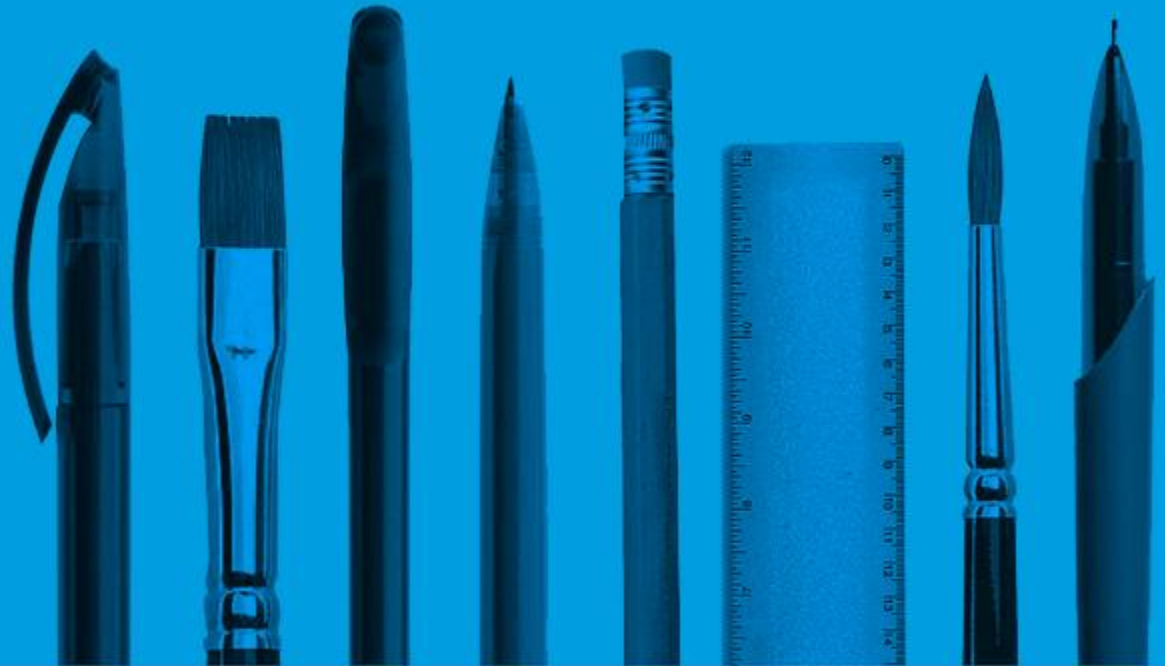


FASHION AND TEXTILES INNOVATIONS CPD 2019

Review of NEA
Units 2 & 4



Review of Performance: *AS/A level NEA*

Fashion & Textiles

- Application of assessment criteria was mostly fair and consistent
- Internal standardisation remains ineffective in a few centres
- Level of demand and progression between AS and A level - *scale of AS projects; additional content in assessment criteria at A level: depth of design thinking and a more substantial outcome*
- Most candidates presented clear evidence of an iterative approach to design within a well organised portfolio of work
Continue to encourage candidates to model, develop and iterate as much as possible. These models, tests, concepts could take on the form of a physical model or a 3D CAD model
- *The iterative process is cyclical NOT linear - modelling ideas and research should be undertaken concurrently, one part informing the other*

NEA Portfolio of evidence

- A final design brief **developed** by the learner following a thorough analysis/research into a range of problems that have arisen from a contextual challenge
- A design portfolio including informal sketchbook that includes evidence of an iterative design journey
- A final high quality prototype (or prototypes) based on the design brief
- Additional evidence (tests pieces, trials, mock-ups toiles) to support the iterative process

Informal portfolio (e.g. a sketchbook)

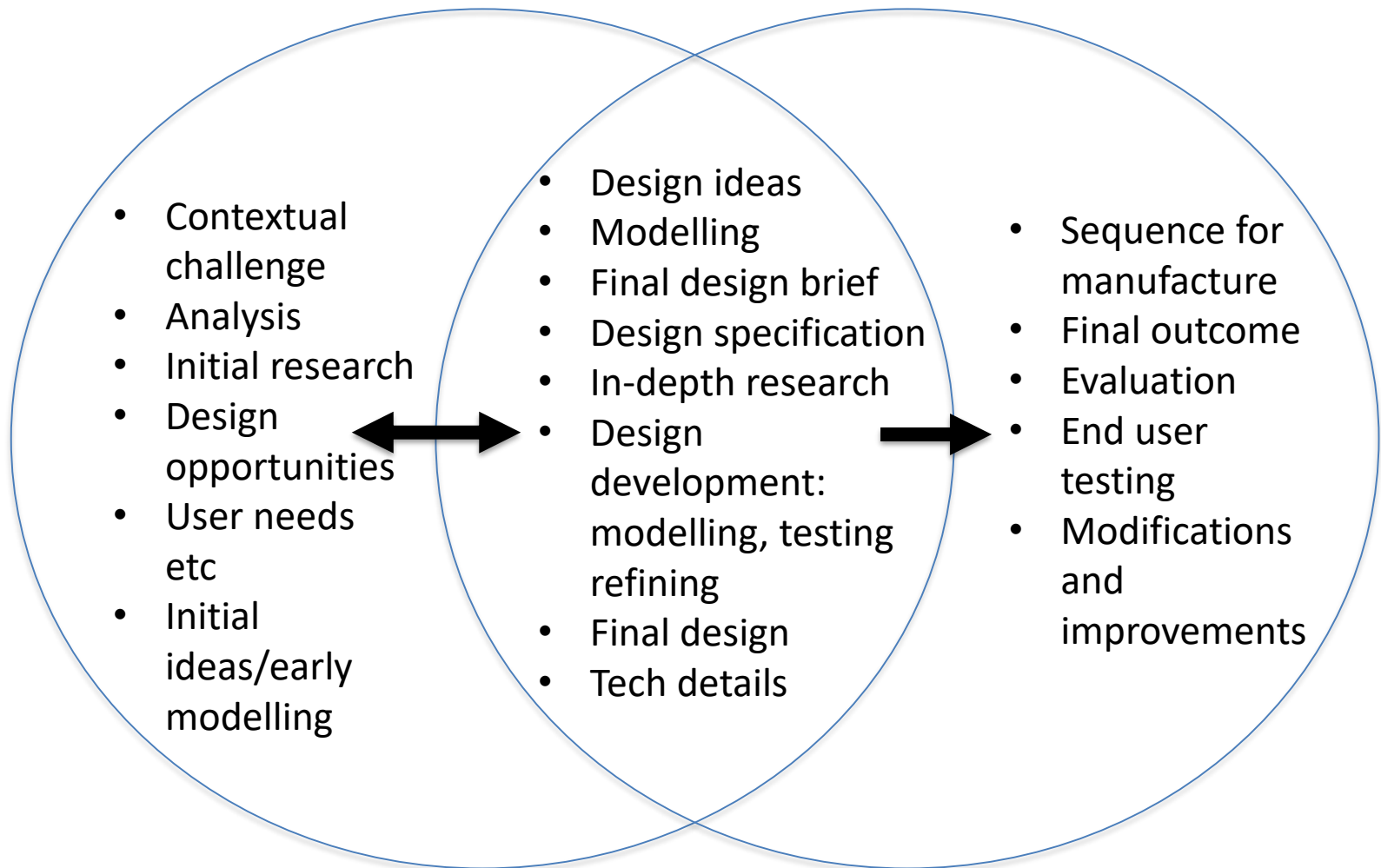
Contains all the evidence of an iterative process: initial analysis and research, sketches, evidence of modelling and testing, iterations

Formal portfolio (e.g. A3 presentation folio)

- Final design brief and specification
- Pictorial details of product
- Technical details
- Manufacturing details
- Sequence for manufacture
- Evaluation evidence

- Manufactured product

The Iterative Process ~ A cyclical process

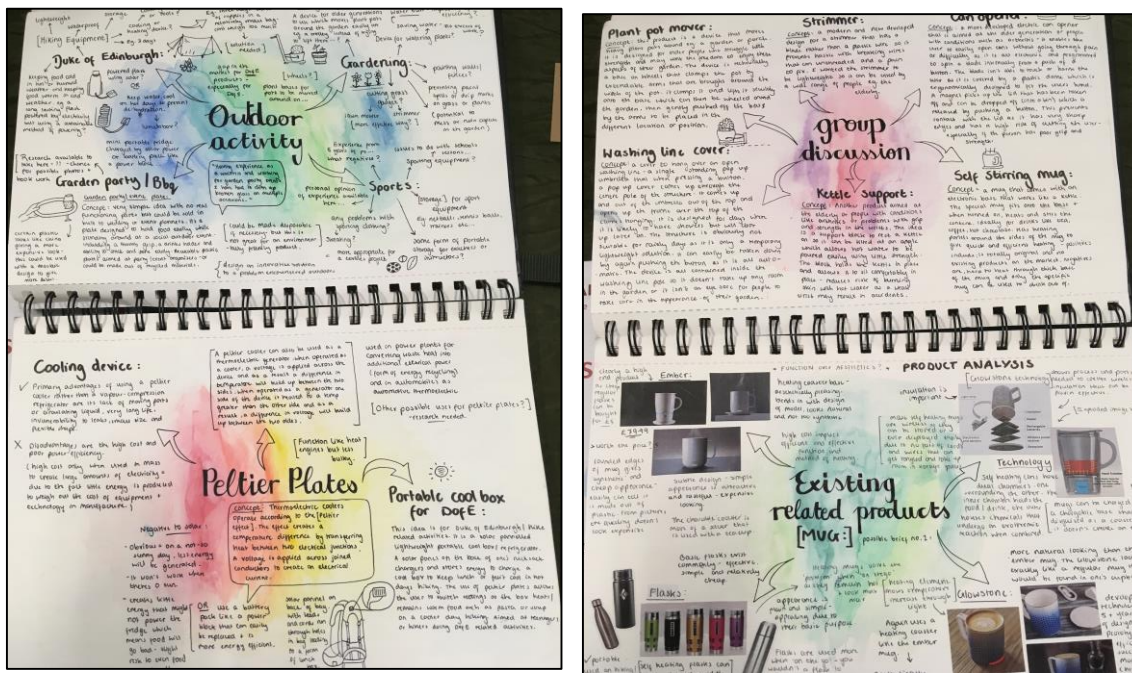


AS & A level

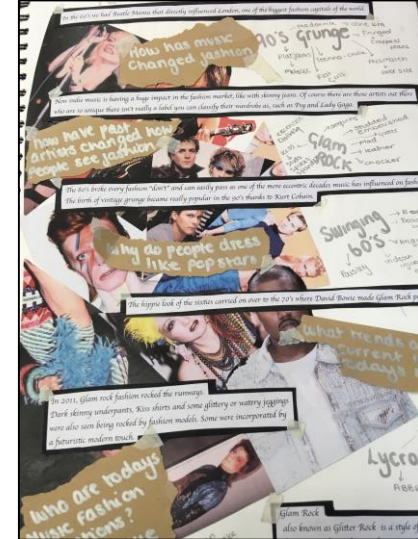
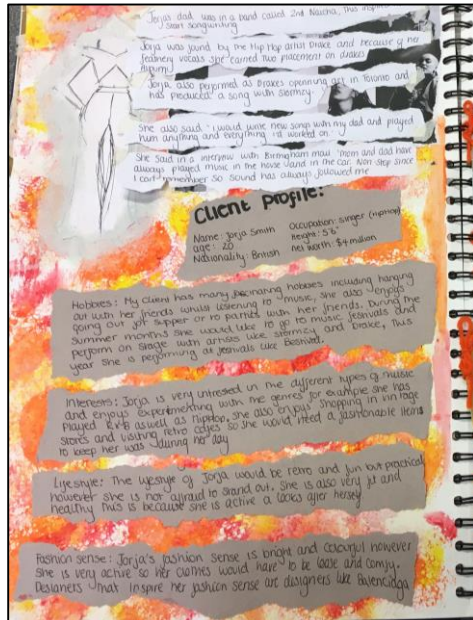
- Identifying **one** opportunity for design restricts further design possibilities
- Candidates need to consider a range problems and produce a number of briefs based on analysis of user requirements, research etc.
- Research and investigation mostly relevant and focussed
- The needs, wants and values of users or clients should be central to the research and development of ideas – engagement with ‘real’ client
- Research should be on-going alongside development of ideas – an iterative approach

A level only

- A project management plan is required
- Research needs to be more comprehensive and detailed

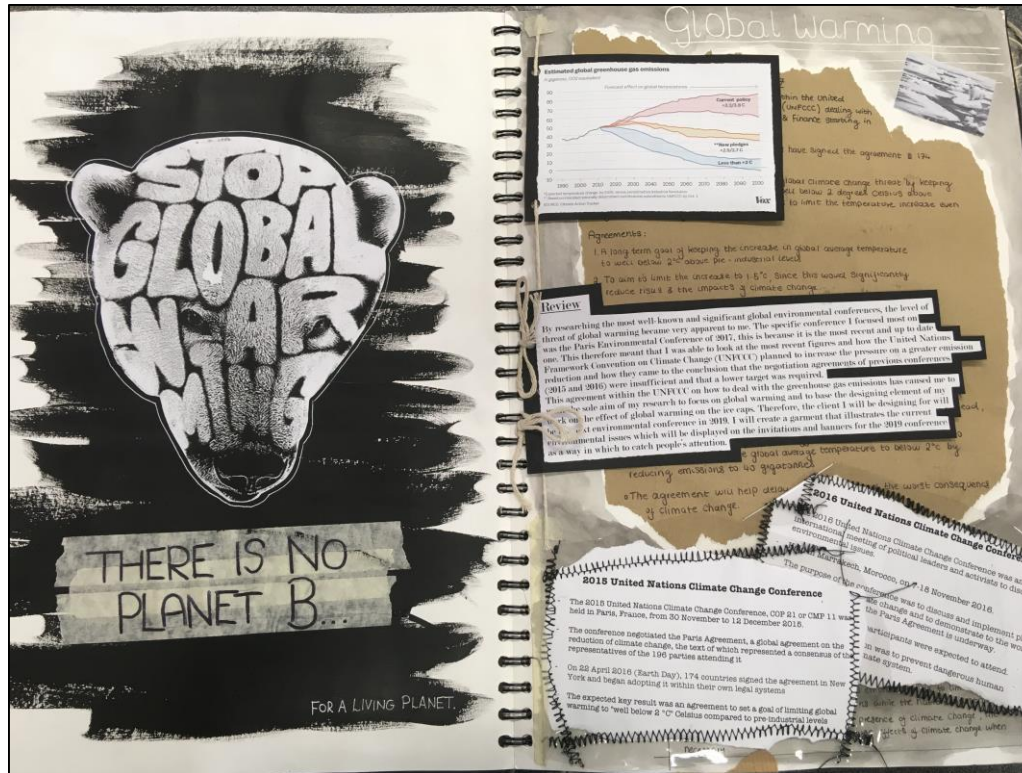


- Starting points will vary
- Candidates must set **own** contextual challenges
- Analysis is important
- Early research
- User needs identified
- **Many** opportunities for possible design briefs



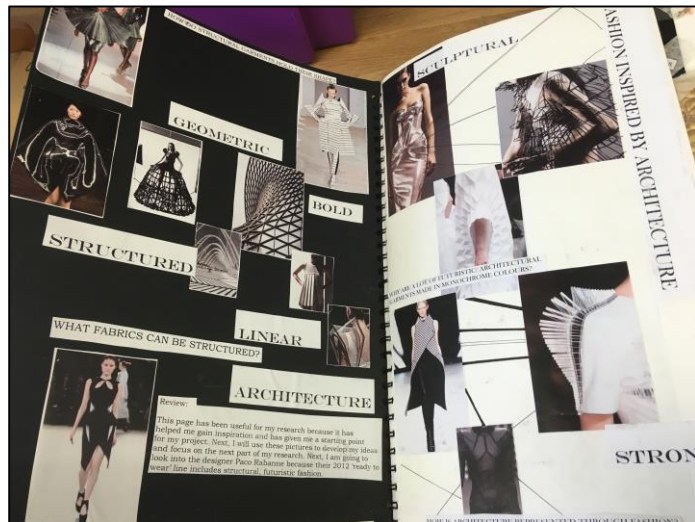
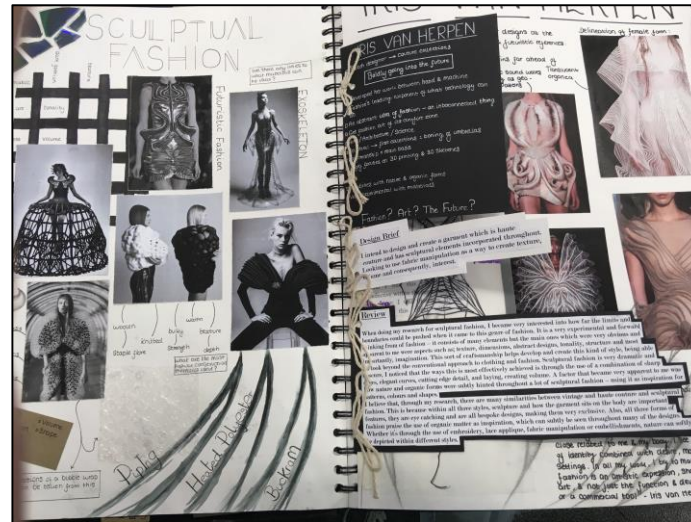
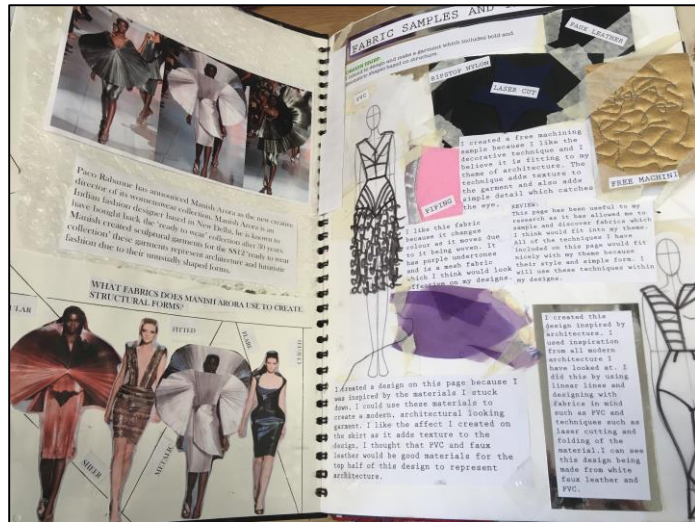
- Exploring design opportunities – different starting points
- On-going analysis of ideas from the onset
- Client profile – may change
- Early ideas for product development

Identifying and investigating design possibilities



- Exploring design opportunities – different starting points
- Setting a theme for the task – comprehensive research and analysis

Identifying and investigating design possibilities

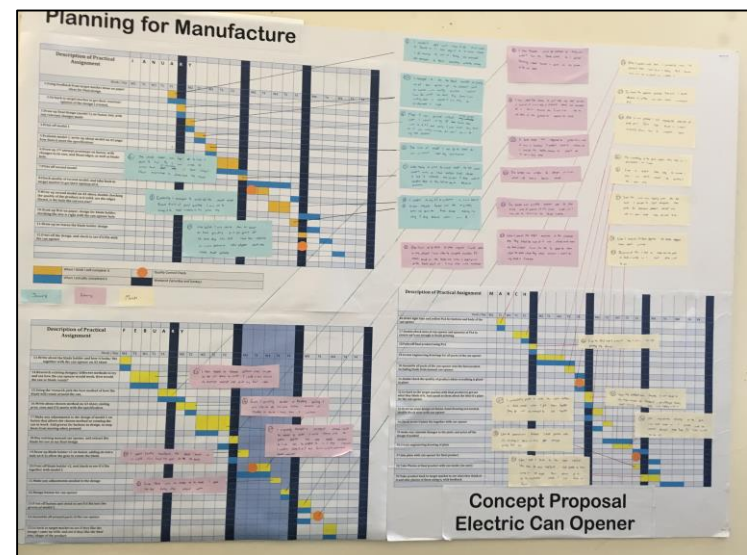
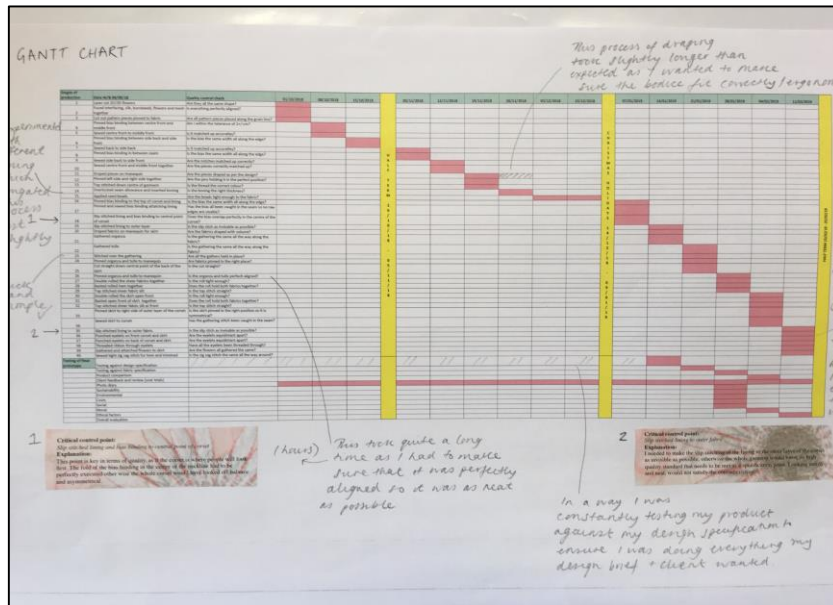


- Detailed & more focused research alongside the development of ideas
- One part informing the other – cyclical iterative process

Identifying and investigating design possibilities

A level

- Relevant approaches to project management systems
- Identifies constraints of the time and resources available
- Evaluative commentary



(a) Identifying and investigating design possibilities [AO1] <i>The candidate has:</i>	Band
<p style="text-align: center;">13 – 15 marks</p> <ul style="list-style-type: none"> considered a range of design strategies, techniques and approaches and undertaken thorough and highly effective identification of opportunities for the development of designs undertaken comprehensive, relevant, wide-ranging research and investigation undertaken comprehensive and highly effective analysis of information, reflecting the needs, wants and values of potential users identified a broad range of problems/opportunities to clearly inform the development of possible design briefs fully considered relevant approaches to project management, within the constraints of the time and resources available 	<p style="text-align: center;">5</p>

Developing a design brief and specification

AS & A level

- The final design brief follows the exploration of a range of possible design opportunities and analysis of research and investigation
- An open-minded approach, avoiding idea fixation until other possibilities have been explored is advised
- Quality of specifications varied but most candidates offered a range of appropriate criterion
- Design specifications in some cases were superficial with a lack of measurable criteria - used to drive the design thinking forward
- Specifications are working documents and should be referred to throughout the iterative process

A level

- At A level there needs to be clear progression in terms of detail from AS level

Developing a design brief and specification

- A comprehensive range of problems /opportunities before deciding upon a final design brief
- A detailed, relevant specification, including a comprehensive range of **objective** and **measurable** criteria

Product Specification

Aesthetic ***
My product will be an innovative two-piece stylish suit. Consisting of a jacket and a skirt inspired by minimalism and pattern as my customer is keen on simple fashion but still likes to make a statement. I will be using a fabric that allows structure as well as a lining but still keeps the customer comfortable. It will be suitable for all year round wear and for any occasion e.g. work wear, night out wear. It will be versatile, dressed up or down. I will be using new technologies to add to the design. The colour palette of the garments will be very neutral as that is what my customer has requested. The jacket will have two in-seam pockets and be fastened with a button at the front. It will look neat and well-finished when given to the customer. Due to my customer being a fan and wearer of quirky clothing I will be able to experiment with techniques and push boundaries of "normal" fashion in industry today.

Customer **
My customer is a woman age 23 and has a busy, on-the-go lifestyle. She works full time as an editor for ELLE magazine in London. She's adopted a professional but comfortable style in recent years and shops at stores like Zara, Karen Millen, Oasis, Topshop and ASOS. She likes to be different and unique with the pieces she wears and is keen on the minimalist look. She wears mostly neutral colours but isn't afraid to be experimental with her look. She has pride in looking put together when at work or out with friends. She spends her free time socialising with friends and family and thinks fitness and health is very important. A two-piece suit and jacket will suit her work and social style very well, they are both items she can style separately as well as together of course. She has offered to be resourceful during the project and offer her opinions on my ideas. She will be able to tell me whether what I have in mind is something she would be open to wearing. She can model the garments throughout the process if necessary. However, she is quite happy to leave me to the making and see the final product only when it is finished and being given to her at the end.

Life Cycle ***
My customer has requested that she wishes to wear the garments multiple times to various places, like work, meetings, events and drinks with friends after work. I will ensure it is suitable for multiple wearing and is strong enough to withstand being worn over and over. I will ensure I provide the customer with lining so the pieces can be work all year around.

Moral Issues

Social Issues

Measurable

Cost **
I can estimate that my garments together will cost no more than £60 to make. I will give myself an estimated £30 to make both pieces. I will of course add to this if completely necessary. My customer has a stable and well-paying job so the price does not matter too much to them. However, their budget for the whole suit is £120. The common places they shop at are places such as Zara and ASOS who typically charge between £30 and £50 for a well made skirt and between £40 and £60 for a well made jacket. I can estimate that my skirt will cost £40 and my jacket will cost £50.

Environment *
I will try to where possible environmental issues into account, such as having environmentally friendly, sustainable materials with no dyes that will be harmful to animals. A product that has a minimal impact upon the environment. My customer has said she would like if the product was vegan friendly, however it's not a requirement. I will ensure that all scrap fabric is recycled or used elsewhere in my project and that little waste is produced along the way.

Size **
My customer has requested a specific size so I will be making both the skirt and jacket in a size 10. The skirt will be A-line, so not too figure hugging and the jacket will be fitted in certain areas and not in others. If the finished outfit needs altering to fit the customer better, I will do so. I also need to keep note that something will have to be worn under the jacket e.g. a shirt or blouse. I will try and give room for my customer to wear a thin jumper in the colder months that they wish to wear the two piece. I will make my garments a size larger when making in order to allow room for mistakes and a good seam allowance.

Testing ***
Testing out various parts of the garments before committing to them is a very important part of ensuring quality for my customer. Toiles will be made, both of whole garments and individual pieces and embellishments. I will also test out techniques to ensure I know exactly what to do for the final garments. Another factor is testing the pieces on my customer throughout the process to ensure the fit is right and comfort is maintained.

Timescale **
My project must be completed by May 2018, however I would like to ensure my garments are completed late April to give me time to check over quality at the end and make any necessary amendments. This time in between will give me a chance to consult with the people who will be giving me advice and feedback and see what they think of the garments. Reaching the time goal, will be ensured by following my Manufacturing Plan, which has every step planned out on it with sufficient time scales for every step.

Safety ***
I will need to consider any possible safety issues that may occur during the construction of the skirt and jacket and also consider that it's safe for the customer to wear. When making, I will need to ensure that I use the sewing machine correctly and safely with the correct needle and settings. I will be cautious of pins and scissors and be sure to take note of where I have placed them in the outfit at all times. The jacket will definitely be safe to wear as I will ensure there are no sharp objects left in it or any unfinished parts. I will ensure that the material I use doesn't irritate my customer's skin or cause an allergic reaction.

Function ***
The jacket and skirt two piece will be worn on multiple occasions, it's not a one-time-wear outfit. My customer will most likely be wearing it to work. However, they can wear it for a work event, a night out, a formal event, wedding etc. It can be worn all of summer, autumn, winter and spring if styled differently. The wearer will get in and out of the skirt by the use of a zip and button. The jacket will be fastened with a button.

Manufacture ***
I will be manufacturing the garments in school using a sewing machine. I will be making a one off piece made specifically for my customer so this method of manufacture is most appropriate. As I am making it by hand, quality will be a big factor in this manufacturing process, I will be making quality checks throughout.

Decoration **
Any embellishments or decoration on both the jacket and skirt will be thoroughly tested before being applied to the garments to ensure they are of the best standard. They will be attached securely and not affect the comfort of the garments for the wearer.

Materials ***
To reflect the theme of minimalism, the materials must be simple but effective and durable. I will have to choose suitable materials for both the skirt and jacket. Most likely, they will be matching as it is a two piece. It is important that I buy high quality materials for the garments, however, within my budget. Low quality materials will definitely affect the amount of times my customer can wear the garments and where she can wear them.

Key	Important Very Important Most Important	*	**	***
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(b) Developing a design brief and specification [AO1] <i>The candidate has:</i>	Band
<p style="text-align: center;">13 – 15 marks</p> <ul style="list-style-type: none"> • fully considered a comprehensive range of strategies, techniques and approaches to enable them to explore, create and evaluate design ideas • fully considered a comprehensive range of problems /opportunities before deciding upon a final design brief • demonstrated a thorough and detailed understanding of the task ahead and the requirements which have to be met, to satisfy the needs, wants and values of potential users • generated a design brief, clearly based upon a comprehensive and detailed analysis of their research and investigation • produced a detailed, relevant specification, including a comprehensive range of objective and measurable criteria, and the application of relevant standards, to direct and inform the design and manufacture of a prototype 	<p style="text-align: center;">5</p>

Generating and developing design ideas

AS & A level

- Sketchbooks were well used to record initial ideas and development iterations
- Clear evidence of testing/trialling of ideas
- Excellent use of full scale toiles thoroughly testing its fitness for purposes
- Specifications and reference to users needs, wants and values needs refining
- Social, moral and ethical factors further consideration is needed
- Technical details - lacking detail, dimensions needed to enable a 3rd party to manufacture same
- Manufacturing specification: products should be visually represented as a technical line drawing or fashion 'flat' displaying all seams, components and any other design details and all appropriate views

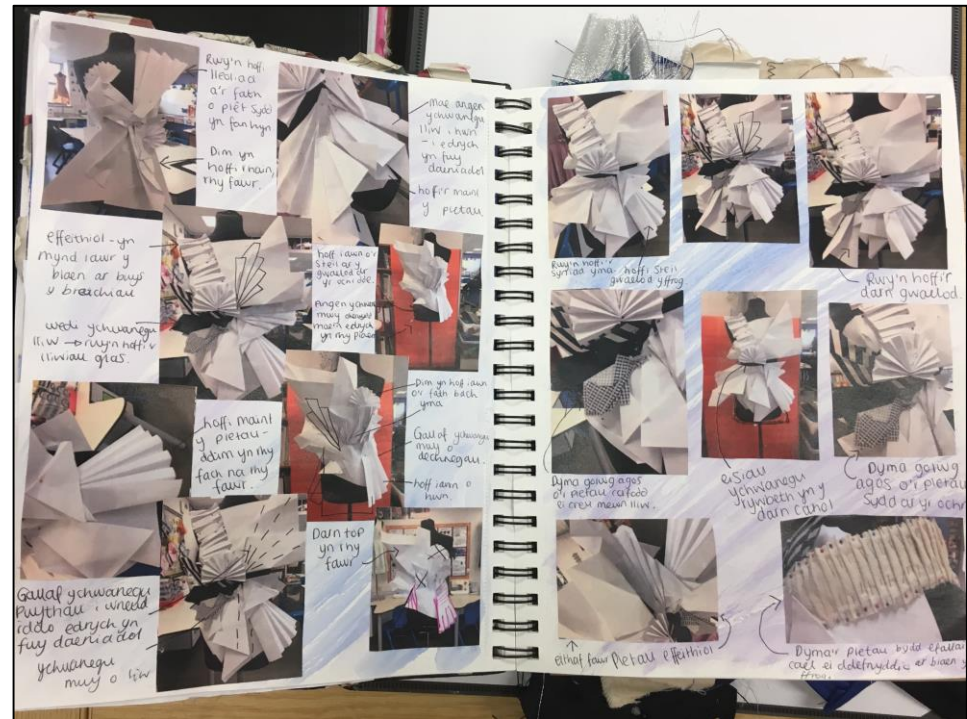
A level

- Additional content: reference to environmental factors, sustainability and cost

Identifying and investigating design possibilities



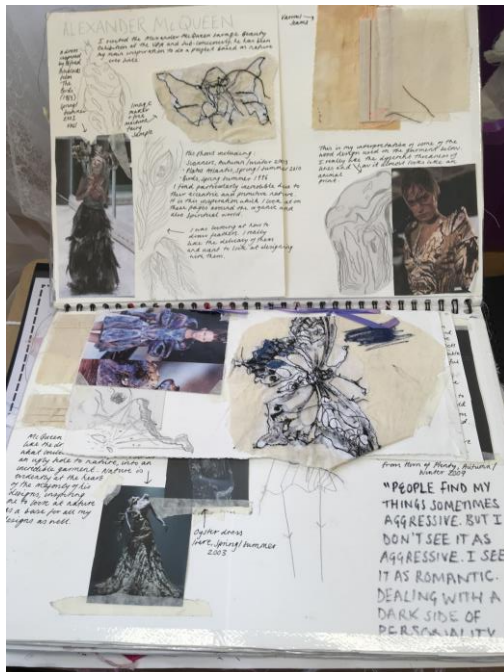
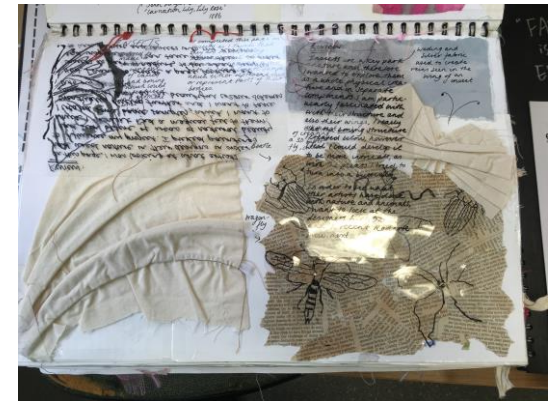
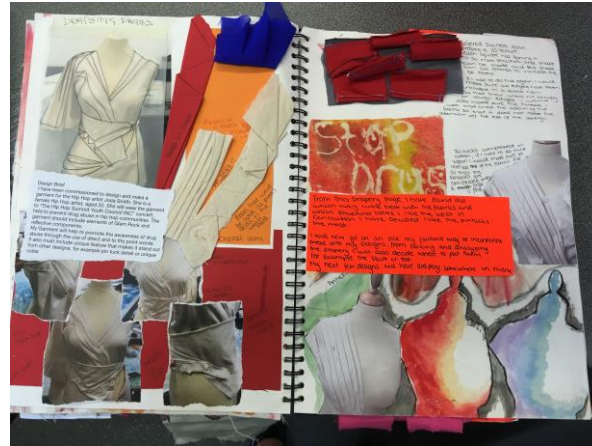
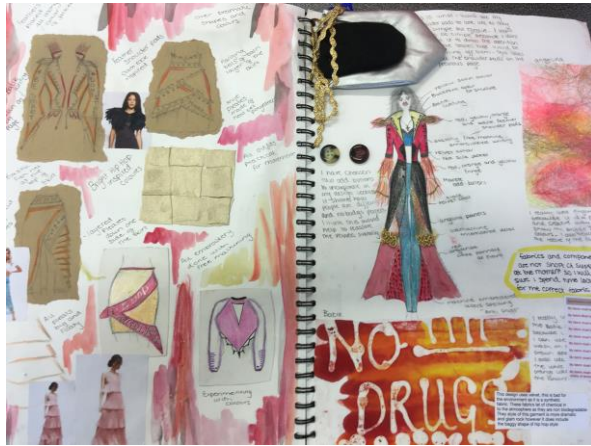
Informal
quick
sketch of
early
concepts



Modelling of ideas including paper –
any medium can be used to model
concepts

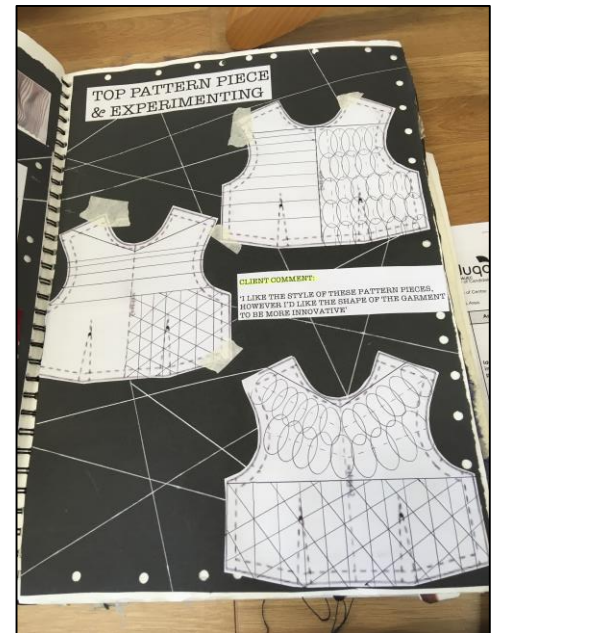
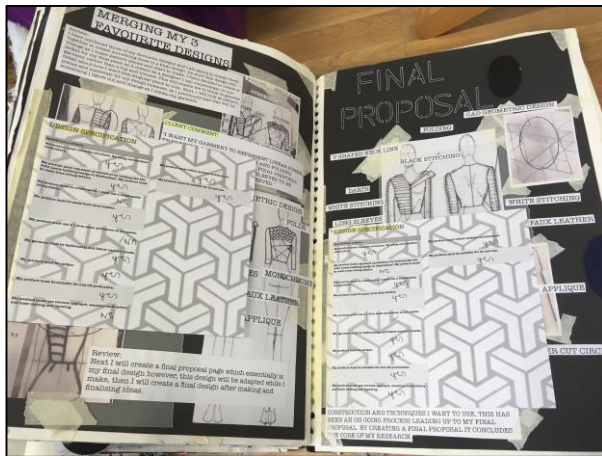
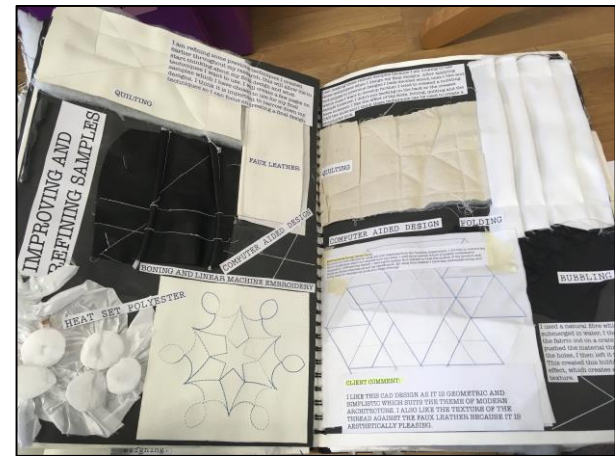
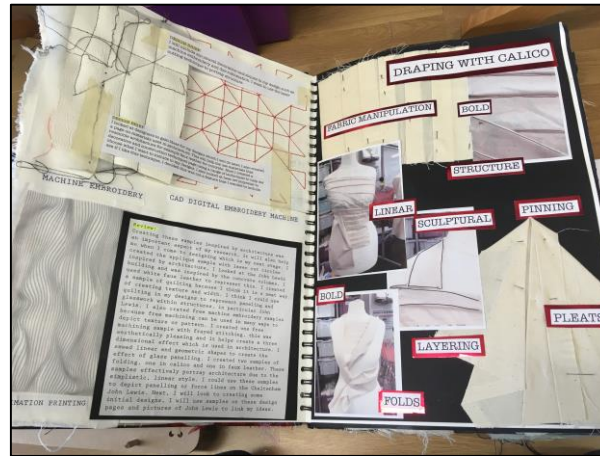
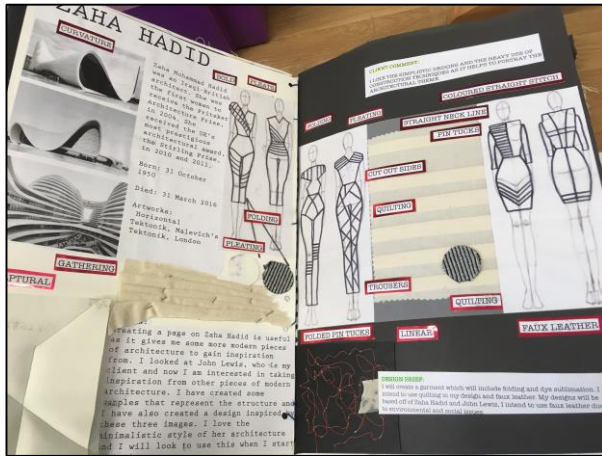
Photographic evidence
On-going analysis

Generating and developing design ideas



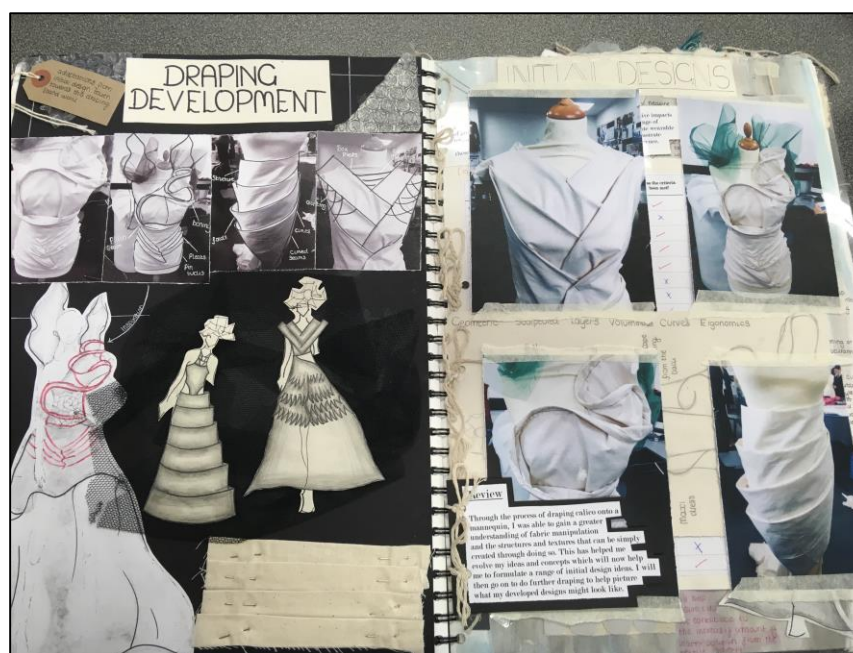
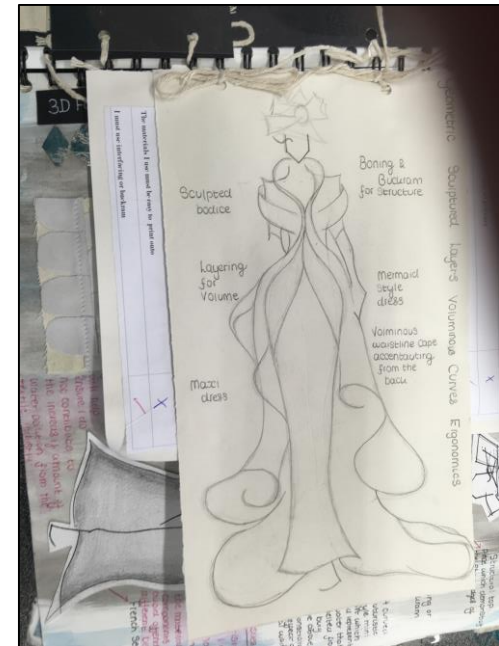
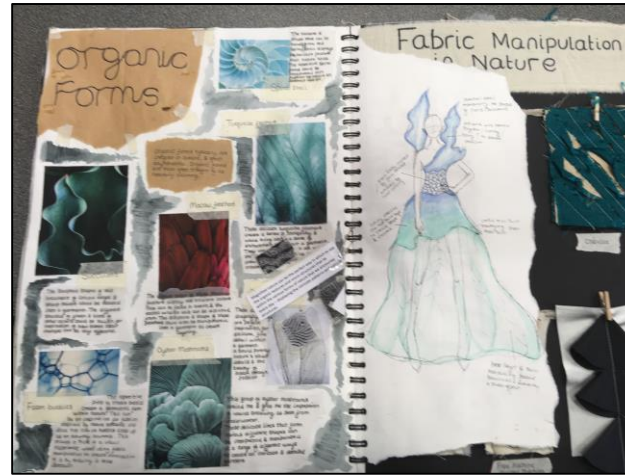
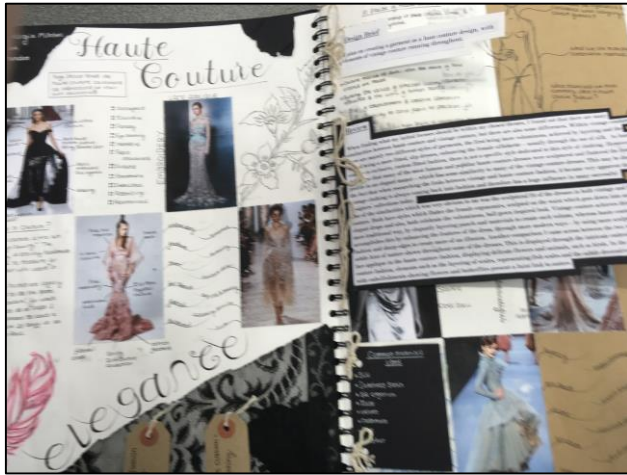
Exemplar
development
pages, clearly
demonstrating
the iterative
process

Generating and developing design ideas

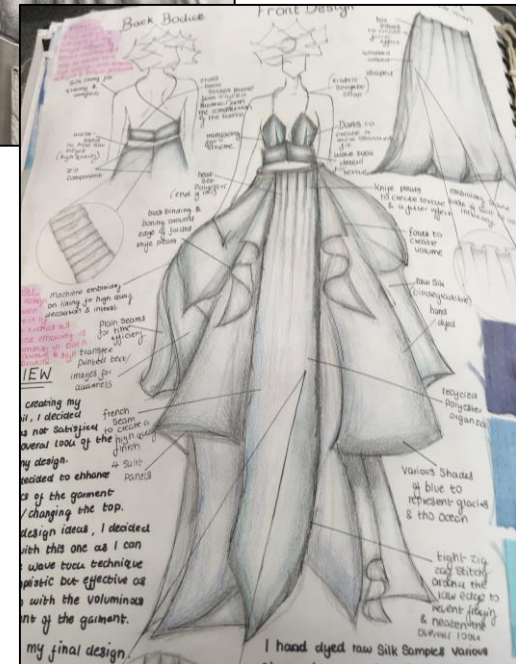
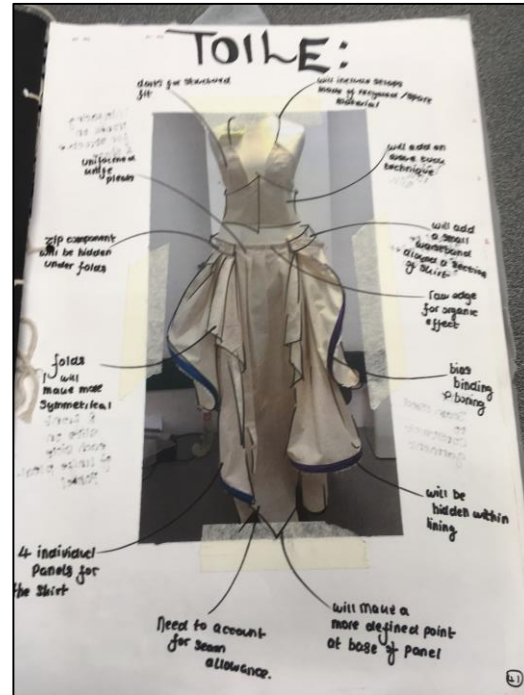


Development of the architectural theme – clear evidence of modelling and testing ideas

Generating and developing design ideas

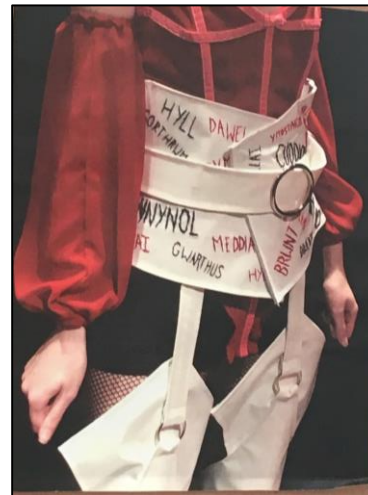


- Inspiration taken from nature – biomimicry
- Clearly demonstrates the iterative process



- User included in dialogue and on-going development
- Use of full scale toile – analysis of form and function
- Final design concept

Generating and developing design ideas



Final concept garments
closely resemble the
pictorial details
presented in the folio

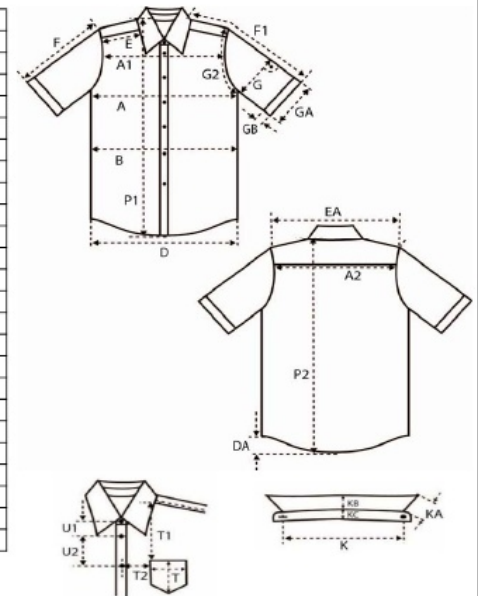
Generating and developing design ideas

- **Manufacturing specification:** products should be visually represented as a technical line drawing or fashion 'flat' displaying all seams, components and any other design details and all appropriate views



Fashion flat

SPECIFICATION SHEET			
(GARMENT : HALF SLEEVE CASUAL SHIRT)			
finished garment measurements in inch, where 1" = 2.54cm			
Sizes		S	
		38/39	
collar closed around	K	16 1/8"	
1/2 chest	A	21"	
1/2 waist 48cm from c.b.	B	19 1/2"	
1/2 bottom/hem	D	21"	
front width 11cm from c.f. collarstand	A1	16"	
back width along yoke seam	A2	17"	
shoulder width at seam	E	6"	
sleeve length	F	10"	
sleeve length from neck seam	F1	17"	
length front from HSP	P1	30"	
Back length from HSP	P2	30"	
1/2 upper sleeve	G	9 1/8"	
armhole around curved	G2	21"	
1/2 Hem width	GA	6 3/4"	
Hem high	GB	1"	
curved hem	DA	2 1/2"	
distance to 1st button	U1	3"	
distance between buttons	U2	3 1/2"	
pocket position from HSP	T1	8"	
pocket position from c.f.	T2	2 1/8"	
pocket size width	T	4 1/2"	
pocket size length	T	5 1/2"	



All critical dimensions included

(c) Generating and developing design ideas

[AO2]

Band

The candidate has:

21 – 25 marks

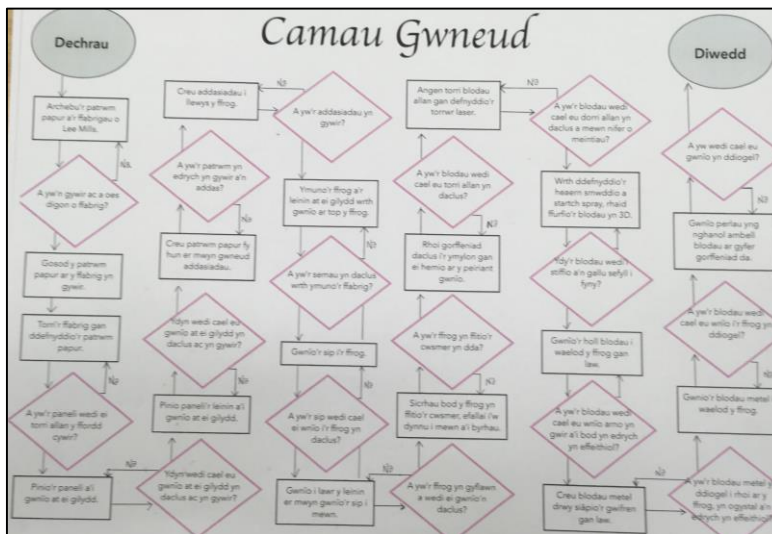
- **applied** an iterative design process to generate and communicate a **comprehensive** and diverse range of initial ideas
- **clearly** identified and thoroughly considered **environmental, sustainability, costs**, social, moral and ethical factors, which are relevant to the design and potential user(s)
- made **excellent** use of modelling and testing to evolve ideas and to support decision making
- developed a detailed proposal, including comprehensive and relevant details of materials, dimensions, finishes and production techniques, which clearly addresses all requirements of the design brief and specification
- **fully considered the manufacture of the prototype, including planning for accuracy and efficiency and, where appropriate, making recommendations for different scales of production**
- demonstrated sophisticated and highly effective use of a range of skills/techniques to clearly communicate ideas and proposals to a third party

5

Manufacturing a prototype

AS & A level

- Logical sequence and timeline needs refining - be in a pre-emptive context with sufficient detail for a 3rd party to follow
- Consideration for end testing was not always evident – needs refining
- Many well made, high quality, fully functioning outcomes were in evidence but further refinement is still needed
- The finish should be consistently good and appropriate for the product and fabric being used
- Attention to detail in the quality of construction - externally and internally
- Many innovative and creative details



- Details of a relevant and **logical sequence** and achievable timeline for the stages of production and testing of the final prototype
- Working with appropriate materials and components the product should be manufactured to the **defined schedule**

Manufacturing a prototype



Manufacturing a prototype

Inspired by
Japanese culture
designed for
wheelchair user



Inspired by the work of
architect Zaha Hadid



(d) Manufacturing a prototype

[AO2]

Band

The candidate has:

21 – 25 marks

5

- clearly and **comprehensively** communicated relevant details of a logical sequence and achievable timeline for the stages of production and testing of the final prototype
- selected and worked with appropriate materials and components to successfully complete the manufacture of the prototype to a defined schedule
- implemented a range of appropriate making skills and processes to produce a **very** high quality **fully-functioning** prototype that meets the requirements of the design specification and is fit for purpose
- demonstrated an excellent understanding of the working properties and performance characteristics of the specified materials and, where appropriate, **detailed** consideration of surface treatments/finishes **for functional and aesthetic purposes**
- selected and safely used a range of specialist tools, appropriate techniques, processes, equipment and machinery with **considerable** accuracy and precision to enable the prototype to perform as intended and meet the needs, wants and values of the user

Analysing and evaluating design decisions and prototypes

A & A level

- On-going evaluation clearly evident throughout the iterative journey
- Engagement with a 'real' client is beneficial as potential issues can be highlighted and resolved earlier in the process
- Summative evaluations mostly well written and considered the design brief and specification
- More robust specification criteria supports candidates better particularly with reference to measurable criteria
- Greater time/emphasis needs to be placed on evidencing, testing and user trials
- Modifications could be in the form of annotated sketches or CAD presentations

A level

- Required to consider developing/improving their product in order to meet the needs, wants and values of users throughout its life cycle

Analysing and evaluating design decisions and prototypes

Overall evaluation

Overall I really enjoyed this project as I got to experiment making a whole outfit from scratch, which was a new experience for me. I also enjoyed experimenting with different techniques and styles. I feel like I have really built up my knowledge and skills which can really help me in the future. This project has taught me to be patient and resilient as sometimes I had to leave something that wasn't working and move on to another part, to go back to it once I had given it thought.

I am relatively happy with the final look of both my garments. I much prefer the jacket than the skirt, but I believe that is because the jacket is much more of a statement than the skirt, the skirt is quite simple. I am very pleased with the fabric choices although the leather did cause me a lot of problems. I think I looks very nice and very minimal and effortless. I really likes my theme of minimalism. I think it allowed me to get more technical than spend too much time on the pattern of the fabric for example. Having a customer throughout the project really helped solidify a lot of decisions - I found it really useful. This project has definitely taught me that time management is my weak spot and that is something I would like to work on for the next project - sticking to deadlines.

Lining - My lining is quite tight in places which I am disappointed about. On the jacket this is partly due to the free machining. The seams on the inside of the jacket are hidden by the lining which is a positive but I don't think the lining has been used to its full advantage. I would improve this by printing on the lining as I have tested, this would stop the lining from being so sheer and would replace the free machine.



I would also consider a thicker lining to accommodate the faux leather better to give the jacket more structure. I could also sandwich a thin piece of wadding in-between the lining and the outer jacket to add stability?

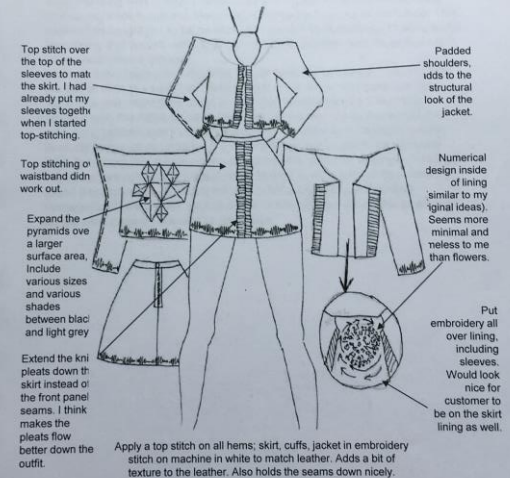


Outer Fabric - Although I like the overall look of the white faux leather, it was very difficult to use and it will difficult for the customer to care for. I would consider other suiting fabrics such as 100% wool. This would be easier to handle but will be more expensive.

Skirt Zip - Ideally the skirt zip would have been inserted correctly but I had lots of problems with the fabric. I tried to overcome this by sewing the lining and fabric down together with a top stitch but this would have looked messy on one of the sides. I decided to hand stitch the lining, this is not ideal but it was the best option under the circumstances.

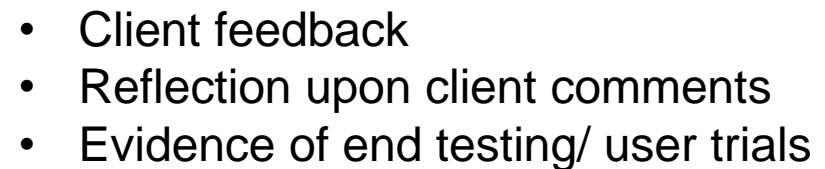
Further development/improvements

I have identified and critiqued areas that I believed could have been done differently or perhaps I now prefer the style of something else after seeing my final garments.



Summative evaluation

- Addresses AO3 (evaluation and analysis) – extended writing
- Reflects on design brief and specification
- Commentary on manufacturing standards
- Further improvements/ developments considered

[illegible]

A level
Further development or improvements
to better meet the needs, wants and
values of the intended users
throughout the product life cycle

(e) Analysing and evaluating design decisions and prototypes [AO3]

The candidate has:

Band

17 – 20 marks

- undertaken thorough and **detailed**, critical, objective analysis, evaluation and testing of their ideas and decisions whilst applying iterative design processes
- undertaken a thorough and **detailed**, critical and objective evaluation and testing of the final prototype, taking into account the views of potential users
- identified, with **comprehensive** and detailed reference to relevant qualitative and quantitative criteria, how their design decisions and the final prototype could be further developed or improved to better meet the needs, wants and values of the intended users **throughout the product life cycle**

5

Cwestiynau? | Any Questions?

Cysylltwch â'n Swyddogion Pwnc arbenigol a thîm cefnogaeth weinyddol eich pwnc os oes gennych unrhyw gwestiynau.

Contact our specialist Subject Officers and administrative support team for your subject with any queries.

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