

Applied Learning (Senior Secondary Level)

2021-23 Cohort

Learning and Teaching

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

In Fashion Image Design, student-centred 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 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 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-practising opportunities in an authentic or near-authentic environment (e.g. practical exercises on the application of fashion coordination techniques, drawing skills and photographic skills in creating fashion styling effects in the fashion technology room and the image studio).

Students are also encouraged to develop and apply conceptual, practical and reflective skills to demonstrate entrepreneurship and innovation (e.g. the integrated project provides students with a learning opportunity to search information on different fashion image design trends and fabrications to develop ideas for project topics, apply the knowledge and skills of sketching and illustrations to express design concepts, and adopt fashion technology to produce a prototype). Students are given opportunities to integrate the knowledge and skills acquired and consolidate their learning (e.g. participation in the “mySTYLE” fashion image show).

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Curriculum Pillars of Applied Learning in Context – Fashion Image Design

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

- appreciate the lifestyle changes and trend developments in the fashion image design industry over the past century;
- recognise the importance of work ethics and responsibilities required of a fashion image designer;
- apply fundamental fashion construction and image styling skills and techniques to create appropriate fashion image design outputs;
- demonstrate the ability to create and present original design concepts in terms of fashion illustrations and photographic images which can cater for the 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 image design industry (e.g. issues of plagiarism, appropriation, data privacy, intellectual and cultural property, and copyright);
- 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 the address made to the intended audience/customers;
- analyse the research findings and give presentation to support the business viability of fashion products or image styling services;
- evaluate cultural and artistic works and employ appropriate critical terms for fashion products or image styling services;
- integrate diverse materials for fashion products or image styling 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 or image styling services; and
- identify the aptitudes and abilities required in fashion image design industry and plan a personal roadmap to different levels of qualifications.

2. Foundation Skills

- demonstrate effective communication skills in verbal and visual forms through role plays, group discussions, project presentations and critiques, as well as sharing sessions with industrial professionals;
- use 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 and global perspectives on fashion image design in selecting appropriate outfit and image for customers with different cultural backgrounds.

4. People Skills

- illustrate self-reflection skills in developing the design portfolio upon receiving feedback from tutors and classmates during various learning activities such as class exercises, role plays, group discussions, presentations and critiques;
- 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. respect for originality, observation of copyright, patent right and intellectual property right in design;
- demonstrate positive attitudes, e.g. enthusiasm and willingness to learn about the latest image trend through hands-on exercises and applications; and
- show self-confidence and sense of responsibility in presenting design ideas to customers.