

Applied Learning (Senior Secondary Level)

2016-18 Cohort

Learning and Teaching

Subject Title : **Fashion and Image Design**
Area of Studies : **Creative Studies**
Course Provider : **Vocational Training Council**

In Fashion and Image Design, student-centered learning and teaching activities are designed to enable students to understand fundamental theories and concepts, develop their generic skills, and address their career aspirations in the Fashion and Image Design industry.

Different modes of activities are employed to provide students with a systematic understanding about the context (e.g. lectures to grasp the overview of the fashion and image industry and design fundamentals) and eye-opening opportunities to experience the complexity of the context (e.g. visits to fabric market, fashion, hair and beauty stores and participation in the professional talks).

Students acquire an understanding of the requirements, fundamental knowledge and skills essential for further learning within the area through learning-by-practicing opportunities in an authentic or near-authentic environment (e.g. simulated hands-on practice in the fashion technology room and image studio).

Students are also encouraged to develop and apply conceptual, practical and reflective skills to demonstrate innovation and entrepreneurship (e.g. Students will play the role of fashion consultants and prepare an analysis report to forecast the latest fashion/image styling trend). Students are given opportunities to integrate the knowledge and skills acquired and consolidate their learning (e.g. the integrated project provides students with a learning opportunity to search information, select and analyse different fashion/image styling trends and fabrications to develop ideas for project topics, apply the knowledge and skills of sketching, design and illustrations to express design concepts, and adopt fashion technology/fashion styling and coordination to produce/create a prototype).

Applied Learning (Senior Secondary Level)

2016-18 Cohort

Curriculum Pillars of Applied Learning in Context – Fashion and Image Design

Upon completion of the subject, students should be able to:

- recognise the importance of work ethics and responsibilities required of a fashion and image designer;
- appreciate the lifestyle changes and trend developments in fashion and image industries over the past century;
- apply fundamental fashion technologies/image styling skills and techniques to create appropriate fashion and image design outputs;
- create and present original design concepts which can cater for needs of various clientele;
- integrate communication skills, team building skills as well as critical thinking skills in creating new fashion or image design outputs needed for individuals and mass market; and
- develop self-understanding for further studies and career development in the related field.

Through the specific contexts related to the subject, students have different learning opportunities, for example:

1. Career-related Competencies

- observe the legal and ethical principles related to fashion and image design industry (e.g. being aware of the issues of plagiarism, appropriation, data privacy, intellectual and cultural property and copyright, etc.);
- identify the artistic practice in a variety of creative domains and discuss the fashion/image design works in terms of originality, the practitioner's artistic and aesthetic choices, and to address the needs of the intended audience/customers;
- analyse the research findings and give presentation to support the business viability of a fashion products or image styling services;
- evaluate cultural and artistic works and employ appropriate critical terms for fashion products/image styling services;
- integrate diverse materials for fashion products/image design services with different media of communication to form sound and autonomous judgments and to present ideas and views effectively;
- employ the knowledge in meeting goals and defining, structuring and setting boundaries for creative fashion products/image styling services; and
- identify the aptitudes and abilities required in image design industry and plan a personal roadmap to different levels of qualifications.

2. Foundation Skills

- communicate effectively in verbal and visual forms through participation in role play, group discussion, project presentation and critique, as well as sharing sessions with industrial professionals;
- apply the knowledge of measures, shapes and space to formulate and solve two-dimensional and three-dimensional problems in fashion/image design works; and
- apply information technology skills in conducting the research and collecting information for fashion/image design trends.

3. Thinking Skills

- apply problem-solving and decision-making skills in solving the fashion/image design problems in a simulated work environment;
- apply critical thinking skills in creating and producing design works; and
- analyse the impact of social, economic and technological changes from regional/global perspectives on fashion/image design as well as in selecting appropriate outfit/image for customers with different cultural backgrounds.

4. People Skills

- show self-reflection skills in developing the design portfolio upon receiving feedback from tutors and classmates during various learning activities such as class exercises, role play, group discussion, presentation and critique;
- demonstrate self-management skills in assessment activities and hands-on practices in design works settings; and
- employ good interpersonal, collaborative and team building skills to accomplish a group design work.

5. Values & Attitudes

- show honesty and integrity as well as respect for others and law and authority, e.g. show respect for originality and observation of copyright, patent rights and intellectual property right in design;
- demonstrate positive attitudes, e.g. enthusiasm and willingness to learn about the latest fashion/image trend through hands-on applications; and
- show self-confidence and sense of responsibility in presenting design ideas to customers.