

FST803:FASHION DESIGN PROCESS

L:0 T:0 P:5 Credits:3

Course Outcomes: Through this course students should be able to

CO1 :: apply user-centered design principles and market research techniques to develop client-focused fashion design briefs.

CO2 :: apply research methodologies, trend forecasting, and ideation techniques to generate fashion design concepts.

CO3 :: analyze historical, cultural, and contemporary influences to develop informed design directions and themes.

CO4 :: analyze research findings and translate them into innovative design developments through sketches, print, form, and material exploration.

CO5 :: evaluate design concepts, materials, and collection outcomes to refine fashion products that align with user needs and market trends.

CO6 :: create a cohesive fashion collection supported by comprehensive design documentation, rendered presentations, and a professional digital portfolio.

List of Practicals / Experiments:

The Brief

- empathy and design
- client board
- demographic factors (age category, gender category, atmospheric condition, occupational status, seasonal factor, market segment)
- psycho-graphic factors (lifestyle, activities, interests and opinions)

Research and Ideation

- inspiration
- tangibles and intangibles
- attribute listing (structure and shape, colour, texture, details, surface decoration and print)
- historical references, cultural influences, contemporary trends
- qualitative and quantitative research
- primary and secondary research
- research resources (Street, youth and subculture, film, theatre and music, catwalk trends, travel, vintage shops and flea markets, art galleries and museums, magazines)
- fashion trend forecasting
- brainstorming, mind-mapping, brain-walk, brain-write
- developing theme board

Design Development

- analyzing research (experimenting with close-up studies and mixed-media sketches, details for construction and linear drawings, exploration of ideas for pattern, texture and embellishments in drawings)
- SCAMPER
- print development
- form development
- sketchbook, drawing, collage, juxtaposition, deconstruction
- material exploration

Execution

- finished product (garment/lifestyle-product/stationery product/accessory)
- compile the whole above exercises into soft document for future reference and copy rights.

References:

1. DESIGN RESEARCH METHODS AND PERSPECTIVES by BRENDA LAUREL, MIT Press