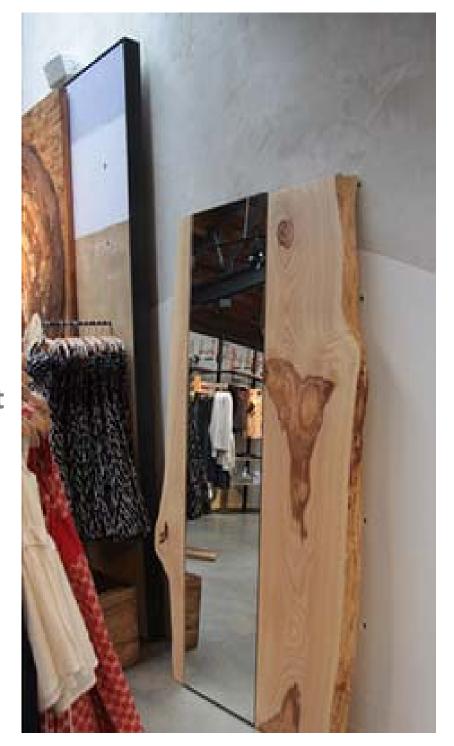


Dee Parker (Senior Lecturer in Fashion)
Melanie Petch (Lecturer in Writing
Development)

Activity

- 1. Who would wear these garments? Why would they?
- 2. What do the garments remind you of? Winter, film noir, gothic Fiction?
- 3. Describe the colours. e.g. what sort of red?
- 4. Describe the fabrics. What do they feel like? What do they sound like?
- 5. Give your collection a title



BA Fashion Design and Contour Fashion

it's all on our website direu.ac.ulc

Footwear Design BA (Hons)

Art & Design

Course code

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Duration

Three years full-time Six years part-time (daytime)

Lo cation

Leicester City Compus

Entry requirement

You should have a good portfolio, plus one of the following typical offers:

- Successful completion of an Art and Design Foundation Course
- National Diploms merit profile in a relevant subject
- 240 UCAS Points, to include two GCEA/CE A Levels with grade C in at least one art or design subject
- Progression or Advanced Diploma. with 940 UCAS Points, to include art or design
- International Baccal sureate: 28 Points.

All equivalent qualifications are welcome as are applications from mature students with alternative qualifications and/or work experience. This should have a strong GCSE profile, including English at grade C, or equivalent.

Overview

- The only Single Honours Footwear Design course in the UK
- Excellent career opportunities thanks to our wortheids links with the footbyeer industry
- Excellent specialist studio facilities

About the course

You will have the opportunity to take part in infermational design competitions such as Linespelle in Milan, and our award-winning success in these competitions endorses our status as a world-class Footware Design ourse. Shoe design and technical making skills are developed throughout, emphasising the crucial relationship between design and manufacture and the needs of the footware industry.

Design research, drawing and Ilustration sidils and the sizility to present and communicate ideas and concepts to a high professional stendant are developed throughout the first year. This includes a series of shoe design projects focusing on a comprehensive range of sodewar silyes. You will learn technical modern shormaking skills and will make a range of probleps shoes of your own.

There are regular visits to factories, tenneries and exhibitions such as Micam in Mian, and work placoments within the lootweer industry can be underfaken during vecation periods. These have included placoments with Alsonder McCusen, Kurt Geiger and Jimmy Choo.

Teaching styles and methods

Teaching encompasses formal lectures, group seminars, tutorials, presentations, practical workshops and studio-based activities.

Our gradu ates

The course leads to successful careers in flootwear design, buying and marketing, and beaches practice sides and sheareaking knowledge for production and technical areas of the footwear industry Recent graduates are working as designers, buyers or agents for companies such as Guock Red or Dead, Gins, Morgan, Lacoste, Nichers, Kurt Geiger, Adidae, Dune J.evi's, Office JGeorgina Goodman and Paul Smith Joth in the UK and ownesses.

Have you thought about?

Contour Fashion BA (Hons), Fashion Design BA (Hons), Fashion and Contour Design BA (Hons), Footweer Foundation Degree.

Tuition foot

\$3250 per year (these are 2010 fees and are subject to change). To find out more about our scholarships, bursaries and fees see page 225.

"The course is fantastic, with great links to companies within the industry; it sets you up with all the skills needed to start a career in footwear design."

Chloe Slocombe, now Junër Designer et Pentland Group forunds including Kickers, Berghaus, Red or Dead, Lacoste and Ted Raketh



How can I get more info?

T: (0116) 257 7555 E: artenddesign@dmu.ac.uk Wt.dmu.ac.uk/artenddesign

How do I apply?

Full-time: Apply through ucas.com Part-time: Apply to DMU

Fantastic tadilities...

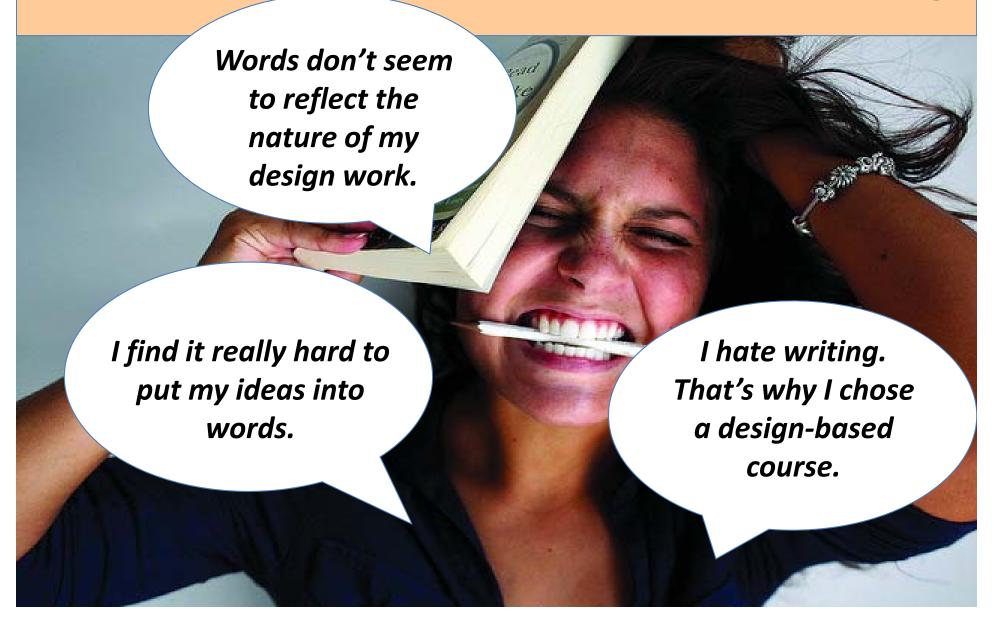
Large open-plan stude, specialist shoemaking workshops and technical support.

the project brief

Text

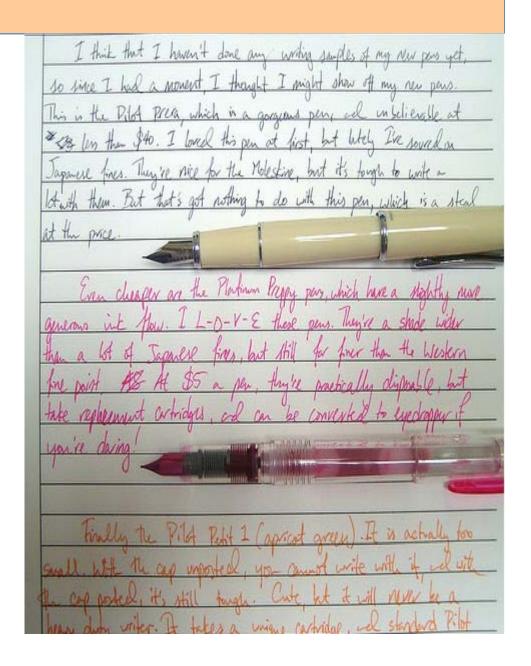
Communicate your theme/prediction in the most eloquent and descriptive way possible! You must include ideas on forthcoming colour stories; silhouettes, new shapes; lengths; fabrics/ materials, etc; influences for themes (lifestyles, films, books, events, places, cultures). Please do not approach your writing as a journalist would a horoscope. A few well chosen words or references and descriptive sentences, which capture a 'feeling' or 'mood' are preferable.

Art and Design students' attitudes to writing



Academic writing in an HE context

- formality
- coherency
- linguistically accurate
- objectivity
- clarity
- Structure
- signposts
- discursive
- evidence-based



Alternative voices: what is creative writing?

'It's a mode of thought. It's a mode of imaginative thought.' (Wandor, 2008)

'Creative writing is the art of defamiliarisation: an act of stripping familiarity from the world about us, allowing us to see what custom has blinded us to.'

(Morley)

Creative writing depends upon 'a writer as player of language ... The craft in language lies in the way the cards of language are played; the voice in how the cards become your choices.' (Morley)

So why creative writing and fashion?

'Text is a material object: a published book, a material object consisting of graphic marks on the flat surface of a page or screen.' (Wandor, 2008)

'The writing process parallels the stages of working in many of the arts...trying to encourage a 'bit' approach rather than a mad rush for the final piece. Whenever I talked about doing bits, many students expressed a relief. Writing did not need to be about 'start here, move to here, then here, then here, then end up there.' (Francis, 2009)



* slouchy aztec grunge * · comportable tailoring to uguened - a with geometric prints. · slouchy fabrics bought alive with printed textures · feminine silhavettes with a hint of grunge · mix & match aztec & feather harmonized with the dark. colour palette



- · A Celebration of Apocolyptic Carnival, infused with rich Jewel like colour, a combined with a Grothic Twist.
- · Oversized + Overstated,

 Cardy Floss hair + theatrical

 Make-up, takes us back

 to this nostalgic Georgian

 that Cra, which a with

 a suburistic vibe.



Feedback from students

'So helpful and fun and really got my creative juices flowing.'

'Fun escaping into another lifestyle.'

'Brilliant help to get into the mind set for writing our stories.'

'I liked this session. I found it helpful in giving us ways to organise the flow of ideas for verbalising the visual.'

'Good way to make everyone work in groups. Gets everyone to interact more.'

'Nice hearing everyone else's input/language skills.'

Outcomes

 A student voice which reflects contemporaneity and innovation

• A student voice which reflects the language of industry. It speaks to consumers. It is desirable.

 A student voice which complements and emulates their creative design practices.

 Collaboratively, this work has ignited further ideas and possibilities ...

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