and prestige)

<f> Job Security (future outlook and advancement opportunities)

<g> Education and Training Required

- name of post-secondary education programs (fashion communication, fashion design, fashion merchandising etc.)

<h> School(s) offering the program in Ontario

- list the name and address of each school
- provide the specific name of the program, degree or diploma at each school
- prerequisites for each school (Ontario high school qualifications and personal qualifications)
- description of the program
- length of program

<j> Additional information pertaining to the chosen career.

You must submit a bibliography with your final work.



1 - CAREERS IN DESIGN

- fabric/textile designer
- fabric/textile colourist
- fabric/textile stylist
- forecasting services
- apparel fashion designer
- assistant fashion designer
- sketchers
- sketching assistants
- fashion stylist

2 - CAREERS IN RESEARCH AND DEVELOPMENT

- textile chemist
- laboratory technician
- industrial engineer
- mechanical engineer
- electrical engineer
- environmental/plant engineer

3 - CAREERS IN MANUFACTURING AND PRODUCTION

- machine operator
- textile converter
- production supervisor/manager
- plant manager
- quality control expert/inspector
- mechanic/machine technician
- sample maker
- pattern maker
- pattern grader
- spreader
- sorter
- sewer/machine operator
- finisher
- presser
- stock clerk
- shipping clerk
- contractor

4 - CAREERS IN MARKETING & COMPUTERS

- market researcher
- market analyst
- sales analyst
- sales representative
- textile sales representative
- manufacturer's sales representative
- independent sales representative
- computer programmer
- computer technician
- data processing employees
- purchasing agents - piece good buyers

5 - CAREERS IN RETAIL SELLING, BUYING AND MERCHANDISING

- salesperson
- personal shopper
- stock clerk
- head of stock
- department manager
- buyer/purchasing agent
- assistant buyer
- merchandise manager
- fashion director
- fashion coordinator
- retail buyer
- retail salesperson

6 - CAREERS IN SALES PROMOTION & STORE OPERATIONS

- advertising director
- account executive
- display manager
- textile advertising and promotion agents
- copywriter
- graphic artist / graphic designer
- display designer
- showroom salesperson
- traveling sales representative
- public relations agent / publicity

7 - CAREERS IN STORE OPERATIONS

- executives (president, store managers)
- administration & human resources
- personnel administrator
- accounting and finance employee
- customer service representative
- maintenance worker
- security worker
- training supervisor
- comparison shopper
- alterations expert
- checkout cashier
- merchandise manager
- fashion coordinator / fashion director

8 - CAREERS IN SERVICE INDUSTRIES & FASHION PROMOTION

- dry cleaner
- linen supply service
- laundry worker
- dressmaker
- tailor
- advertising account executive
- advertising creative director
- art director
- promotion director
- fashion promotion specialist

9 - CAREERS IN FASHION COMMUNICATION

- advertising copywriter
- catalog copywriter
- fashion reporter
- fashion editor
- fashion writer
- fashion illustrator
- fashion photographer
- runway model
- photography model



10 - CAREERS IN EDUCATION

- Family Studies Teacher
- vocational teacher
- college / university professor
- adult education teacher
- sewing class teacher
- consumer education specialist
- costume historian
- costume curators
- textile restorer
- fabric sales
- commercial pattern development
- theatrical costuming
- entrepreneur

activity # 3 – be creative

(40 marks – Graphic Design & Photography)

ALL OF THE FOLLOWING PIECES SHOULD REFLECT CREATIVITY, SKILL AND YOUR WORKMANSHIP. USE YOUR IMAGINATION!

Part A – Graphic Design (10 marks)

Graphic designers—or graphic artists—plan, analyze, and create visual solutions to communications problems. They decide the most effective way of getting a message across in print, electronic, and film media using a variety of methods such as color, type, illustration, photography, animation, and various print and layout techniques.

Now more than ever, it is important to understand graphics and graphic design and how it relates to fashion. Designers with a strong foundation in both graphic design and fashion design are afforded more control over their garments. In a time when creativity is at a premium, designers with the ability to produce both graphic designs and fashion designs have the most flexibility and the most varied opportunity for careers.

Assume you are going to open your own fashion business. This part of the culminating task is to create the following for your fashion business. They can be either hand-drawn or computer generated:

DESIGNER LOGO – create a LOGO for a fashion business and/or clothing collection and complete the following two (2) design tasks:

BUSINESS CARD (5 marks) – create a life-size business card. Since this is a fictional business, some information will not be “real”, but it still must be included and “created”. Make sure you include: your name, title, company, address, phone and fax numbers, email, website, logo/design.

GARMENT LABEL (5 marks) – create a garment label for the clothing/ accessories & items sold at or by your fashion business.



Part B – Photographs (30 marks - 10 marks for the picture and write-up/description for each).

Fashion photography is a genre of photography devoted to displaying clothing and other fashion items. Fashion photography is most often conducted for advertisements or fashion magazines. Over time, fashion photography has developed its own aesthetic in which the clothes and fashions are enhanced by exotic locations and story lines.

- **Your task is to take five (3) pictures of different items of clothing/outfits you have co-ordinated on a dress form or human model.**
- **A theme should be evident in your outfit and photograph (i.e. consider the elements and principles of design – proportion, harmony, texture, etc.)**
- Make sure that you wash, iron and press your garments carefully first. It is preferred that you take your pictures with a simple background, proper lighting and a good digital camera.
- You may use colour or black and white pictures. You may choose your own method of developing the pictures (computer printer with photo paper or local photo development store).
- Mount the photographs on an 8 ½ X 11” piece of white paper.
- You must have a brief description of the garments/outfit, colours, themes, lighting, etc. In other words, consider all the topics discussed in class and use them to explain your choices.
- Label these three pages as Outfit #1, Outfit #2, Outfit #3, as appropriate.

