



Fashion Design: A Guide to the Industry and Creative Process

Denis Antoine

Chapter 5 Activities

Activity 1: Fashion creation through collage

Team project (max. 3 persons) or individual project

Brief:

In this activity you will explore the creative potential of collage as a tool for fashion design development. You can start from any inspirational starting point (narrative theme, lifestyle inspiration, or conceptual approach), but all designs produced for this assignment will be initiated through collage-based techniques. This design process will be applied to the execution of a portfolio-ready design presentation of 6–8 complete looks.

Objectives:

- Gather extensive visual research relevant to a creative inspiration.
- Gain familiarity with the creative value and potential of collage as a tool for fashion design development.
- Execute a portfolio-ready design presentation.

Strategy / Steps:

- 1) Establish your design inspiration for this project, and execute a comprehensive brainstorming of your idea, needed to guide visual research.
- 2) Collate extensive visual research. Consider all the possible options of visual research, including magazines, fine art, library research, museum websites, observational drawing, vintage movies... Be sure to include both garment-focused images as well as non-garment-focused materials.
- 3) Print your research in color, at a variety of scales, and in multiple copies, to enable you more flexibility for “playing around” with physical collage. Digitize physical collected imagery at high resolution so as to be able to implement these through digital collage approaches.
- 4) Apply all of your visual research to a broadly diverse experimentation with collage-based techniques, including:
 - Surface/print development: collage items of research together on a blank page so that the result may be translated into a print on fabric, a surface embellishment or manipulation. Once a variety of pattern designs have been generated, use collage techniques to apply these into garment shapes selected for the collection (flat or lookbook-style visualization). Consider scale, rhythm, composition, and balance.
 - Silhouette play: collage items of research directly on to a croquis template, or on a photograph of a fashion model in either a walking or standing “lookbook” pose. The goal is to explore the sculptural possibilities of the garments being envisioned.
 - Detail/construction exploration: start the base layer with a photograph or a drawing of a garment proposed for the line (flat or lookbook-style visualization), and then collage items of research such as shapes, lines, visual patterns, or collected photographs of garment details, including pockets, collars, cuffs, and/or closures. The goal is to generate exciting variations of the apparel item you selected as a starting point.

Compile all your experimentation in a creative process book.



- 5) From the diverse options generated throughout step 4, style and edit a collection of 6–8 complete looks. Consider the collection’s need for diverse product categories.
- 6) Present the resulting capsule collection as a portfolio-ready series of boards, including concept/inspiration, consumer profile, materials and colors, process, lineup, flats, editorial illustrations, and range board.

Deliverables:

A creative process book, documenting the full creative application of collage as a tool of fashion design development.

A portfolio presentation of a capsule collection of 6–8 complete looks, developed by applying collage-based design exploration processes. The portfolio presentation should include:

- Inspiration/Concept board
- Customer profile
- Materials and colors board
- Overview of creative process
- Lineup of rendered croquis for 6–8 complete looks
- Technical flats or specs for every garment, including front and back views and detail close-ups where necessary
- Editorial illustrations (optional)
- Range board.

Estimated time required: 3–4 weeks



Activity 2: Creating in 3D

Team project (max. 3 persons) or individual project

Brief:

Translating raw design research into croquis of complete looks can at times result in the most obvious, direct, and uninspiring results. For this assignment, you are being challenged to develop a capsule collection of 6–8 complete looks by employing exclusively 3D design ideation techniques.

Objectives:

- Gain an appreciation of the value of 3D design processes toward innovative fashion ideation.
- Develop skills in 3D design exploration and documentation.
- Present a portfolio-ready capsule collection developed through 3D design techniques.

Strategy / Steps:

- 1) Select a concept to work from, and identify if you wish to explore a narrative theme, a lifestyle inspiration, or a conceptual approach for this collection. Identify and collect all the necessary visual research you will need to support ample design exploration. Keep in mind that this project requires a focus on 3D design ideation processes, which means that collecting lengths of relevant materials, vintage garments, found objects, etc. is required as part of your research stage.
- 2) Experiment with all of the following 3D design ideation processes, to develop a broad variety of design ideas:
 - Moulage
 - Surface draping
 - Garment fitting
 - Geometric pattern experimentation
 - Deconstruction and reconstruction
 - Digital draping and 3D modeling (optional)
 - Detail focused design approaches.

Document all creative experimentation in a thorough process book, using photography in a controlled, consistent way. Print photographs and trace over them to highlight the structures and shapes you created. Translate 3D experiments into croquis sketches or flats as a secondary step of design visualization.

- 3) From the diverse options generated throughout step 2, style and edit a collection of 6–8 complete looks. Consider the collection's need for diverse product categories.
- 4) Present the resulting capsule collection as a portfolio-ready series of boards, including concept/inspiration, consumer profile, materials and colors, process, lineup, flats, editorial illustrations, and range board.

**Deliverables:**

A creative process book, documenting the full creative application of collage as a tool of fashion design development.

A portfolio presentation of a capsule collection of 6–8 complete looks, developed by applying collage-based design exploration processes. The portfolio presentation should include

- Inspiration/Concept board
- Customer profile
- Materials and colors board
- Overview of creative process
- Lineup of rendered croquis for 6–8 complete looks
- Technical flats or specs for every garment, including front and back views and detail close-ups where necessary
- Editorial illustrations (optional)
- Range board.

Estimated time required: approx. 4–6 weeks