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Bachelor of Design (Fashion)

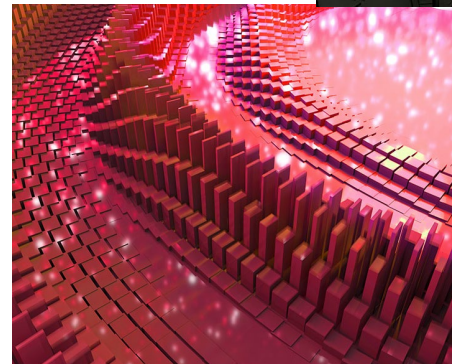
Career Practitioner Briefing

School of Design and Architecture

A/Prof. Jo Kuys | Course Director Industrial Design (Honours)

Jye Marshall | Bachelor of Design (Fashion Design)

Feburary 2025



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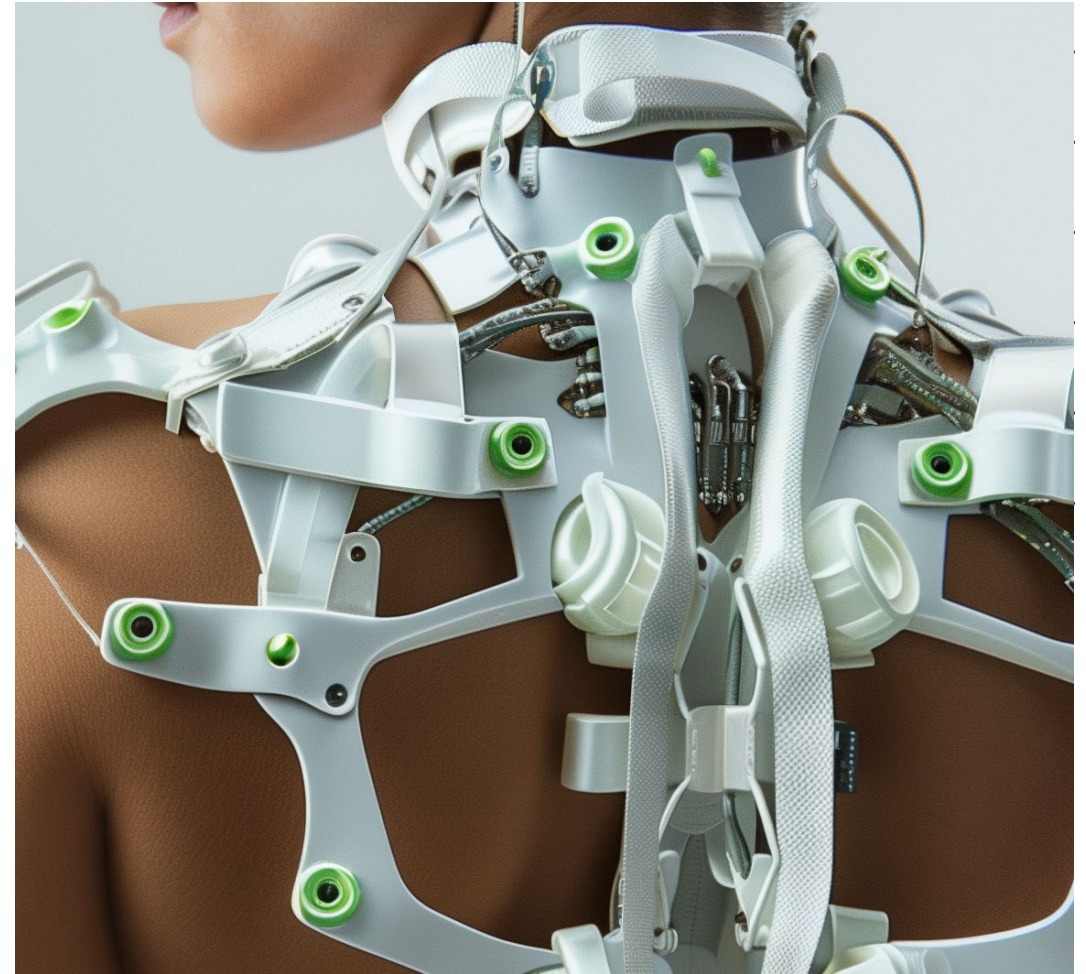
This Session

- Introduction to the course
- Studio learning activity
- Careers and pathways discussion



What is the Bachelor of Design (Fashion)

- Bachelor of Design (Fashion) integrates fashion design with the themes of fashion futures including:
 - New technologies
 - Advanced manufacturing and production methods
 - Sustainable design
- The course prioritises experimental fashion design methodology and focuses on tangible outcomes such as technology-enabled wearable garments and products.
- Situated at the intersection of technology, functionality, and aesthetics, this course encourages students to create a positive change and redefine the future of fashion.



Why the Bachelor of Design (Fashion) at Swinburne?

- Bachelor of Design (Fashion) will provide students the **hands-on skills foundation** to develop fashion outcomes with the following:
 - **Technology-enabled and advanced manufacturing fashion design:** Including smart apparel, smart jewellery, innovative textiles (novel fabrics) and wearable technologies. Students will be given the knowledge and skillset to research, conceptualise, prototype and construct technology-enabled fashion outcomes, preparing them for a future-focused fashion career. They will also use 3D software such as CLO, Style CAD and Rhino.
 - **Focus on sustainability:** Students will focus on sustainable fashion design through digitally enabled solutions, novel fabrics, and waste and design by-products, ensuring their products take into consideration ethical production and sourcing throughout the whole value chain, and consideration on the impacts to the environment.
 - **Applied design practice:** With pathways via UniLink of Design, students will have real-world practical experience through professional placements (WIL), and the opportunity to customise their course with several majors/minors including; Industrial Design, Branded environments, Innovation, Digital Marketing and Entrepreneurship, Communication Design etc.

Entry Requirements

Portfolio Entry (RC)

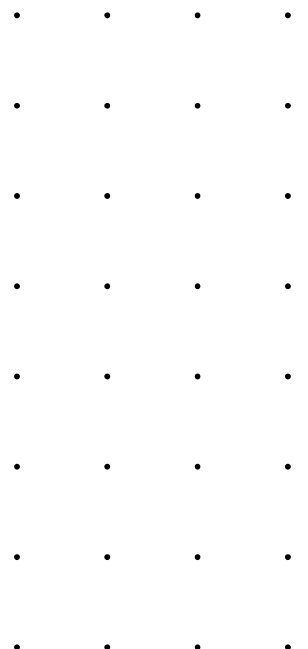
min. 20

VCE Units 3 and 4
English (except EAL) or
25 in English as an Additional
Language (EAL) or equivalent.

Pathway:
Diploma of Design (UniLink)

min. 20

VCE Units 3 and 4
English (except EAL) or
25 in English as an Additional
Language (EAL) or equivalent.



Entry Requirements – Other Requirements

- As part of students RC entry, they will need to submit a portfolio and written response using [SlideRoom](#).

❖ Portfolio Requirements

- Should present a range of development work and finished pieces (at least 5) that demonstrate ideas and experimentation (up to 10 pages).
- Must be a PDF (no more than 10mb)
- Selection of work (may include but not limited to):
 - Fashion and textiles: fashion design, textile design, fashion illustration, sewing, pattern making, etc.
 - Spatial design and 3D: architecture, interior design, product design, theatre set design etc.
 - Media: photography, video, film, animation, social media, etc.
 - Art: drawing, illustration, painting, sculpture, printmaking, ceramics, etc.
 - Graphic design: branding, advertising, packaging, publication, interface design, etc.
- The portfolio may also include:
 - Finished creative work: At least 5 finished works
 - Process documentation: Sketches, drafts, mood boards, and/or any other documentation that shows the student's design process and how their ideas evolved from concept to completion.
 - Creative work description: For each creative work, students need to provide a short (50 word) descriptive statement that explains their design intention or process. They should also include a title of the creative work and a date.

Portfolio – FAQs

We anticipate there may be a few questions about the portfolio. Here is an FAQ to guide responses

General questions/advice on how work should be presented in a portfolio:

It should be presented very similar to VCE art and design units, nothing drastically different here. In summary:

- Landscape document,
- Primarily images
- 1-5 images per page
- Some descriptive text is fine but not too much, let the images do the talking.

How much text is too much

- Keep text to short captions and descriptions. Don't exceed 50 words per page/project

Does 10 pages include a front page?

- Yes, the complete document must be no more than 10 pages.

What balance of Fashion versus other design projects should I include in my portfolio?

- Naturally, fashion related projects are most suitable if you have done them. We do however understand that not all schools offer fashion and as such we encourage any creative or design works to be used instead.

Is it better to focus on finished pieces or development work?

- Yes, we recommend including a mixture of development work and finished outcomes. It is up to you to decide the balance. Remember process documentation such as sketches, drafts, mood boards, and other materials that can be the best way to showcase your creativity and how your ideas evolved from concept to completion.

Should I create work specifically for this application?

- No, you can include any relevant work that showcases your skills and creativity, whether it was created specifically for the application. We expect most work will come from VCE design work or from your hobbies.

What if I don't have 10 pages of work to show?

- You may think you don't have 10 pages but it is easy to expand a project to cover more pages. For example, you can include development work for a project in addition to showing the finished project.

What if I don't have 5 projects with finished pieces?

- A finished piece may not necessarily be the end of the project. It could be a finished concept sketch or drawing. So, if you don't have enough projects highlight finished pieces from different stages within the project.

Entry Requirements – Other Requirements

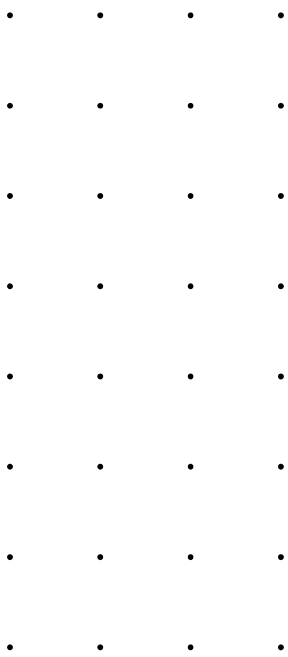
- As part of students RC entry, they will need to submit a portfolio and written response using [SlideRoom](#).
 - ❖ **Written Response (up to 250 words)**
 - Describe which aspects of design the student is most passionate about and how this drives their interest in a design career. To support their answer, they can include any educational, extracurricular activities, or work experiences that may contribute to their success in this design course.
 - Any portfolios or written responses not submitted via SlideRoom will not be assessed.



Course Structure: BA-DESF

- Bachelor of Design (Fashion) is comprised of 300 credit points broken down into the following:
 - Fashion Design core (8 units): 100 cps
 - Major in Fashion Design (8 units): 100 cps
 - Other studies (advanced minor, minor(s), or electives): 100 cps

| Structure Section | Code | Title |
|-------------------------------------|----------|---|
| 1 Core - BA-DESF - 100cp | DDD10001 | Twentieth Century Design |
| 1 Core - BA-DESF - 100cp | DDD10006 | Introductory Design Studio |
| 1 Core - BA-DESF - 100cp | DDD10010 | Fashion Design Practice 1: Techniques and Prototyping |
| 1 Core - BA-DESF - 100cp | DDD10011 | Textile and Material Inspiration |
| 1 Core - BA-DESF - 100cp | DDD10012 | Fashion Communication and Expression |
| 1 Core - BA-DESF - 100cp | DDD20004 | Contemporary Design Issues |
| 1 Core - BA-DESF - 100cp | DDD20038 | Fashion Design Practice 2: Pattern and Garment Construction |
| 1 Core - BA-DESF - 100cp | DID10001 | Product Visualisation 1: Hand Sketching |
| 2 Major - Fashion Design - 100cp | MJ-DESF | Fashion Design Major |



Career Outcomes

Main industries of fashion designers

| | Arts and Recreation | Manufacturing | Professional, Scientific and Technical Services | Retail Trade | Wholesale Trade |
|-------------------------------|---------------------|--|---|---|--|
| Employed | 242,700 | 870,700 | 1,249,800 | 1,359,300 | 355,700 |
| Past Growth | -3.9% | -5.2% | 23.1% | 4.2% | -3.3% |
| Future Growth | 10.1% | 2.7% | 16.8% | 4.3% | 1.8% |
| Average Weekly Earnings (AUD) | \$1,000 | \$1,300 | \$1,692 | \$800 | \$1,300 |
| Workforce Share | 1.8% | 6.3% | 9.0% | 9.8% | 2.6% |
| Full time share | 54.3% | 83.5% | 79.4% | 50.2% | 82.5% |
| Female Share | 47.2% | 28.3% | 44% | 54.2% | 32.8% |
| Average Age | 34 | 43 | 40 | 34 | 44 |
| University Qualification | 29% | NA- about 33% have a VET qualification | 59% | NA - 61% do not have post-school qualifications | NA - most do not have post-school qualifications |

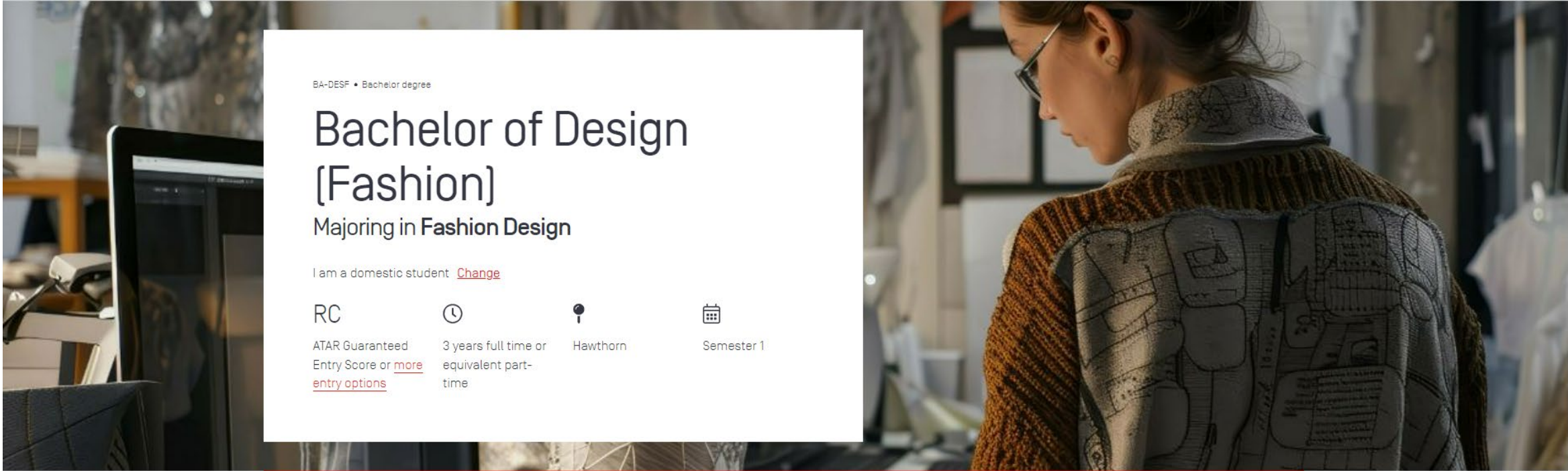
Potential roles

- In house fashion designer
- Startup fashion designer
- Stylist
- Design consultant
- Technical designer
- Product manager
- Fashion design assistant
- Pattern maker and grader
- CAD pattern maker and grader
- Garment technician

Our Course Webpage

Course page:

<https://www.swinburne.edu.au/course/undergraduate/bachelor-of-design-fashion/>



General FAQs

- **How is this course different from our competitors who offer the same thing?**

- Swinburne's strongest competitor is RMIT with their Bachelor of Design (Fashion) and Bachelor of Fashion and Textiles (Sustainable Innovation). No other competitors featured wearable technology as part of their course syllabus, presenting a small specialisation opportunity for us. As part of the value proposition, the main points of distinction for this course are:

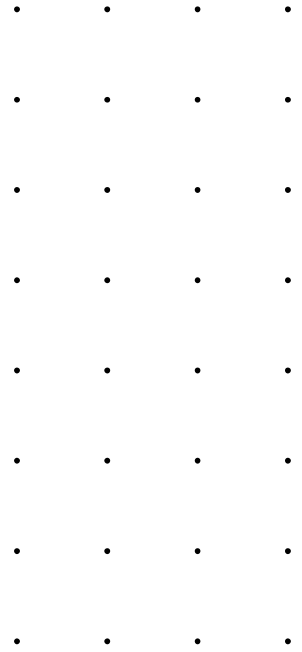
- Technology enabled design and advanced manufacturing – such as novel fabrics and textiles biodesign
- Sustainable design – not just through the end solution but throughout the value chain
- **Applied design practice:** With pathways via UniLink of Design, students will have real-world practical experience through professional placements (WIL). Several industry partners contributed to the course, including representatives from:

- Country Road
- Melbourne City Council
- Rudigarb (fashion label)
- Aquatero (Tactical Wear)
- Archie's Footwear

- **Does this course have a WIL aspect attached**, if it does:

- At the bare minimum, WIL experiences feature within industry linked studio projects.
- is it an internship or placement (or both)?
- Which top 3 companies are on 'the books' for internships and placements?

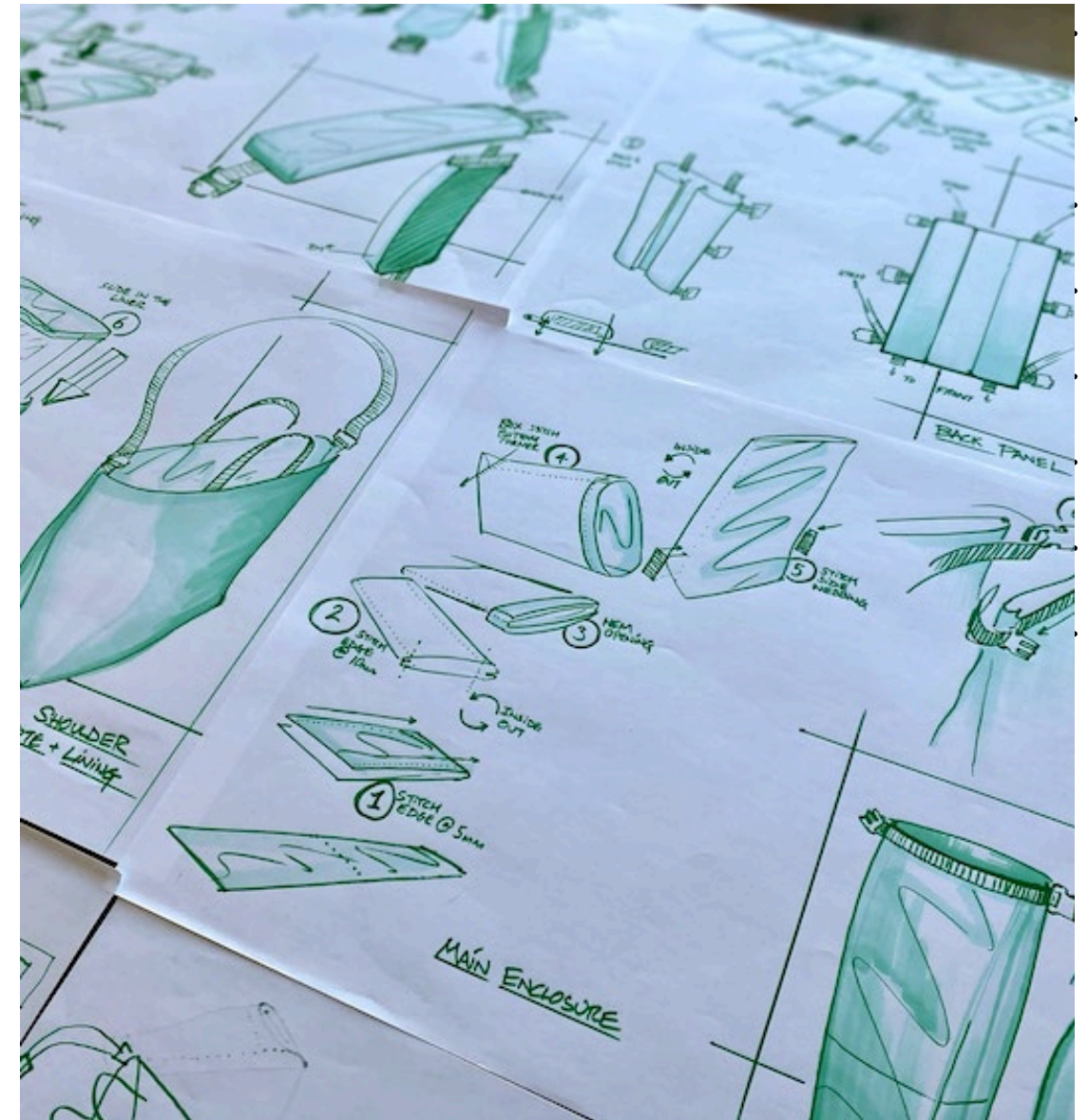
Questions?(let's start the activity)



Workshops and Activities

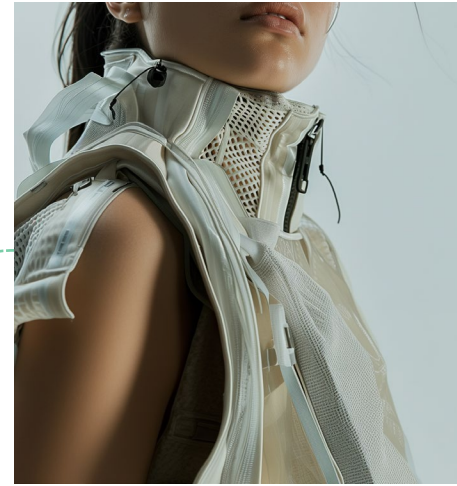
We offer a range of activities to support high school students on their journey to study design

- Portfolio Preparation Workshops
- Design Activities
- Top Design Education Forums (hosted by Melbourne Museum)
- Introductory Sewing (new for winter 2025)



My Name is Charlie

Fashion Frankenstein

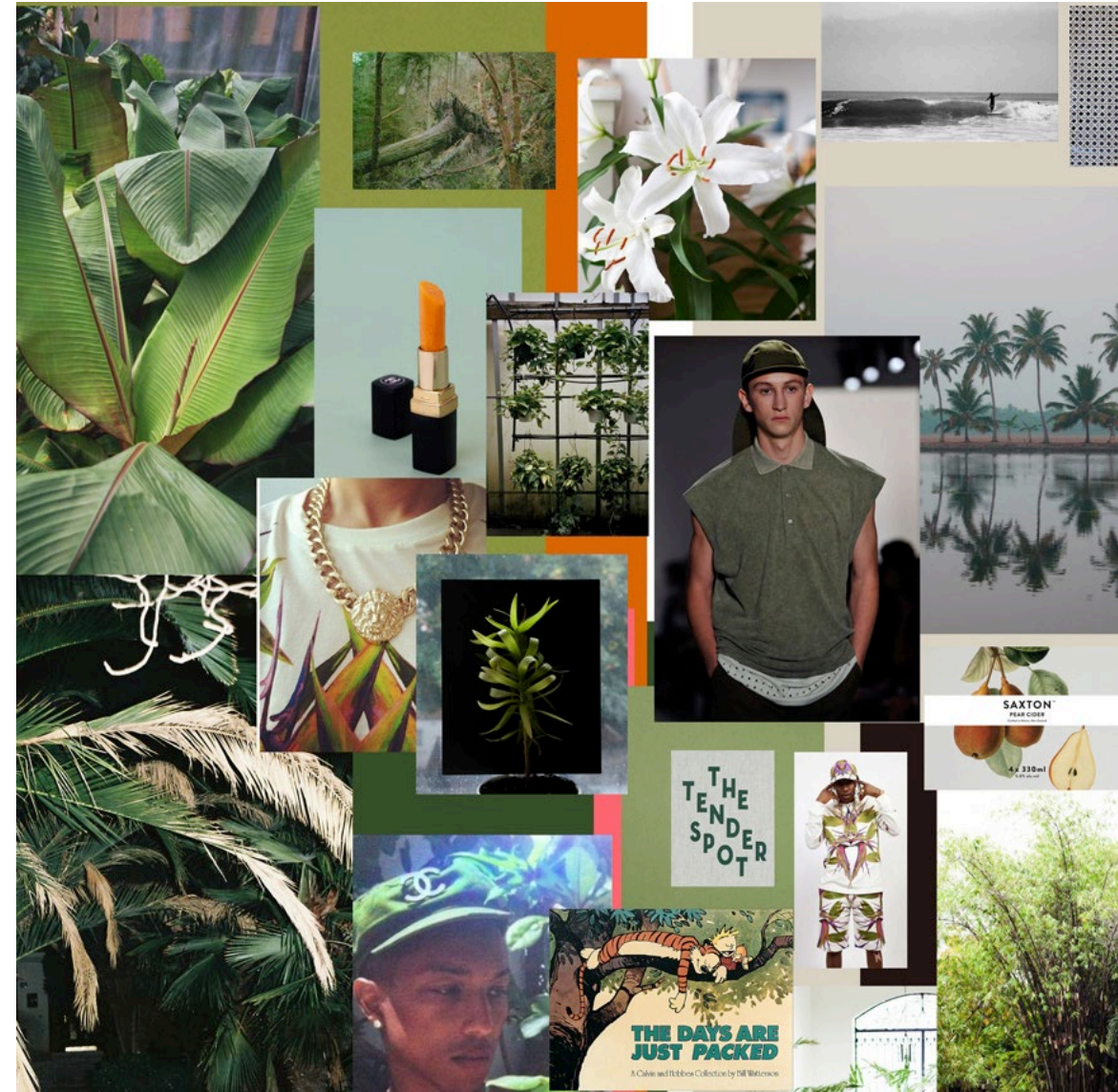


Purpose

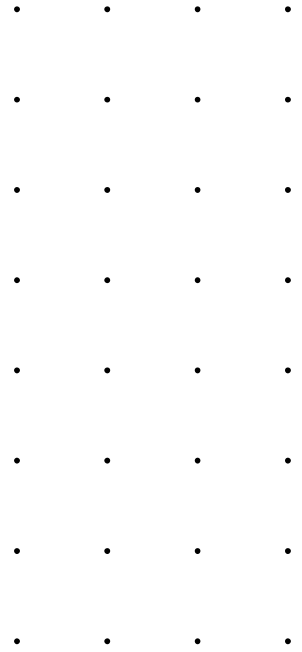
Why are Inspiration Boards Important?

- Serve as a visual guide for the design process.
- Help organise ideas and themes.
- Communicate your vision to others (e.g., collaborators, clients).

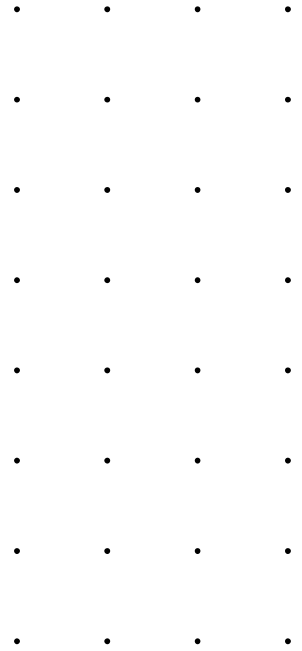
What features in an Inspiration Board?



Activity: Create an inspiration board for



Integrating one of these Technologies



- Incorporate a technology into your inspiration board
- Think about how it can enhance the garment within your theme
- Choose one of the technology cards

The Power of Colour

- Colour sets the tone and mood of your design.
- Different colours can evoke specific emotions and responses.
- Colour combinations add richness and personality
- Considering your imagery, build a colour scheme from the colour swatches provided

**power
sophistication
mystery
death**

**hope
simplicity
cleanliness
goodness
purity**

**love
passion
romance
danger
energy**

**intellect
friendliness
warmth
caution
cowardice**

**peace
sincerity
confidence
integrity
tranquility**

**authority
maturity
security
stability**

**life
growth
nature
money
freshness**

**innovation
creativity
thinking
ideas**

**royalty
luxury
wisdom
dignity**

Fabrics

- The texture or feel of a fabric can dramatically influence the mood and style of a design.
- We challenging you by assigning a fabric which should feature within your design.
- It is up to you to decide how the fabric is used



Example



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