

Emerging Technology in Textiles and Fashion Industry

The Use of Technology by Fashion Brands

Assessment Activity 2

Activity Title: “Exploring Technological Innovations in the Fashion Industry”

In this activity, students will investigate the application of technological innovations in the fashion industry. This activity aims at enhancing students’ understanding of the impact of technology on fashion design, production, retailing, and promotion, while also fostering their research and presentation skills.

Learning Outcomes

By the end of this activity, students will be able to:

1. understand the current trends and impacts of technology on local and international fashion brands, and
2. present the use of advanced technologies in the fashion industry.

For Students

1. Group Formation: Form a group of 4-5.
2. Research: Conduct a comprehensive desktop research on the latest technologies used by local and international fashion brands. Identify and present at least five types of technologies used, supported with visuals. Areas to be investigated could include:
 - a. fashion design
 - b. fashion production
 - c. fashion retailing
 - d. fashion promotion
3. Presentation: Create a PowerPoint presentation to share the information gathered with the whole class.

For Teachers

1. Providing Resources: Provide necessary resources and materials for research. This might include access to the internet, library resources, and research databases.
2. Presentation Session: Students share their findings with the whole class.
3. Post-Activity Reflection: Discuss with students the influence of technology on the fashion industry.

Assessment Criteria

Appropriateness and extensiveness of the research materials	60%
Quality of visual supports	20%
PowerPoint quality and presentation fluency	20%
Total:	100%

Learning Outcomes	Description	F	D	C	B	A
Understand the use trend of using technology in local and international fashion brands	Understanding the implementation of advanced technologies on fashion brands - The variety of sources used, and the relevance and accuracy of the information gathered	No preparation, not eager to participate in the activity and not able to identify appropriate research methods	Some preparation but show limited dedication on the research, the findings are not comprehensive and correct	Relevant preparation and able to gather appropriate information, but the scope of research is limited	Substantial preparation and active participation, demonstrating an understanding on the new technologies used in the fashion industry and their implementation	Outstanding preparation on the activity, demonstrate a good understanding on the new technologies used in the fashion industry and their implementation in local and global perspectives
Conduct the research and present the findings on the new development in the fashion industry	Consolidation and presentation of findings - The clarity, relevance, and aesthetic quality of the visuals, and how well they support and enhance the presented information - The structure and organisation of the presentation, the fluency of delivery, and the ability to engage the audience	Not able to consolidate and present the findings	Limited ideas are consolidated, not able to have a complete and fluent presentation	Relevant ideas are presented but the quality and fluency of the presentation is not comprehensive	Substantial findings are consolidated and well presented with appropriate visual supports, fluent presentation	Outstanding management of the findings, findings are well presented with good quality visual supports and analysis, fluent presentation and good teamwork division