

## Higher National Unit Specification

### General information for centres

**Unit title:** Fashion: Commercial Design

**Unit code:** F18W 34

**Unit purpose:** This Unit enables candidates to demonstrate a logical and creative approach to designing and developing garments for a retail outlet. It is intended that candidates will research a middle market fashion brand and create a concept from a brief suitable for development into a capsule collection of garment designs. This Unit is suitable for those studying fashion or clothing or those in employment in the clothing industry.

On completion of the Unit the candidate should be able to:

- 1 Research and analyse the market requirements of a middle market fashion brand.
- 2 Develop garment design ideas for a fashion brief.
- 3 Devise a design concept suitable for garment manufacture.
- 4 Present a design concept suitable for garment manufacture.

**Credit points and level:** 2 HN Credits at SCQF level 7: (16 SCQF credit points at SCQF level 7\*)

*\*SCQF credit points are used to allocate credit to qualifications in the Scottish Credit and Qualifications Framework (SCQF). Each qualification in the Framework is allocated a number of SCQF credit points at an SCQF level. There are 12 SCQF levels, ranging from Access 1 to Doctorates.*

**Recommended prior knowledge and skills:** Access to this Unit is at the discretion of the centre, however, it would be beneficial if the candidate had obtained basic skills in drawing and IT skills and Communication skills to SCQF level 4 to help them undertake research and report writing elements.

**Core Skills:** There are opportunities to develop the Core Skills of Communication, Problem Solving and IT at SCQF level 6 in this Unit, although there is no automatic certification of Core Skills or Core Skills components.

**Context for delivery:** If this Unit is delivered as part of a Group Award, it is recommended that it should be taught and assessed within the subject area of the Group Award to which it contributes.

**Assessment:** The Outcomes in this Unit should be assessed sequentially and will be evidenced by candidates compiling a portfolio to support all Outcomes. This portfolio should include evidence of researching and identifying the market requirements of a middle market fashion brand; planning, devising and presenting a design concept suitable for garment manufacture. It is anticipated that this portfolio will be handed in and assessed by given deadlines.

## **Higher National Unit specification: statement of standards**

**Unit title:** Fashion: Commercial Design

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The sections of the Unit stating the Outcomes, knowledge and/or skills, and Evidence Requirements are mandatory.

Where evidence for Outcomes is assessed on a sample basis, the whole of the content listed in the knowledge and/or skills section must be taught and available for assessment. Candidates should not know in advance the items on which they will be assessed and different items should be sampled on each assessment occasion.

### **Outcome 1**

Research and analyse the market requirements of a middle market fashion brand

#### **Knowledge and/or skills**

- ◆ Research skills
- ◆ Consumer demand
- ◆ Predicted fashion trends

#### **Evidence Requirements**

Candidates will need to provide evidence to demonstrate their knowledge and/or skills by showing that they can research and analyse the changing nature of consumer demand and fashion trends. The evidence should demonstrate that they can apply the skills of gathering and interpreting market research for a chosen middle market fashion brand for a specific season. The evidence should also identify an appropriate starting point for collection development using predicted fashion trends. The evidence provided should show analysis, evaluation and visual evidence of each of the following:

- ◆ target market analysis including a customer profile
- ◆ current brand and product evaluations in terms of Product, Price, Place and Promotion
- ◆ an awareness of the competition and current market position
- ◆ opportunities and requirements analysis for the coming season
- ◆ predicted fashion theme analysis for the selected season
- ◆ appropriate fashion trend evaluation for colour, style and fabric

This assessment will be open-book.

## **Higher National Unit specification: statement of standards (cont)**

**Unit title:** Fashion: Commercial Design

### **Assessment guidelines**

Outcome 1 could be assessed by the candidate compiling a Market Research Design Report for a chosen middle market fashion brand. This report should contain an analysis of the research to identify clear consumer needs and wants that should be met during the design process in Outcomes 2, 3 and 4. Candidates should also include appropriate predicted fashion trend information that is suitable for the season, target market and brand to identify an appropriate starting point for a fashion collection. This could be developed and interpreted in Outcomes 2, 3 and 4 in a way that is appropriate for the brand and maximises the potential identified in Outcome 1. Outcome 1, therefore, is the benchmark against which all future Outcomes should be measured and should be comprehensive enough to allow opportunity for an original, creative and commercial approach to design. The market research design report should be the equivalent of approximately 750 words.

### **Outcome 2**

Develop garment design ideas for a fashion brief

#### **Knowledge and/or skills**

- ◆ Fashion design brief
- ◆ Moodboard
- ◆ Garment design development
- ◆ Source book

#### **Evidence Requirements**

Candidates will need to provide evidence to demonstrate their knowledge and skills by showing that they can create a fashion design brief, moodboards and sourcebook based on research and analysis from Outcome 1. The brief should consider both the consumer demand analysis and fashion trend evaluations from the market research evidence produced in Outcome 1 and should accurately identify the aims and goals of the collection.

The evidence should contain the following:

- ◆ fashion design brief that identifies scope for development, objectives and constraints. the brief should be equivalent of approximately 200 words
- ◆ visual evidence in the form of a moodboard which should demonstrate appropriate development of a focussed colour palette; fabric choice; and silhouette options with styling detail
- ◆ sourcebook showing initial ideas for garment design development based on the moodboard

In the brief, moodboard and sourcebook, candidates should be encouraged to be ambitious, creative and show originality but remain realistic in terms of the price and production constraints that exist in industry.

## **Higher National Unit specification: statement of standards (cont)**

**Unit title:** Fashion: Commercial Design

### **Assessment guidelines**

Candidates could create a fashion brief for a specific season, interpreting the findings of Outcome 1. The fashion design brief could outline specific aims and opportunities for the brand and identify constraints that must be adhered to during the garment design development process. This problem solving approach should be fundamental to the whole Outcome. For example, the intention could be to create a collection aimed at broadening the customer base by targeting a new market segment; or target the existing customer with a new capsule collection taking the brand in a slightly different direction. It would be important to retain core brand and consumer values to avoid alienating the existing customer, but important to stretch the image of the brand with innovative design that would appeal to the consumer and push fashion forward.

### **Outcome 3**

Devise a design concept suitable for garment manufacture

#### **Knowledge and/or skills**

- ◆ Design elements and principles
- ◆ Visual design
- ◆ Product application
- ◆ Fashion Drawing
- ◆ Technical specification
- ◆ Design presentation board

#### **Evidence Requirements**

Candidates will need to provide evidence to demonstrate their knowledge and/or skills by showing that they can devise a design concept within specified parameters. The visual evidence should show a high level of aesthetic judgement and the source book must include:

- ◆ 20 rough sketches in black and white
- ◆ 10 full colour fashion drawings showing front and back views

The Presentation Board should include 5 of these colour fashion drawings with details of decorative elements and techniques to be used.

Rough sketches should show clear silhouette and inner decorative detail using design elements and principles. Clear development from the moodboards and sourcebook produced in Outcome 2 should be in evidence.

Fashion drawings should show development of the rough sketches showing greater clarity towards end use and garment manufacture. These should include back and front view, style details, fabric indication and should be in colour.

Technical specifications should be labelled with a full description of the garment, fabric choices, dimensions and any production detail.

## **Higher National Unit specification: statement of standards (cont)**

**Unit title:** Fashion: Commercial Design

### **Assessment guidelines**

Candidates should be encouraged to be creative in the presentation of all visual evidence showing development of the selected theme in Outcome 1 into an appropriate overall concept. Visual evidence should meet the consumer needs and wants outlined in Outcome 1 and be an appropriate response to the fashion design brief created in Outcome 2.

### **Outcome 4**

Present a design concept suitable for garment manufacture

### **Knowledge and/or skills**

- ◆ Presentation structure and content
- ◆ Design concept
- ◆ Client visuals

### **Evidence Requirements**

Candidates will need to provide evidence to demonstrate their knowledge and skills by showing that they can present a design concept within specified parameters for garment manufacture. The evidence must include:

- ◆ market research evidence, moodboard, sourcebook, rough sketches, colour drawings, final design presentation boards and technical specifications
- ◆ presentation and justification of design solutions

### **Assessment guidelines**

Outcome 4 could be assessed by the candidate presenting and justifying their ideas in a role play situation to a mock client panel. The presentation should last approximately 10 minutes. Candidates should structure the evidence from the first 3 Outcomes in a cohesive and logical sequence. It will be necessary to summarise key points from the market research and this should result in clear and accurate product requirements with an appropriate theme for fashion development. Candidates should then identify the main purposes of the fashion design brief.

Using the visual and other evidence produced, the candidate should justify the design development and final design solution. All evidence should be displayed and presented in a logical manner and the candidate should be able to respond to questions using the researched and developed evidence to justify their responses.

## Administrative Information

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**Unit title:** Fashion: Commercial Design  
**Superclass category:** JK  
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### History of Changes:

Version	Description of change	Date

**Source:** SQA

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## **Higher National Unit specification: support notes**

### **Unit title:** Fashion: Commercial Design

This part of the Unit specification is offered as guidance. The support notes are not mandatory.

While the exact time allocated to this Unit is at the discretion of the centre, the notional design length is 80 hours.

### **Guidance on the content and context for this Unit**

This Unit is included as a mandatory Unit in the framework of the HND in Fashion: Design and Production with Retail. Its purpose is to develop a logical and creative approach to designing and developing simple garments for a retail client.

The Unit will contribute to the underpinning knowledge for the Graded Units within the course. The content and context should be appropriate to the personal and vocational needs of the candidate.

### **Guidance on the delivery and assessment of this Unit**

#### **Outcome 1**

The tutor will deliver the initial background to commercial fashion design and outline research methods for producing evidence which could be in the form of a Market Research Design Report. The role of the tutor will then become consultative as candidates select a middle market fashion brand and investigate the current products offered in terms of target market, customer profile, product, price, place and promotion. Tutors will support the candidate in analysis of the retail research to identify consumer demand, competition and brand positioning. The main industry sources available to candidates for fashion trend predictions will be explained by the tutor, and methods suggested for collating and applying the theme and forecasts appropriately to their chosen brand and consumer. Deadlines will be set for monitoring progress.

#### **Outcome 2**

Tutors will suggest elements to be incorporated into the design brief for the collection. It is important to highlight creativity, innovation and originality and emphasise the need to understand objectives and constraints such as intended target market, brand image, range planning, production processes in relation to price and selection of appropriate raw materials for the season and retailer. Tutors will show candidates examples of mood boards for colour; style and fabric created as a response to a written brief and explain how initial development ideas from the mood boards can be incorporated into a sourcebook/sketchbook. The tutor's role will then become consultative as the candidate progresses with deadlines for monitoring progress.

#### **Outcome 3**

The elements and principles of fashion design will be explained by the tutor in terms of application to garments. Candidates could be given figure templates, which may be useful for fashion drawings. Methods of developing ideas from the templates should be demonstrated by the tutor with good examples shown. Basic presentation techniques could include cut outs, textured background, acetates, ICT techniques. All proportions for style detailing eg pockets, collars, sleeves, fastenings etc should be clear and proportionally correct for the garment. Technical specifications should

## **Higher National Unit specification: support notes (cont)**

### **Unit title:** Fashion: Commercial Design

include any relevant manufacturing details eg topstitching, facings, trims or specialist finishes. All work should be suitably mounted and clearly labelled.

#### **Outcome 4**

The tutor will outline the main features of design concept presentation and explain its context in industry. A mock client panel should be assembled and led by the tutor to encourage candidates to show a logical development of the design brief. The presentation should be professional using prompt cards if necessary and appropriate visual aids from the first 3 Outcomes. The panel may ask questions during the presentation. The candidate should demonstrate knowledge of the client group and show confidence in the presentation of their research findings.

#### ***Opportunities for developing Core Skills***

Communication skills are developed in this Unit as the candidate has to research information, summarise and extract the relevant information. This information then has to be gathered into a logical sequence. The presentation role-play exercise in Outcome 4 further develops these skills.

Problem solving skills will be developed through candidates planning and developing their ideas and activities. They will use their problem solving skills when analysing suitable solutions to the given brief. Devising a concept in the third Outcomes challenges the candidate to develop possible solutions to a specific brief identified in Outcome 2 and asks them to create directions for manufacturing details in the form of technical specifications.

IT skills will be developed by obtaining information through internet research and word processing the evidence for Outcome 1 and the presentation of a fashion design brief in the second Outcome. Candidates may choose to use digital images or CAD programs to create or manipulate visuals and moodboards.

#### **Open learning**

This Unit could be delivered by open or distance learning. It is important that the candidate is supported in gathering evidence for Outcome 1 — Market Research Design Report. Advances in ICT should allow a system of monitoring to take place and sustained contact with the tutor in terms of supervision. Alternatively questioning candidates on the evidence submitted could be used to authenticate materials.

For the second, third and fourth Outcomes some additional support would be needed to have some face to face contact at key points in the development of the collection. Tutorials could be arranged to explain and demonstrate the links between identifying the scope of the fashion design brief and the development of the brief into initial sourcebook ideas. Design workshops could be arranged to demonstrate sketching, drawing and technical specification workshops. Candidates would require face-to-face interaction for the presentation of the concept in Outcome 4. Tutor support in between the tutorials and workshops could be managed through ICT and the use of scanners and video conferencing.



## **Higher National Unit specification: support notes (cont)**

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### **Candidates with disabilities and/or additional support needs**

The additional support needs of individual candidates should be taken into account when planning learning experiences, selecting assessment instruments, or considering alternative Outcomes for Units. Further advice can be found in the SQA document *Guidance on Assessment Arrangements for Candidates with Disabilities and/or Additional Support Needs* ([www.sqa.org.uk](http://www.sqa.org.uk)).

## **General information for candidates**

### **Unit title:** Fashion: Commercial Design

This Unit has been devised to enable you to research, plan and design a capsule fashion collection for a middle market fashion brand. It is primarily intended as an overview for candidates who take up employment as designers, buyers or merchandisers within the fashion and retail industry.

The purpose of this Unit is to develop a creative and logical approach to fashion product development, to anticipate consumer demand and develop commercial garments for a specific target market and brand image. You will learn how to use the correct terminology when dealing with suppliers and retail customers. This will provide you with skills for your final presentation.

Outcomes are designed to develop personal and vocational skills. Your tutor will be a facilitator and will expect you to take a high degree of responsibility in the investigation of the chosen market and fashion brand and in the development of solutions to meet the design brief. Learning new methods and developing new skills required for this Unit will be demanding but enjoyable too. Your tutor will guide you with lectures, video evidence, visits to exhibitions and fashion retail outlets. Guidance will be given on how to structure and present your work throughout the Unit.

In undertaking this Unit you will also develop the Core Skills of Communication, IT and Problem Solving.