

**Introduction to Fashion Bags and Accessories (Intro to) –  
Research for Design and  
Starting the Design Process.**

BA (Hons) Cordwainers Fashion Bags and Accessories

2023/2024

# Moodle

Ensure you familiarise yourself with Moodle.  
Have a look at the “**Intro to**” unit area -  
23/24 Introduction to Fashion Bags and Accessories page.

\*This is my Moodle page, yours might vary slightly in appearance.

The screenshot shows a Moodle course page for '23/24 Introduction to Fashion Bags and Accessories'. The page has a dark header with the course title and a sidebar menu on the left. The sidebar menu is organized into sections: General, Welcome, Resources, Assessment, Scheme of Work, Bookings / Tutorials, and Project Overview. The main content area features a 'General' section with an 'Announcements' block and a grid of six course-related tiles: Welcome, Resources, Assessment, Scheme of Work, Bookings / Tutorials, and Project Overview.

ual:moodle Dashboard More ▾ Accessibility tools

23/24 Introduction to Fashion Bags and Accessories

General

Announcements

Welcome Resources

Assessment Scheme of Work

Bookings / Tutorials Project Overview

# Assessment Brief

## ■ Introduction to Fashion Bags and Accessories Assessment Brief 23/24

**ual:** london college  
of fashion

### Assessment Brief

#### BA (Hons) Cordwainers Fashion Bags and Accessories

Introduction to Fashion Bags and Accessories (FU001705)

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Stage / Level: 1 / 4

Block: 1

Unit Start Date (week commencing):

25<sup>th</sup> September 2023

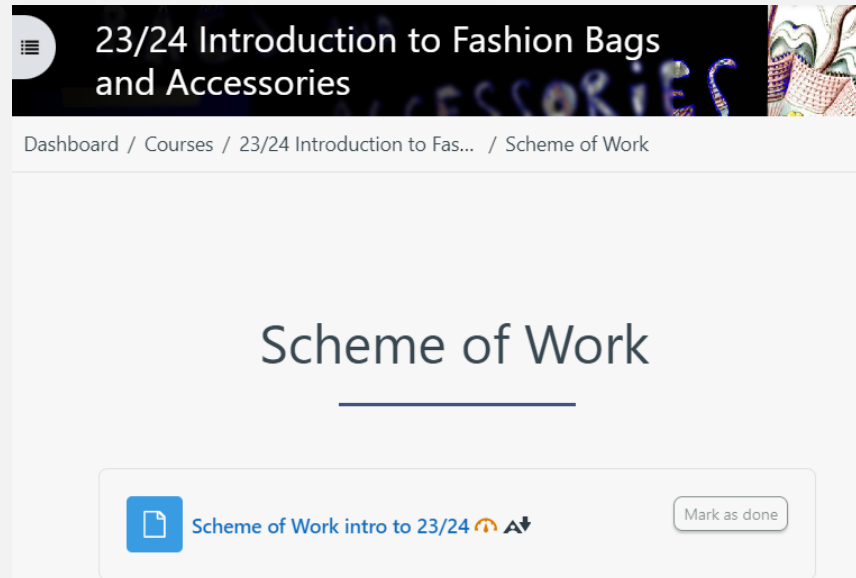
Credit Rating: 20

Timetable: [UAL Timetable](#)

# Scheme of Work

Weekly plan to follow in accordance with the Unit (Intro to) sessions and deadlines to make sure you are on track for the hand-in.

## ■ [Scheme of work](#)



The screenshot shows the Moodle interface for the course '23/24 Introduction to Fashion Bags and Accessories'. The breadcrumb trail is 'Dashboard / Courses / 23/24 Introduction to Fas... / Scheme of Work'. The main heading is 'Scheme of Work'. Below it, there is a document icon and the text 'Scheme of Work intro to 23/24' followed by a small orange icon and a download icon. A 'Mark as done' button is visible on the right.

## Scheme of Work

Unit 1: Intro to (Introduction to Fashion Bags and Accessories Scheme of Work)

Year 1

BA (Hons) Cordwainers Fashion Bags and Accessories 2023/24

Date, Session Topic and Learning Activity	Self-Directed Study Activities
<b>Week 1: 25 September 2023</b> <b>Welcome to Stratford</b>  <b>INTRO TO BRIEFING – EB_922</b> Your unit brief will be presented during this briefing session.	<ul style="list-style-type: none"><li>Re-read the brief to ensure that you understand the requirements. Prepare any questions you may have.</li><li>Consider how you will record your exhibition visit and peer discussion.</li><li>You will be introduced to Moodle next week, but in the meantime, familiarise yourself with its contents. Check Moodle daily for updates and information.</li><li><b>You MUST</b> look at your Timetable on a PC/Laptop, unfortunately, devices such as phones and tablets don't have the most current information).</li><li>Attend <b>all of the timetabled</b> sessions.</li><li>Back up your digital work on a stable virtual platform for safekeeping (e.g. Onedrive/iCloud etc).</li><li><b>Time management-</b> Consider how you will plan your time during this project. Make notes and record your schedule on a time planner.</li><li>If you have questions- please make a note to ask your tutors.</li></ul>
<b>INTRO TO: ICE-BREAKING - EB_932</b> A session to get to know each other and familiarise yourself with your working area.	<ul style="list-style-type: none"><li>Re-visit the handbook and ask any questions you still may have at your next sessions.</li></ul>
<b>VISUAL WORKSHOP 1 (Drawing) and INTRODUCTION TO HANDBOOK 1 – EB_932</b>	<ul style="list-style-type: none"><li>Continue to practice and experiment</li></ul>

# Moodle – Student examples

This will help you visually understand what is expected of you for this unit.

The screenshot shows a Moodle course interface. The top header includes the 'ual: moodle' logo, 'UAL Links', and a user profile 'Fflur Owen'. The left sidebar contains a list of course sections: '22/23 Introduction to Fashion Bags and Accessories', 'Participants', 'Sections' (expanded), 'General', 'Welcome', 'Resources', 'Assessment', 'Scheme of Work', 'Bookings / Tutorials', 'Project Overview', 'Student Examples - (Previous Years)' (highlighted), 'Unit Design Resources', and 'IT Resources'. The main content area features a banner for the course with the title '22/23 Introduction to Fashion Bags and Accessories' and a large graphic that says 'BAGS AND ACCESSORIES'. Below the banner, the breadcrumb trail shows 'Dashboard > 22/23 Introduction to Fashion Bags and Accessories > Sections > Student Examples - (Previous Years)'. The main heading is 'STUDENT EXAMPLES - (PREVIOUS YEARS)'. Below this, there are three example items, each with an icon, a title, and a checkmark: 'Students example - portfolio', 'Intro to sketchbook example 1', and 'Exhibition Review - student example 1'. The right sidebar contains a 'News' section with a link to 'Add a new topic...' and two news items: '9 Oct, 12:25 - James ENGLISH Intro To Digital Presentation Session Three' and '29 Sep, 17:55 - James ENGLISH Intro To Digital Presentation Session Two'. At the bottom of the right sidebar, there is a section for 'Online Submission Help Guides' with a link to 'How to submit to Turnitin'.

# Briefing document -

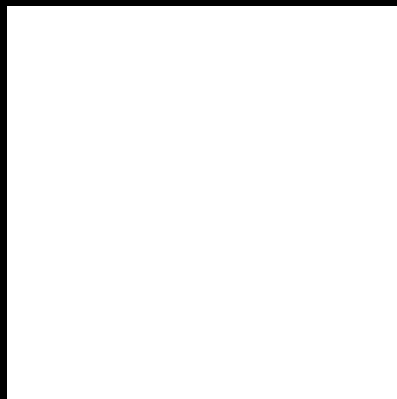
To successfully complete this unit, you will submit:

- Visual research as a digital design portfolio (Submitted as 1 PDF document) related to the exhibition review comprising :
  - Initial drawings, (15 minimum)
  - Sketches of developed design ideas (15 minimum)
  - 1 final design presentation sheet.
- A written **review of an exhibition** (1000 words) Including one referenced image and bibliography (Submitted as 1 PDF document)
- A piece of **reflective writing** (500 words - Submitted as 1 PDF document)

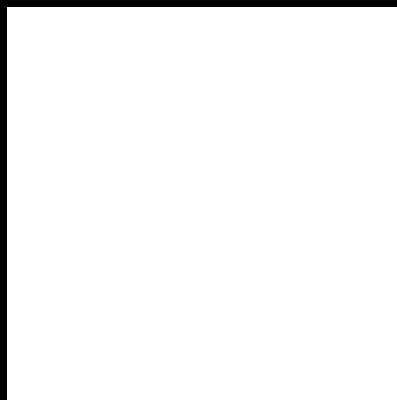
# EXHIBITION LIST

- **V&A, DIVA** (Ends Sunday, 7th April 2024) -  
<https://www.vam.ac.uk/exhibitions/diva>
- **Somerset House, The Missing Thread** -  
<https://www.somersethouse.org.uk/whats-on/the-missing-thread>
- **Natural History Museum, The Polar Silk Road** -  
<https://www.nhm.ac.uk/visit/exhibitions/the-polar-silk-road.html>
- **The Design Museum, Rebel 30 years of fashion** -  
<https://designmuseum.org/exhibitions/rebel-30-years-of-london-fashion>
- **The Royal Academy, Marina Abramovich** -  
<https://www.royalacademy.org.uk/exhibition/marina-abramovic>





**Initial Drawings**







# Initial drawings, (15 minimum)

Your initial drawings will be included as a part of your Visual Research Design Portfolio.

This includes research from your exhibition of choice – your focus for the exhibition would have been drawing and sketching the following –

**Form - Detail - Structure - Texture - Colour - Contrast**

**This initial research should be fun, exciting, informative,  
and most importantly useful.**

# Why research?

To inspire you as a creative designer.

Research is an essential tool in all design processes. It will provide you with the essential foundations on which you build and develop your desired creative outcomes.

Through your research, you will be taken on a personal journey of discovery. The research provides the viewer with an insight into the designer's thinking.

Your visual inspiration for this project will help you set the theme, mood and concept. Sufficient research is essential in developing an identity for your creative work.



# Initial drawings, (Pages - 15 minimum)

## Primary Research – (findings that you collected first-hand)

This is the most important research- it's individual, your own personal research. You as the designer choose to collate it. It's what you see, visited, or created in person. This research can be recorded using sketches, drawings, photography etc...it offers the designer the opportunity to further study the source of inspiration.

- Museums
- Art galleries
- Towns and cities (for architecture)
- Public events
- Heritage sites
- Historical homes
- Botanical gardens
- Foreign travel



# Initial drawings, (Pages - 15 minimum)

## Secondary Research -

Research gathered from pre-collated sources. Secondary research can take on many forms. Secondary research has the potential to enable a deeper understanding of your inspiration, theme or subject.

- Fashion and historical accessories books and archives.
- Artist monographs.
- Fashion and lifestyle magazines.
- Newspapers.
- Industry journals.
- Fashion websites and style blogs.

# Research Sketchbook (Digital)

Import your sketches and initial drawings sourced from your chosen exhibition into your digital sketchbook.

Consider how you wish to display the work...

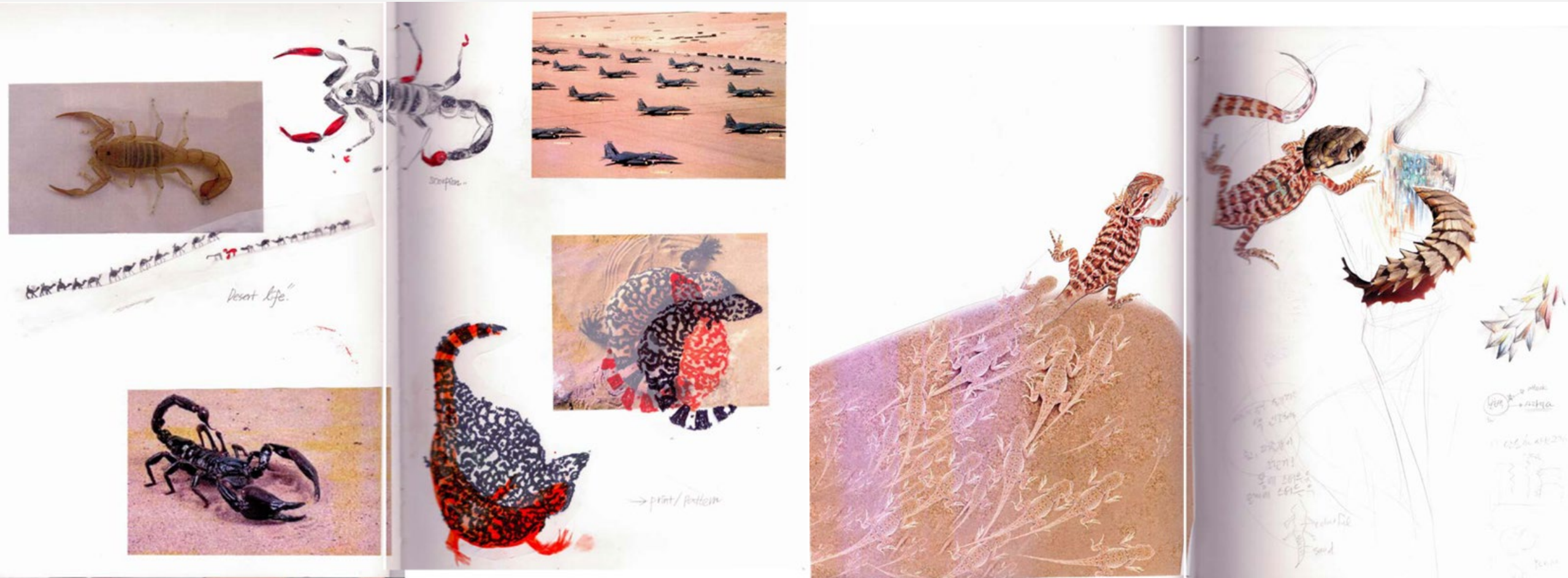
You could keep it coherent with the exhibition theme or choose a different layout.





# Research Sketchbook

## Student Examples





# Research

- There are no hard-and-fast rules on how to lay out the research in your sketchbook.
- Have fun, experiment!





# Research Sketchbook

Make notes on the pages (**Annotate!**), be playful, and experiment with how your research is put together.

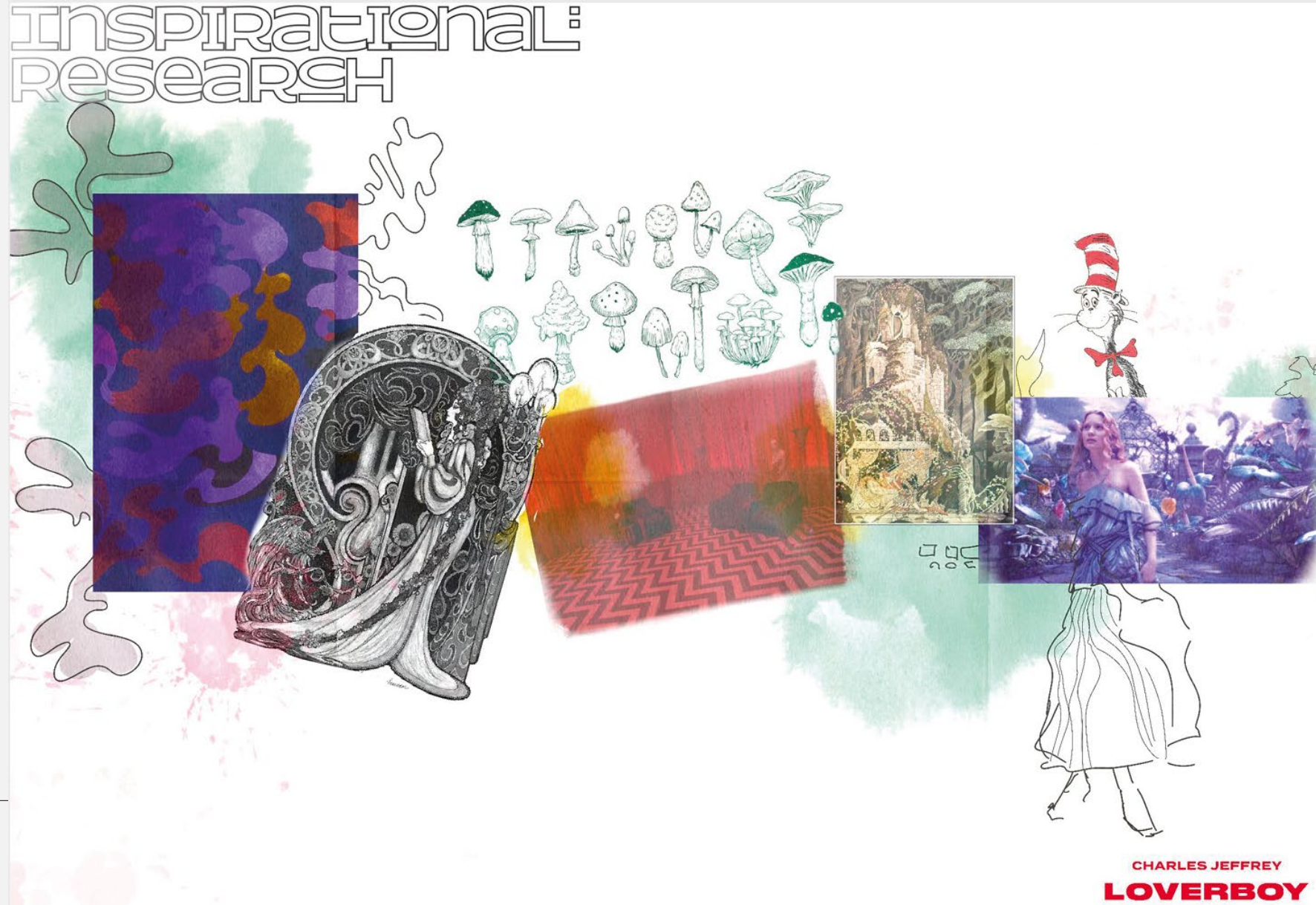
Good composition  
in your sketchbook  
will engage the  
viewer.





# Research Sketchbook

- Experiment, use your research and develop ideas using different techniques e.g. collage.
- Pages in a sketchbook do not need to be filled to be successful. Finding a balance is important.

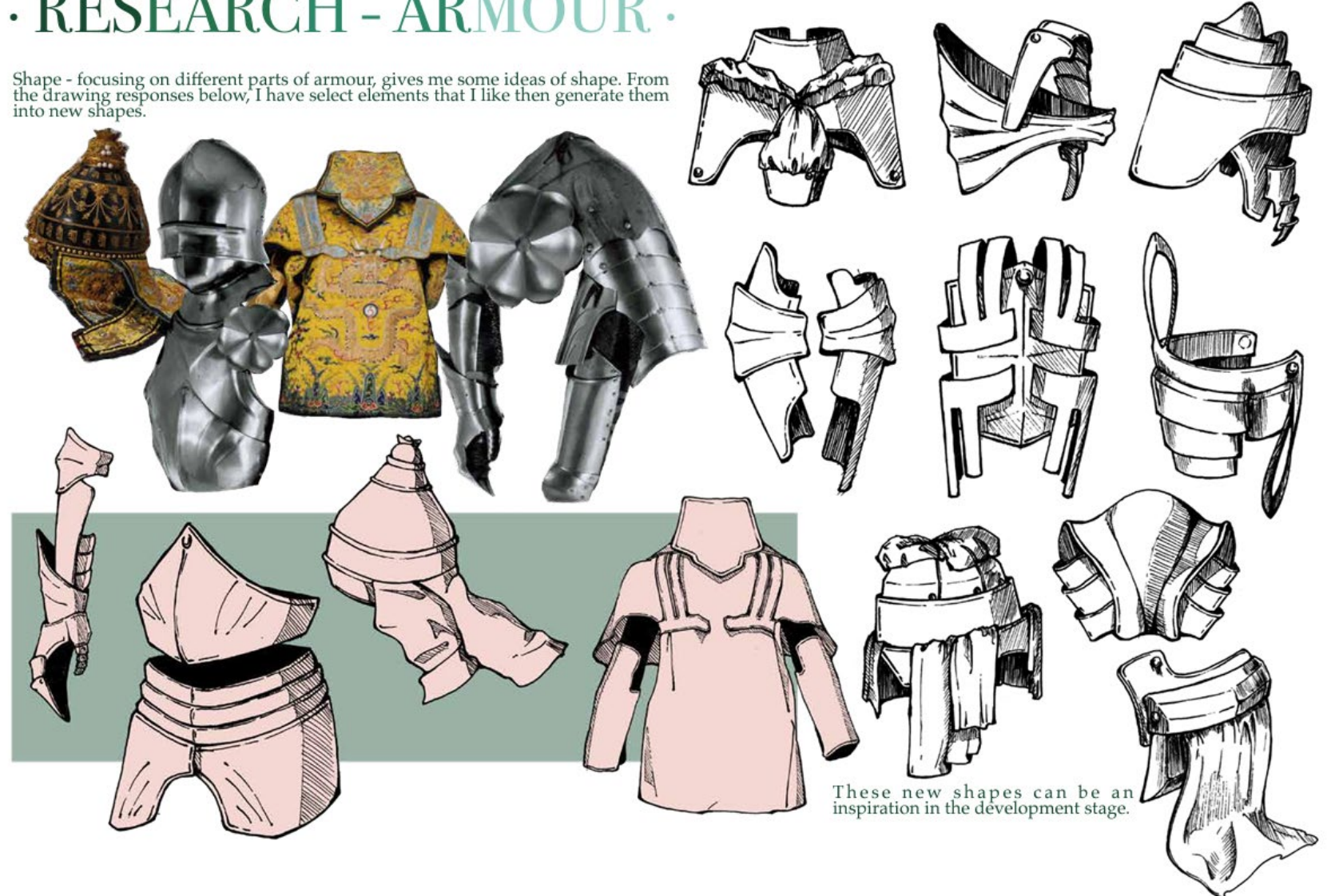


# Research Sketchbook

- Play with the composition of your pages; good compositional skills are incredibly helpful when creating page layouts.

## · RESEARCH - ARMOUR ·

Shape - focusing on different parts of armour, gives me some ideas of shape. From the drawing responses below, I have select elements that I like then generate them into new shapes.





- Ensure your text is readable (handwritten text or font). Consider your text selection, is it appropriate for your theme?
- Ensure your research is thorough but not too text-heavy.

## · RESEARCH - ARMOUR ·

Model armour (Tibet, 18th century), model suit of lamellar armour including a coat and helmet. The armour is mostly built up of iron lamellae laced with doeskin (leather)

Lamellar armour (China, 1700-1799), formed of leather lamellae lacquered red and laced with thin leather thongs. The front opening is bordered with a cream-yellow cloth.



Layers - here I have explored layers of armour, not only it gives a sense of dynamic, but also a very obvious feature of armour. These lamellar armours are formed with iron/leather panels and laced with thongs. I like the idea of panels joined together then formed into a piece of armour. This gives me an idea of doing an experiment on layers. Shapes can be also involved in the experiment as well.

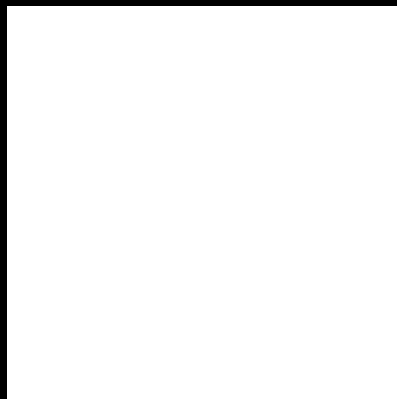
Rectangle iron panels tied with leather strips. In the experiment, it can be replaced by different shapes(perhaps shapes that I have generated from the research) Also, I should consider the use of materials (something waste/sustainable/eco-friendly)



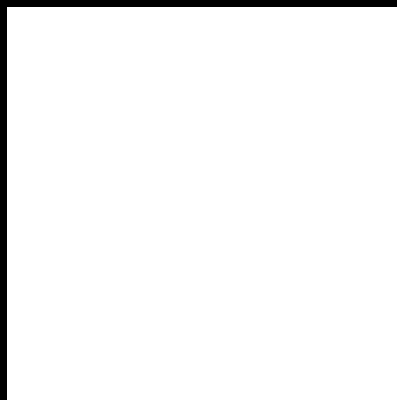
# Research Sketchbook

- Annotations are helpful to explain why you choose to draw/feature a specific element in your research work.





# **Developing Designs**



# Sketches of developed design ideas

## (15 minimum)

- Developing your designs is about combining known elements in a new and exciting way to create fresh and original outcomes (your final accessory/bag).
- Exploit the full potential from your research and translate the information through design development into bags.
- Your designs are likely to be diverse at the beginning due to the many influences, but as you progress through the design development process, your ideas will start to evolve to a coherent form.

# Design Development

How inspiration can influence the final design.



Image Source - [www.building.co.uk](http://www.building.co.uk)  
Great Arthur House, Golden Lane Est.  
(October 2022)



Image Source - [fashionweekdaily.com](http://fashionweekdaily.com)  
BALMAIN SPRING/SUMMER 2015

# Design Development

Your inspiration can influence different aspects of your accessory design development e.g.

- Shapes, structure and construction method.
- Colour.
- Print and surface decoration.
- Texture / Material.
- Details e.g. hardware.



Image Sourced - Piet Mondrian  
Composition with Yellow, Blue and  
Red (1937–42)  
Tate [www.tate.org.uk](http://www.tate.org.uk) (October 2022)

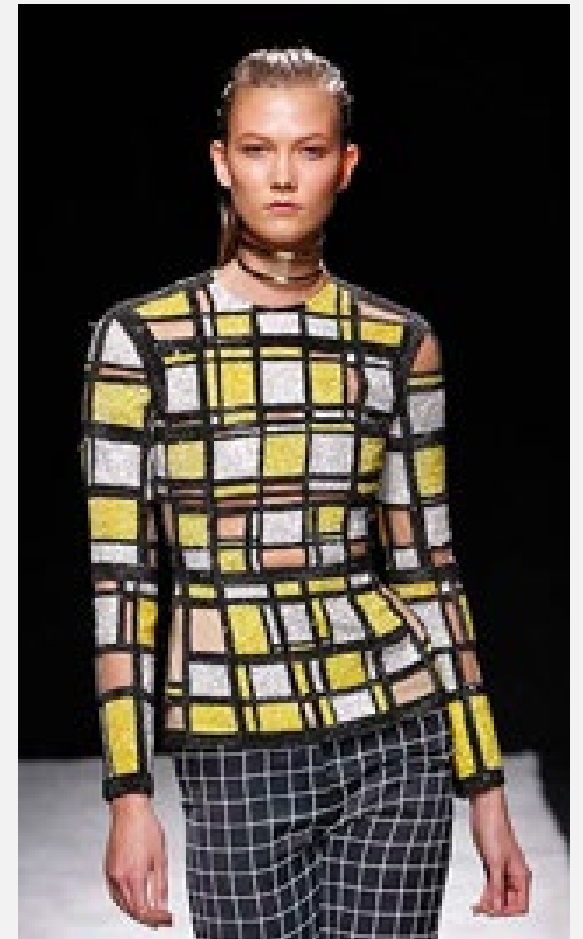


Image Source -  
[fashionweekdaily.com](http://fashionweekdaily.com)  
BALMAIN S/S2015  
(October 2022)



# Design Development

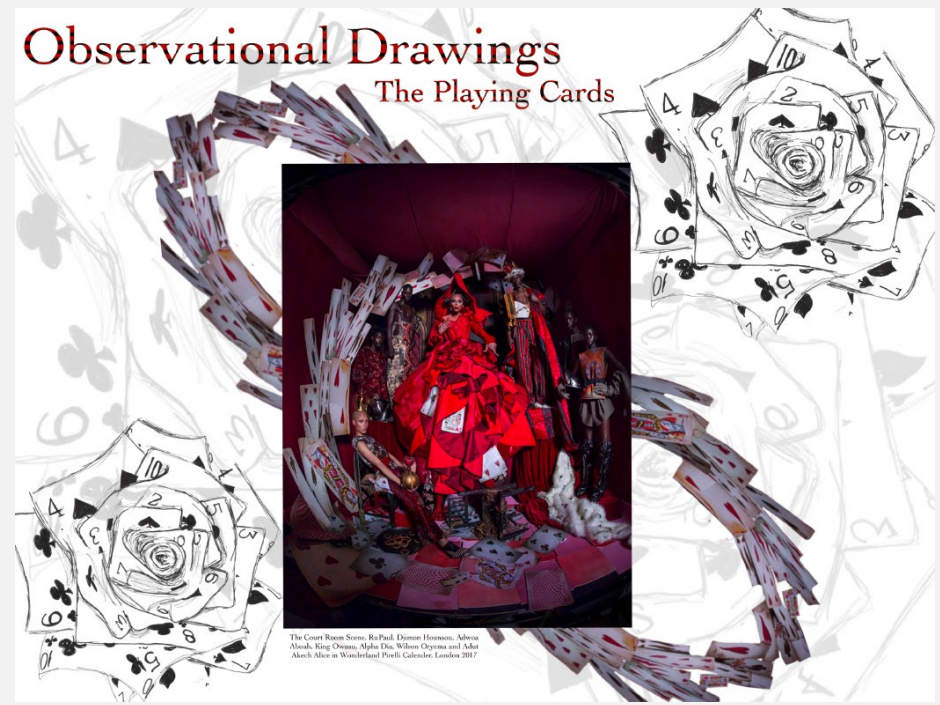
- Your design developments can be as literal or abstract as you wish, but make sure you annotate your design choices to explain your thought process.



**J W ANDERSON**  
Pigeon Clutch Bag £650  
[www.jwanderson.com](http://www.jwanderson.com)  
(October 2022)



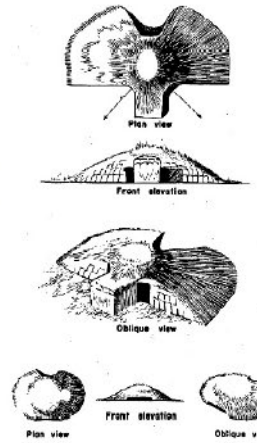
Example - Alice in Wonderland exhibition (2021)  
Full example available online on Moodle to view.



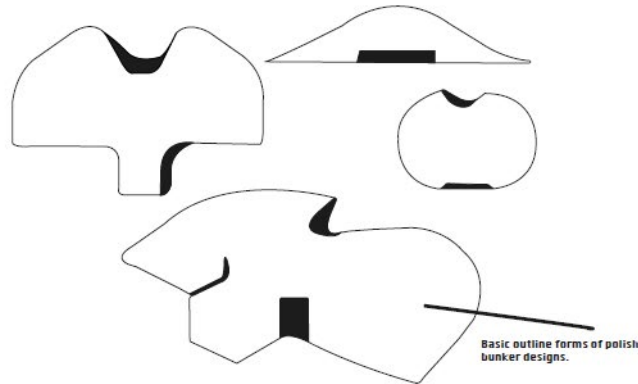


Bunkers around the world.

## POLAND



Vault locking mechanism on bunker door. I like the contrast between the khaki and bright red tones, potential colour palette for design.



Basic outline forms of Polish bunker designs.



Fig 31. Chloe Mini Nile Bag



## EGG TART YELLOW



Round egg tart shaped handbag

Yellow clutch bag/wallet with hand painted details of puff pastry



Fig 32. Chinese Egg Tart 'Dan Tat'



Fig 33. Hermes Fringed Horsehair Toupet Bucket Bag



# *SHUMAI*

(AKA SIUMAI/SHAOMAI)



Embroidery detail of shumai shape with bamboo surface

Soft pleated shopper tote bag in suede leather



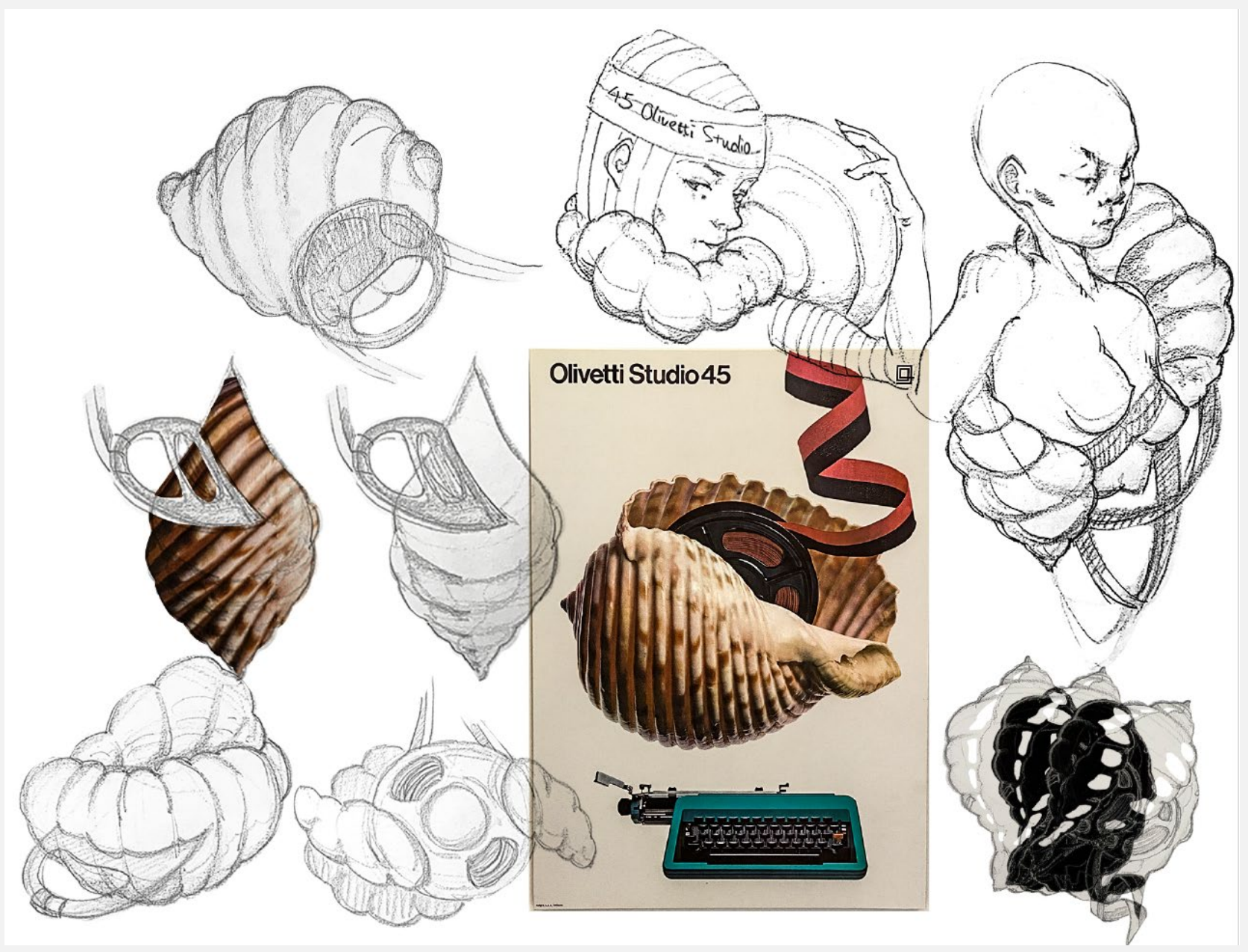
Fig 27. Marc Jacob Tassel Charm

Fig 28. Chicken Siu Mai

Fig 29. Prawn and Mushroom Shumai



- Remember to add images to your design development pages to help explain your creative thinking.





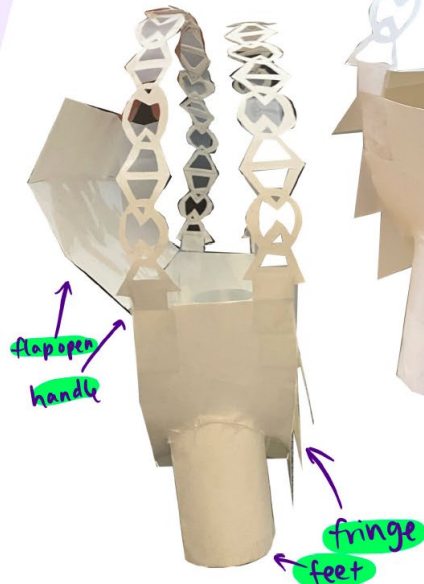
# 2D to 3D - Design Development

Developed  
Design Ideas

3D Experimentation



shape under  
fringe, no handle or flap



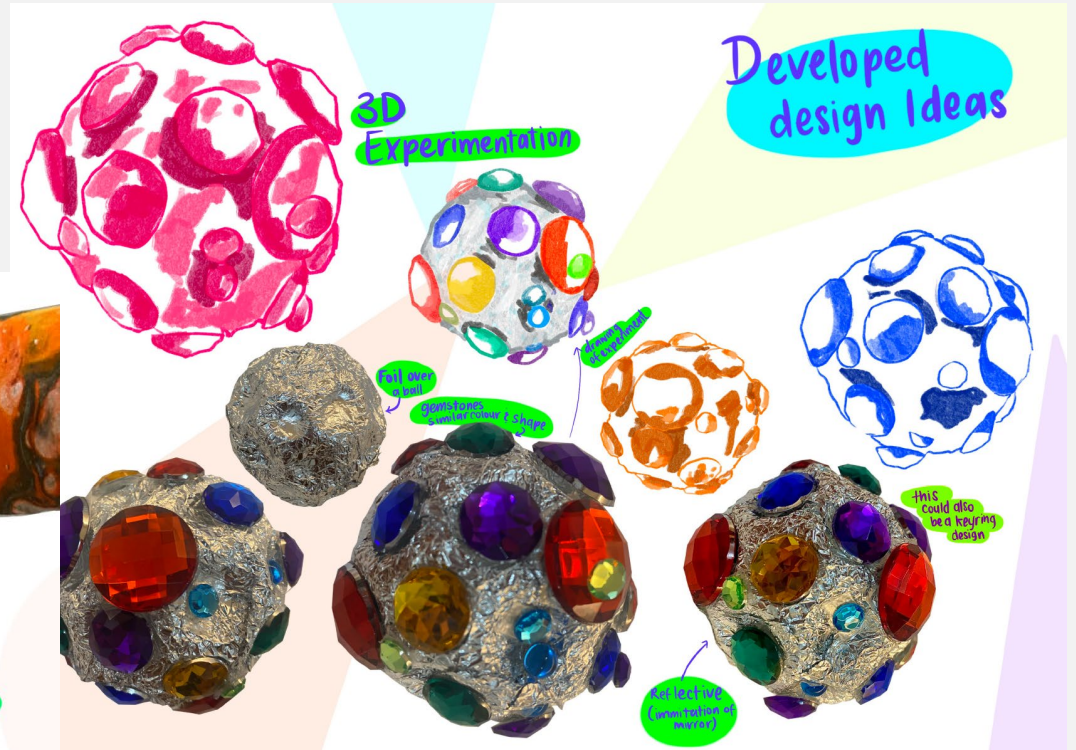
flap open  
handle



to scale on  
body

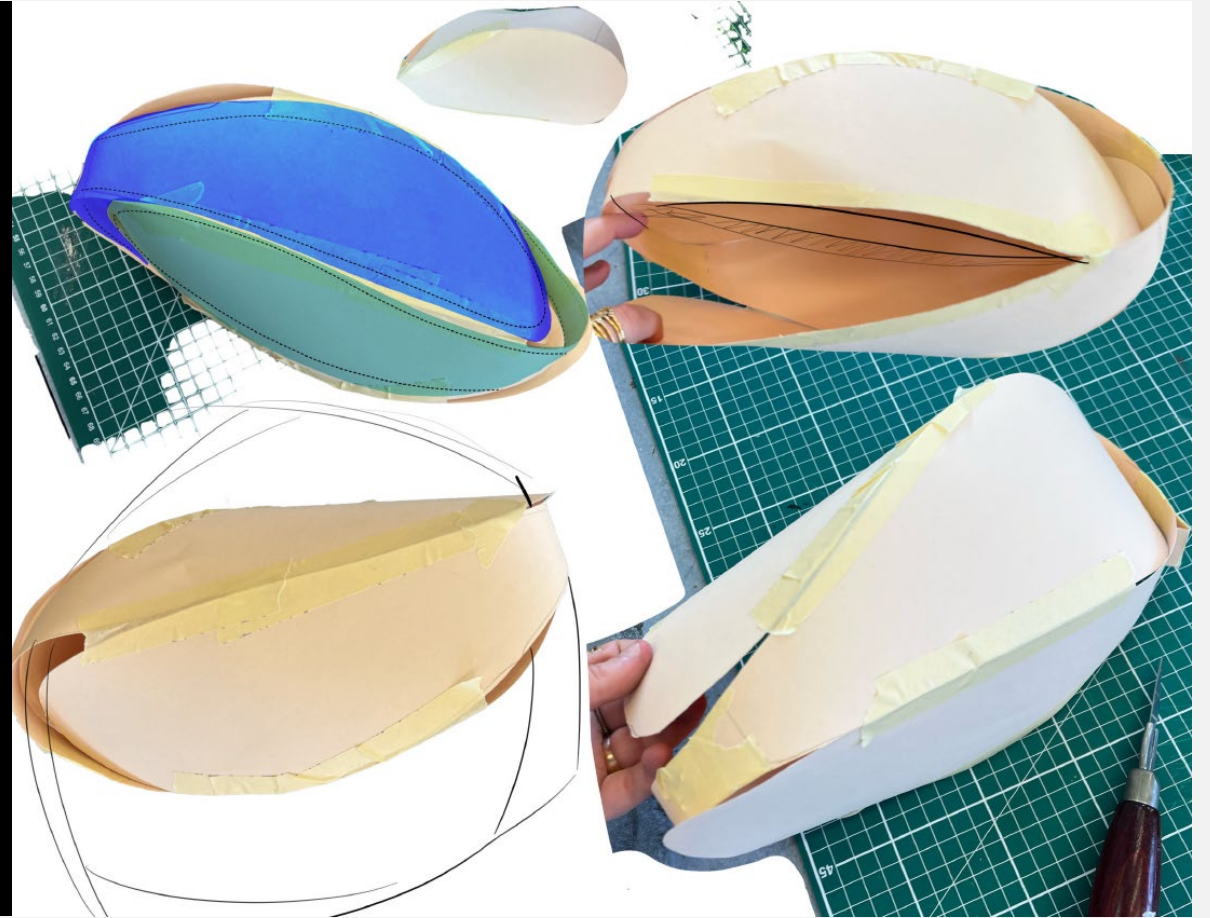


fringe  
feet



# Design Development

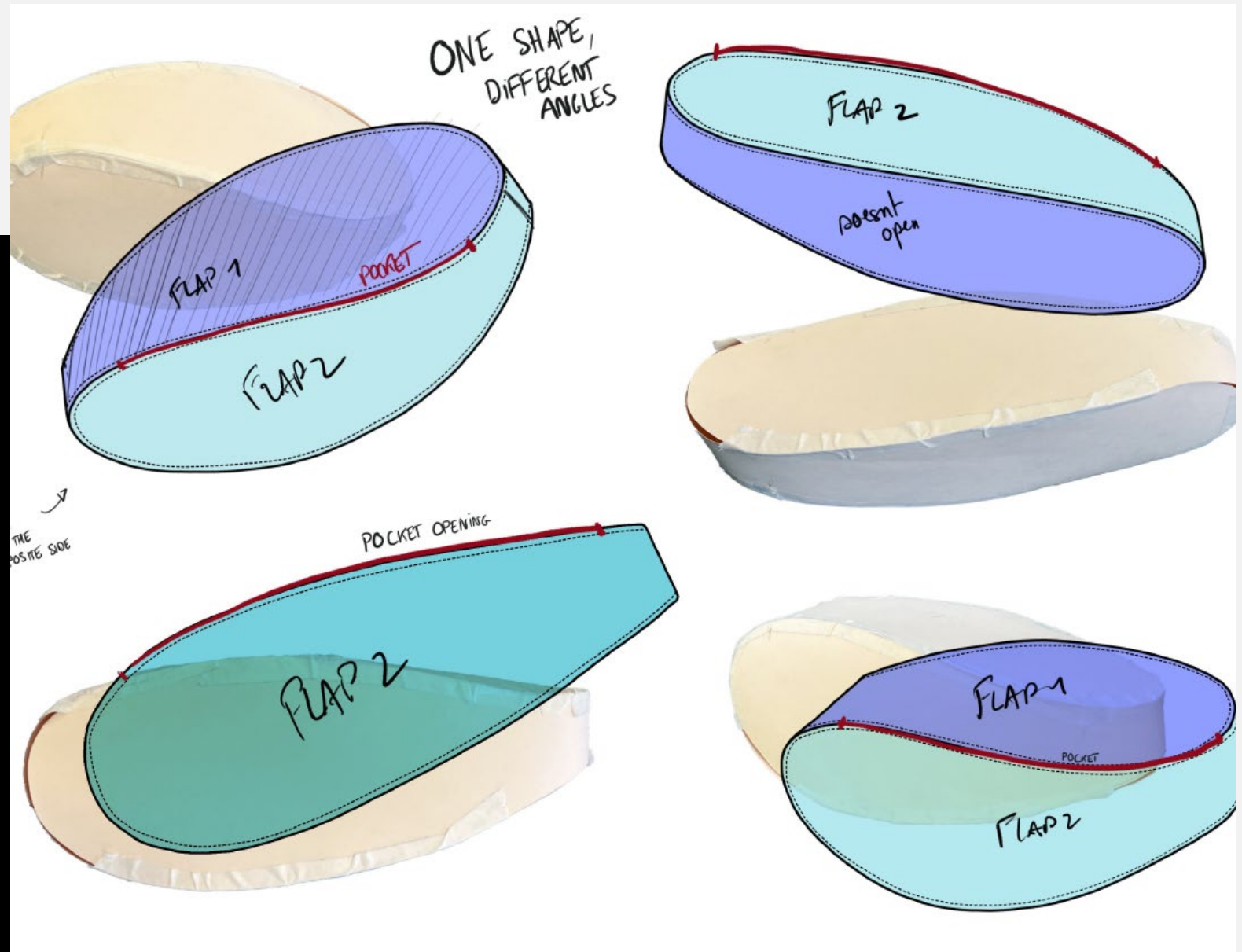
**By experimenting with 3D shapes, physical textures and techniques, you'll be able to further develop your design potential.**





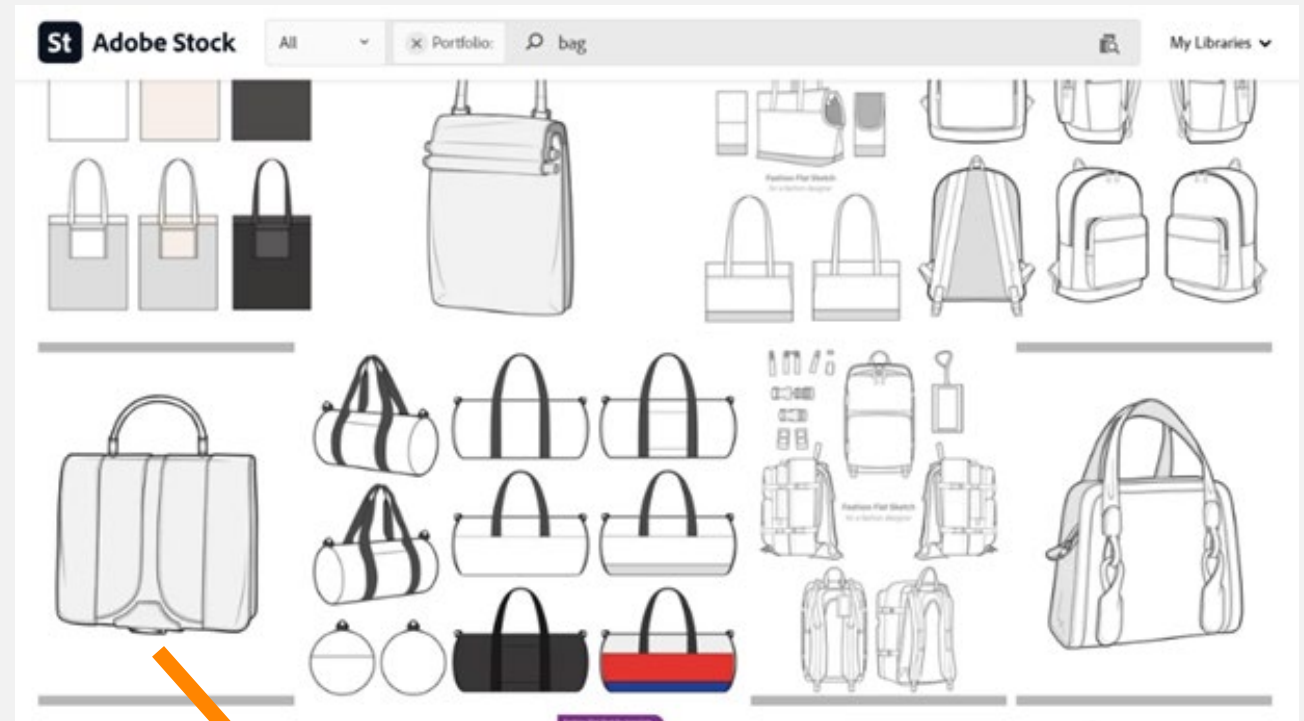
# Design Development

Going back and forth from 2D to 3D can help visualise shapes, discover design issues and perfect your overall design.



# Don't use Templates!

- Using computer-generated designs or pre-made templates as your initial designs, design development or final designs is classified as - **Academic misconduct.** You can't present someone else's designs as your work.



Presentation board



# Thank you

**Fflur Owen MA RCA**  
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