

Name _____
Mrs. Alexander & Mrs. Farrelly

Fashion Design
Incoming 12th Grade Summer Assignment

Fashion for the Future Summer Design Project

Iris van Herpen is a Dutch fashion designer whose avant-garde designs are influenced by movement and the human body. Her modern design process incorporates modern technology (such as 3D printing and laser cutting), interesting materials, and haute couture in a conceptual and organic way, fusing the body's internal functions with the outside world.

Project Outline:

- 1) Read the biographical article on Iris Van Herpen and her timeline on <http://www.irisvanherpen.com/about> and investigate her couture lines on her website <http://www.irisvanherpen.com/haute-couture/ludi-naturae>.
- 2) Focus on our Fashion Show 2019 theme, "Fashion of the Future." Choose the following for your project:
 - a) New, modern technology technique to use in your design
 - b) Inspiration theme beyond fashion
- 3) You have two options to complete your project:
 - a) Illustrate a collection (at least 5 looks) inspired by your research
 - b) Create a garment inspired by your research

OPTION A: Collection Illustrations

- 4) Create a **mood board** to show your direction and theme. It must include 2x2" swatches, which may be fabric or an interesting material. Your mood board should be 11x14" with portrait orientation to fit in a portfolio.
- 5) Design **at least 5 inspirational looks** inspired by a blend of your modern technology of choice and inspiration theme.
- 6) **Final illustration** must include:
 - a) Each outfit must be drawn on a complete croquis
 - b) Croquis must have movement (not static or standing straight up and down)
 - c) All seams & garment construction details to be included
 - d) Face & hair
 - e) Include **back flats** for each garment for each look
 - f) Paper must be 11x14" with portrait orientation to fit in a portfolio.
 - g) You may use the medium of your choice
- 7) Write an **artist statement** to describe your design process and the futuristic message of your collection and attach it to the back of your illustration:
 - a) Use proper grammar, full sentences, and explain thoroughly.
 - b) Explain your design process. How did you blend modern technology with your inspiration?
 - c) Describe the process of creating your illustration.

OPTION B: Garment Creation

- 8) Create a **mood board** to show your direction and theme. It must include 2x2" swatches, which may be fabric or an interesting material. Your mood board should be 11x14" with portrait orientation to fit in a portfolio.
- 9) Create an **inspirational garment** to coordinate with your mood board. Garment must:

- a) Have proper seams and seam finishes
 - b) Properly installed closures
 - c) Neatly pressed
 - d) In compliance with industry standards or fashion department standards
- 10) Write an **artist statement** to describe your design and sewing process and the futuristic message of your piece.
- a) Use proper grammar, full sentences, and explain thoroughly.
 - b) Explain your design process. How did you blend modern technology with your inspiration?
 - c) Describe the process of creating your illustration.

OPTION A CHECKLIST:

- Research
- Mood board
- Collection (at least 5 illustrations)
- Back flats
- Artist statement

OPTION B CHECKLIST:

- Research
- Mood board
- Inspirational garment
- Artist statement

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Fashion for the Future Design Project Rubric

	5 Exceptional	4 Proficient	3 Developing	2 Needs Improvement
Mood Board	Exceptionally chosen images which clearly define the direction and feeling of the designs. Clear effort has been made to create a neat, cohesive presentation.	Images show the direction and feeling of the designs, however they could have been more cohesive, directional, and neater presentation.	Image choice gets the general point across but is lacking in cohesiveness. Presentation should be neater.	Minimal effort has been put forth in choosing images. No cohesiveness, messy.
Creativity & Process	Student displays a unique solution to the problem while seamlessly incorporating personal taste and design. Ideas fulfilled the assignment and brought the project to the next level.	Student created a scheme that worked to fulfill the problem. Unique solution with interesting ideas.	Student procured a solution that fulfilled the requirements.	Little effort was put into solving the problem in an innovative way.
Craftsmanship & Skill	Exceptional application of technique being studied and applied it in a way that is totally his/her own while maintaining a link with the original source. The student's personality/voice comes through.	Proficient use of the technique being studied. Source material was used as a starting place. The student's personality comes through in parts of the project.	There is little evidence of creativity or application of technique, but the student has done the assignment.	Student has not made much attempt to meet the requirements of the assignment.
Artist Statement	Well rounded essay with thoughts clearly conveyed, proper grammar & spelling. Multiple ideas tied together nicely.	Essay is well worded. Ideas being conveyed have been thought through. Grammar and spelling is generally correct.	Essay has a main idea but needs to be more thought out. Spelling & grammar needs improvement.	No effort put into conveying any type of idea, poor grammar & spelling.

Comments _____

TOTAL (20 pts) _____