

|                       |                                                      |
|-----------------------|------------------------------------------------------|
| <b>Module Code</b>    | <b>ADDA5026</b>                                      |
| <b>Title</b>          | <b>Major Studies A3 - Designing for a Live Brief</b> |
| <b>Date</b>           | <b>05/05/2021</b>                                    |
| <b>Level</b>          | <b>5</b>                                             |
| <b>Credits</b>        | <b>20</b>                                            |
| <b>Pre-Requisites</b> | <b>None</b>                                          |

### AIM(S)

- To undertake and manage a robust surface pattern and textiles design process in response to a significant creative industry design brief.

### LEARNING OUTCOMES

Upon the successful completion of this module, the student should be able to:

- Present evidence and realise final design outcome(s) by selecting appropriate materials and processes, including both analogue and digital, with considerations for a professional presentation to industry.
- Apply, consolidate and extend their learning in different contextual frameworks and situations, in the field of surface pattern and textiles.

### INDICATIVE CONTENT

- Contextual research and interpretation in response to an 'external' live brief.
- Critical thinking, troubleshooting and problem solving.
- Drawing and its application through to preparation and artwork ready for print.
- Trend forecasting and awareness of the surface pattern and textile design industry.
- Mood board development and digital visualisation.
- Pattern building and design development; understanding pattern – repeat, scale, placement etc.
- Technical process development from inception to conception, considering technologies in surface pattern design practice including digital and analogue; and the combination of.
- Manipulation of pattern through digital applications; digital drawing, painting, montage and collage
- Materiality and knowledge for a sustainable future; including printed textiles and fibre knowledge dictated by the 'live' brief.
- Dyes, chemicals and equipment with relevant health and safety awareness
- Application of colour onto cloth and substrates.
- Digital applications and the growth of the new digital economy.

- Applied surface decoration techniques including stitch for construction or decoration.
- Application of new and emerging digital technologies.
- Idea creation through to realisation.
- Formulate and articulate a final major collection for the 'live' client as the surface pattern design industry demands.
- Developing and producing digital snapshot reports as and when required for review.
- Articulation of ideas within peer reviews, as well as 'live' client dialogues and responding to feedback thereafter.
- Individual time management.

### Study Time Allocation

The study time for the module is divided as follows:

| Activity type        | Hours      | Percentage  |
|----------------------|------------|-------------|
| Scheduled learning   | 48         | 24%         |
| Independent learning | 152        | 76%         |
| Placement learning   |            |             |
| <b>TOTAL</b>         | <b>200</b> | <b>100%</b> |

### ASSESSMENT

#### Assessment Component 1

(Tick one)

☐ Written exam      ☒ Coursework      ☐ Practical

| Mode of assessment | Volume                          | Weighting |
|--------------------|---------------------------------|-----------|
| Portfolio          | Up to 4 elements, or equivalent | 100%      |

#### Assessment Summary

| Activity type | Percentage  |
|---------------|-------------|
| Written exam  |             |
| Coursework    | 100%        |
| Practical     |             |
| <b>TOTAL</b>  | <b>100%</b> |

### INDICATIVE READING LIST

|                       |                                                                                                                     |                                     |
|-----------------------|---------------------------------------------------------------------------------------------------------------------|-------------------------------------|
| <b>Module Code</b>    | <b>ADDA5026</b>                                                                                                     |                                     |
| <b>Module Title</b>   | <b>Major Studies A3 - Designing for a Live Brief</b>                                                                |                                     |
| <b>Classification</b> | <b>Reading List entry</b>                                                                                           | <b>Electronic*</b>                  |
| Essential             | Yelavich, S. (2014) <i>Design as Future-Making</i><br>Bloomsbury Academic                                           | <input checked="" type="checkbox"/> |
| Essential             | Udale, J. (2014) <i>Exploring Printed Textiles, Knitwear, Embroidery, Menswear and Womenswear</i> , Fairchild Books | <input checked="" type="checkbox"/> |

|           |                                                                                                       |   |
|-----------|-------------------------------------------------------------------------------------------------------|---|
| Essential | Labaco, R. (2013) <i>Out of Hand: Materializing the Postdigital</i> , Black Dog Publishing            | ☒ |
| Further   | Quinn, B. (2010) <i>Textile Futures Fashion, Design &amp; Technology</i> , Berg                       | ☒ |
| Further   | Fletcher, K (2014) <i>Sustainable Fashion and Textiles: Design Journeys</i> , Routledge               | ☒ |
| Further   | Wood, B (2019) <i>Adobe Illustrator Classroom in a Book (2020 release)</i> Adobe; Illustrated Edition | ☒ |
| Further   | Faulkner, A and Chavez, C (2019) <i>Adobe Photoshop Classroom in a Book (2020 release)</i>            | ☒ |