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Important dates to remember:

BRIEF SET:
Wednesday 2nd October 2019

DEADLINE FOR INDEPENDENT INQUIRY:
Wednesday, 11th December 2019 (12pm noon)

FEEDBACK:
Wednesday, 22nd January 2020

Conventions for Writing Practice

- Classifications
- What makes an II?
- Conventional Structure
- Paragraphing
    -Creating a structure

Next week - Emily Hywel Researching and referencing

Final week - Referencing in-text
- Compiling a bibliography

Degree classification and essay grades

Degree grades:

- A First
- An Upper Second (2:1)
- A Lower Second (2:2)
- A Third

Essay grades:

‘A’ grade 70% & above

‘B’ grade 60-69%

‘C’ grade 50-59%

‘D’ grade 40-49%

Fail 39% & below

What makes an Independent Inquiry?



What makes an Independent Inquiry?

- Autonomous student research
- Direct involvement with source materials
- Views and arguments put forward in your essays must be supported by reference to source material
- You must show you have read a range of opinion on the topic
- The ii is a dialogue between the student and the various thinkers, theorists, practitioners and critics

What makes an Independent Inquiry?

- Expanded writing projects at Level 6 have a particular form of discourse and conventions
- Knowing what these consist of makes writing much easier
- It allows you to give the lecturers what they want

The Writing Process:

-Define the task

-Generate content

-Organise

-Draft

-Review

-Redraft

Structure

A well-constructed, clear, focused research question frames the direction of your writing.

Structure



Structure

Title page

Abstract (optional)

Contents page

Acknowledgements (optional)

Introduction, including statement of scope, aims / questions, context, methods, and chapter outline

Structure

Chapters - analysis of primary texts; for creative practitioners, exploration of writing / making styles that have inspired you & reflection on process

Conclusion - for creative practitioners, self-evaluation; summary of findings and implications for our understanding of the topic

Bibliography (including list of images & filmography, if appropriate)

Traditional Dissertation Structure

(with disclaimers)

Title
Abstract
Introduction
Chapter 1
Chapter 2
Chapter 3
Conclusion
Bibliography
List of Illustrations
Appendix

Title -	(Approximate word counts)
Abstract	(100 but not in word count)
Introduction	(700)
Chapter 1	(1500)
Sub heading 1	(400)
1	(100)
2	(200)
3	(100)
Sub heading 2	
Sub heading 3	
Chapter 2	(1500)
Chapter 3	(1500)
Conclusion	(1000)
Bibliography	
List of Illustrations	
Appendix	

Literatures

Conventional Structure

Introduction

Main body
Topic 1

Main body
Topic 2

Main body
Topic 3

Conclusion

- ***Introduce*** what are you going to say.
- Outline a ***general idea*** and show how it develops to a ***specific focus.***
- Frame a ***'Thesis Statement'***
- Say ***how*** you will answer the question and ***who/which theorists*** you will look at to help you do so.

Conventional Structure

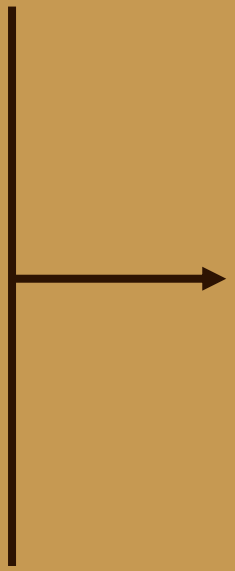
Introduction

Main body
Topic 1

Main body
Topic 2

Main body
Topic 3

Conclusion



- ***Develop each topic area in a single paragraph***
- ***Use paragraph structure to develop ideas***

Conventional Structure

Introduction

Main body
Topic 1

Main body
Topic 2

Main body
Topic 3

Conclusion



- ***Say what you have just said succinctly and clearly .***
- ***Say where your research might lead you in the future.***

Paragraph Structure

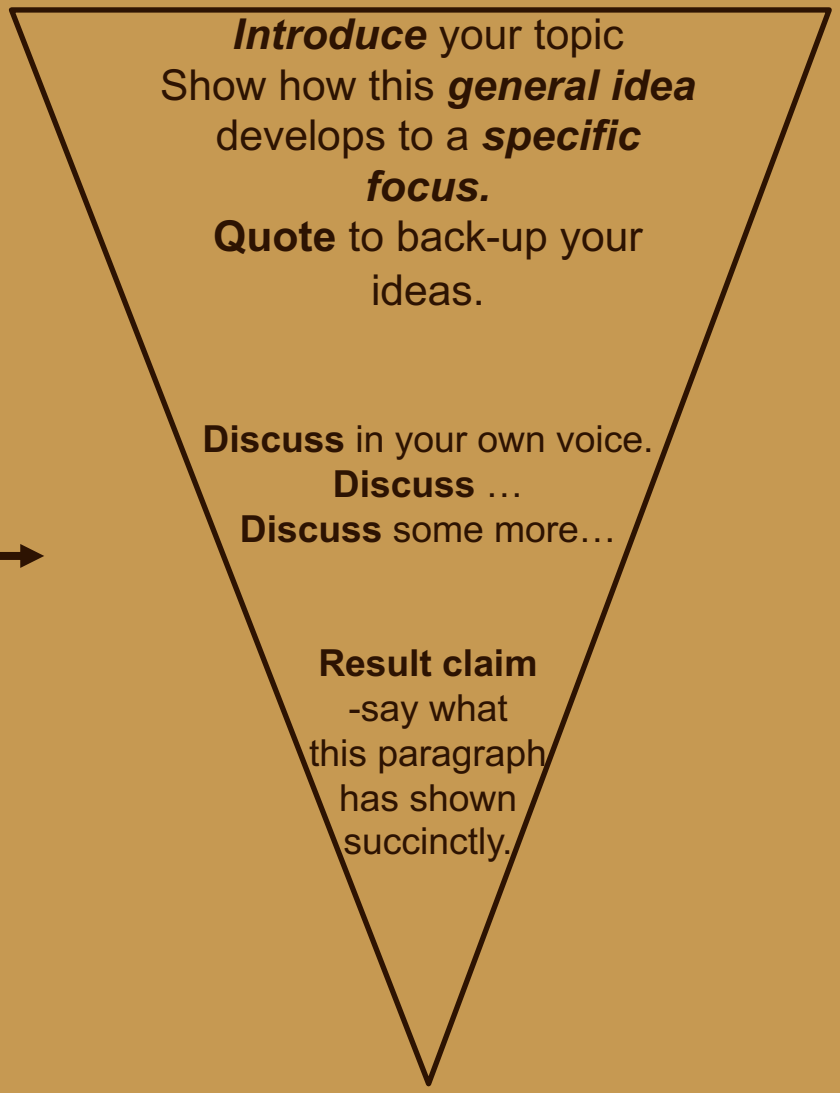
Introduction

Main body
Topic 1

Main body
Topic 2

Main body
Topic 3

Conclusion



Paragraph Structure

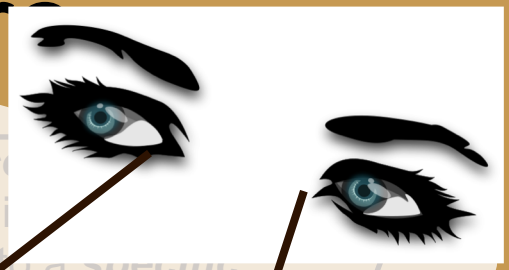
Introduction

Main body
Topic 1

Main body
Topic 2

Main body
Topic 3

Conclusion



Introduce Show how this develops to a ***specific focus.***

Quote to back-up your ideas.

Discuss in your own voice.
Discuss …
Discuss some more…

Result claim
-say what this paragraph has shown succinctly.

This is what I look for…

Paragraph Structure

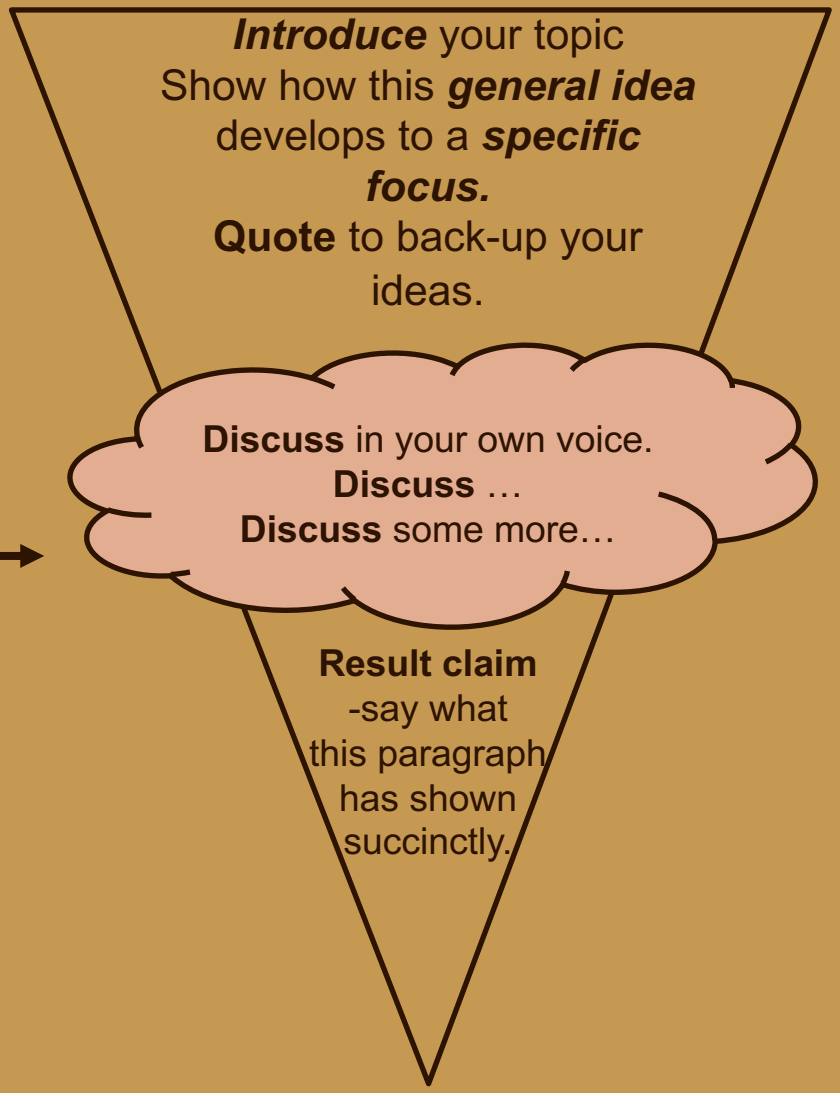
Introduction

Main body
Topic 1

Main body
Topic 2

Main body
Topic 3

Conclusion



Paragraph Structure

Introduction

Main body
Topic 1

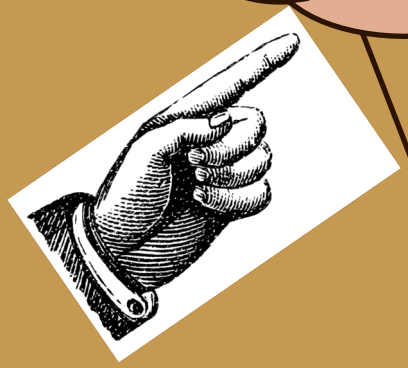
Main body
Topic 2

Main body
Topic 3

Conclusion

Introduce your topic
Show how this ***general idea*** develops to a ***specific focus.***
Quote to back-up your ideas.

Discuss in your own voice.
Discuss …
Discuss some more…



Result claim
-say what this paragraph has shown succinctly.

This is what I mark…

Paragraph Structure

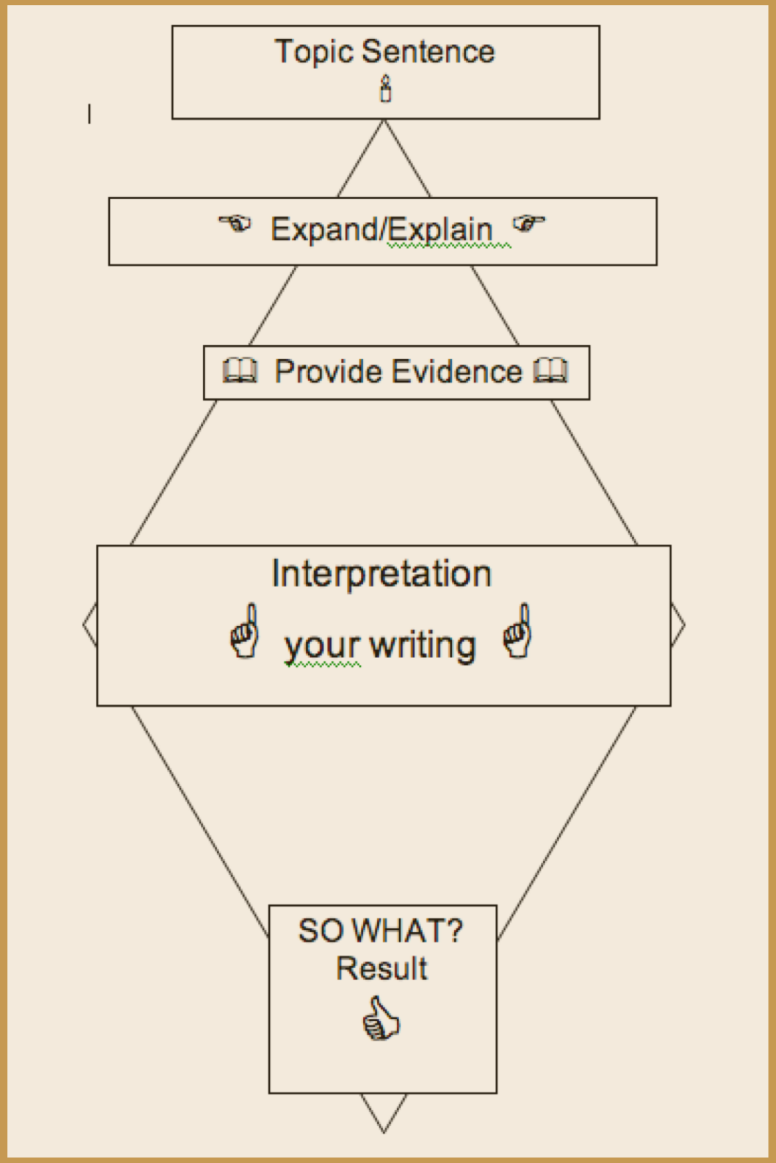
Introduction

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Main body
Topic 2

Main body
Topic 3

Conclusion



Conventional Structure

Introduction

Chapter 1

Chapter 2

Chapter 3

Conclusion

If you play with the structure be aware that you will need to play with the structure of paragraphs throughout your writing. You will always need a discussion in your writing…

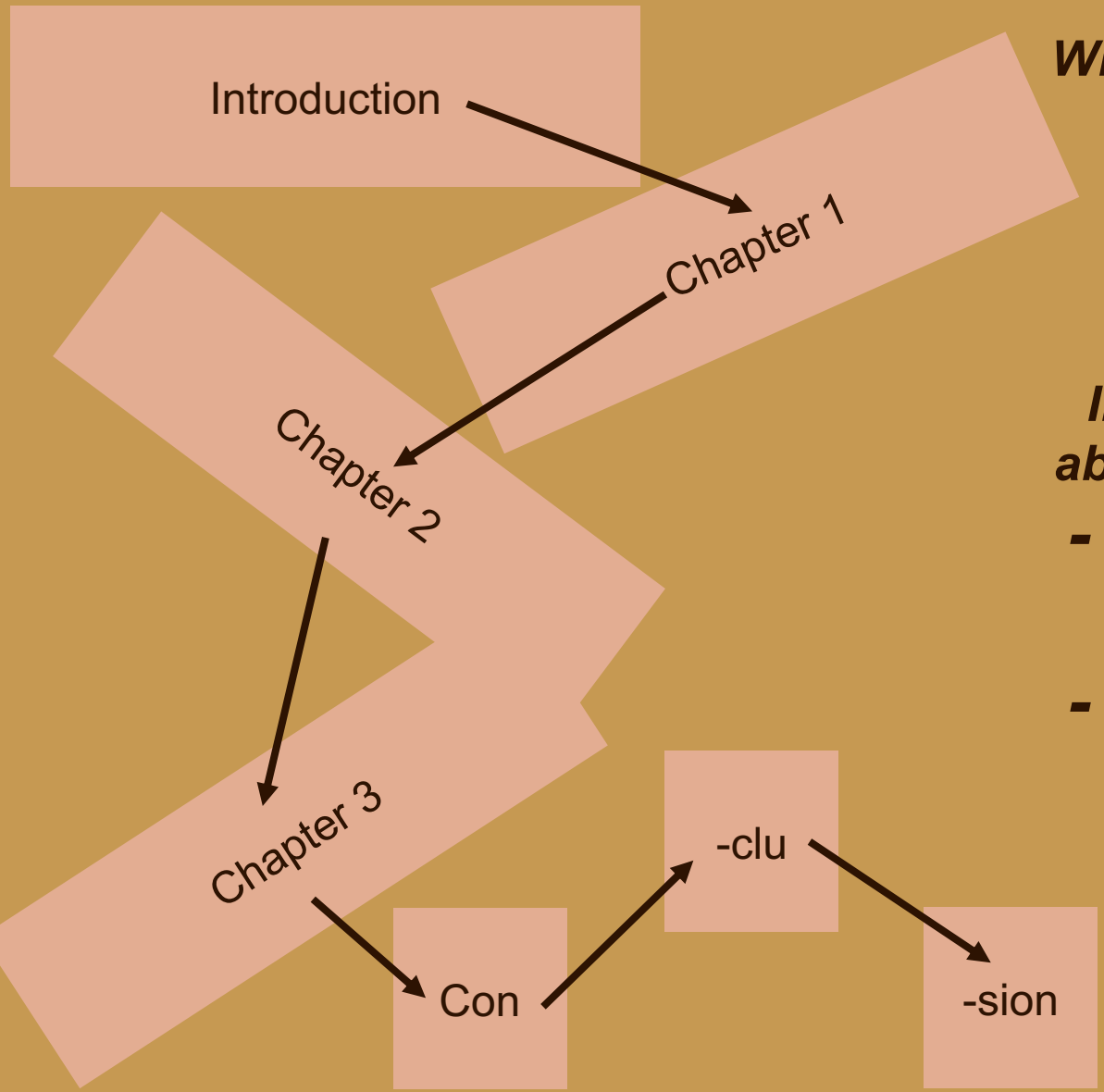
Discuss in your own voice.
Discuss …
Discuss some more…



Result claim
-say what this paragraph has shown succinctly.

And to conclude and lead the reader through your points and conclusions…

UN-Conventional Structure



Whatever you choose to do with your writing,

BE IN CONTROL!

Inform your reader about your intentions

- What you are going to do

- What you are doing

- What you have done.

QUESTIONS?



Why use source material?



Literature Review

Key concepts / main arguments

What views need to be tested?

Are there inconsistencies in the literature?

Is there a gap in the knowledge or understanding or the subject?

What contribution can my research make to the field?

What type of literature is relevant to your research?

- Books, magazines, journal articles, websites, documentaries, documented interviews, presentations, tutorials, conference proceedings, newspapers, other dissertations
- Resources to avoid/be wary of: conversation, opinion, Wikipedia, non-peer reviewed sources, blogs, forums, non-contemporary sources (books). Opinions may not be represented as fact. However, individual perspective may be relevant to your research.

What do we already know in the immediate area?

What are the characteristics of *key concepts* or the main arguments and findings?

What are the relationships between these key concepts, arguments and findings?

What are the existing theories?

Where are the inconsistencies?

Any other shortcomings in our knowledge and understandings?

What views need to be (further) tested?

What evidence is lacking, inconclusive, contradictory or too limited?

What contribution can my work be expected to make?

Literature Review

8 – 12 sources

Step 1: find relevant sources

Step 2: read and review and summarise

Step 3: synthesize research and present subject knowledge on the area of research

Why use source material?

To show what you've been reading:

- Have you read a range of opinion and views on the topic?
- How well have you understood the contrasting views being put forward?

To show your ability to evaluate and think critically:

- Are you able to weigh up the relative strengths of the competing opinions?

To support your own views + conclusions:

- Your opinion on its own is easy to disagree with.
- Your *informed* opinion, having taken into account a wide range of views and with support from respected theorists, is much harder to destroy.

Why use source material?

- Incorporating source material into your work is therefore crucial.
- However it's equally vital that sources are properly referenced, both in the essay (referencing) and at the end of the essay (bibliography)
- This is non-negotiable!
- Failure to reference properly can lead to accusations of plagiarism, and even disciplinary measures.

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Literatures + Methodology

Structure

Write what's ready to be written!

Title
Abstract
Introduction

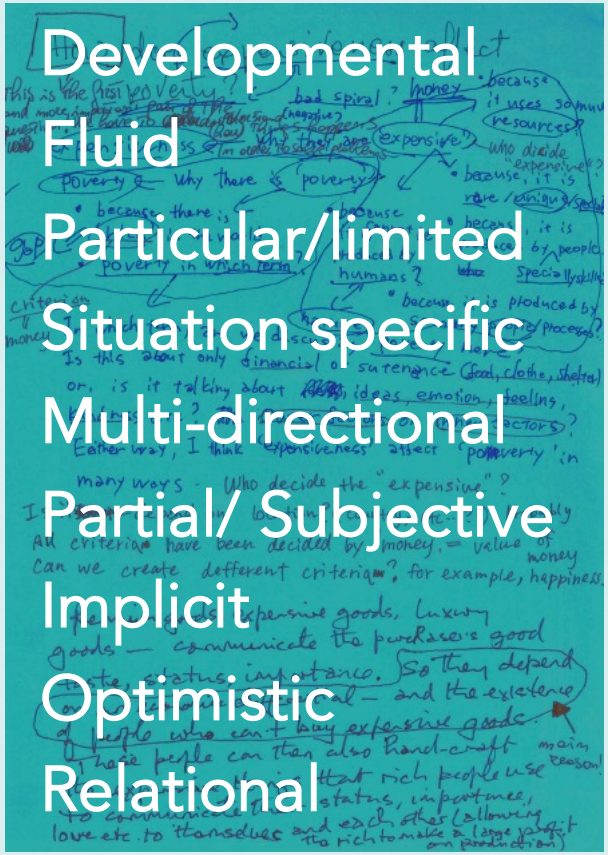
Chapter 1

Chapter 2

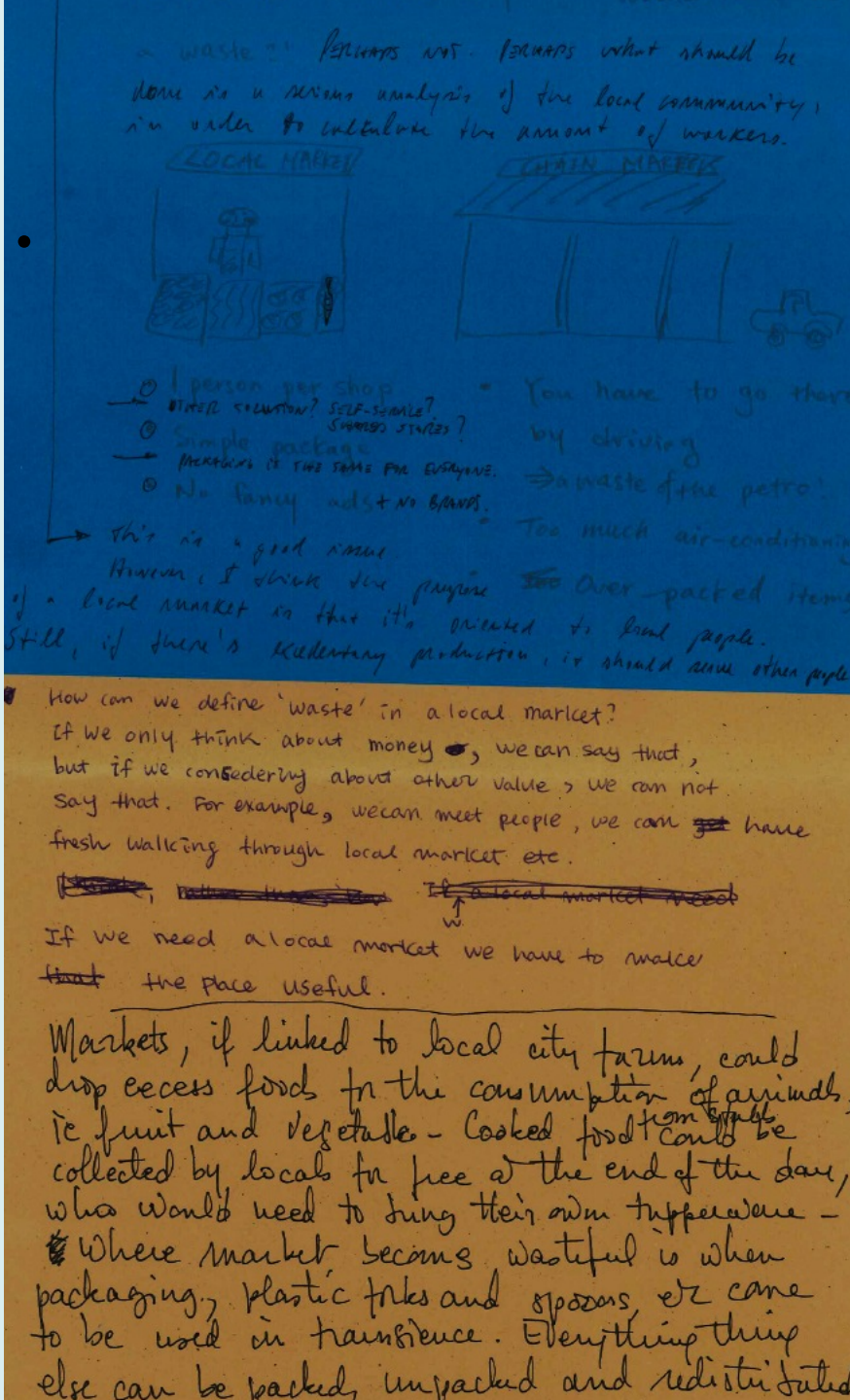
Chapter 3

Conclusion

Writing Practice is…



Lockheart & Raein (2012) No one expects the design inquisition. *Journal of Writing in Creative Practice.*



What should be in an Introduction?

INTRODUCTION

Fashion advertisement techniques in the 1920's included using "social psychology for understanding and directing consumer behaviour" in order to encourage a wider group into buying products. By studying individual's thoughts, feelings and behaviours companies were able to successfully convince society that by acquiring an item of clothing, one would experience happiness, pleasure and fulfilment in contrast to "personal failure and despair" (English, 2007, 27) This positive connotation linked to purchasing items led to an increase in consumerism where individuals are addicted to material consumption as a misleading way to reconstruct identity, build status and create new experiences. (Fletcher, 2008, 1 Undoubtedly, "over-consumption creates an ongoing cycle of appetite" as stated by Joy et all in 2012.

The term "conspicuous consumption" introduced to us by Veblen in 1899, successfully underlines the motivational role being able to display material wealth has played within society throughout the years. He argues such need to expose abundance through one's wardrobe is a response to "status anxiet 2 English, 2007) The inability to fluidly move up the social ladder frustrates individuals who are then mistakenly persuaded that such goal can be achieved through material purchases. The notion that by following the latest trend and owning the newest fashion item will reward them with a higher position within the hierarchal system is a superficial one which has been imprinted into today's consumers, resulting in fashion victims acquiring new items although these aren't a necessity. (Fletcher, 2010) Consumption is no longer conscious and about fulfilling one's emotional and psychological needs and is instead an addictive meaningless behaviour dictated by the mass-production driven fashion and textile industry. The same could be argued about design. Many designers have failed to stand strong against mass-production and are now passively designing without purpose. The importance behind the creative process of textile

Introduction

= establishes two key areas: -

1. situates the inquiry in a context

INTRODUCTION

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Introduction

2. establishes scope of essay states your argument / aims

and fashion has been devalued and the complications generated by over consumption are simply disregarded by today's designers.

This essay aims to identify some of the many negative impacts over consumption has had upon the fashion system including: increased levels of identity confusion amongst individuals; the loss of design craftsmanship and authenticity; the rise of disposable fashion and the environmental and social issues which have been so intensively ignored due to high demands within the fashion industry, they have almost been accepted as a normality. Chapter 2 and 3 will celebrate contemporary designer who take notice of the problematic issues raised by the industry and choose to actively engage and produce conscious designs through their practice striving to reduce consumption and/or bring back purpose to the industry. Whether it be by distancing themselves from the modern fashion demands or by incorporating sustainable methods to their creative process. (Fletcher, 2008)

As a young textile designer, I see myself as the future of the industry and I am therefore aware mass production and over consumerism have an unsatisfactory impact upon the textile and fashion industry. I hope this essay will further educate me on the issues therefore allowing me to more adequately address them and promote a more sustainable future for the industry through my practice.

Chapter 1

- What is this chapter about?
- Is it intended to provide a historical or theoretical overview?
- Are you introducing key terms and words? If so, for what purpose?
- Is it a summary of literatures?
- Does your dissertation require a methodology? If so, should it occupy this position in your text?

Body of essay

provides evidence / analyzes primary sources
- each paragraph focuses on and develops one idea / topic
- paragraphs should be linked in logical sequence
- secondary sources should be used to argue with or against (don't rely on secondary sources to make your main points or use them as the basis for your structure; create your own structure)

Structure

What should be in the chapters?

Title
Abstract
Introduction

Chapter 1

Chapter 2

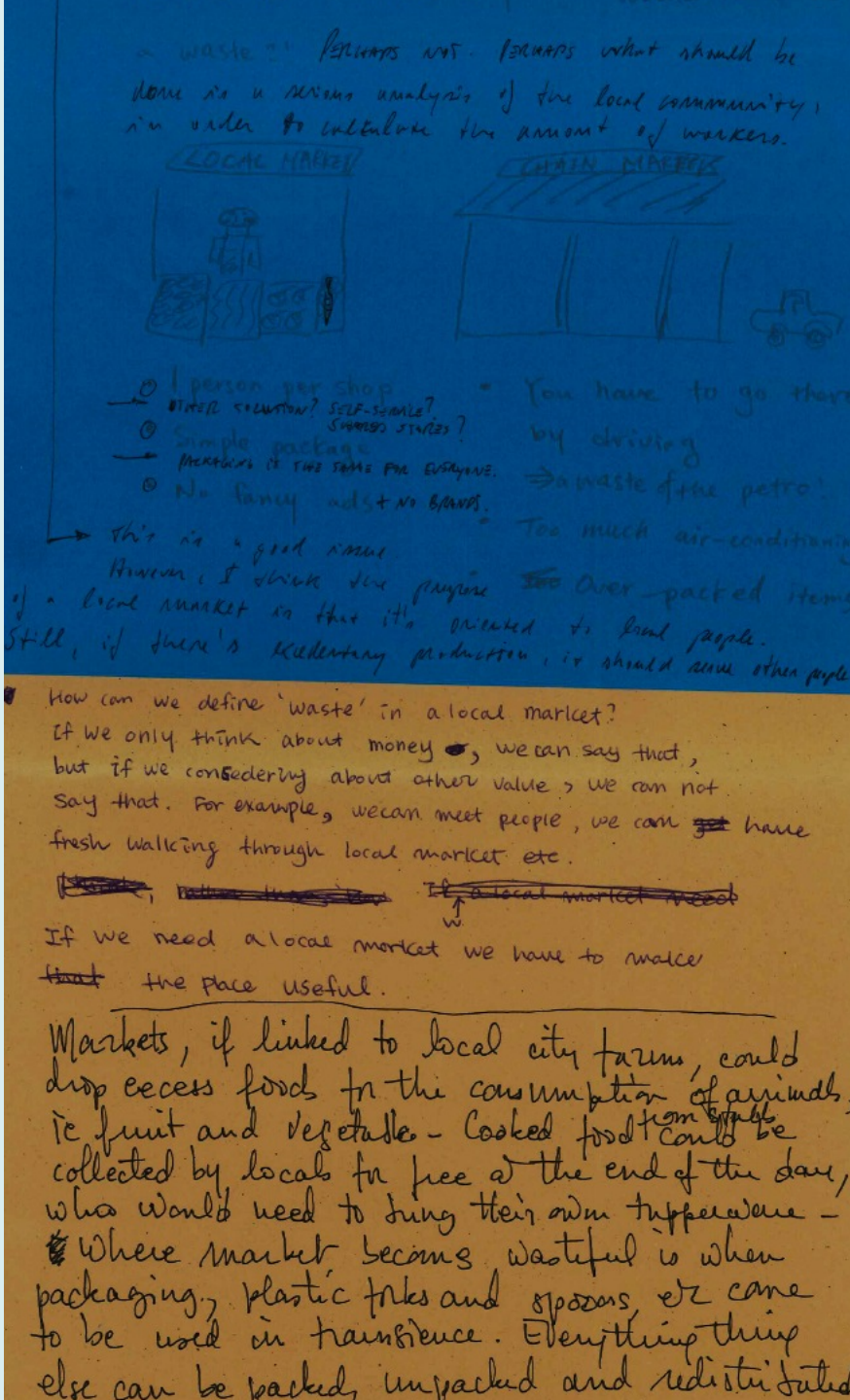
Chapter 3

Conclusion

Chapter-by-Chapter Structure

- Number your chapters (e.g. Chapter 1, Chapter 2 …) you may give them individual titles
- Each chapter should be devoted to a specific aspect of the overarching argument of your dissertation
- Each chapter should have its own very short overview/context Introduction, Body of Evidence, and Conclusion (i.e. each chapter is a kind of essay in its own right)
- Interweave the threads between chapters, e.g. signpost how the next chapter develops the concerns of the present chapter

Use maps, diagrams and images to build your ideas …



Structure

What should be in the conclusion?

Title
Abstract
Introduction

Chapter 1

Chapter 2

Chapter 3

Conclusion

Conclusion

- summarizes findings & underlines your ‘verdict’
- elaborates wider implications

Example Conclusion

CONCLUSION:

It is clear in comparison to other creative industries, such as product design and architecture, the fashion and textile industry has been considerately slow at tacking mass production and blind consumption issues. (Black, 2012) In fact, the industry has taken a real beating and has been left almost shattered in relation to its true value within society. As mentioned, mass production has confused consumers as well as designers and the beauty behind original, innovative, eco-friendly designs has been buried under the fast-fashion demands and overconsumption. The current fashion system is bad all round. According to Black (2012), it is bad for the designer; bad for the environment; bad for the workers and without a doubt, bad for the wearer.

Societies taste for authenticity has been polluted by the pressure to be in trend which has resulted in fashion homogeneity. Yamamoto was brave enough to go as far as to say cheap fashion has made the majority look ugly. (Allwood, 2017) A designer's creativity has been restricted to trend forecasting where rebelling against the season's tendencies could result in a career defeat.

Although designers and labels such as Viktor and Rolf, Margot Selby and UNMADE should be celebrated for having made their intentions clear and chosen to deviate from the mainstream by designing purposively. Positive change will only be truly noticed if a wave of others rises to follow their footsteps towards a more sustainable industry and also decide to design with a conscious. Considering not only the concept behind a piece but its material qualities, durability and connection to the wear. (Fletcher, 2008) Essentially, society needs more designers willing to be adventurous, innovative and aiming to produce zero waste.

There needs to be a new definition of fashion where priority lays on developing real solutions to lifestyle and resource challenges other than insisting on promoting a romanticised image of fashion where the supply chain is treated as non-existent. Ideally,

Example Conclusion

damage to the environment due to textile and fashion production should be kept to a minimal or awareness to the problems caused by industry should be made available to consumers therefore resulting in conscious consumption.

Ultimately the implications deriving from textile production will only be resolved by a society which is actively involved with fashion and textiles, and by establishing a strong connection between designer, clothing and wearer. (Black, 2012) As Vivienne Westwood suggest, the future of fashion is meaningful, and individuals should "buy less, choose well and make it last" other than uncontrollably attempting to quench one's insatiable thirst for commodities.

QUESTIONS?



HAND-IN DEADLINE :

Wednesday, 11th December 2019

QUESTIONS?

