

BA {HONS} FASHION DESIGN & MARKETING

SCHOOL OF DESIGN LEVEL 4 SUMMER PROJECT



Northumbria
University
NEWCASTLE

PREPARATION FOR STUDY 09/2022

The Brief: Identity Exploration

As Fashion Design & Marketing students, you will be required to document your research, inspiration and experimentations through drawing and other explorative mediums.

Before you join us in September we would like you to create a **CREATIVE PROCESS JOURNAL (CPJ)**.

This is a A3 size sketchbook on a theme you shall creatively research and explore. This could be through:

Drawing / Sketching
Painting
Photographic imagery
Collaging
Embroidery
Knit

Or any other creative exploration you would like to use to visually document within your **CPJ** your research into your chosen theme.

What to research:

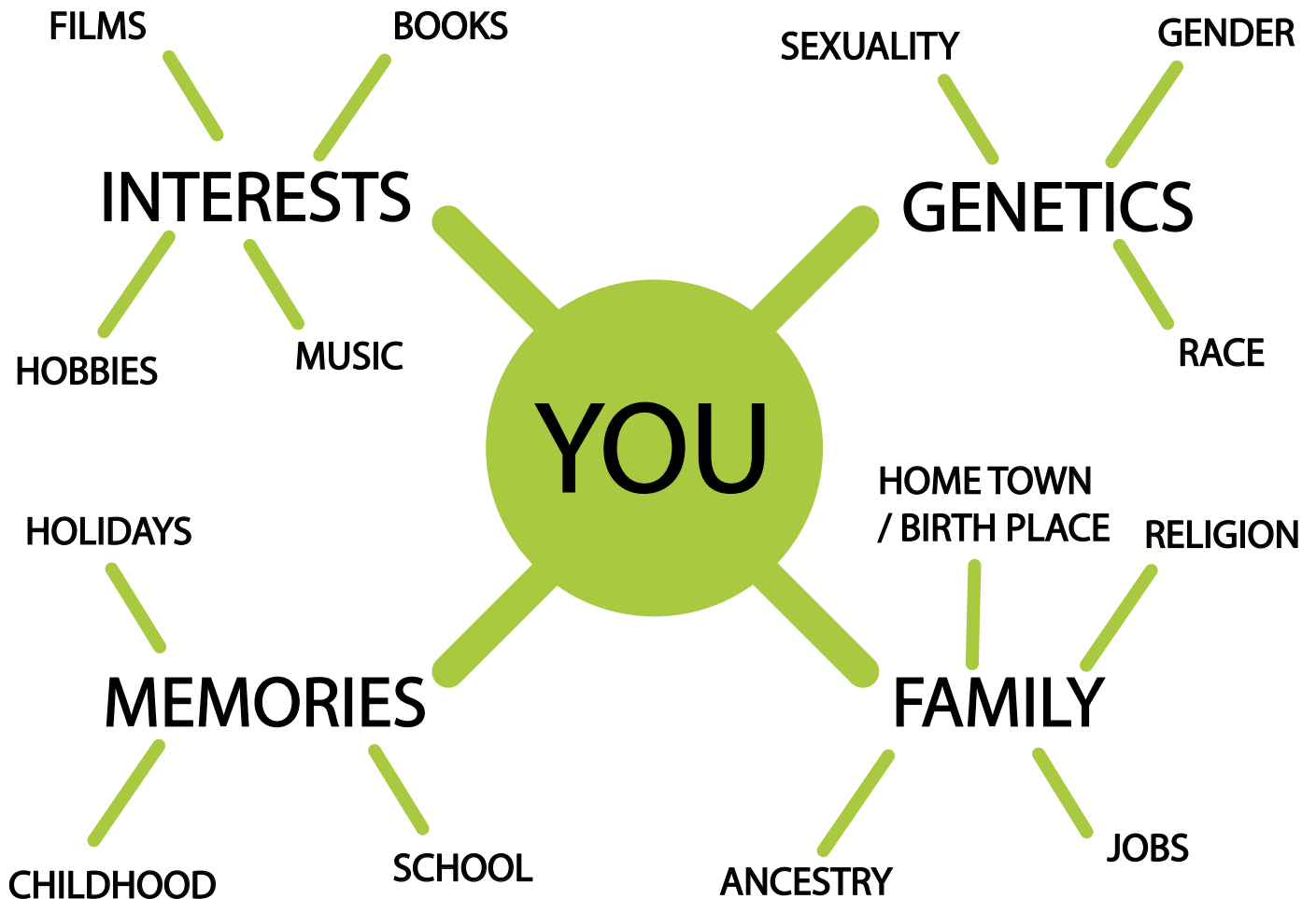
Our identities provide lenses through how we see the world and interpret our design ideas. Each individual's background and experiences are unique to them. Our age, gender, ethnicity, social class, sexuality, family, national identity, personal interests, aesthetic and politics all form who we are. As a young creative, your life experiences and heritage form a unique viewpoint on the world and influence how you interpret and design fashion.

For your **CPJ** celebrate your uniqueness by creatively exploring a specific theme(s) around your identity.

Where to start:

Start the first page of your **CREATIVE PROCESS JOURNAL** by drawing a **MIND MAP**. This will help you focus your ideas on what your research theme(s) might be.

Below is a reference for what you might consider when creating a **MIND MAP**.



'DON'T FORGET YOUR ROOTS FOR THEY ARE YOUR SOURCE'

While you are at home it is a good opportunity to look at old family photographs of events in your life and ask questions about family members lives and generations before them.

(Please include copies of family pictures in your **CPJ** if relevant as it is important you show your personal connection to the theme that you are exploring).





PAST CPJ CONTENT FROM STUDENTS



Remember there is no wrong theme but you must be able to explore whatever you choose to research creatively through drawings, imagery and a variety of mediums in your CPJ. **Is it a family members occupation, or an era of someone's life, or the city your family are from or a childhood memory or a hobby?** It could be more than one theme that you are interested in as you want to look at combining both for inspiration. -The theme(s) should be anything that you identify with and feel inspired enough to explore further.

Once you begin to delve into your theme it will become more focused and certain aspects will interest you more or might even take you somewhere else. From your initial start point theme, the research might develop onto a particular **art movement, architecture, product design, film, music, magazine, industry (mining / fishing, etc), subculture, style icon, musician or fashion designer of the time.**

From your CPJ research you should then be able to get inspiration on **colour, shape / silhouette (The shape a garment makes on the body), proportion and texture** which will then inform your design ideas in September.

SUMMARY OF WORK REQUIRED:

THE CPJ - An A3 visual documentation, explored through various mediums, of your research process on a chosen theme(s) around your identity.



We look forward to meeting you in person and seeing your CPJ. - The most important thing is that you enjoy creating it and feel inspired!