

FASHION FUNDAMENTALS

Copyright
Davis Publications, Inc.
DO NOT DUPLICATE



Presenters:



Robin Vandezande



Terese Giobbia



Marjorie Wachowiak



Gretchen Kaine

Copyright
Davis Publications, Inc.

DO NOT DUPLICATE

Session Overview

Fashion Fundamentals

- Conventional Tools and Materials
- Unconventional Tools and Materials

3 Lessons

- Lesson 1: Paper Dolls
- Lesson 2: Duct Tape Bag
- Lesson 3: Felt Pendants

Fashion

- Elements
- Personal Style
- Careers

Copyright
Davis Publications, Inc.
DO NOT DUPLICATE

Fashion Classroom Setup

Tiered Program Example

- Patternmaking
- Sewing
- Finishing
- Photographing
- Presenting

Equipment

- Tables, sinks, wall space, drying rack
- Storage: rolls of fabric, thread racks
- Sewing bins: scissors, pins, needles, embellishments
- Additional items: dressmaker dummies light table, access to washer/dryer



Copyright
Davis Publications, Inc.
DO NOT DUPLICATE

Conventional Materials



Cotton
Hand- Soft; Delicate;
Coarse; Rough; Silky;
Smooth; Velvety; Crisp...



Silk
Hand- Soft; Delicate; Coarse;
Rough; Silky; Smooth;
Velvety; Crisp...



Linen
Hand- Soft; Delicate;
Coarse; Rough; Silky;
Smooth; Velvety; Crisp...



Wool
Hand- Soft; Delicate; Coarse;
Rough; Silky; Smooth;
Velvety; Crisp...



Rayon
Hand- Soft; Delicate;
Coarse; Rough; Silky;
Smooth; Velvety; Crisp...



Polyester
Hand- Soft; Delicate;
Coarse; Rough; Silky;
Smooth; Velvety; Crisp...

Copyright
Davis Publications, Inc.
DO NOT DUPLICATE

Maker Spaces

Contemporary Technology

- 3D printers
- Knitting machines
- Laser cutter
- Computers and software
- Embroidery Machines
- Scanners



Copyright
Davis Publications, Inc.
DO NOT DUPLICATE

Unconventional Materials

Unconventional Fashion

- History
- Aesthetics
 - Nick Cave
 - Trashion
- Statements
 - Lady Gaga
 - Project Runway



Copyright
Davis Publications, Inc.
DO NOT DUPLICATE

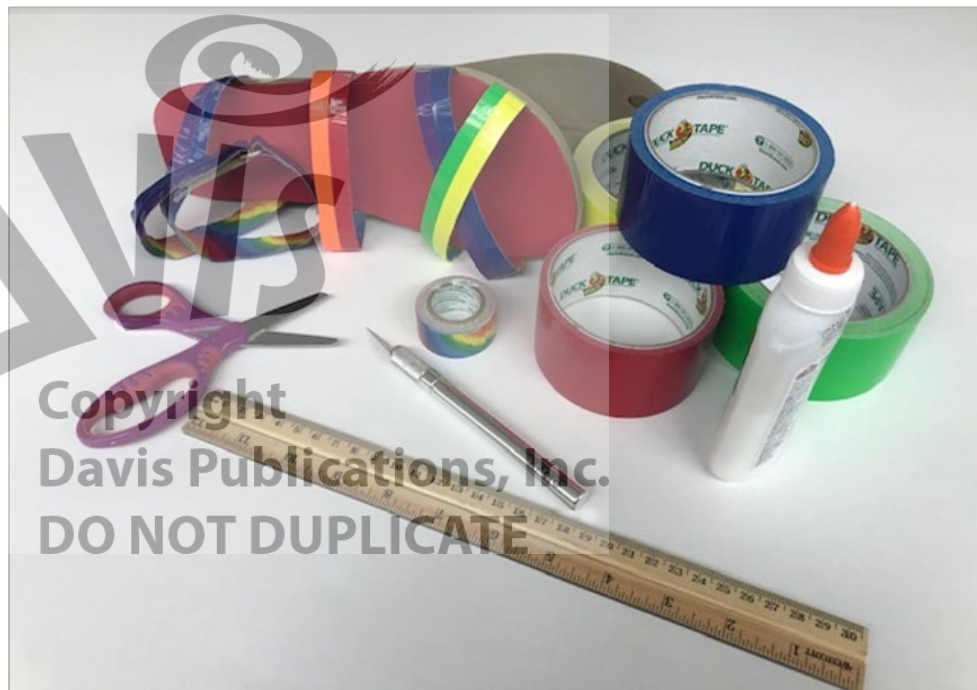
Unconventional Materials

Creating

- Inspiration
- Media
- Tools

Classroom setup

- Space
- Workstations



Copyright
Davis Publications, Inc.
DO NOT DUPLICATE

Unconventional Materials

My Design Process

Inspiration

Ideation



Experimentation

Refine ideas

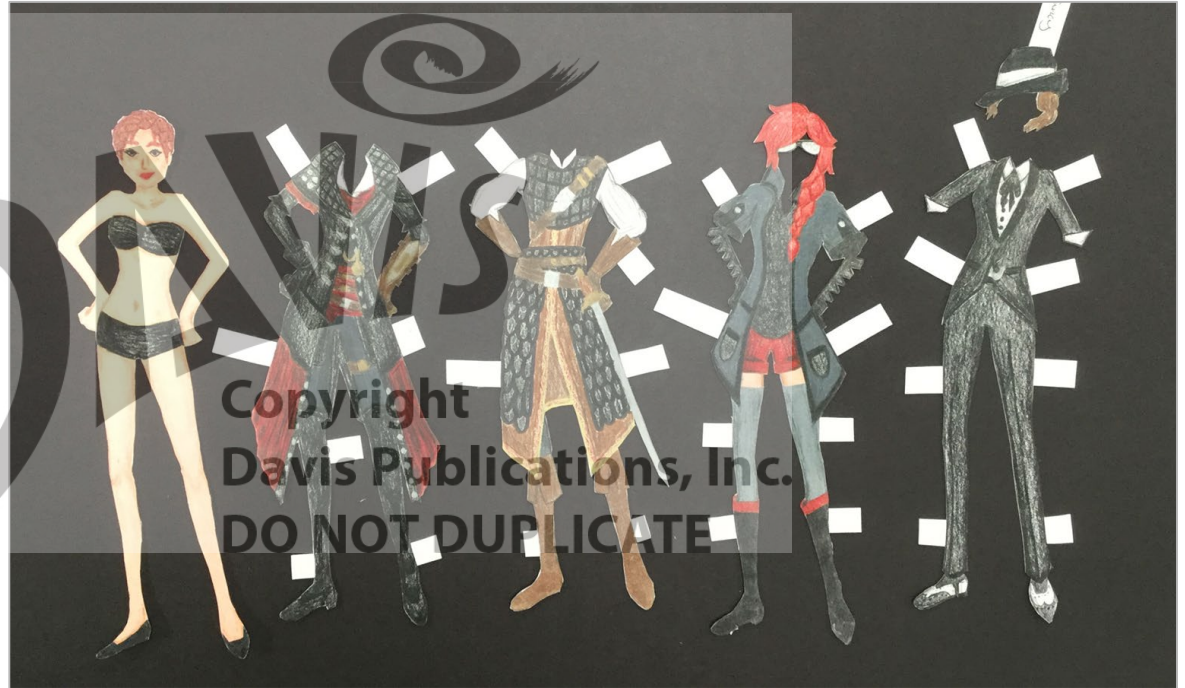


Copyright
Davis Publications, Inc.
DO NOT DUPLICATE



Lesson 1: Paper Dolls

- Figure Drawing
- Lessons in Book



Lesson 2: Duct Tape Bag

- Engineering - Form and Function
- Unconventional Material
- Helpful Tips in the Book



Copyright
Davis Publications, Inc.
DO NOT DUPLICATE

Lesson 3: Felt Pendants

- Hand Sewing
- Stitching



Copyright
Davis Publications, Inc.
DO NOT DUPLICATE



Fashion



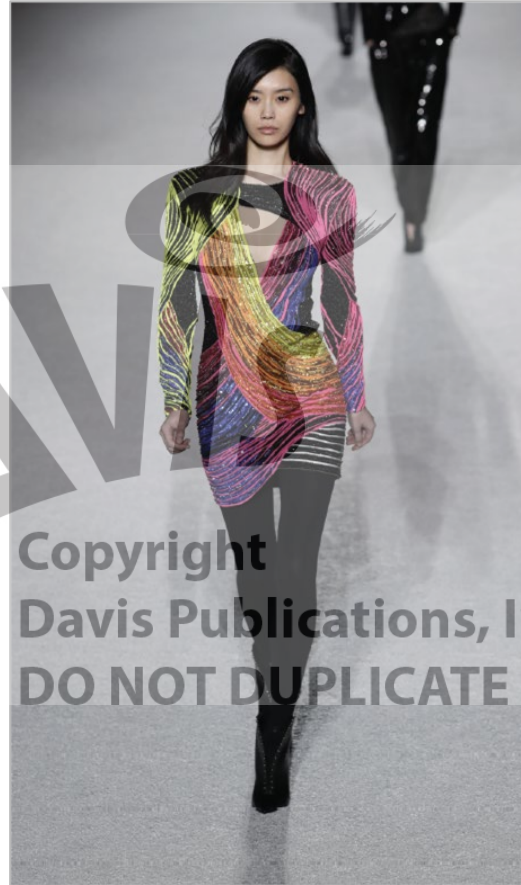
Elements

Elements

- Color
- Line
- Shape
- Form

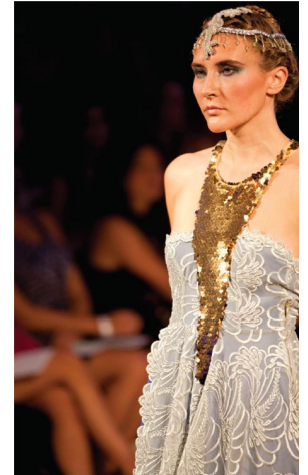
Principles

- Pattern
- Contrast
- Emphasis
- Balance
- Proportion/ Scale
- Unity/Variety
- Rhythm/ Movement

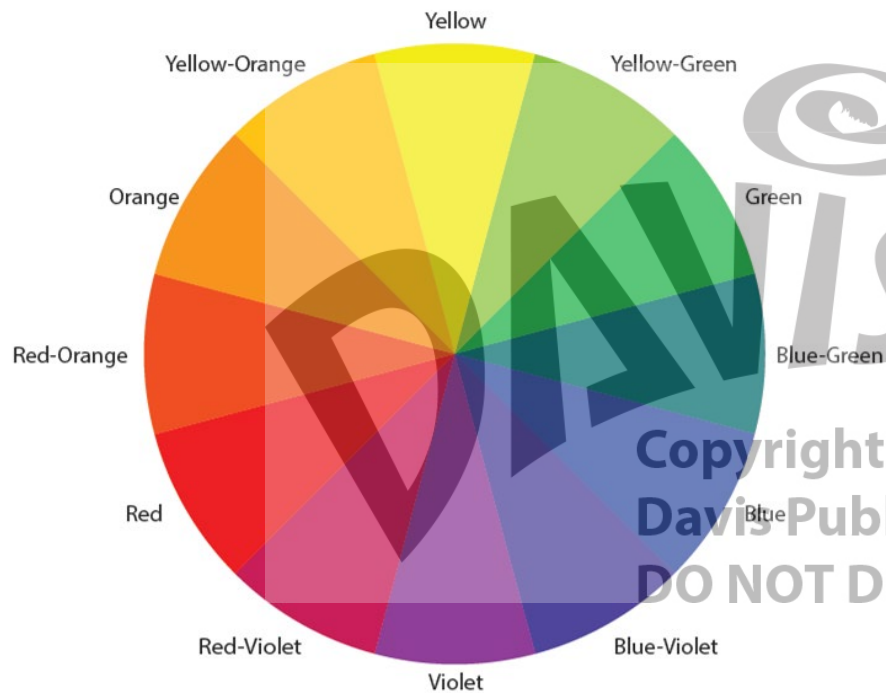


Student Engagement

Have students collect images to illustrate the principles of design. How are the principles used in the fashion of today? Gather pictures of current fashion from magazines or the internet that represent texture or pattern, use of line, shape or silhouette, balance, focal point or emphasis, rhythm and movement, unity, proportion, and pattern.



Color



Copyright
Davis Publications,
DO NOT DUPLICATE

The Process

STUDIO ACTIVITY: Upcycled Garment Lesson

Denim and T-shirts are staples in the wardrobes of American students. This is a category with which everyone is familiar. Upcycling and reinventing an old pair of jeans and a T-shirt to match is a project that can be modified every year to focus on the current trends occurring in denim.

Objectives

- analyze trends in denim
- create a new outfit by upcycling old denim and a blank white T-shirt

Materials

- old denim jeans
- blank white T-shirts
- craft knife
- ruler
- scissors and fabric scissors
- adhesive
- fabric swatches and color swatches
- magazines
- assortment of trims and buttons
- fabric paint
- printouts of jeans and T-shirt garment flats
- sewing machine (optional)
- sewing supplies (pins, thread, bobbin) (optional)
- camera
- computer with internet access (optional)

Steps

Transform existing garments into something new, innovative, and fashion-forward. The concept for this project can be used in art class, photography class, or a class focused on sustainability practices. Students can bring in their own denim, T-shirts, and trims. Thrift stores are a good option for affordable clothing to upcycle.



3-18 Middle school student work. Angie C., A Burst of Sun Mood Board. Hudson School District.



3-19 High school student work. Clair H., Denim Jacket and Jean Flat Designs. Kent State Summer Fashion Academy.

Research and Explore Materials

Ask students to research current trends in T-shirts and denim jeans. Students can save the images in a folder on their phones or computers for future reference. Images from magazines can also be saved in physical folders. See page 16 for more about jeans history and influences.

Have students select the garments that they will reconstruct. They should consider fabric quality, color, interesting details, and trims. Encourage students to explore the potential of recycling garments by folding, draping, pinning, and combining different elements.

Create Inspiration Board and Sketches

Have students begin to think about their garment ideas in terms of a clothing line, season, and target market. What name will they give their lines? When and where will the clothes be worn? Who will wear them? Ask students to draw a design for an outfit incorporating their ideas for the upcycled jeans and T-shirt.

Using the images gathered earlier and their drawings, have students put together an inspiration board for their looks. Encourage students to think creatively to capture the style of their upcycled outfits. Students can add fabric swatches and a color palette to further illustrate their ideas.

To help students further develop their concept and plan their garments, supply printouts of garment flats showing jeans and a T-shirt from the front and the back. Students can fill in their ideas for adding trims, swatches, paint, and other materials.

Garment Construction

Using their inspiration boards, sketches, and garment flats, have students begin to deconstruct and reconstruct their jeans. Assist students who are having difficulty attaching different trim materials. Once the jeans are complete, students can move on to creating their T-shirt designs.

Present and Reflect

Encourage students to direct a photo shoot or fashion show featuring their reconstructed garments. Have students compare their finished product with their inspiration boards to reflect on how they were able to successfully show their concept.



3-20 Middle school student work. Angie C., A Burst of Sun Denim Construction. Hudson School District.

Personal Style

STUDIO ACTIVITY: Lookbook Lesson

Have students create web-based lookbooks—fashion journals that showcase particular styles—that provide an overview and analysis of the clothing, hair, makeup, and accessories that they find interesting.

Objectives

- research style influences
- assess and select images to reflect personal style preferences
- create a digital lookbook as a resource for future ideas

Materials

- computer with internet connection
- presentation program or web-based image collection platform

Steps

Students will research their style influences to reflect on their personal style preferences and create a resource for future ideas.

Select a Platform

Have students select a program that will work well to create their lookbooks, such as a presentation program or web-based collection/board-creation platform.

Research and Image Selection

Ask students to list five favorite celebrities, bloggers, or stores. Have students research each of them to find examples of clothing, hair, makeup, and accessories.

Encourage students to choose at least twenty images from their searches to add to their lookbooks. Students should try to find a variety of clothing, hair, makeup, and accessories.

Present and Reflect

Have students review the images in their lookbooks. What needs to be added to create a more complete overview?

Once the lookbooks are created, have students analyze them for the elements that are common throughout each lookbook and style ideas that work to create interchangeable outfits.



3-17 Digital lookbooks can be the basis for creative mood boards.
High school student work: Kylee M. and Khepri C., Joy M. and J. Kent State Summer Fashion Academy.



Davis Publications, Inc.
DO NOT DUPLICATE

Careers



Careers

Distributing to Retail Stores



Copyright
Davis Publications, Inc.
DO NOT DUPLICATE

Careers

Career	Industry	Role	Works with...
Sales representative	Brands, retail, wholesale, textiles, media	Responsible for working with retailers and customers	Design team, product development, merchandising, marketing
Marketing	Brands, retail, wholesale, textiles, media	Manages the business side of creating awareness to sell a product	Merchandising, planning
Data analyst	Brands, retail, wholesale, media	Manages and analyzes data to better understand customer needs	Merchandising, planning, marketing
Store planning	Retail	Works with merchants to build profit plans for a period of time	Merchandising, allocation
Store allocation specialist	Retail	Works within a large company making sure the right products are in the right stores in the right quantities	Merchandising, planning
Store manager	Retail	Responsible for managing people and stock, while maximizing sales and controlling costs	Merchandising, planning, allocation, marketing
Retail salesperson	Retail	Works in a store and has one-on-one contact with customers	Merchandising, store managers, customers
Visual merchandiser	Retail	Responsible for the look of a store, creating a mood to showcase the products within a store	Merchandising, planning, allocation, marketing
Stylist	Brands, retail, wholesale, textiles, media	Works with clients to select products for promotions	Merchandising, planning, marketing, photographers
Journalist/Writer	Brands, retail, wholesale, textiles, media	Responsible for writing copy or articles relating to aspects of fashion	Marketing
Illustrator	Brands, retail, wholesale, marketing, textiles, media	Illustrates fashion products either digitally or manually	Design team, marketing
Photographer	Brands, retail, wholesale, marketing, textiles, media	Photographs fashion products	Design team, stylists, models, marketing

Career	Industry	Role	Works with...
Public relations	Brands, retail, wholesale, marketing, textiles, media	Develops cost-effective ways to increase awareness and promote products	Design team, merchandising, planning, marketing
Event planner	Brands, retail, wholesale, marketing, textiles, media	Responsible for organizing and executing the details for internal and external events	Design team, merchandising, planning, marketing
Fashion show production	Brands, retail, wholesale, marketing, textiles, media	Responsible for the front and back house execution of fashion shows	Design team, merchandising, planning, marketing
Entrepreneur	Innovation of new brands, retail, wholesale, textiles, media	A business owner who is financially responsible for the profit and growth of a new business	Varies by innovation of new ideas
Boutique owner	Entrepreneur	Manages and oversees the branding, merchandising, and sales of a retail establishment	Wholesalers, customers, marketing
Costume designer	Television and theater	Collaborates with film and theater to create the mood or time frame of a project through the garments worn	Television and theater production teams
Model	Brands, retail, wholesale, marketing, textiles, media	Wears clothes to show a particular type of fashion	Design team, merchandising, marketing, photographers, stylists, fashion show production
Personal stylist	Retail	Works with individual clients to bring out their best looks	Customers, public relations
Fashion librarian	Universities and communities	Functions as a librarian with a focus on fashion-related topics	The public
Museum curator	Universities and communities	Works with acquisition, storage, and exhibition of collections featured in a museum	The public

Career	Industry	Role	Works with...
Trend forecaster	Brands, retail, wholesale, textiles	Monitors the fashion landscape and identifies trends and interprets them for the future	Design team, product development, merchandising, marketing
Designer	Brands, retail, wholesale, textiles	A creative engaged in the development of ideas for a line	Design team, product development, sourcing, merchandising, marketing
Merchant	Brands, retail, wholesale, textiles	Responsible for the development of a balanced, profitable product line	Design team, product development, merchandising, sourcing
Technical designer	Brands, retail, wholesale, textiles	Uses measurements, patterns, and fit models to develop patterns to produce products	Design team, product development, sourcing, merchandising, pattern-makers, sourcing
Pattern-maker	Brands, retail, wholesale	Translates the product idea into a flat pattern	Technical designers, sourcing
Fabric specialist	Brands, retail, wholesale, textiles	Expert on fabrics, works with designers to create or modify fabrics to meet the requirements of a product	Design team, product development, merchandising, sourcing
Computer-aided designer	Brands, retail, wholesale	Creates two-dimensional drawings to communicate details of products	Design team, product development, merchandising
Product manager	Brands, retail, wholesale, textiles	Oversees the purchasing and manufacturing of products in the pipeline, while meeting the goals of the timeline	Design team, product development, merchandising, sourcing
Graphic designer	Brands, retail, wholesale, textiles	Creates ideas to convey a message through the use of software programs	Design team, product development, merchandising
Colorist	Brands, retail, wholesale, textiles	Works with the color palette of a product line	Design team, product development, merchandising, sourcing
Quality manager	Brands, retail, wholesale, textiles	Responsible for managing the established quality standards of products	Design team, product development, merchandising, sourcing
Buyer	Brands, retail, wholesale, textiles	Responsible for all purchases, inventory, and profit performance for a category within a retail store	Product development, merchandising, planning, allocation, marketing