

Assessment Brief

BA (Hons) Cordwainers Fashion Bags and Accessories

Creative Identity (FU001707)

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Stage / Level: 1 / 4

Block: 2

Unit Start Date (week commencing):

12th February 2024

Credit Rating: 40

Timetable: [UAL Timetable](#)

Unit Introduction

This unit explores the creative design process and your identity as a designer in relation to your own cultural and societal values. You will be introduced to a series of technical, design and theoretical skills that an accessories designer must work through when developing new ideas. Research and inspiration are always the starting points within the design process. These will lead you to initial ideas, design development and design finalisation focused on an end consumer. An important part of design is how you communicate your ideas to others and the overall

presentation of your work. You will be introduced to the importance of team working.

Change-making themes around race, climate, ethics, equity and inclusion will be explored. You will reflect on the role of the designer in the current context of Climate Emergency and further develop your own critical thinking.

Learning Outcomes (LO) and Assessment Criteria

On completion of this unit you will be able to [*demonstrate*]:

LO1 Utilise design research methods and their application to the design and development process (Process, Enquiry).

LO2 Creatively generate and develop consumer focused designs appropriate to your subject specialism (Enquiry, Process).

LO3 Consolidate and contextualise your design ideas through the writing of a design rationale (Communication).

LO4 Effectively use visual and written communication and presentation skills that evidences appropriate use of CAD (Knowledge, Communication).

LO5 Evidence 2D and 3D development processes by presentation of a resolved prototype and supporting design development record (Realisation, Process).

Assessment Criteria

Your work in this unit will be marked against the UAL assessment criteria, which are designed to give you clear feedback on your achievement. The full assessment criteria descriptions can be found on the [UAL Assessment](#) webpage.

What you must produce for Assessment

Holistic – This unit is assessed holistically (100% of the unit). Assessment will be against the specified marking criteria.

Assessment Description

A portfolio of work to include:

- Design work.
- A 3D Outcome and supporting product developmental work.

Brief

Introduction

This unit explores the creative design process for product development.

You will be introduced to a series of practical skills that a designer must work through when developing innovative ideas for products. **Research** and **inspiration** are always the starting points within the design process. These will lead you to initial ideas, design development and design finalisation focused on the end consumer. An important part of design is how you communicate your ideas to others and the overall presentation of your work. In this unit, you will be introduced to team working.

Identity.

Identity can be many things. It can be tangible or psychological. It can be described or express itself in many ways, whether it be your own personal Identity or that of a subculture group, object or brand. It can be used to label or identify key features or characteristics of a physical thing/person or persons but can also be used to underline a feeling or rationale behind a subject or movement.

IDENTITY: The fact of being who or what a person or thing is. The characteristics determining who or what a person or thing is. A close similarity or affinity. (Oxford English Dictionary 2nd ed. (2005))

We will be exploring Identity and researching what that means to you and the direction your

personal project takes, but also how the concept of identity relates to a fashion brand and what makes the DNA or ethos of that brand appeal to its consumers. **Fashion Brand identity** is extremely important to the Fashion Industry where successful fashion brands produce items that have become coveted by the consumer to an almost obsessive level. You will explore through your research and analysis of the consumer, what drives an individual to identify with a fashion brand and seek out the latest style of accessories for that season.

You will be put in a team with other accessory students and allocated a fashion brand, and with the support of your team, you will research this fashion brand thoroughly.

Personal Presentation - Individually, you will work to create a personal visual presentation of between **10 -15 slides based on your given fashion brand**: outlining key concepts and thinking behind the fashion brand's identity. These may include the fashion brand's ethos and values. "The brand DNA, their visual identity, their consumers, their competitors, their product range, and their price points. You may like to identify opportunities for the future product direction of the fashion brand.

Presenting your given Fashion Brand to the Other Accessory Teams - In your teams, you will present your fashion brand to the other teams (each student should choose a section from their team's research to focus on). These presentations will be your first formative assessment point. Decide how you will individually present your chosen element of the fashion brand and what methods you may employ to do so.

Please note:

- The teams will be allocated by the course tutors and are non-negotiable.
- Your presentations will take place in person at East Bank and will also be uploaded to a submission area in Moodle Assignments.
- Maximum length of presentation is **15 slides**.

For the second stage of the project, you will build upon the information and feedback gathered from your presentations and evidence your personal response to the Identity brief by undertaking the following:

Produce a written rationale (**800 words**) alongside a mood board which conveys your own "identity" and communicate this "identity" in the visual inspiration behind your project. From this inquiry, you will create **sketchbook research** that leads to **design development** ideas

in the form of creative hand drawing. You will proceed to design and develop creative responses and products that fulfil the needs and desires of the consumer and that of the brand. This brief should help you to develop an increased level of awareness of the requirements of effective presentation by engaging with CAD presentation work.

Create a 2D range of **6-8 products** that are supported by your research.

Produce 1 x **3D outcome** related to your specialism to be supported by a professionally presented **technical specification sheet**. Include 2D to 3D experimentation to support the design and making process.

Assessment requirements, detailed:

Summative Assessment

- **An annotated sketchbook (Physical submission)** including primary and secondary research of “identity”, the brand, the fashion landscape including trends, consumers and competitors, inspirational research as well as initial design ideas and design development/ 2D and 3D experimentation, and material research.
- **Finished presentation sheets (Digital Portfolio submission)** Including a mood board, colour board, individual fully rendered design presentation sheets of 6-8 designs, a range plan of 6-8 products, a spec sheet of the final design to be prototypes and an 800-word rationale.
- **A product development record (Digital submission)** illustrating your 3D processes from initial testing to the final prototype making, including 3D experimentation of details and shapes evidencing critical analysis and problem-solving skills.
- **3D outcome (Physical submission)**

A fully resolved final prototype is to be submitted physically.

*Please note: Any work submitted and assessed as a part of your presentation cannot be re-submitted for re-assessment. You are risking being charged with academic misconduct (self-plagiarism) should you re-submit work you have already been marked on.

Submission Information

Assessment Deadline	<p>28th of May 2024</p> <p>Digital Submission by 15:00 UK Time</p> <p>Physical submission: 9:30- 11:30 Room TBC</p>
Adjusted Assessment Deadline	<p>On request, students with an Individual Support Agreement (ISA) that specifically includes additional time, your deadline is:</p> <p>4th of June 2024</p> <p>Digital Submission by 15:00 UK Time</p> <p>Physical submission: 9:30- 11:30 Room TBC</p> <p>Notes:</p> <ul style="list-style-type: none"> Adjusted assessment will not include additional time if the submission is a group outcome or group presentation Adjusted assessment is different to Extenuating Circumstances (EC). You may be eligible for more time to submit if you have a valid EC. Visit the Extenuating Circumstances and Timeout webpage for more information.
Submission Location	<p>Digital (flatwork) Moodle Assignment max 3 files as a PDF only, max 200mb per file.</p> <p>Physical submission</p> <p>3D Outcome and Sketchbook – Room TBC</p>
Late Submission	<p>Please note if you submit work after the deadline but within 24 hours you will incur a penalty.</p> <p>Late submissions do not apply for performances, presentations and other time-based examinations.</p>
Digital Submission Information	<p>Please note if you submit work after the deadline but within 24 hours you will incur a penalty.</p> <p>Late submissions do not apply for performances, presentations and other time-based examinations.</p>

Submission Queries	<p>LCF Digital Learning site includes step-by-step guides to uploading assignments.</p> <p>If you have any other queries relating to your submission, please use the following email address for help:</p> <p>If you are experiencing technical difficulties uploading your assignment, please contact the Digital Learning Support team: https://mysupport.arts.ac.uk.</p>
Anonymous Marking	<p>This assessment will not be marked anonymously because the tutor may have gained familiarity with the project during feedback sessions. However, internal moderation and all other elements of the assessment process will remain in place for this assignment. This is to make sure the assessment is fair, accurate and consistent for all students.</p>
When to expect feedback	3-4 weeks from your submission deadline
How you will receive feedback	<p>You will receive feedback online via the Assessment Feedback platform.</p> <p>Please note feedback is indicative until confirmed at an Exam Board.</p>
Publication of Examination Board Results	<p>11 July 2024</p> <p>You must check your student portal under myAssessments for confirmation of the Exam Board decision.</p>
Course Regulations	<p>The Course Regulations webpages include useful information on the key regulations for your course, such as:</p> <ul style="list-style-type: none"> • What happens if you fail a piece of work or miss a deadline; • What to do if you are ill or have other extenuating circumstances; • How to avoid plagiarism in your work; • What to do if you want to appeal an exam board decision.

Material Costs

Work presented for assessment will be evaluated against unit learning outcomes using UAL's Assessment Criteria. Increased expenditure on materials to realise your assignment will not equate to increased grades in your assessment.

LCF provides a broad range of resources to support your studies and to produce work for assessment. However, the additional costs you might incur whilst studying this unit, depending on personal choice, could include:

- £10-100 optional materials to finalise prototype (the grade will not be impacted by purchasing costly materials, materials can be accessed free of charge from the stock room at Golden Lane)
- £10 Sketchbook

You can discuss your choices and likely costs with your unit leader prior to starting your work.