



SOUTHEAST ASIAN FASHION DESIGN

COURSE DESCRIPTION

COURSE CONTENT

Bali is one of the most popular tourist destinations in the world, with a unique blend of exotic culture, traditional ceremonies, clothing, and textiles.

The Summer Course "Southeast Asian Fashion Design" is a 4-week program that provides international students and graduates an in-depth insight into the Fashion Design of Southeast Asia. In this program, participants will learn about Balinese culture, focusing on traditional textiles and traditional costumes. Participants will develop new concepts of fashion collection, blending international fashion codes with local inspiration.

PURPOSE AND ACADEMIC APPROACH

The course will inspire and immerse participants in an intensive daily combination of lectures and discussions, excursions, workshops, cultural visits, and hands-on activities. Direct interaction with observation and interpretation of leading examples will help participants to develop their own project ideas.

STRUCTURE

The program includes theoretical courses, workshops, excursions, project designs, case studies, guest lectures, and social activities. All credits from the modules in this program are transferable to the European Credit Transfer System.

MODULES (12 Credit Points)

- 1. Fashion Design Project Studio (6 ECTS)**
- 2. Southeast Asian History of Fashion Design & Traditional Clothing (2 ECTS)**
- 3. Sketching & Illustration (2 ECTS)**
- 4. Clothing Construction and Pattern Construction (2 ECTS)**

WORKSHOPS & EXCURSIONS

1. Traditional Activity
2. Workshop of natural fabric dyeing with Threads of Life Textiles
3. Silver Jewelry Workshop
4. Traditional Fabric with Natural Dyes (Tarum Bali)
5. TBA

ELIGIBILITY

Bachelor's students, as well as master's students in the fields of Fashion Design and related disciplines, are eligible to join the study abroad program. Professionals are also welcome to participate in this course.

IMPORTANT ISSUES

- Application deadline: 15th May
- Study Fees: 1,580 Euros
- The study fees cover lectures, workshops, welcoming and farewell dinner, academic and cultural excursions, daily coffee + snack refreshments, and other student services.
- The study fees EXCLUDE living costs, visa, insurance, meals, accommodations, travel costs, and transportation.

1. FASHION DESIGN PROJECT STUDIO

Subject Name : Fashion Design Project
Subject Code : FD. 01
Teaching Team: Manuela Catania, Weda Githa
Credit Points: 6 CP

The Fashion Design Project will guide students to design and realise a final mini collection (8 outfits as illustrations and 1 final garment). At the end of the course students will achieve an exotic collection, based on Balinese inspirations, and a printed documentation about concept development and research, fashion illustrations with strong identity, styling for look book and professional presentation; in addition, solutions in terms of marketing (Logo and Brand Name). In this Module, there is one Assessment that will end with a final presentation of the whole work developed over four weeks.

Objective

The module focuses on the research and definition of the terms Dichotomy as difference, division, diversity and at the same time harmony in the island of Bali. Students will analyze this term and they will produce their own research that will be the base of the design process. Diversity and difference as a way to produce new style and design, from the meaning of difference they will arrive to the meaning of balance and harmony that will reflect their own approach in terms of design. Students will explore this term “Dichotomy” and how it may influence the fashion collection in terms of silhouette, textile, and style. The aim of this module is to have a final body of work where the exotic aspects of Bali blend with the meaning of diversity, developing a personal research in order to find new solution in terms of design. Innovation, originality and uniqueness are important aspects of the design process. The final collection will contain the meaning of Dichotomy not only in terms of design development but also in terms of styling and final look book.

Learning Outcomes

1. Analysis, research and development of a design concept
2. Process and development in terms of design
3. Resolve and fix issue about silhouette and style
4. Creative solutions and idea applied to the design
5. Final Presentation of the 8 outfits as fashion illustrations and one 3D garment

Reference Texts

Visual Research Methods in Fashion, Gaimster Julia, Berg Publisher, UK, 2011
Fashion Futures, Quinn, Bradley, Merrell Publishers, UK, 2012
Research Methods for the Fashion Industry, Zaccagnini F. & Foster, Fairchild Books, New York.
Design Research Methods and Perspectives, Laurel B. MIT press, Cambridge Mass., 2003

2. SOUTHEAST ASIAN HISTORY OF FASHION DESIGN & TRADITIONAL CLOTHING

Subject Name : Southeast Asian History of Fashion Design & Traditional Clothing
Subject Code : FD.02
Teaching Team: Weda Githa, Miss Dewi, Sri Utami, S.Sn, M.Sn
Credit Points: 2 CP

This subject focuses on the history of fashion development in Southeast Asia, especially in Indonesia, and extends insight into several styles of Indonesian traditional clothing and textiles. Students will get to know the national costume of men and women in different regions, e.g. Kebaya, the national costume of women in Indonesia, which is usually worn with a sarong or batik kain panjang, and other traditional woven garments such as ikat, a songket with a colorful motif. Students will also learn and understand the theory of the use of materials, such as silk, thin cotton, or semi-transparent nylon or polyester, adorned with brocade or floral pattern embroidery.

Objective

Students are expected to know and understand the history of fashion development in Southeast Asia and to explain the uniqueness of fashion design and its variety in several regions. Participants will also understand how to apply traditional styles, materials, and techniques to modern fashion design.

Learning Outcomes

1. Students are able to incorporate traditional fabrics in the design.
2. Students are able to design traditional textiles.

3. SKETCHING AND ILLUSTRATION

Subject Name : Sketching and Illustration
Subject Code : FD. 03
Teaching Team: Manuela Catania, Ni Luh Gede Niti Swari, Bayu Baruna
Credit Points: 2 CP

In this subject students will learn how to create a fashion design printed presentation, including fashion illustrations, visual layout and professional look book, as conclusion of the course. Students will use Photoshop, Illustrator and InDesign in order to develop strong communication for fashion designers through illustrations and professional look book. Visual communication is an important aspect of fashion design and in this module student will define their own language mixing digital techniques with hand drawing sketches. One important aspect of this subject is the development of the figurine as signature of the designer, producing identity and innovation. In this Module there is one Assessment that focuses on the development of fashion illustrations and look book.

Learning Outcomes

1. Defining style and identity using Photoshop, Illustrator and InDesign
2. Ability to develop a strong visual communication for the final collection
3. Ability to develop a Look Book for Marketing purpose

Reference Texts

Fashion Illustration: Inspiration and Technique, Anna Kiper, 2011
Masters of Fashion Illustration, David Downton, 2010
Essential Fashion Illustration: Digital, Loreto Binignat Streeter, 2011
Fashion Drawing: Illustration Techniques for Fashion Designers, Michele Wesen Bryant, 2011

4. Clothing Construction and Pattern Construction

Subject Name: Clothing Construction and Pattern Construction
Subject Code: FD.04
Teaching Team: Manuela Catania, Weda Githa
Credit Points: 2 CP

This subject focuses on pattern making and garment construction in order to support the development of the final garment. As required students will present on week 4 a 3D garment developed during the Clothing Construction and Pattern Construction classes. Students will apply the pattern making process to the final design. In order to understand methods of construction related to the design, students will use the notions of pattern making classes to create a strong final outfit. They will apply the basic skills of clothing construction to the final design, emphasizing volume and silhouette, using deconstruction methodology in order to have a creative and unique final design prototype. The prototype, as final garment, will be used for the final photo shooting. In this Module there is one Assessment focusing on the basic information of pattern construction and on providing support for realization the final 3D garment.

Learning Outcomes

1. Understand the current trend on the catwalk
2. Ability to create new and unique design using the basic construction methodology
3. Making a toile
4. Ability to resolve problems in terms of pattern, volume, cut and shapes
5. Showing the process from the toile to the final garment

Reference Texts

Practical Pattern Making : A Step-by-Step Guide, Isabel Sanchez Hernandez, Ontario, Canada
Patternmaking for fashion design, fifth edition, Armstrong-Jones, H., Prentice Hall, New Jersey, 2010
Fabric form and flat pattern cutting, Aldrich, W., & Aldrich, H., Blackwell Science, Oxford, 1994