

Name _____
Mrs. Alexander & Mrs. Farrelly

Fashion Design
Incoming 12th Grade Summer Assignment

Business Attire Senior Summer Design Project

First impressions are lasting, and professional business attire is the first sign of professionalism at an interview or meeting. You will be challenged to design a mini collection of professional business attire for someone to wear at an interview for an art-based company. Choose one of the following: architectural firm, advertising company, animation studio, fashion house, or film studio.

Project Outline:

- 1) Research women's and/or men's work attire at luxury department stores Saks Fifth Avenue, Neiman Marcus, Blomingle's, and Bergdorf Goodman. You may conduct your research online or in person.
 - a) Look for garment details, silhouette, and fabrication.
 - b) Investigate how current brands approach this design category to gain insight into designing your own mini-collection.
- 2) You have two options to complete your project:
 - a) Illustrate a mini collection (at least 5 looks) inspired by your research
 - b) Create a garment inspired by your research

OPTION A: Mini Collection Illustrations for the company type of your choice from the list above.

- 3) Create a **mood board** to show your season, direction, customer, 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.
- 4) Design **at least 5 inspirational looks** inspired by the information in your mood board. **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
- 5) Write an **artist statement** to describe your design process and the 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. What makes your designs successful?
 - c) Describe the process of creating your illustration.

OPTION B: Garment Creation

- 6) Create a **mood board** to show your season, direction, customer, 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.
- 7) 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
- 8) Write an **artist statement** to describe your design and sewing process and the message of your piece.
 - a) Use proper grammar, full sentences, and explain thoroughly.
 - b) Explain your design process. What makes your designs successful?
 - c) Describe the process of creating your garment.

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

Business Attire Senior 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) _____