

STADIO



SCHOOL OF FASHION



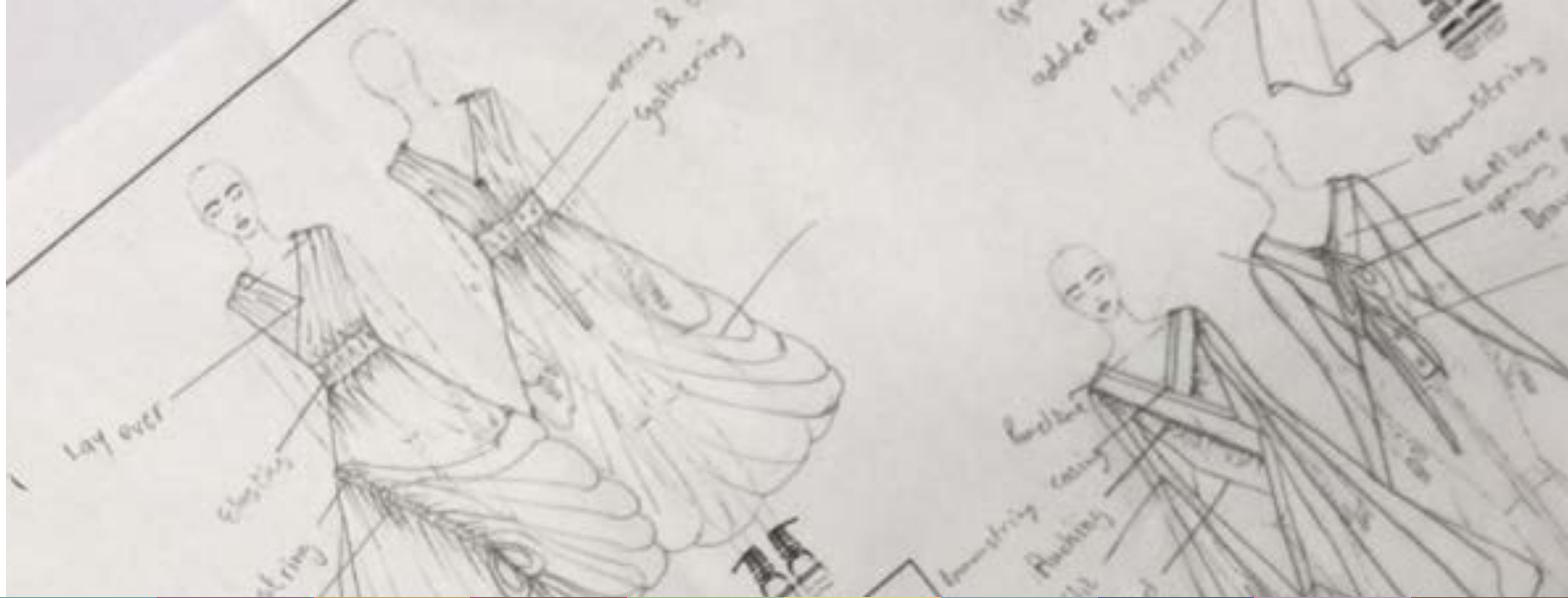
ELEMENTS OF **CREATIVE DESIGN**

SHORT LEARNING PROGRAMME

CONTACT LEARNING

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ELEMENTS OF CREATIVE DESIGN

SHORT LEARNING PROGRAMME | 14 WEEKS

CAMPUSES: RANDBURG, HATFIELD & BELLVILLE

CAREER OPPORTUNITIES

- DESIGN CONSULTANT
- INDEPENDANT DESIGNER OR BRAND OWNER
- FASHION ILLUSTRATOR
- TECHNICAL FASHION DESIGNER
- CREATIVE FASHION DESIGNER
- TREND RESEARCHER

MODE OF DELIVERY - CONTACT LEARNING

Saturdays from 09:00 - 15:00

DESCRIPTION

This 14 lesson course provides students with a foundation in the essential elements and principles of creative design for womenswear as well as the practical know-how to fashion a variety of styled garments. Students are required to purchase a basic kit.

A novice fashion designer requires creative flair, fine observation skills (that include an awareness of current fashion trends) and the ability to communicate their design ideas using drawing methods to achieve any degree of creative design expertise.

This course will teach students the basic principles of design, how to do historical and contemporary research and how to develop and conceptualise designs.

Fashion design is not only a creative discipline but also technical and a focus of the course is the understanding of fabrication, openings and closures, and shape and form in order to design functional garments.

Together with our Pattern Design and Garment Construction Short Learning Programme's, the Elements of Creative Design is based off our Higher Certificate 1st year Technical Design curriculum, and are the three subject which forms the foundation of your career as a fashion designer.

Enabling you to conceptualise designs, draft the pattern to create it, and then the knowledge and skills to assemble your vision.



OUTCOMES

You will learn the elements and principles that underpin the designing of woman's wear. You will focus on the history of silhouettes using:

- Designing and sketching techniques
- Visual research methodology
- Presentation & layout techniques
- Fabrics and finishes
- The dynamic of proportion
- Working details in relation to fit and volume
- Technical drawing
- Designing to a theme

ON COMPLETION OF THIS COURSE YOU WILL BE ABLE TO

Conceptualize and design basic contemporary womenswear garments.

ADDITIONAL OR SPECIFIC ADMISSION REQUIREMENTS

Age 16 and above, some background or understanding of Fashion Design/ Fashion Industry will be beneficial in understanding the course material.

A novice pattern maker requires logic, fine observation skills, accuracy and patience to achieve any degree of pattern making expertise. Although it is not a pre-requisite, sewing experience and an elementary knowledge of woven textiles will certainly help the student to better apply the principles and methods taught in this course.

ARTICULATION POSSIBILITIES

Successful completion of this short course can be included to your portfolio of evidence for RPL consideration.

COURSE KITS + SPECIALISED EQUIPMENT

Kits are supplied through an external supplier @109, your sales representative will supply you with more information regarding the ordering process.



STADIO SCHOOL OF FASHION IS THE ONLY INTERNATIONALLY ACCREDITED FASHION SCHOOL IN SOUTH AFRICA!

MODULE DESCRIPTIONS

MODULE 1 – INTRODUCTION TO CREATIVE FASHION DESIGN

- Tools & equipment
- The importance of observation.
- Ice-Breaker
- Observation exercise

MODULE 2 – INTRODUCTION TO INK PENS

- Complete Presentation 3X Fitted Skirt Design presentation
- Labelled Working Details and Fabric Samples

MODULE 3 – SHAPE AND SILHOUETTE ANALYSIS

- Shape recognition
- History and Shape
- Contemporary Design and Shape
- Completion flare presentation and hand-in

MODULE 4 – A STUDY: FLARE DETAIL AND FABRIC CHARACTERISTICS

- Handle and Personality of fabric - Drape, Structured and Stretch
- Identifying Excess
- Terminology of Flare Details

MODULE 5 – SHAPE AND SILHOUETTE ANALYSIS

- Shape recognition
- History and Shape
- Contemporary Design and Shape
- Completion flare presentation and hand-in

MODULE 6 – BRIEFING OF EVENT 1: COURSE FILE (40% OF COURSE MARK)

Students are required to put together a Course file throughout the 16 weeks of learning. This file will house all the projects and events completed during the course duration.

Main points of evaluation are as follows:

- Class exercises – 31% of final mark
- Fashion history research – 35% of final mark
- Fashion trend research – 29% of final mark
- Quality of file – 5% of total event mark
- Applicable visual representation of course through creative application in correct formatting and sequencing according to brief
- Importance of organising information in correct formatting and sequencing according to brief
- Correct and professional labeling of projects and assignments

FASHION RESEARCH

- Introduction to the use of the WGSN website.
- Begin Research on Fashion Awareness Research component
- Continue research for homework.

MODULE 7 – VOLUME AND SHAPE PROJECT

- Identify shape and Working Details
- On-line Inspirational research – Selected Contemporary Shapes and Fabrication
- Begin Sketch & design process.
- Facilitation of drawing styles and copic/colour application

MODULE DESCRIPTIONS CONTINUED

MODULE 8 – VOLUME AND SHAPE PROJECT

- Final design selection.
- Final design refined and illustrated
- Complete final presentation and hand-in

MODULE 9 - INTRODUCTION TO TECHNICAL DRAWINGS

- Technical drawing using final dress design front and back

MODULE 10 – BRIEFING OF EVENT 2: UTILITY BRIEF (60% OF COURSE MARK)

On completion of this assessment you should demonstrate that you can:

- Establish the context of working criteria that includes visual research and analysis
- Explore the basic methodology behind decoding and editing visual inspiration sources
- Recognize the fundamentals of the process of developing a basic core concept, conducting visual research and translating that research into appropriate design elements

RESEARCH PROCESS COMMENCES – UTILITY

- Establishing design direction

MODULE 11

- Selection of best runway and detail examples
- Begin sketching

MODULE 12

- Sketching process continues

MODULE 13

- Technical drawing

MODULE 14

- Submission of Event 1 – Course File
- Submission of Event 2 – Utility Brief

SPECIFIC REQUIREMENTS

MINIMUM SYSTEM REQUIREMENTS:

- **Wi-Fi:** Reliable broadband Internet access (Wi-Fi is available on all of our campuses, but you may prefer access from home as well)
- **Web browser:** Chrome/Safari/Opera/FireFox
- **Computer/Laptop:** A current Windows or Apple Mac computer/laptop capable of running the Office 365 software. Office 365 includes Word, Excel, PowerPoint and Outlook
- **PDF Viewer:** The free Adobe Acrobat software.
- **Scanning documents:** Ability to scan and upload documents (typically from your cellphone or smartphone)
- **Email/cellphone** for notification and communication
- **Communication:** A cellphone or smartphone for receiving notifications and communication (additionally WhatsApp is recommended for collaborating in student groups)

PLEASE NOTE

STADIO School of Fashion reserves the right to make course adjustments which might affect the course modules or duration of the course.

Course start dates are subject to reaching minimum intake numbers and dates and might be adjusted.

When choosing contact learning as your preferred mode of learning, you will be expected to attend classes on campus, as well as online. You will have the opportunity to contribute to the learning process and at the same time you will learn from the contributions of your fellow students. Contact-learning students will complete many tasks in groups, where they will experience a safe environment to hone their leadership, collaboration, and interpersonal skills. STADIO's campuses are vibrant communities of learning, where students can engage and socialise with students from different backgrounds. All our campuses are Wi-Fi enabled, and facilities for studying and group work are available. Student recreation areas are also provided, and an on-campus canteen providing food and beverages is easily accessible. Contact-learning students will have the opportunity to meet and engage with guest lecturers who are experts from industries related to their field of study during their on-campus lectures.

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**STYLE IS A WAY TO SAY WHO YOU
ARE WITHOUT HAVING TO SPEAK.**

Rachel Zoe

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DONT BE SHY BE SOCIAL:

