

Course unit title:	<b>Range Planning and Forecasting</b>				
Course unit code:	AFDI401				
Type of course unit:	Required				
Level of course unit:	Bachelor				
Year / Semester of study:	4(7 <sup>th</sup> semester)				
Number of ECTS credits allocated :	6	Lectures p/w:	-	Labs p/w:	3
Instructor(s)	Eleni Gircalli				
Aim of the Course	<p><b>Aim of the course and core objectives are to :</b></p> <ol style="list-style-type: none"> <li>1. Introduce professional design package development, thought trend project.</li> <li>2. Produce collection of outfits based on specialized area.</li> <li>3. Achieve a professional approach to conceptual styling.</li> <li>4. Develop individual fashion accessories.</li> </ol>				
Learning outcomes of the course unit:	<ol style="list-style-type: none"> <li>1. Develop professional presentation skills.</li> <li>2. Understand how to research specialized areas e.g. sportswear, menswear, knitwear, accessories etc.</li> <li>3. Use effectively fashion styling and fashion photography.</li> <li>4. Outline the importance of designing and creating fashion accessories.</li> </ol>				
Prerequisites:	AFDI204	Co-requisites:	None		
Course contents:	<p><b>1. Collection presentation skills:</b> Students will develop a creative collection based on an area of personal excellence, e.g. menswear, women's wear or children's wear. Students will present their package with specialised finished presentation sheets, which include flat drawings of the garments, fabric and colour board illustrations and photography.</p> <p><b>2. Research methods:</b> Advanced research skills and its importance when working in specialized areas e.g. sportswear, menswear, knitwear, accessories etc. Understanding of appropriate fabrication, colour trends, shapes for a fashion collection and its appropriate use for each season.</p>				

	<p><b>3. Professional fashion styling:</b> The course will enable students to develop and practice fashion styling through a series of photo shoots in photographic studio and external locations, based on a conceptual theme chosen by the students. Through these excises major attention is given to location, lighting, model (hair and make-up) suitable clothes, props and accessories suitable based on chosen theme.</p> <p><b>4. Provide an understanding how to develop an accessory:</b> In conjunction with the study of existing materials, developed by the student's individual abilities and based on a research project.</p>
Recommended and/or required reading:	
References:	<ol style="list-style-type: none"> <li>1. Gehlhar, M. (2008) <i>The Fashion Designer Survival Guide: Start and Run Your own Fashion Business</i>. Kaplan Publishing: NY.</li> <li>2. Higham, W. (2009) <i>The Next Big Thing: Spotting and Forecasting Consumer Trends for Profit</i>. Kogan Page: USA.</li> <li>3. Martin, R. (2010) <i>Trend Forecaster's Handbook</i>. Laurence King Publishers: UK.</li> <li>4. Meadows, T. (2009) <i>How to Set up and Run a Fashion Label</i>. Laurence King Publishers: London.</li> <li>5. Renfrew, E. (2009) <i>Basics Fashion Design: Developing a Collection</i>. Ava Publishing: UK.</li> </ol>
Planned learning activities and teaching methods:	Introductory lectures accompanied by practical demonstrations are delivered in all topics mentioned above. Research project work, practical design exercises, tutorial monitoring and group critiques. Audiovisual presentations.
Assessment methods and criteria:	<p>Styling Photographs 20%</p> <p>Sketchbook with research 40%</p> <p>Portfolio of Designs 40%</p>
Language of instruction:	English
Work placement(s):	No

