

Fashion+architecture

AS 91337: Use visual communication techniques to generate design ideas (3 credits) – 2014

Achievement	Achievement with Merit	Achievement with Excellence
<ul style="list-style-type: none">Use visual communication techniques to generate design ideas.	<ul style="list-style-type: none">Use visual communication techniques skilfully to generate design ideas.	<ul style="list-style-type: none">Use visual communication techniques effectively to generate design ideas.
Visual communication techniques are used to generate ideas to show design qualities. <hr/>	Visual communication techniques are used skilfully to generate ideas to show design qualities with clarity through well-articulated visual means. <hr/>	Visual communication techniques are used effectively to generate ideas to show design qualities with clarity and a depth of understanding through well-articulated visual means. <hr/>
Design ideas are produced that explore identifiable design qualities. <hr/>	Divergent design ideas are produced that explore identifiable design qualities. <hr/>	Divergent design ideas are produced that are explored and extended to show identifiable design qualities. <hr/>

E

Commentary:

This submission features two distinct projects: fashion and architectural.

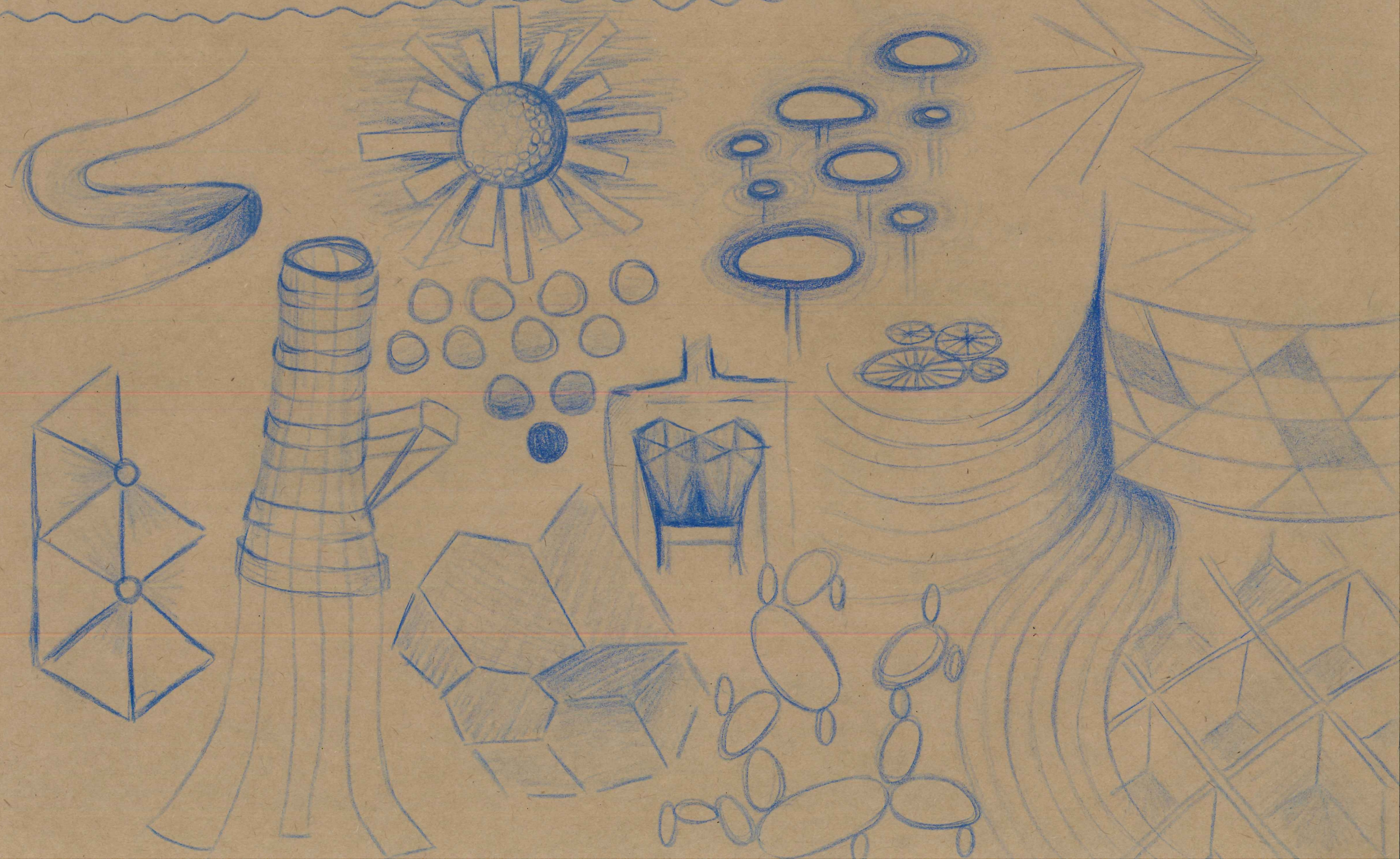
In terms of the fashion unit, there is the most convincing use of visual communication techniques, showing effective rendering to show the draping of the material. There is also some good extension to the divergent thinking, though not strong.

The architectural unit isn't as strong in terms of the visual communication at the top grade, because the drawings are a bit isolated and the drawings are limited in the range of viewpoints. The extending of divergent ideas is more convincing, with themes running onto the details.

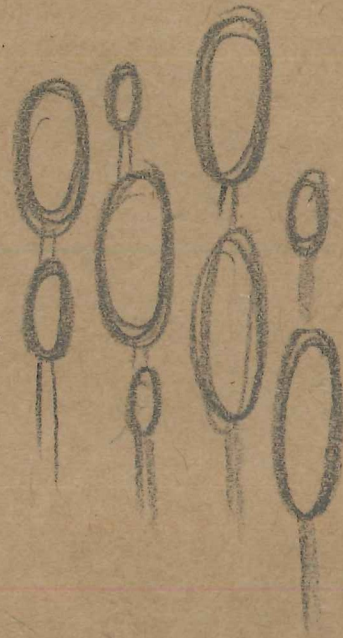
In summary, fashion provides best evidence of visual communication and architecture provides the best evidence for divergent design ideas. As a whole, the evidence is of a low Excellence.

"FASHION IS ARCHITECTURE: ITS A MATTER OF PROPORTIONS" - COCO CHANEL

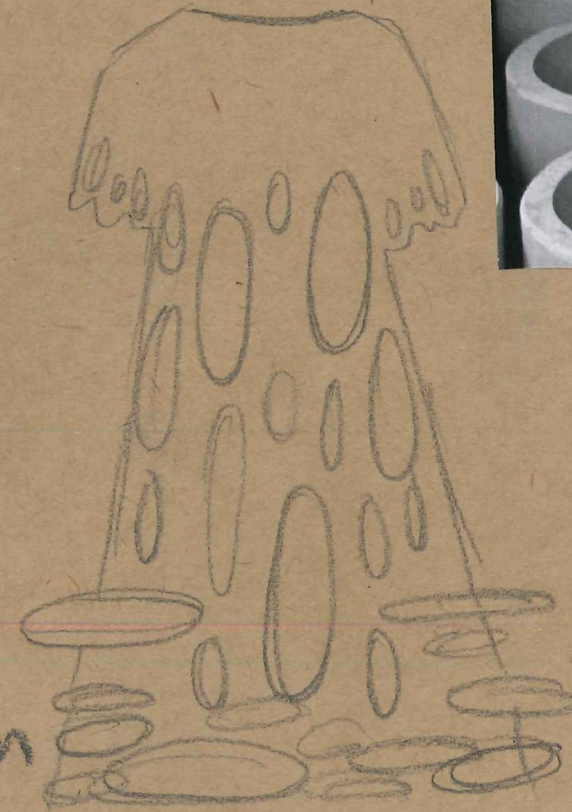
ARCHITECTURE AS INSPO



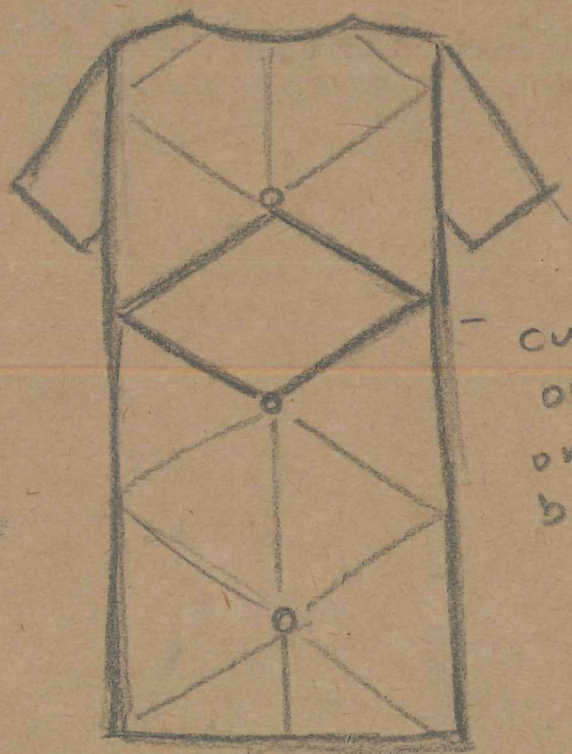
ARCHITECTURE AS INSPO



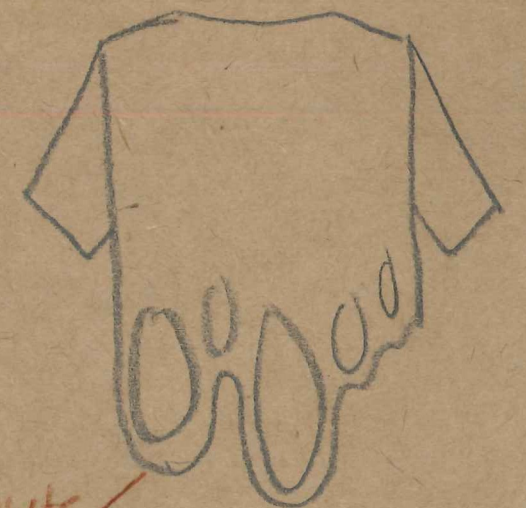
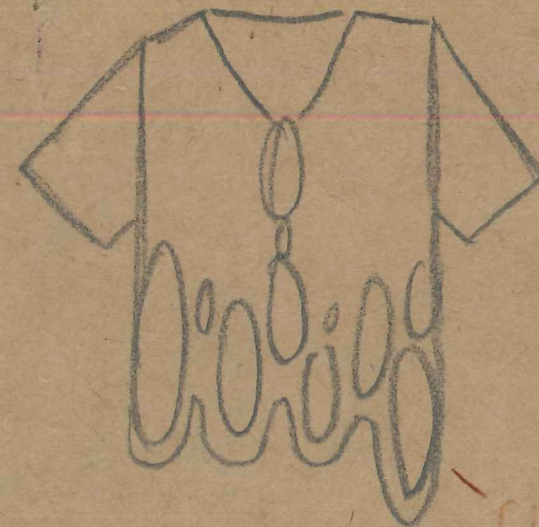
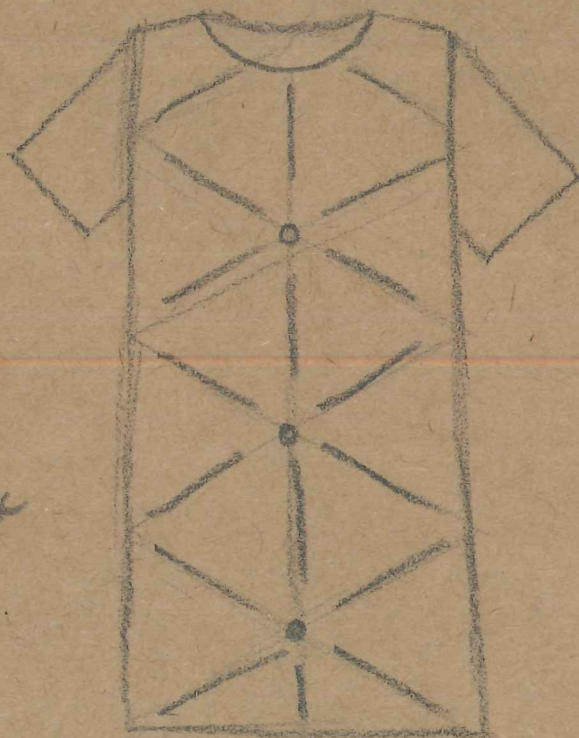
from
architecture
inspiration



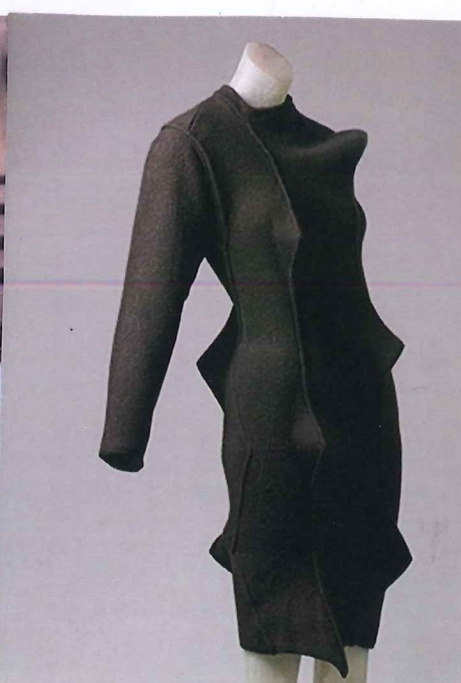
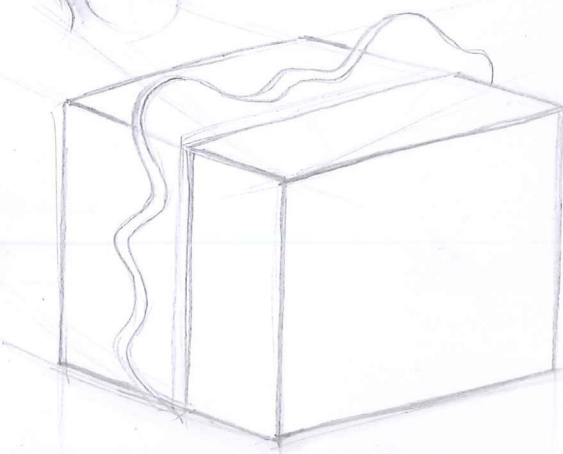
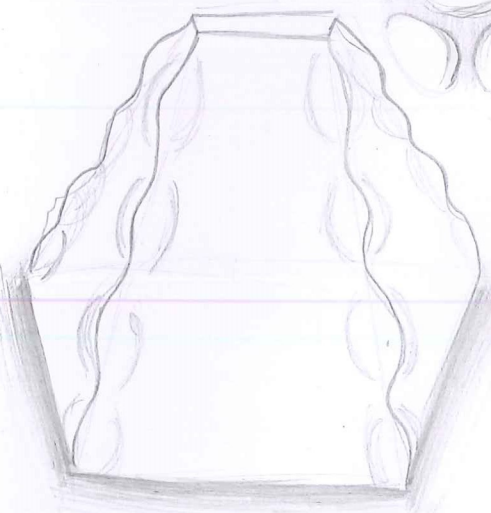
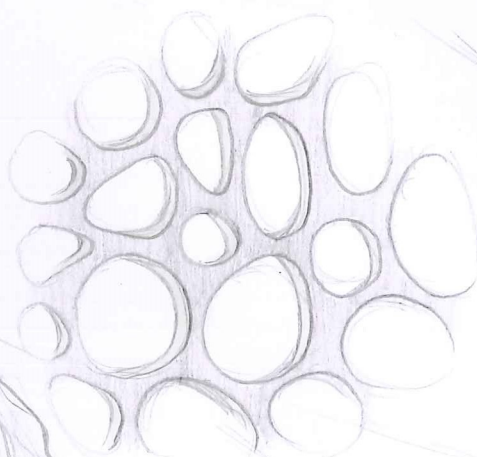
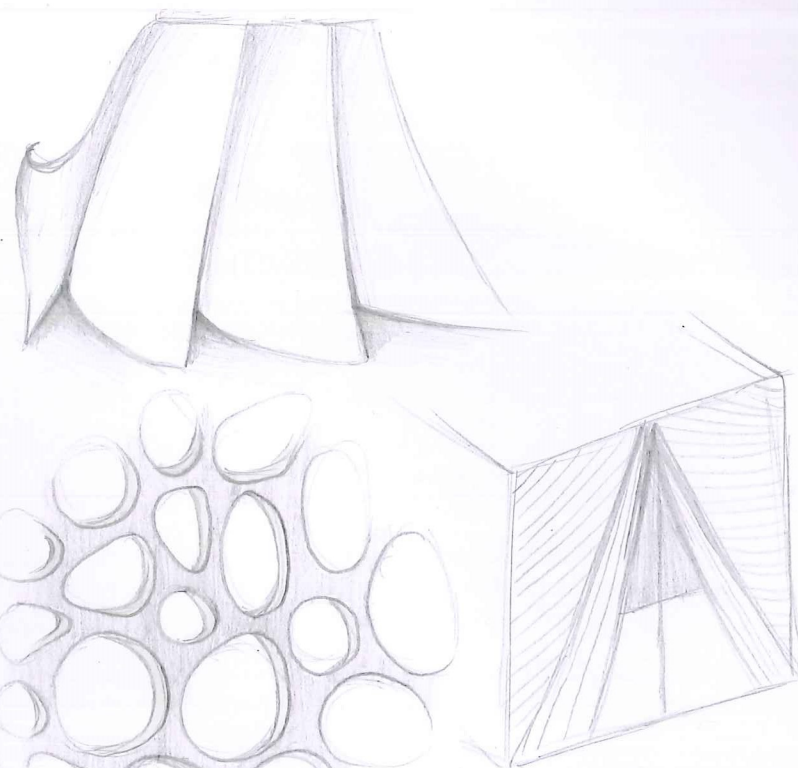
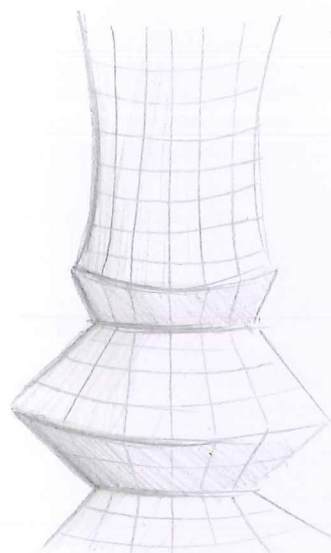
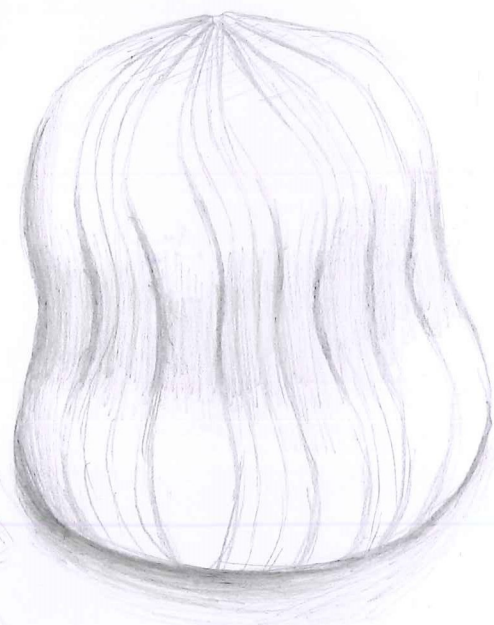
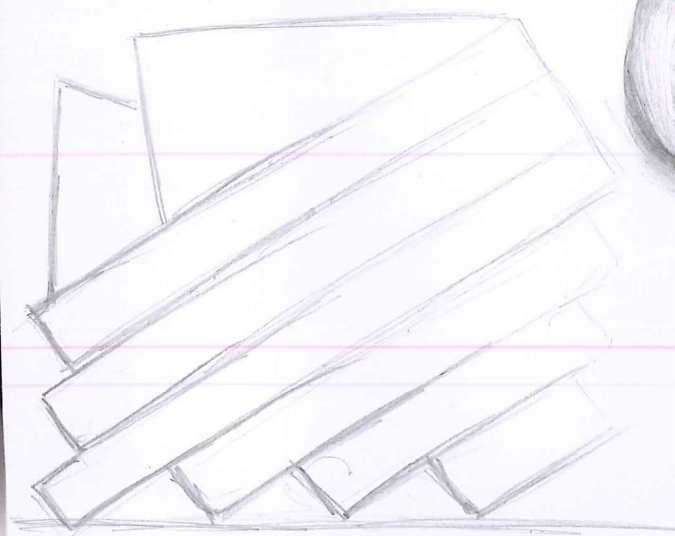
BACK



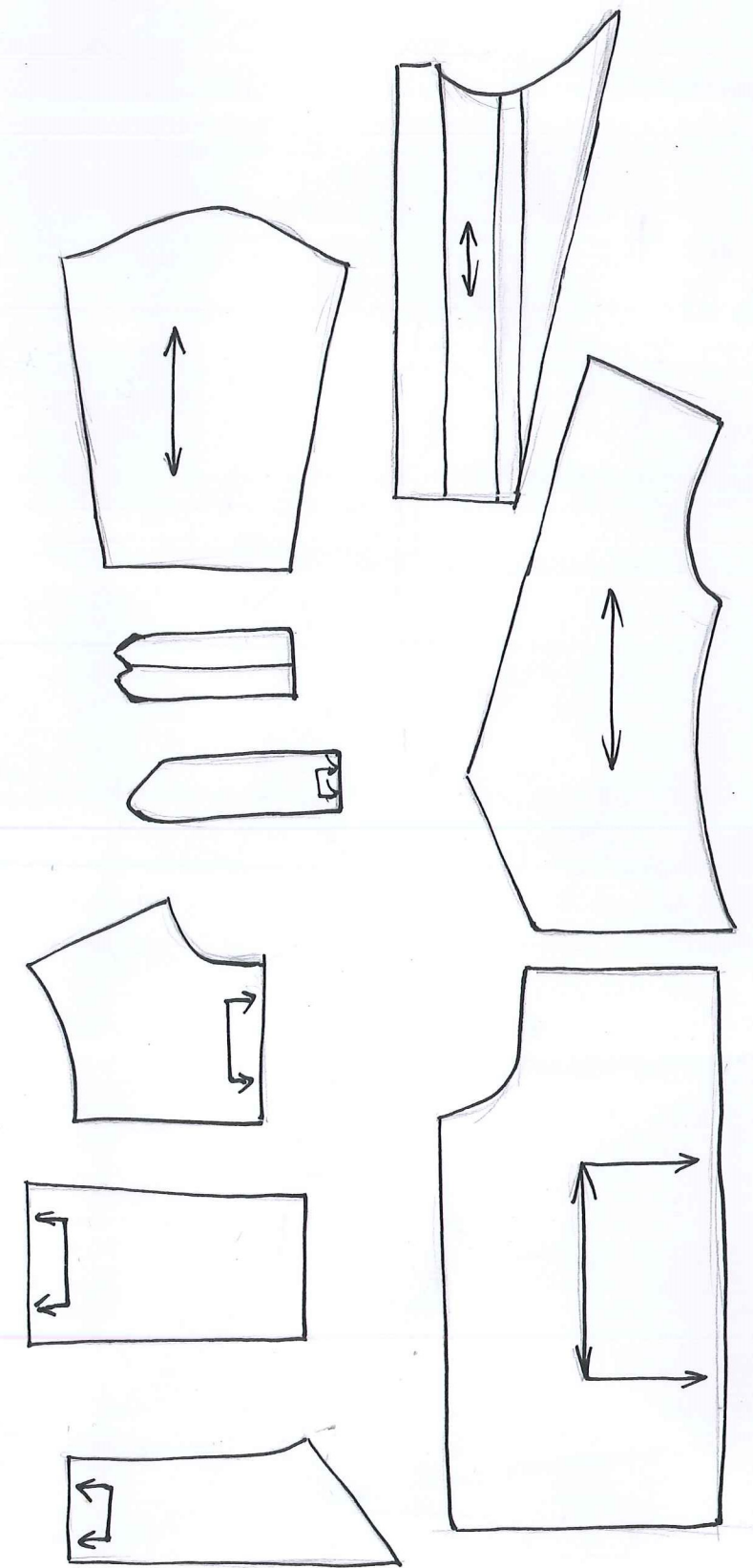
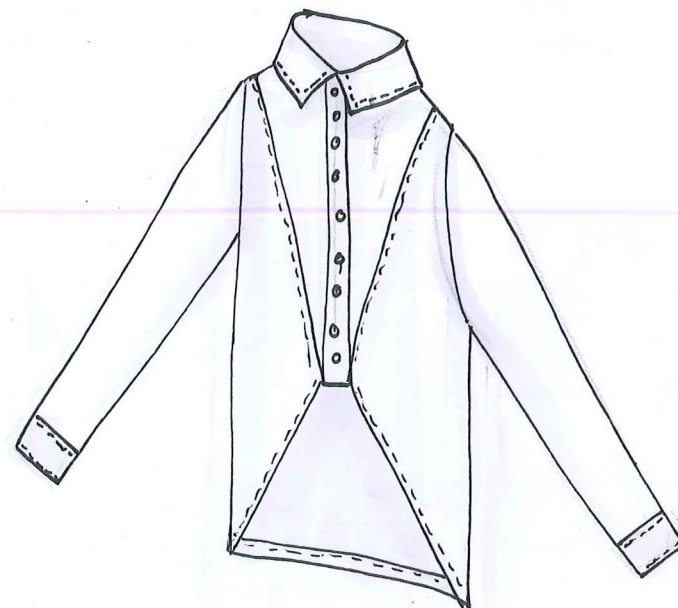
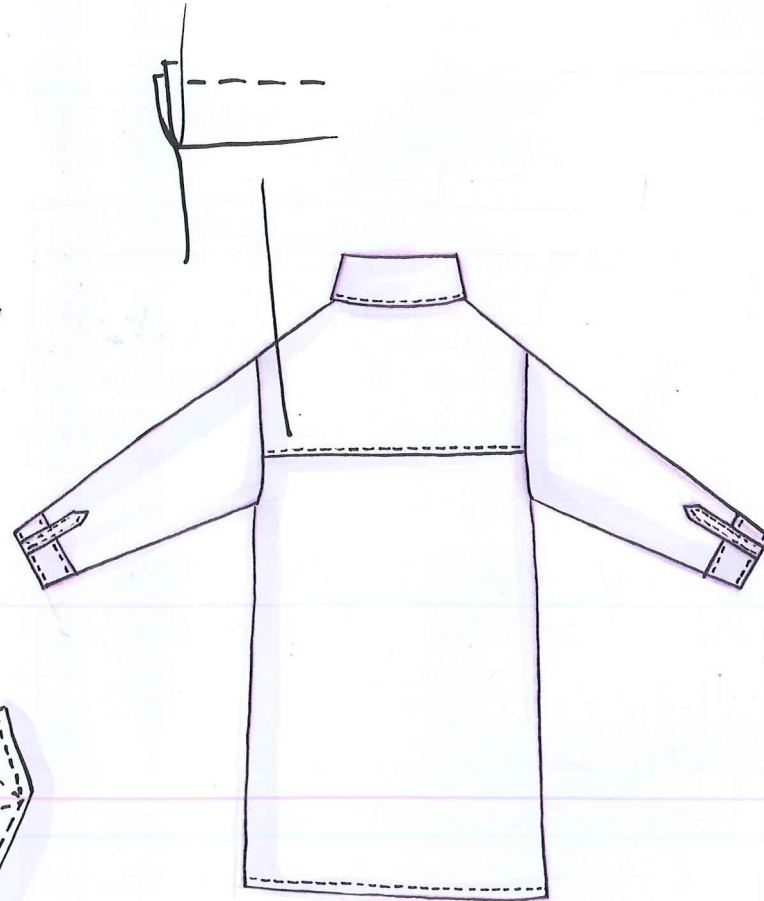
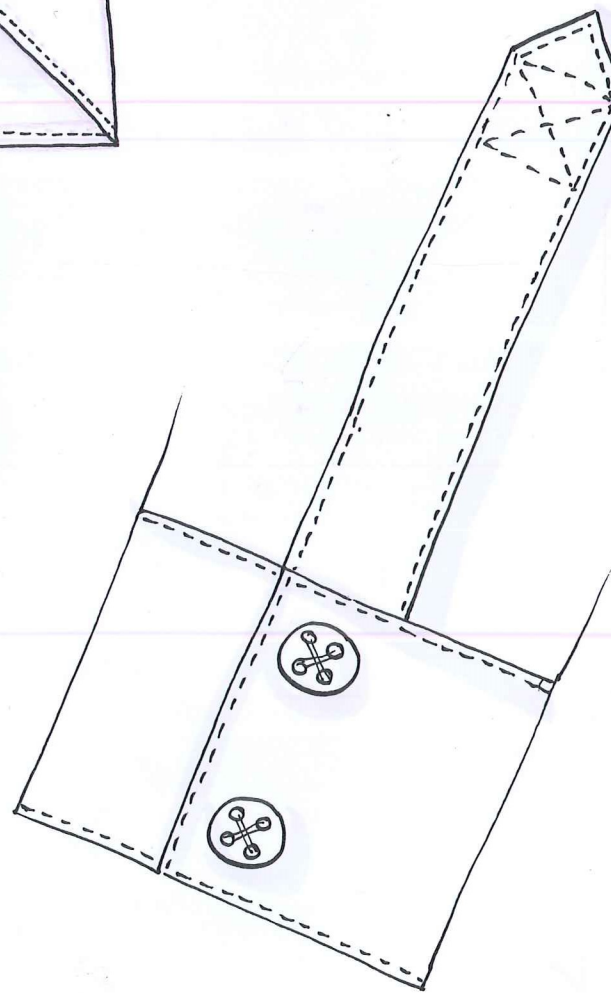
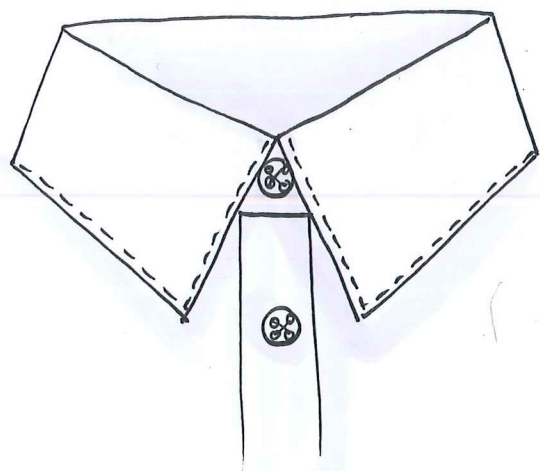
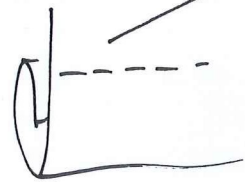
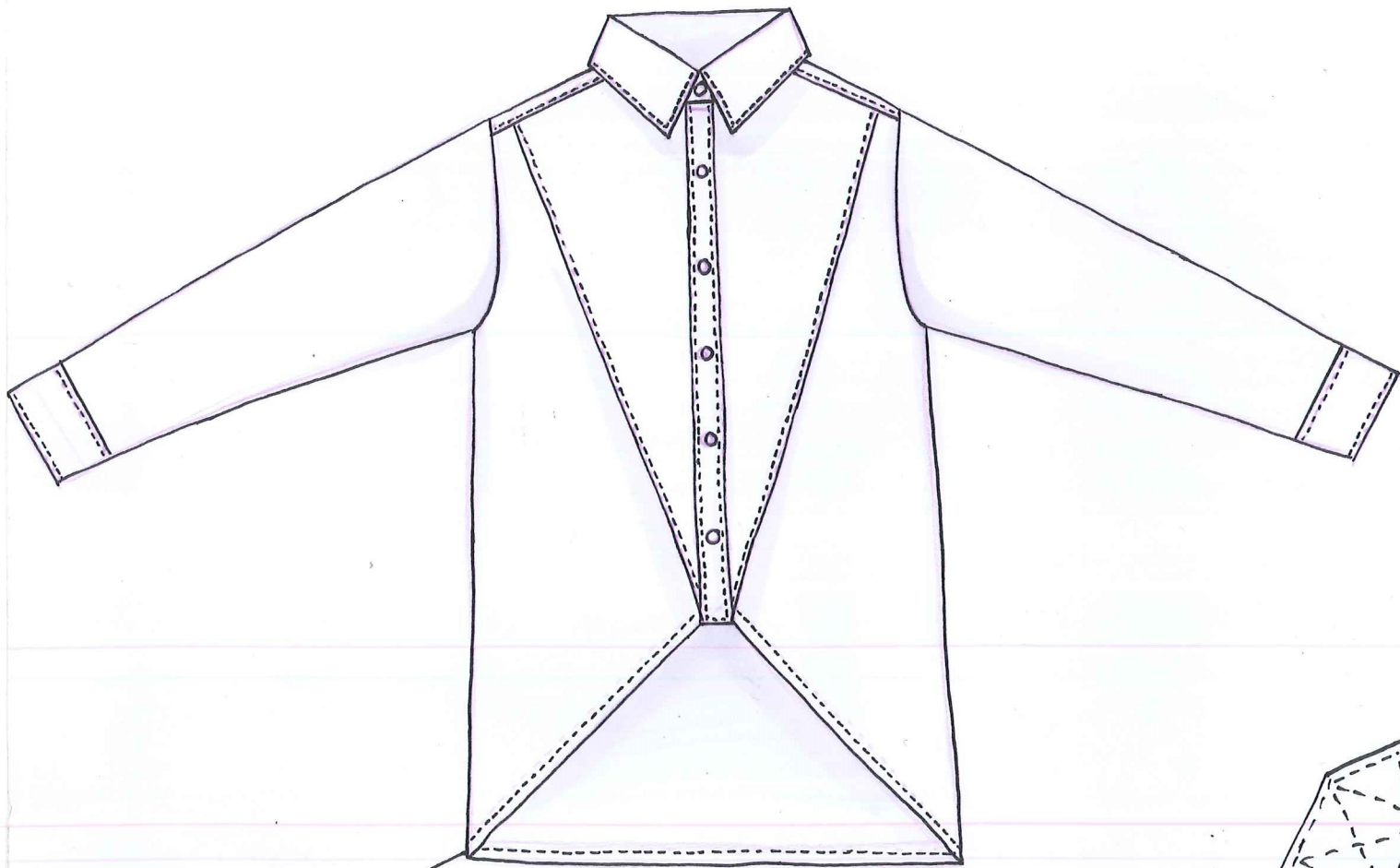
cut
out
on
back

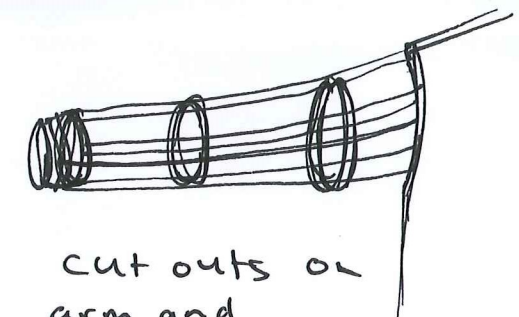
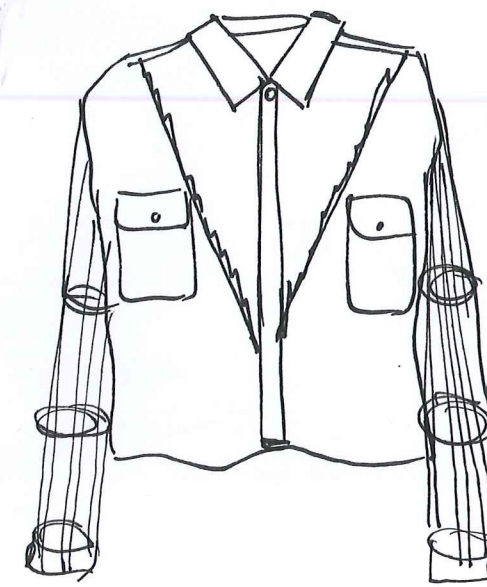
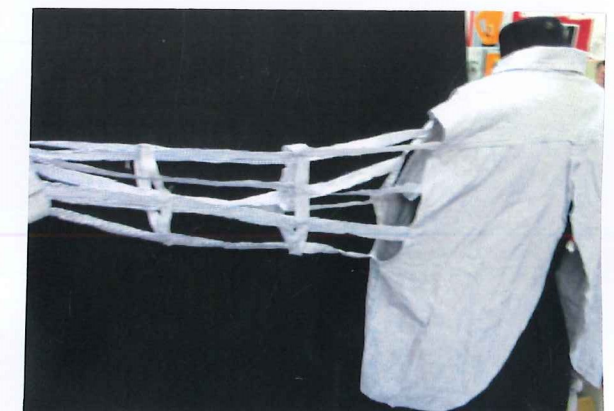
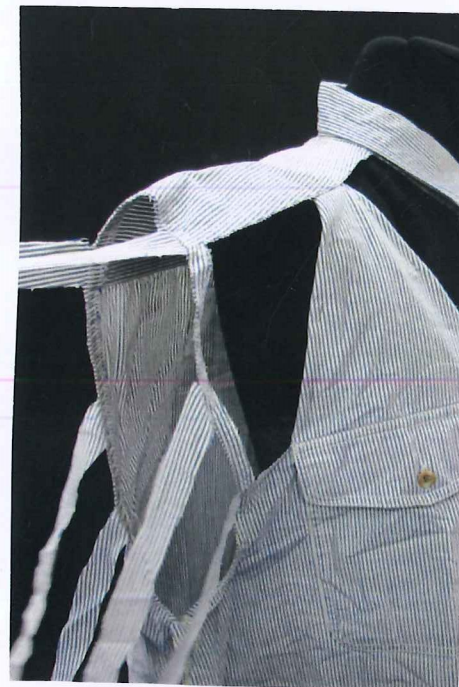


cutouts

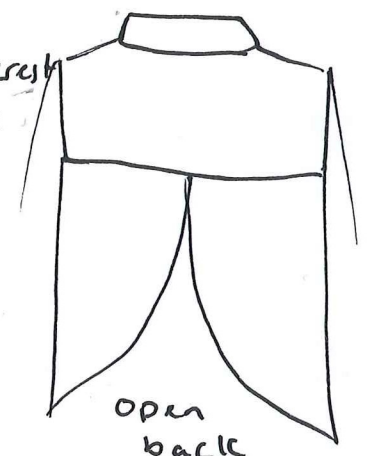


FINAL DESIGN

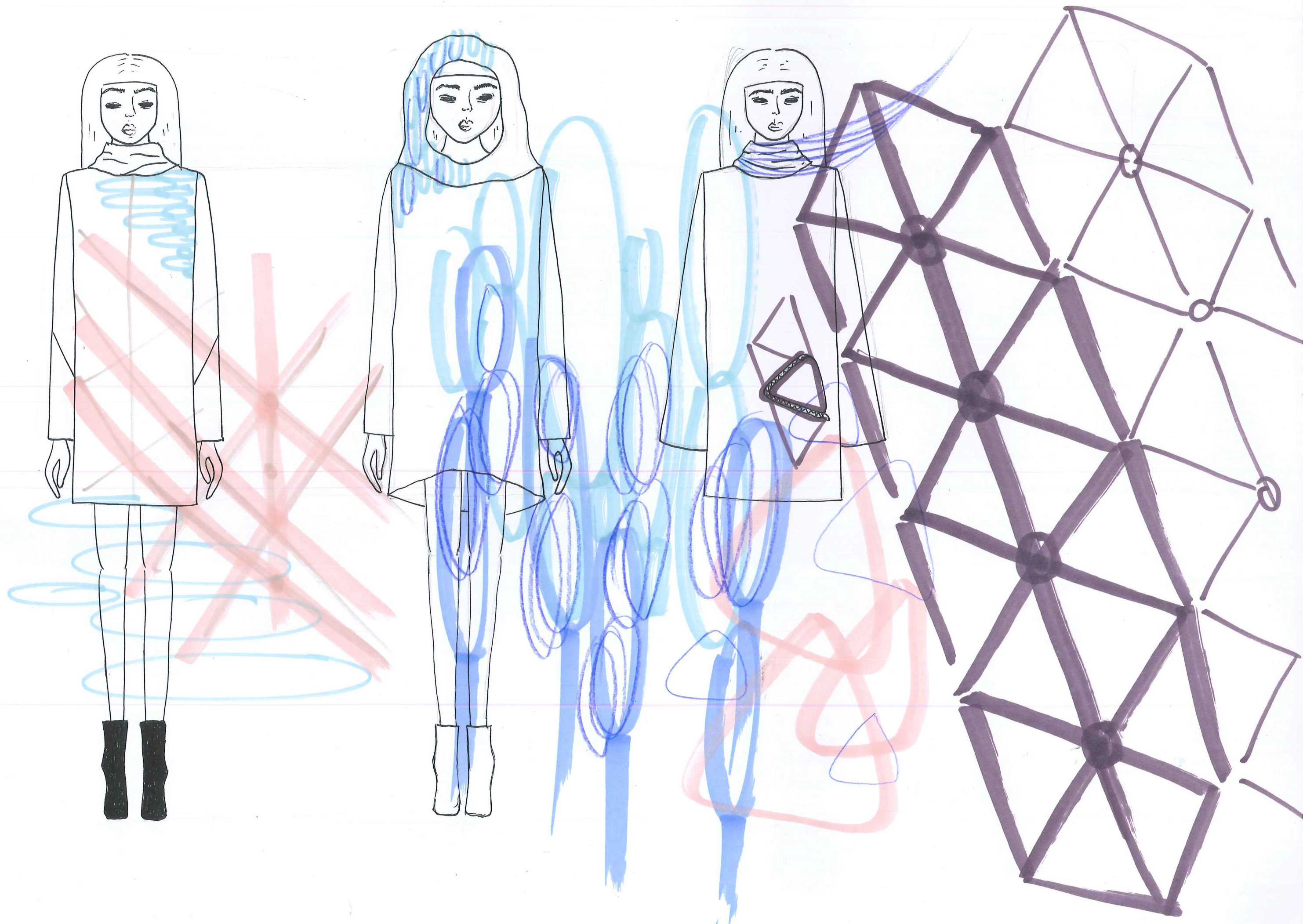


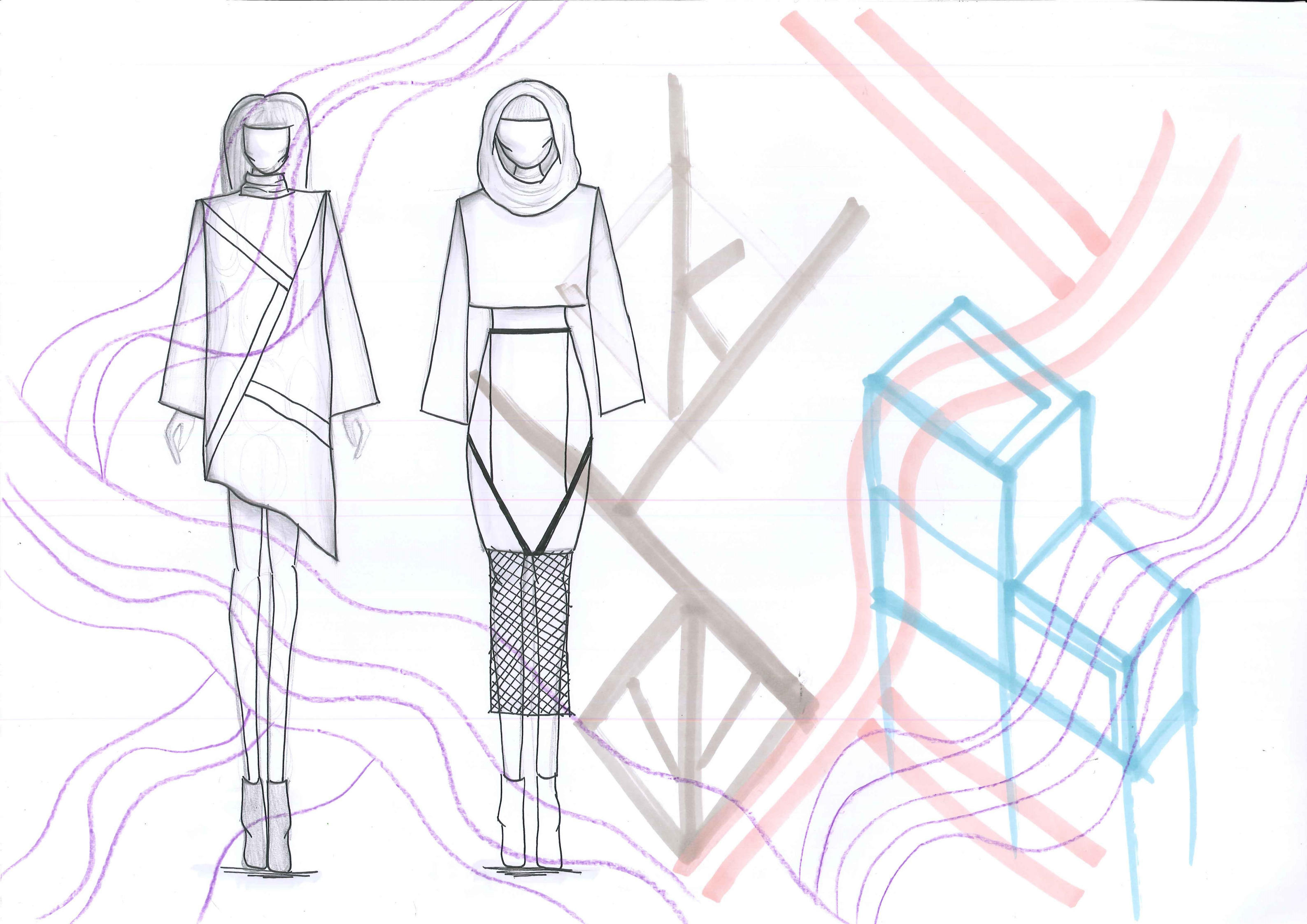


cut outs on
arm and
chest
add interest
and make
it more
breezy
and
open.



open
back

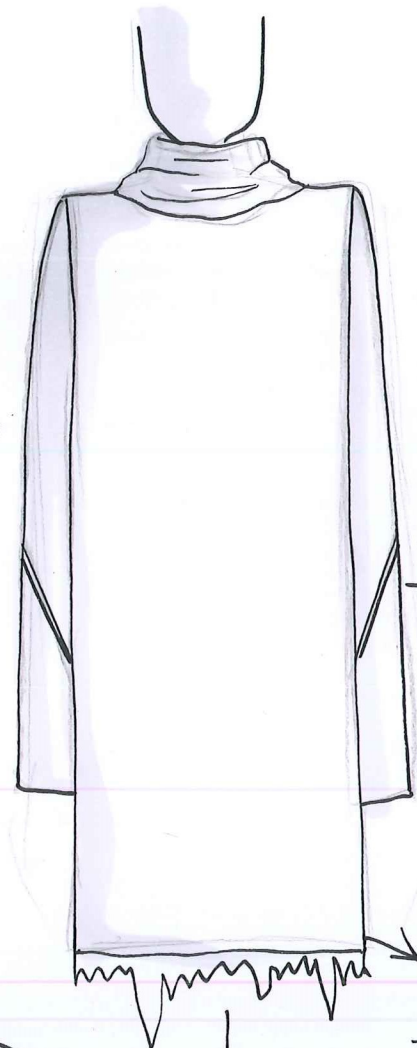
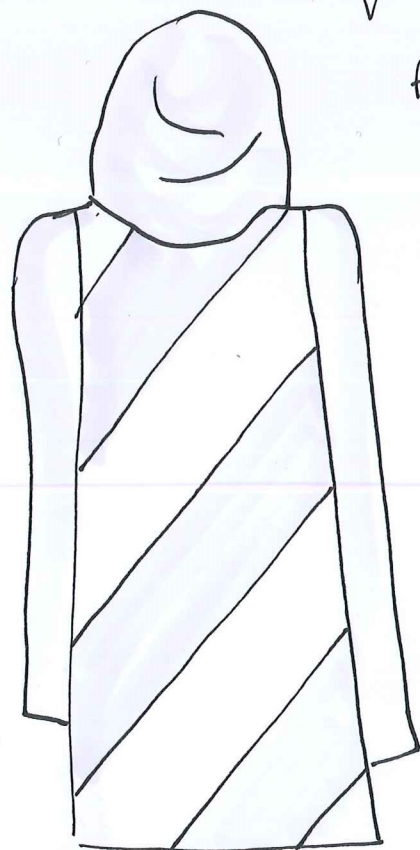






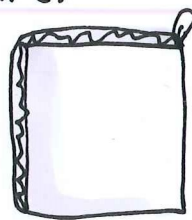
contrasting fabric panels.

padded shoulder/
pointed shoulder



frayed edge hem
edgy look

safe + secure.



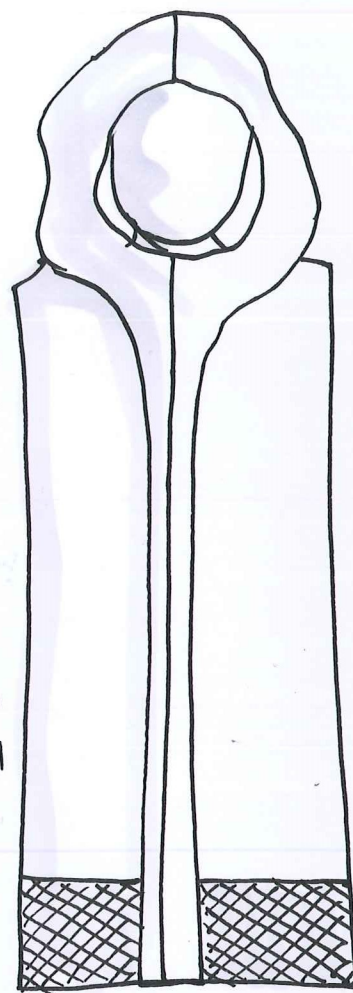
with zips



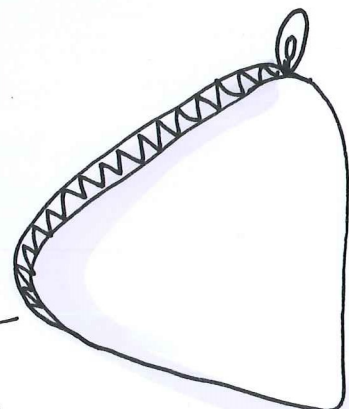
- pops out / 3D.

hood fabric extends all the way down.

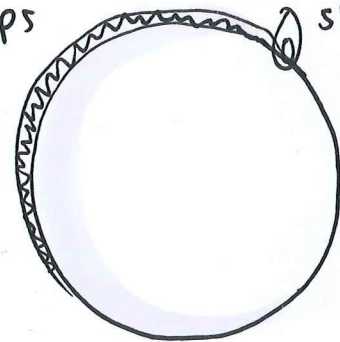
line of piping to add detail



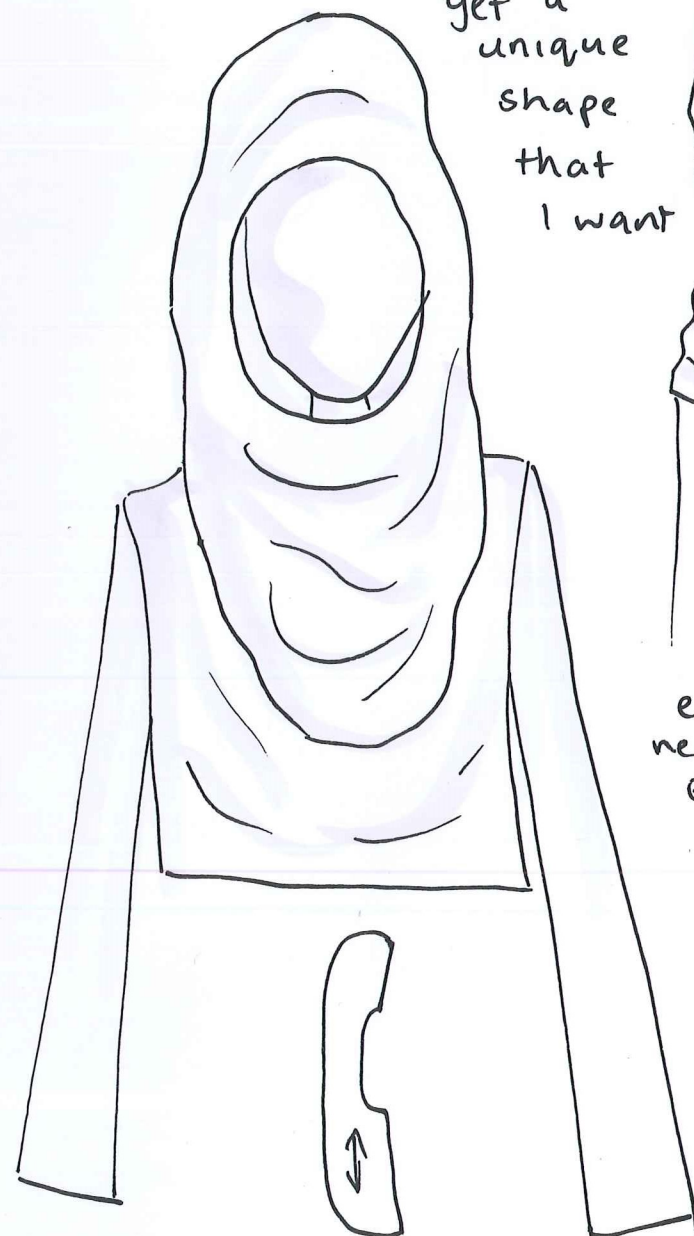
mesh to add detail



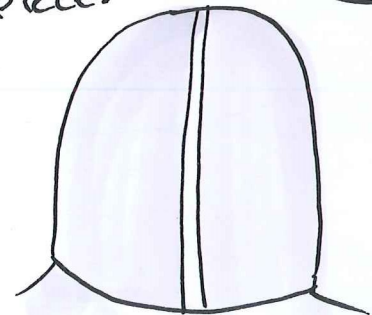
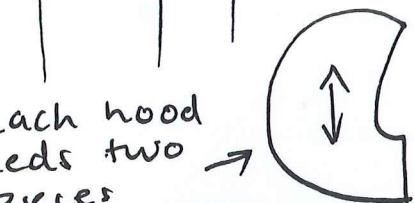
different puffy pockets in different shapes



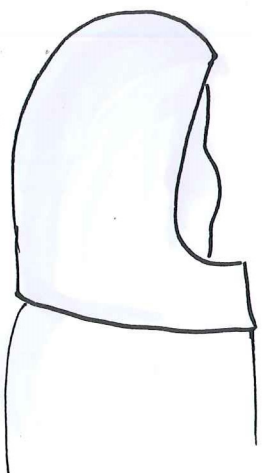
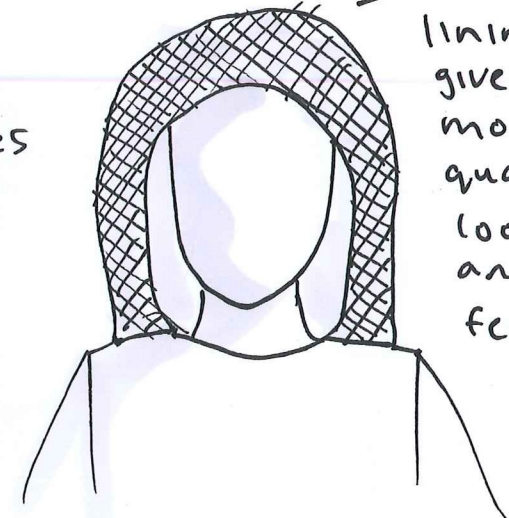
making my own hood patterns allow me to get a unique shape that I want



each hood needs two pieces

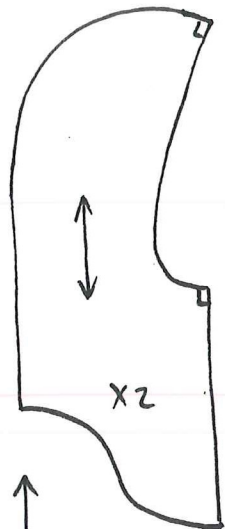
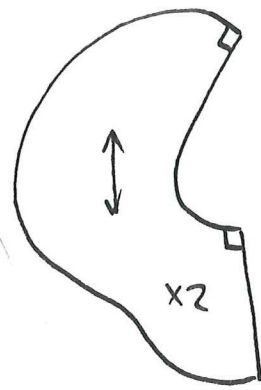


hood lining will give a more quality look and feel

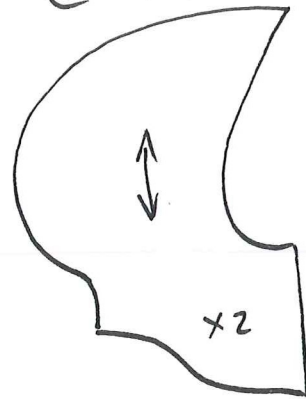


IDEATION

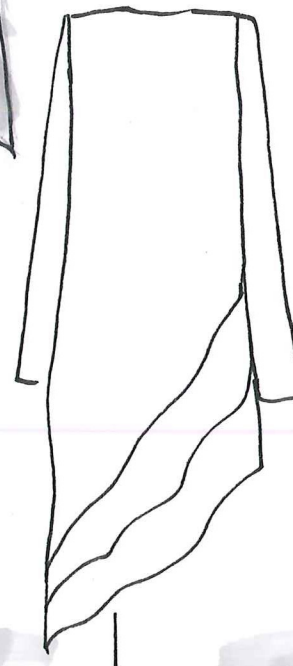
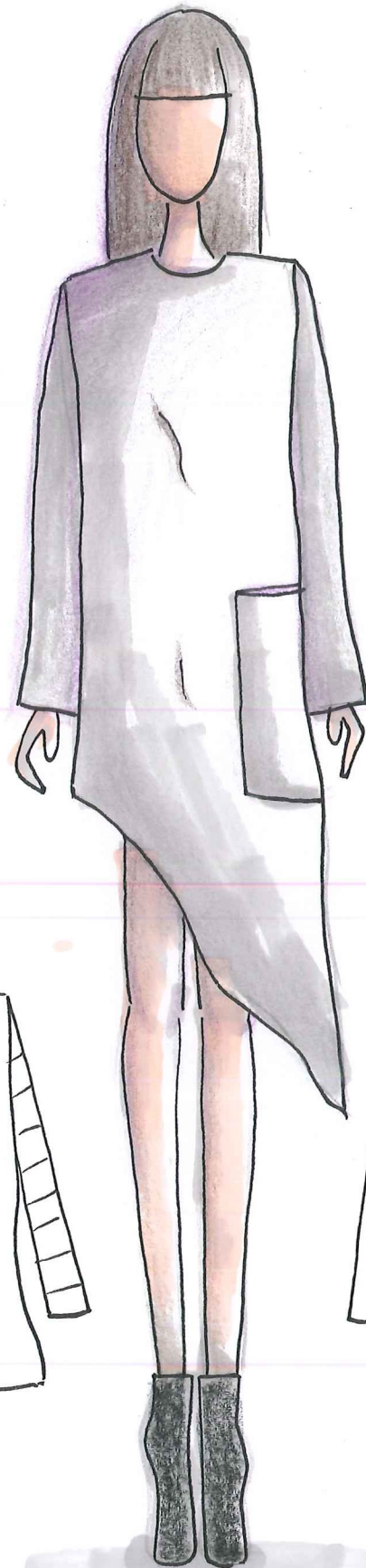
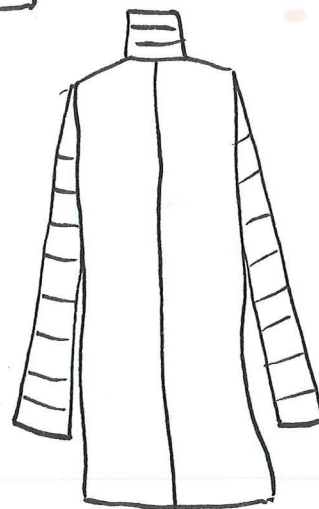
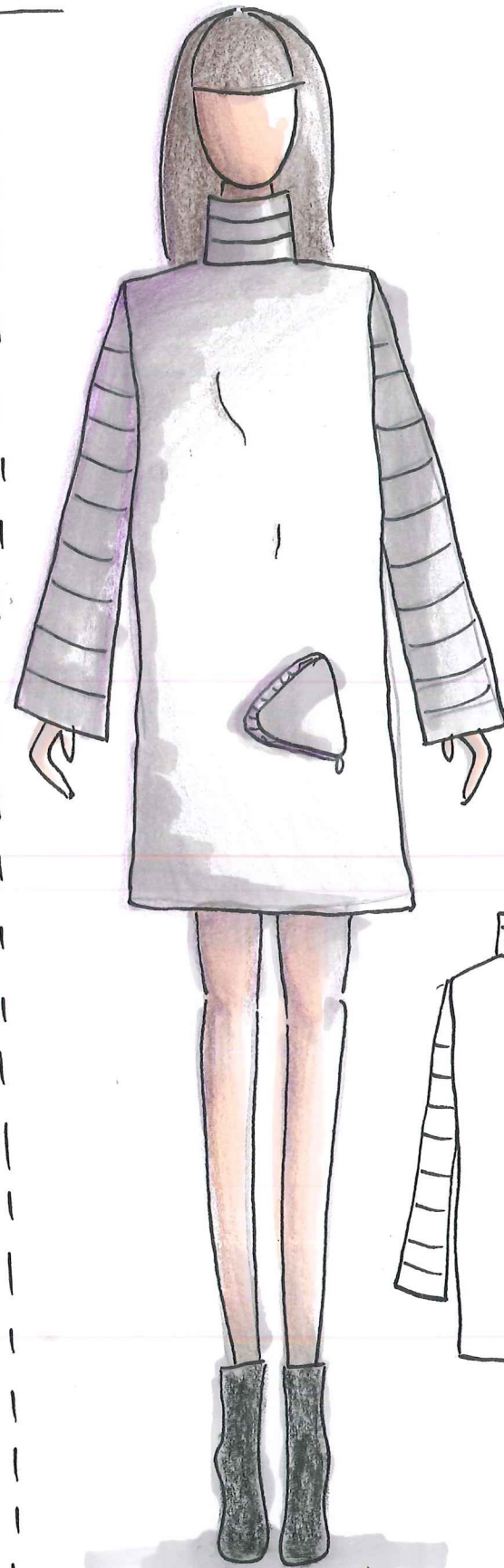
HOOD SHAPES



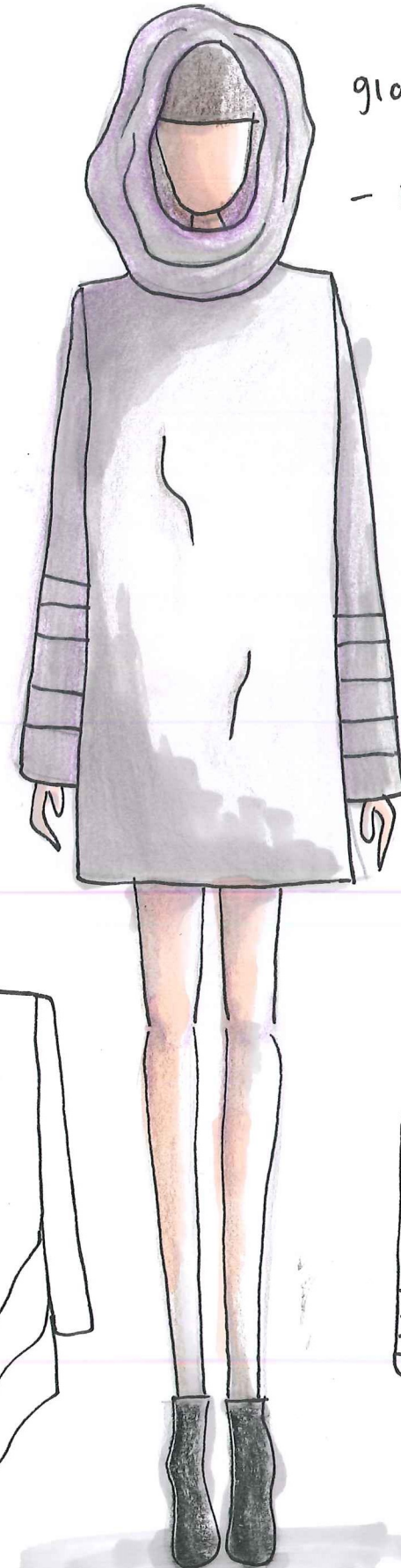
taller /
more fabric
@ top



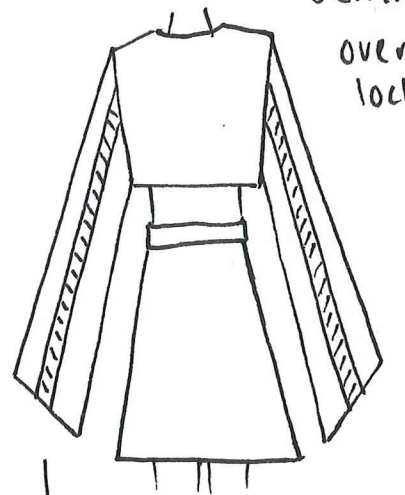
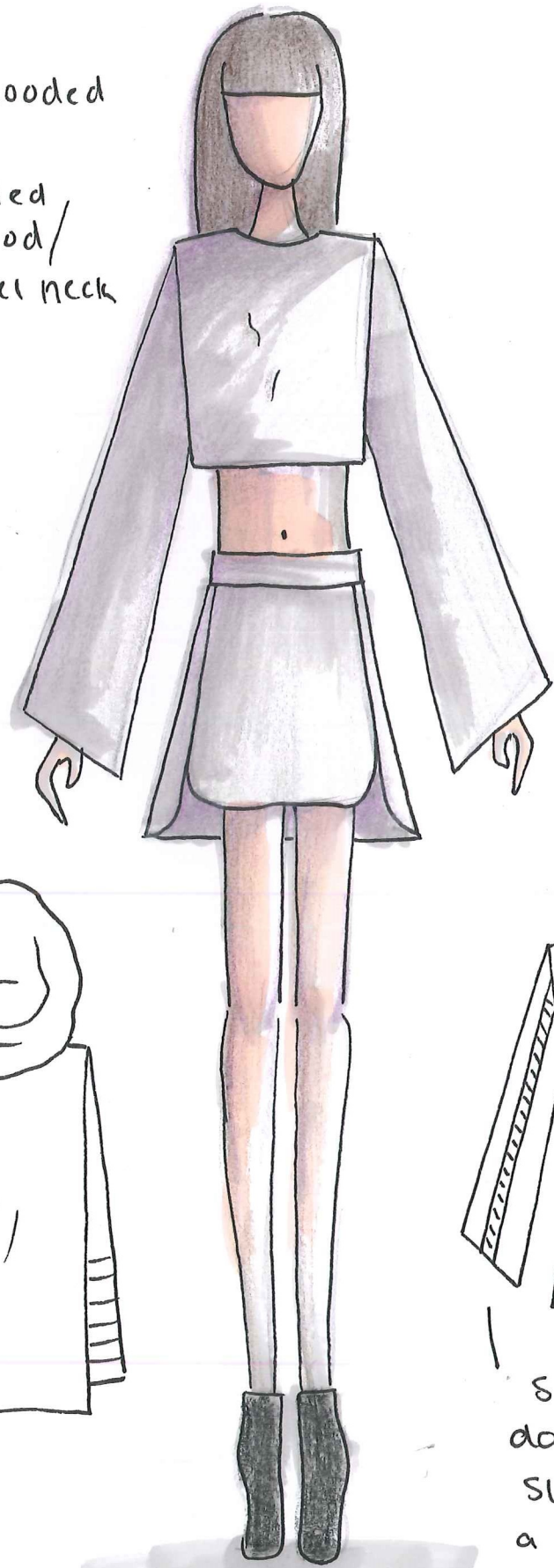
longer /
more
fabric
at back



different
transparency
panels.



glant hooded
dress
- rounded
hood/
cowel neck



Sports stripe
down back of
Sleeves using
a reflective
tape.

lined to
hide all
sewing +
over
locking

DESIGN DETAIL CHANGES

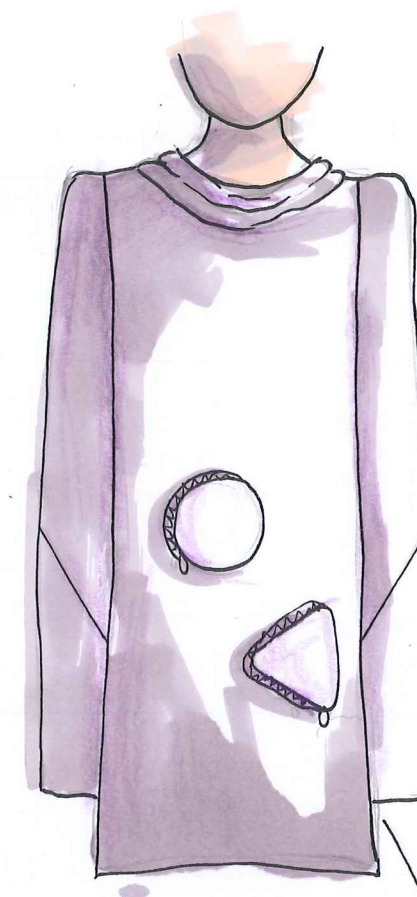


Mesh hemming.

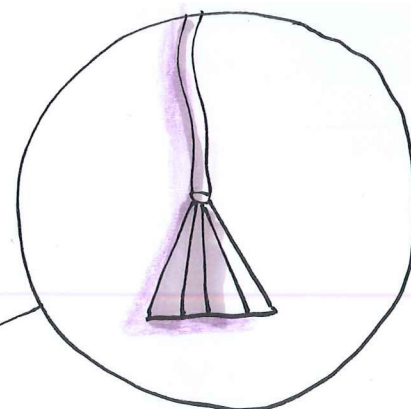
can leave its ends raw but still hem main fabric so that it doesn't fray.



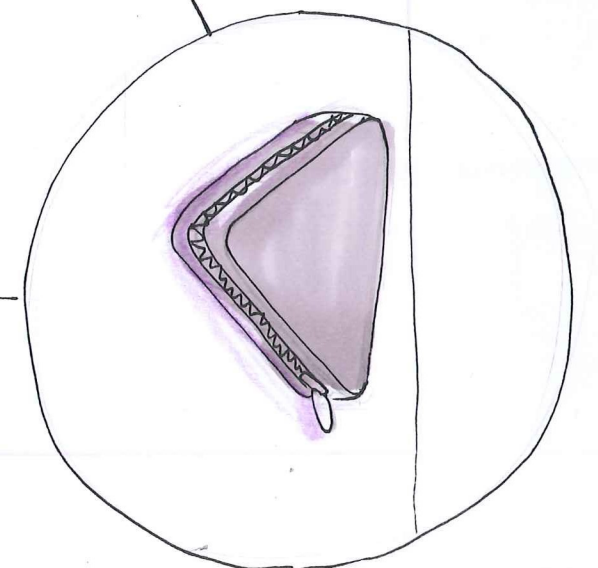
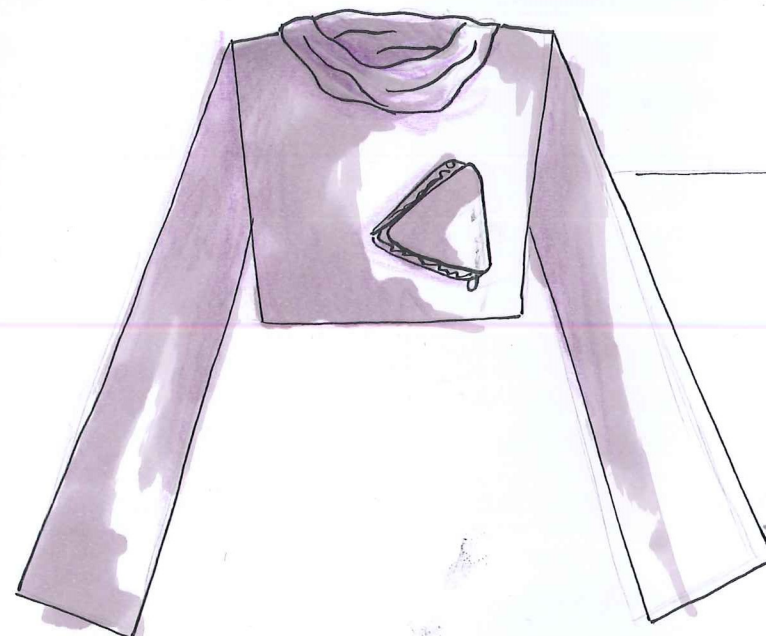
huge - pockets for detail and 'storage'



hidden pocket for string belt



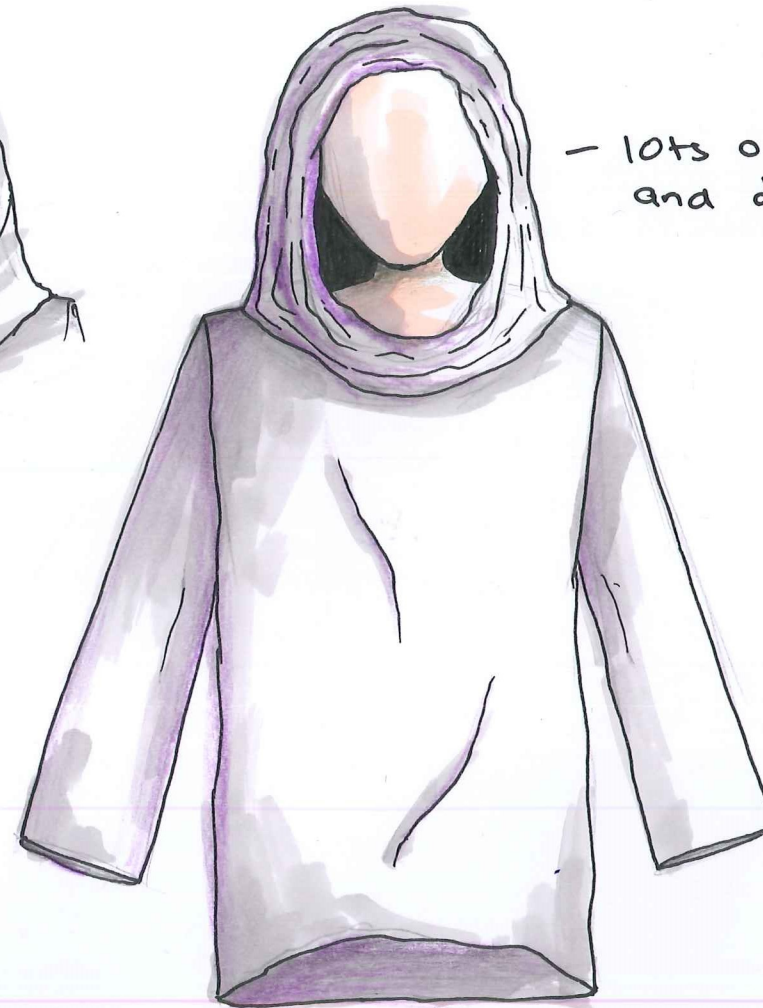
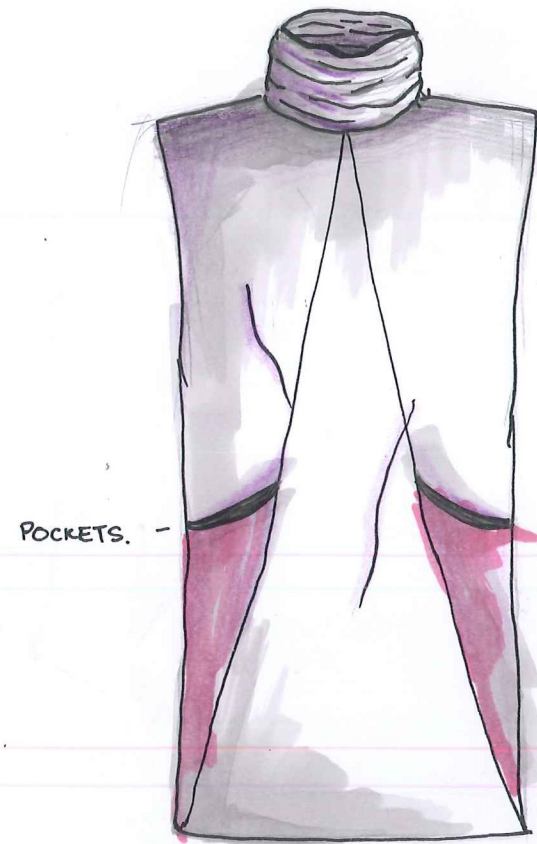
tassel or small pendant to pull in boxy dress



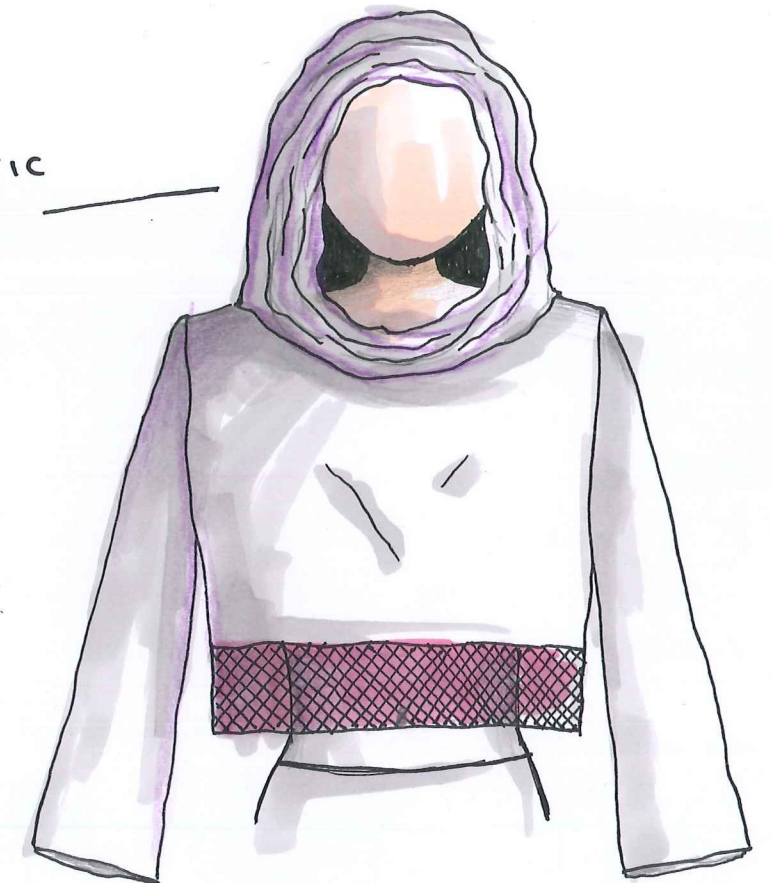
Popped up puffy pocket.

STRUCTURAL CHANGES DETAIL

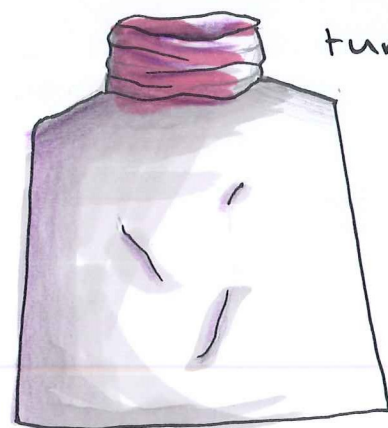
Phoebe.



lots of fabric and draping



mesh fabric creating texture and lots of transparency

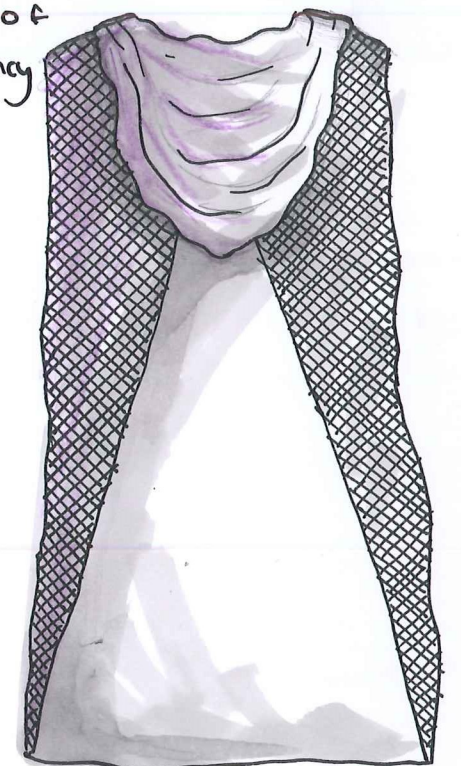


Short boxy top

turtleneck



tie waist to allow buyer to adjust to their own size and take away the super boxy feel



BACK

FINAL DESIGN

topstitched
open seems

contrasting
fabric lining

topstitching
to add
strength
and a
sleek
look

overlocked
normal seem

hems

FRONT

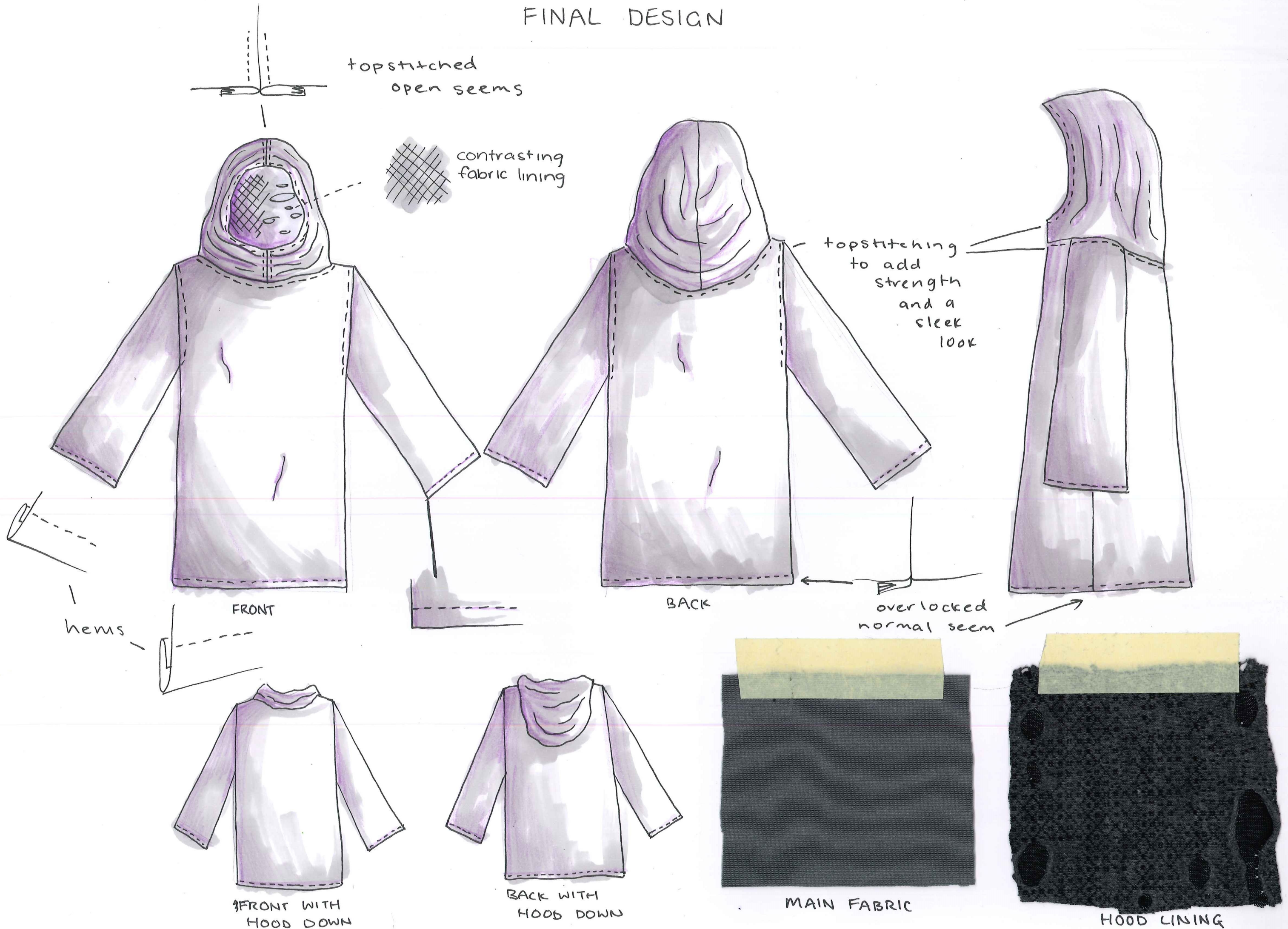
BACK

FRONT WITH
HOOD DOWN

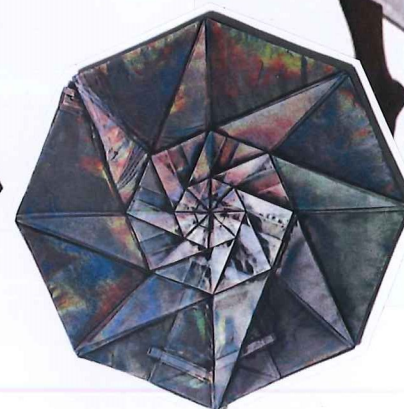
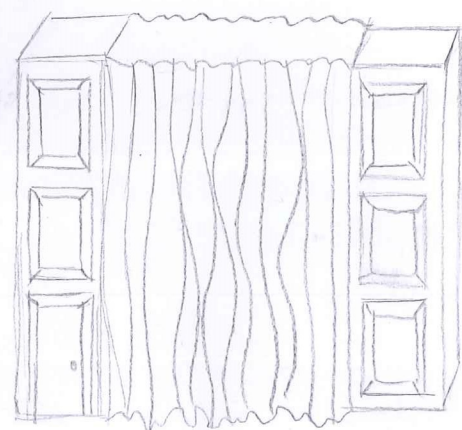
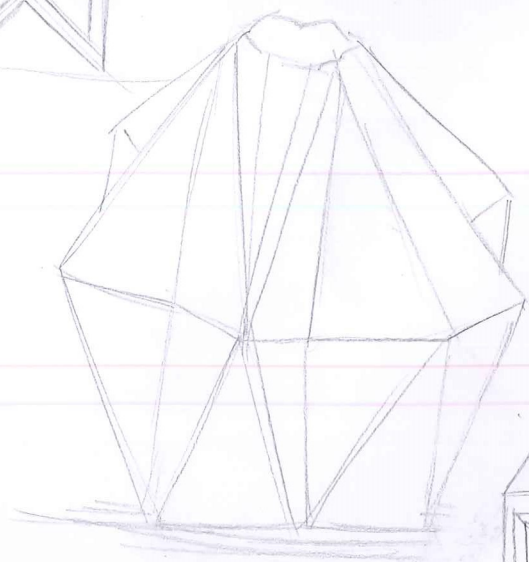
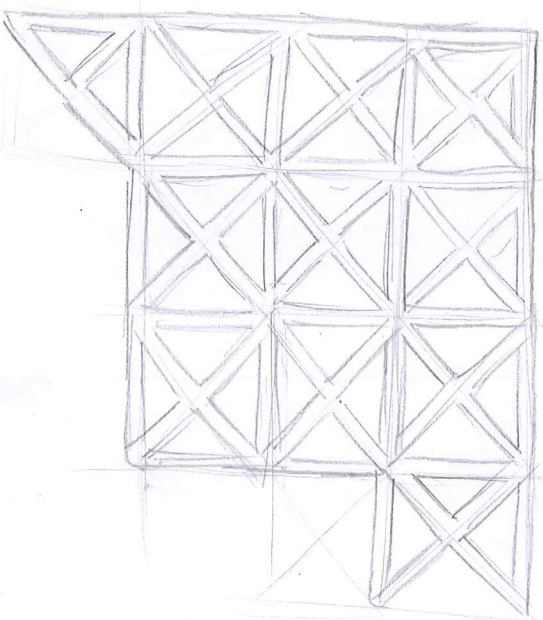
BACK WITH
HOOD DOWN

MAIN FABRIC

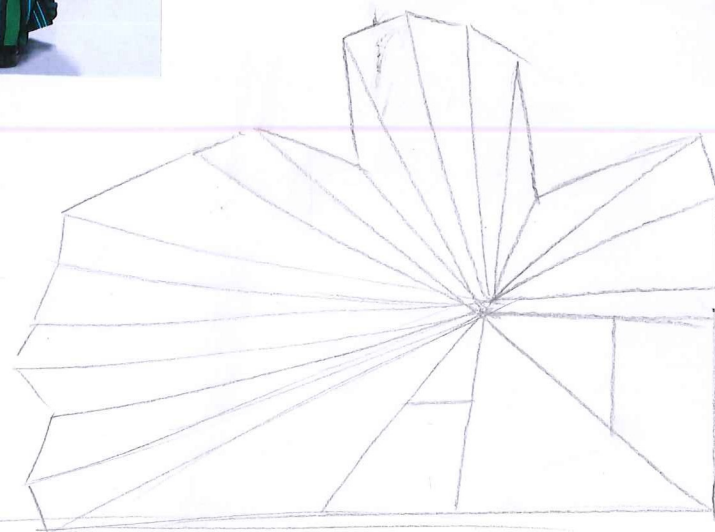
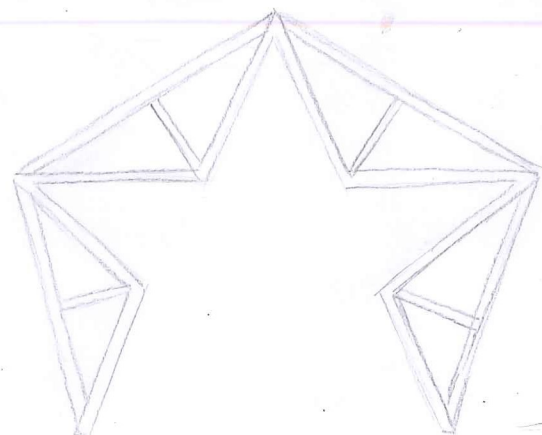
HOOD LINING



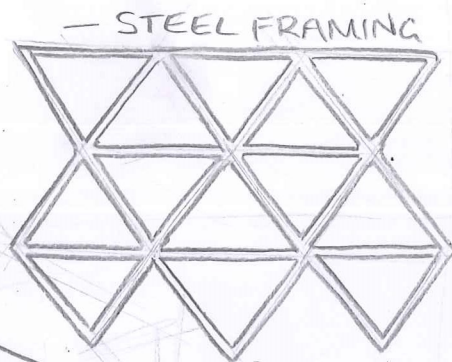
- IDEATION -



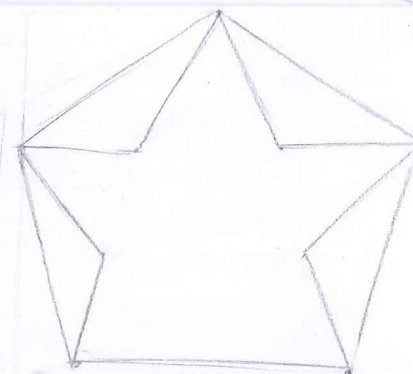
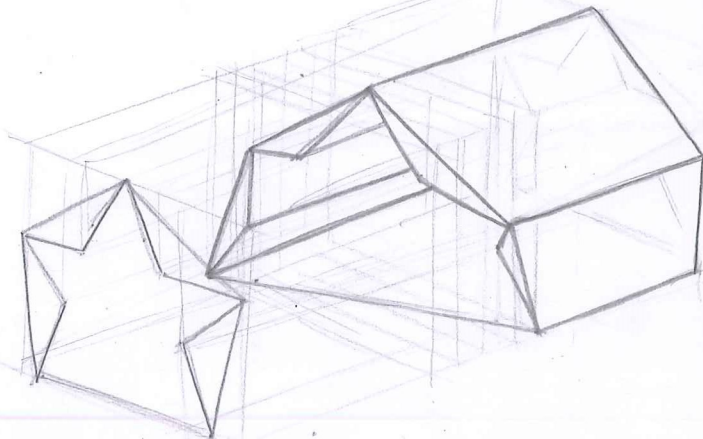
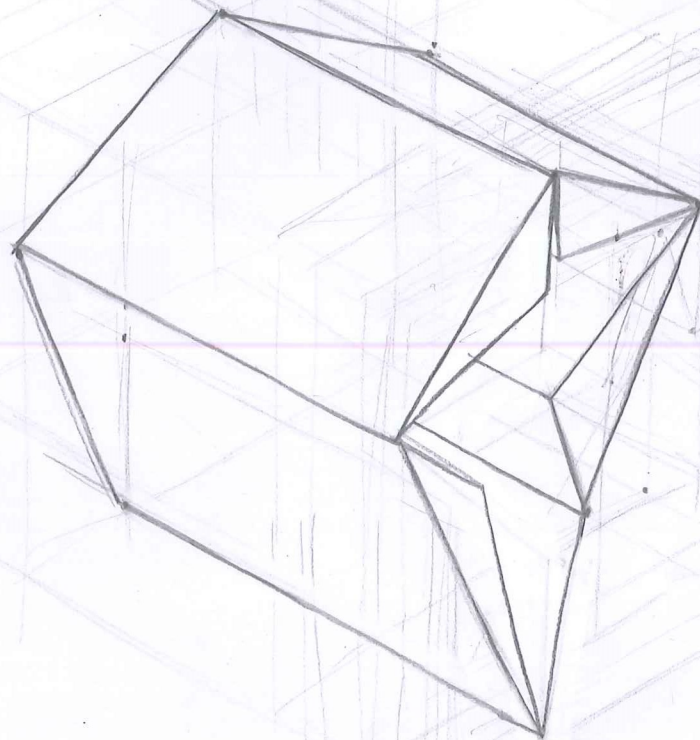
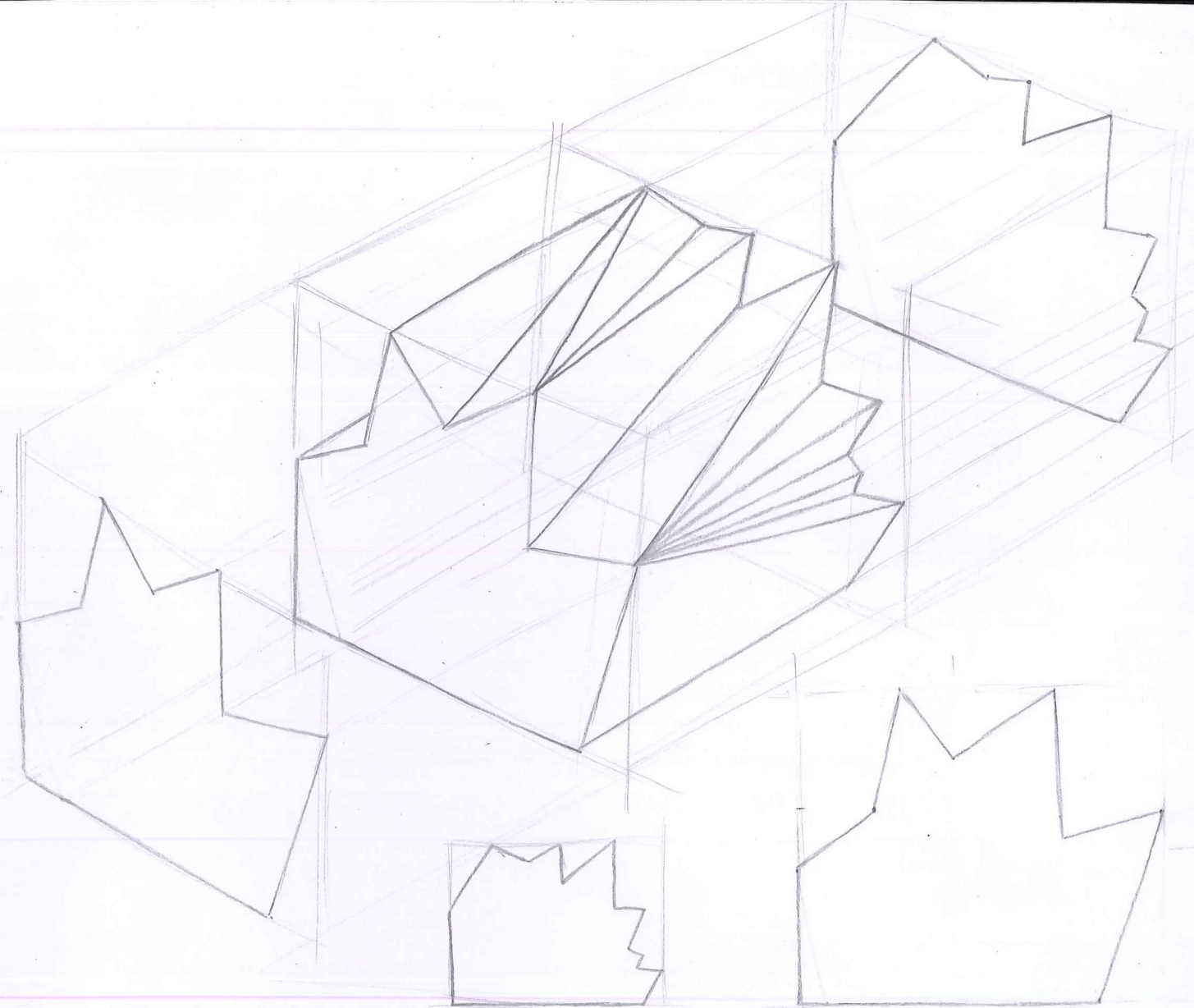
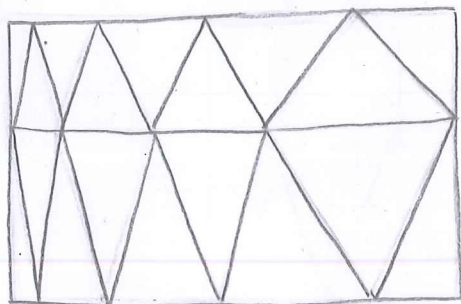
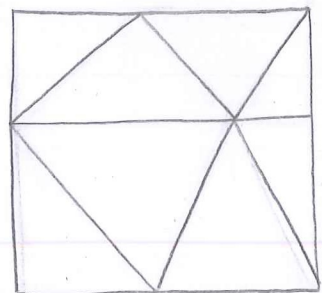
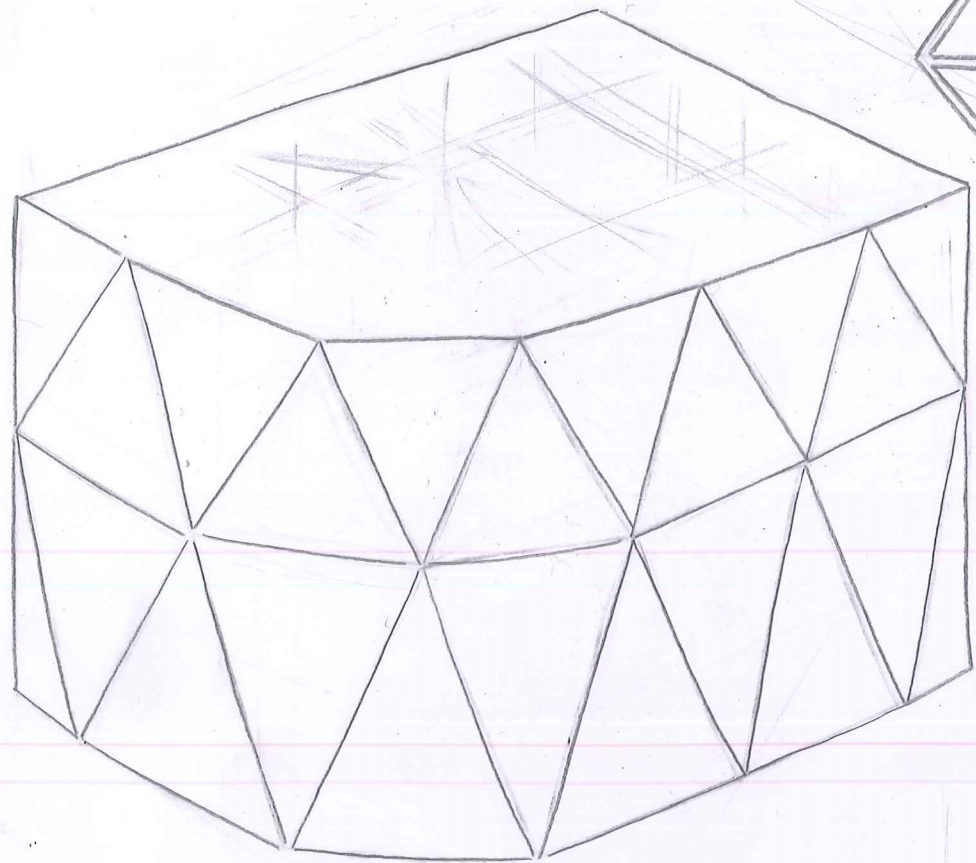
I am going to design a Store for designer Issey Miyake. It will be inspired by his designs and sell them in Wellington.



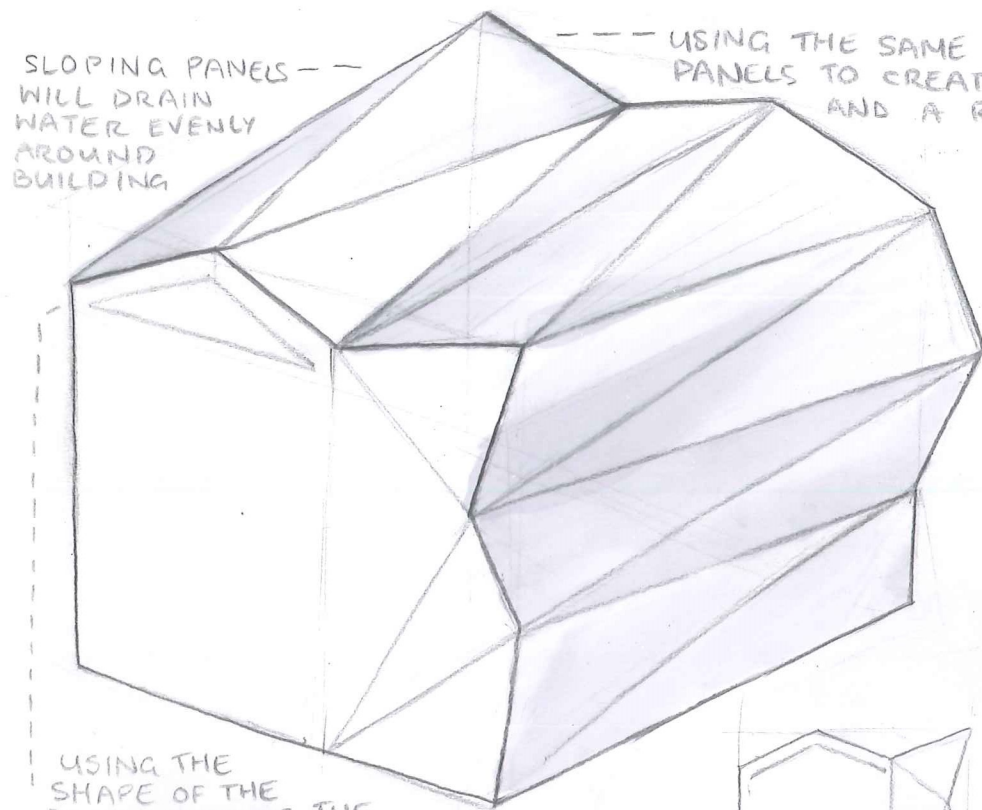
- CONCEPTS -



USING A GRID
OF TRIANGLES
FROM A JACKET

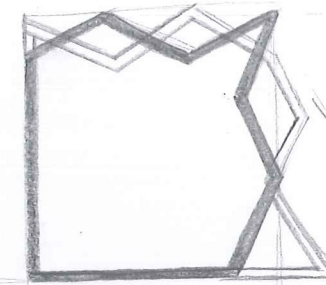
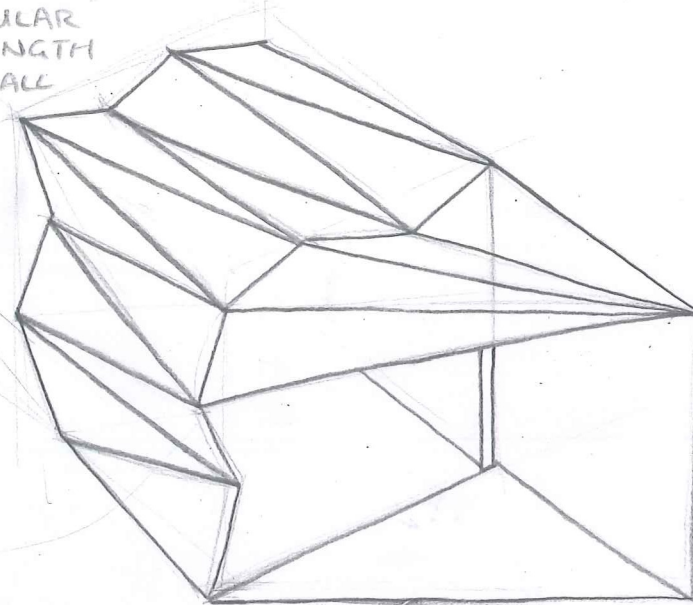


- CONCEPT DEVELOPMENT -

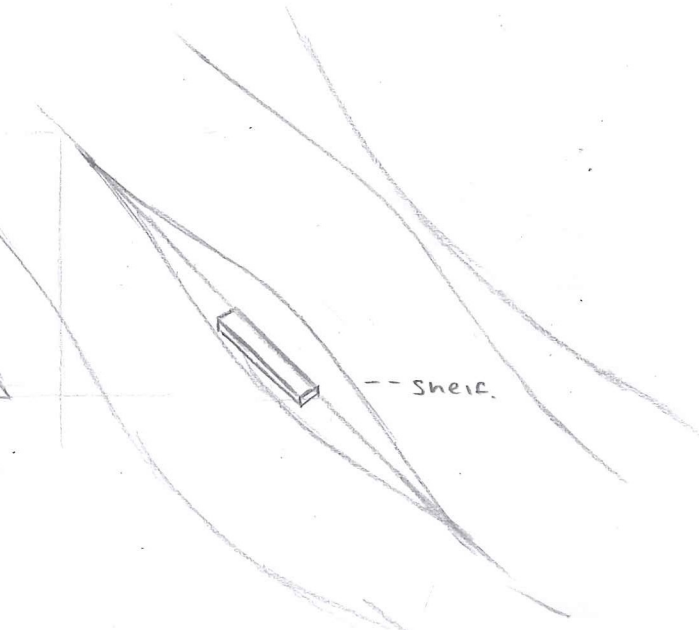


SLOPING PANELS --
WILL DRAIN
WATER EVENLY
AROUND
BUILDING

--- USING THE SAME TRIANGULAR
PANELS TO CREATE STRENGTH
AND A ROOF/WALL

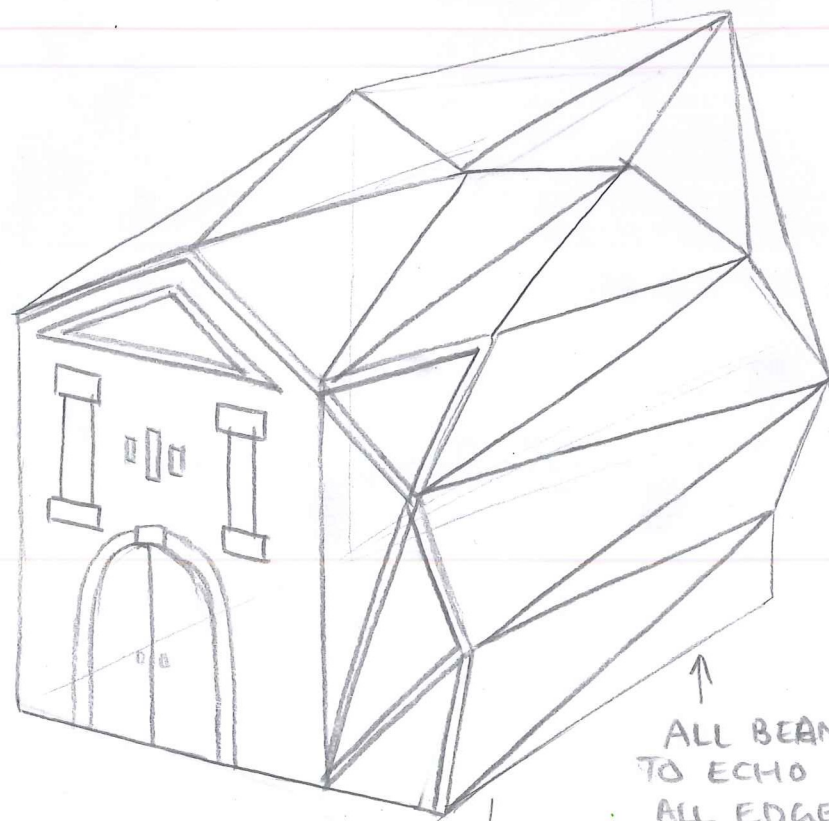
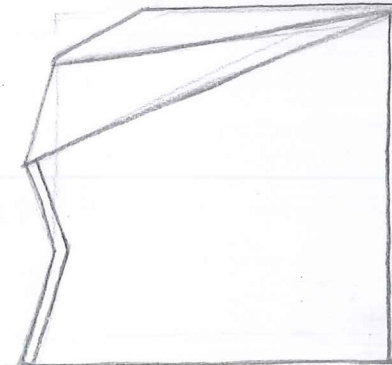
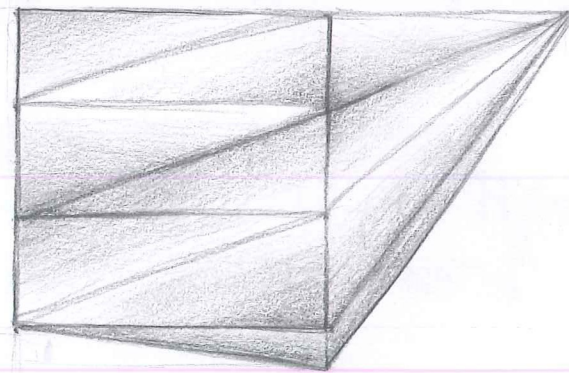
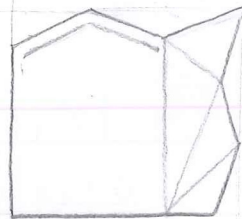


FRONT VIEW OUT-
LINE + MAIN BACK
SHAPE OUTLINE
TOGETHER



RAISED FLOOR
- MOULDED CONCRETE

USING THE
SHAPE OF THE
ROOFS BESIDES THE
BUILDING SITE TO
CARRY ON A FLOW AND
TIE THE BUILDING IN
WITH THE EXISTING BUILDINGS.



ALL BEAMS
TO ECHO
ALL EDGES
WELDED TOGETHER
TRUSS BEAMS

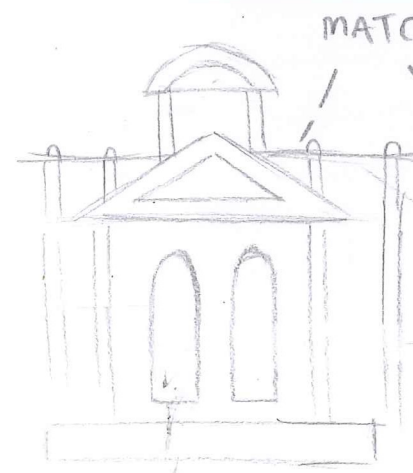
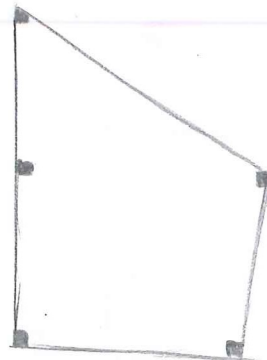
ISSEY MIYAKE

(LOGO /
FONT)

I.M

BUILDING
WITH
TRIANGLES
FOR
STRENGTH

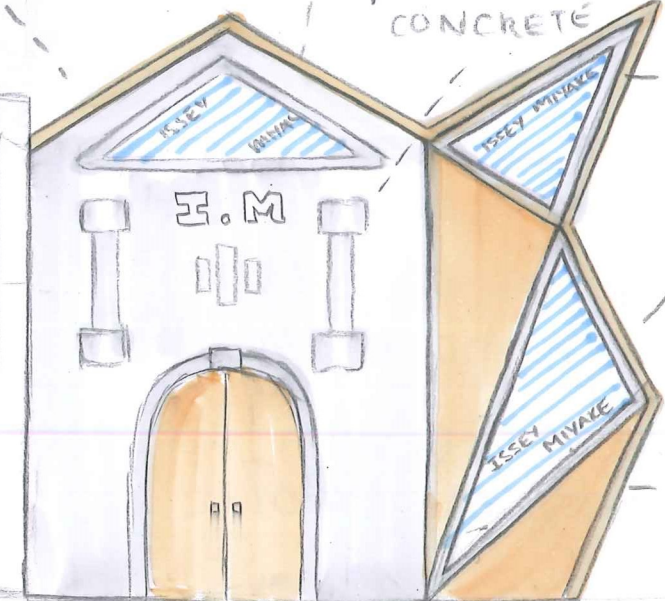
↑
CONCRETE MOULDED
INITIALS ON CONCRETE
WALL



MATCHING ANGLES.

CONCRETE

MOULDED
CONCRETE



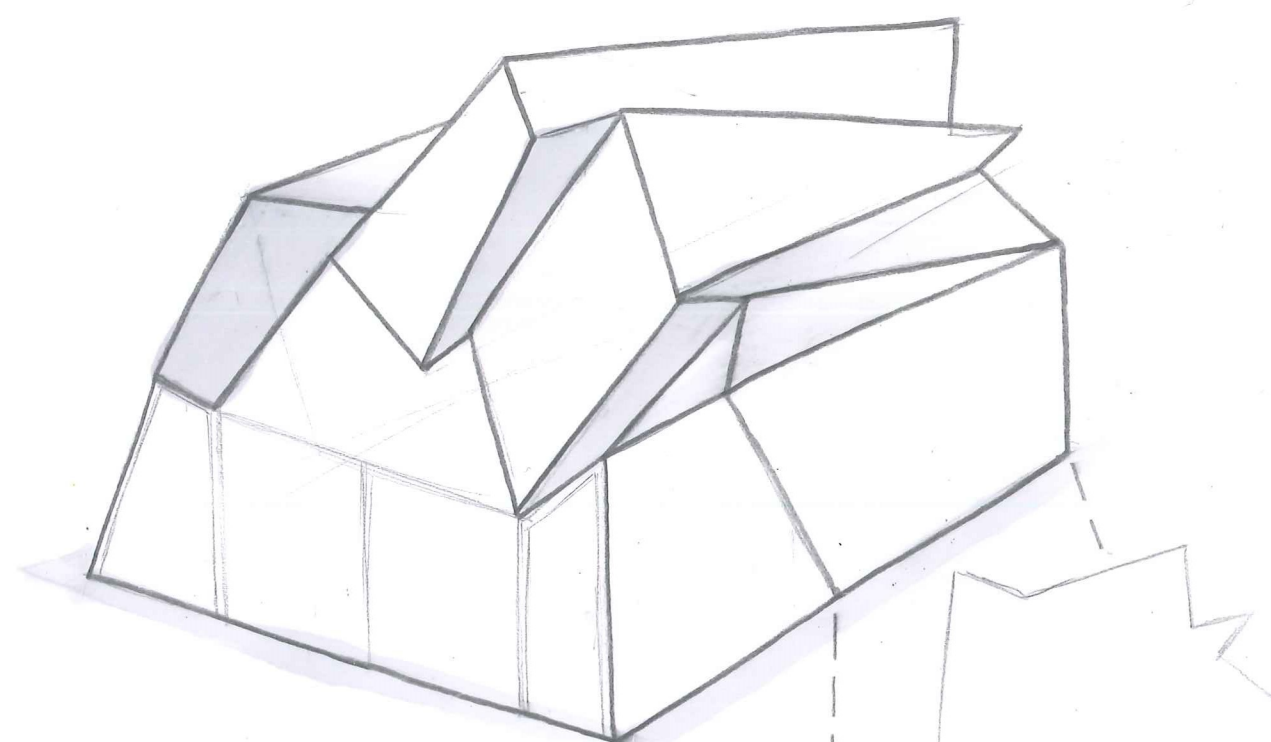
FROSTED
WINDOW
TEMPLATES
SAYING
'ISSEY
MIYAKE'
WINDOWS.

COPPER

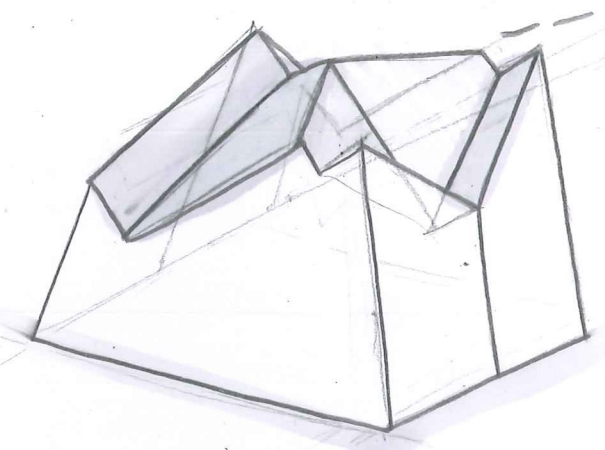
EXISTING
BUILDING
BESIDES.

COPPER DOOR
TAKING ASPECTS
OF EXISTING BUILDINGS
BUT SIMPLIFYING THEM

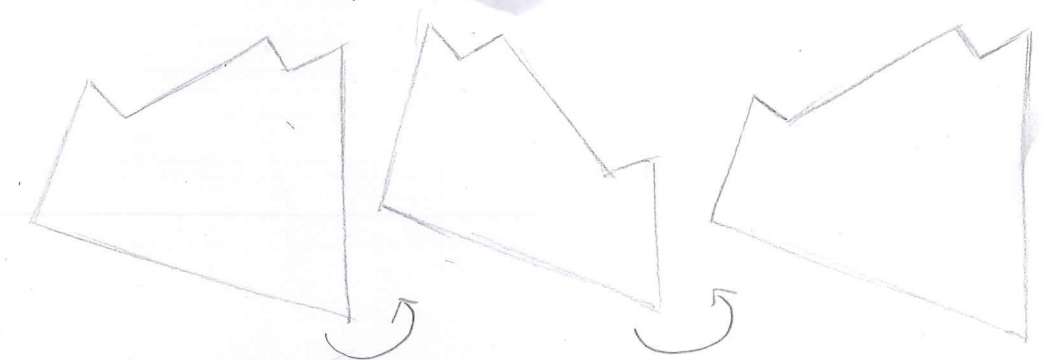
COPPER WILL
TURN A NICE
AGED GREEN
MATCHING
THE
SURROUNDINGS



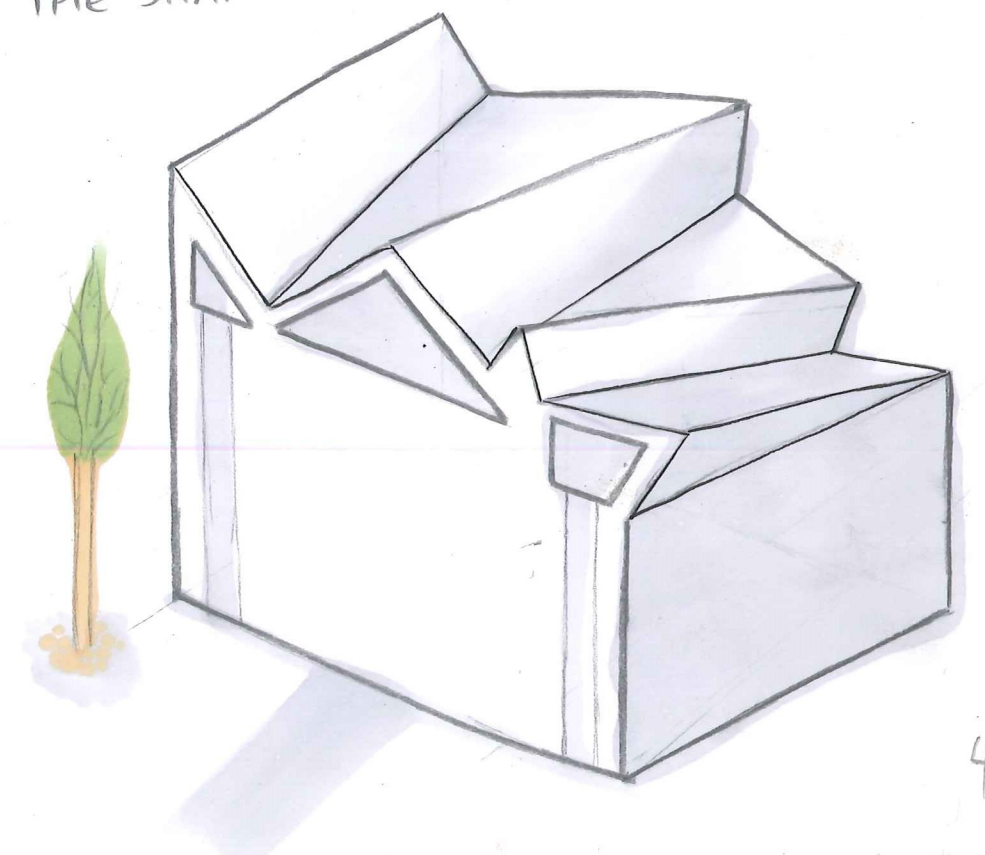
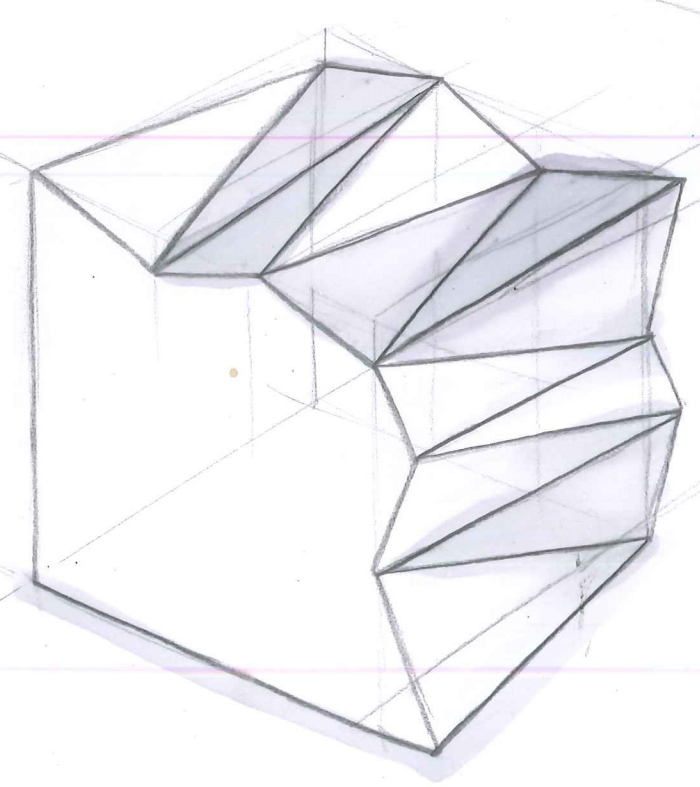
USING RANDOM SHAPES
WITH THE SAME BASE
AND SAME AMOUNT OF SPIKES.



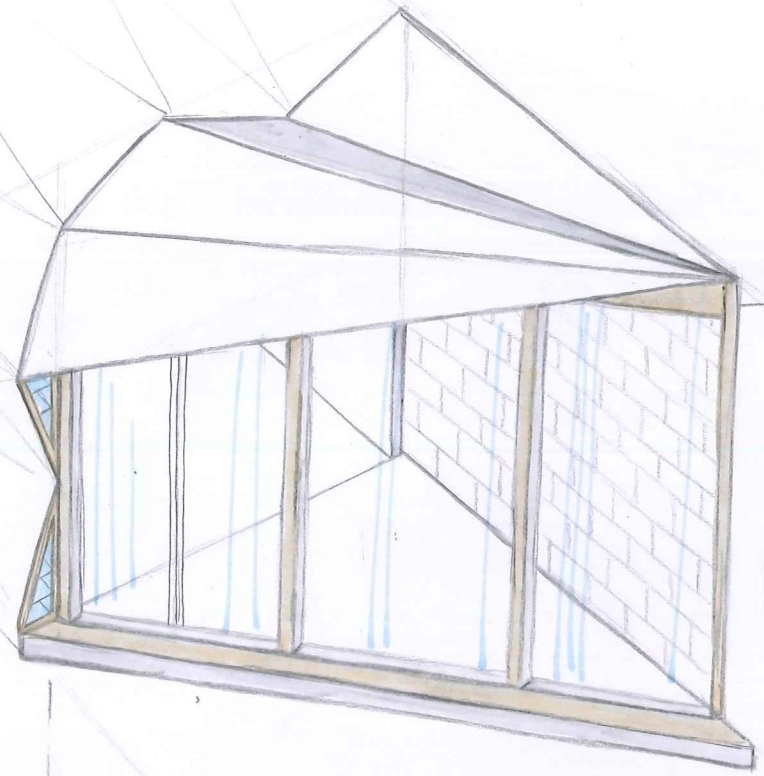
JOINING SPIKES
OF SHAPES
WITH STRAIGHT
LINES.



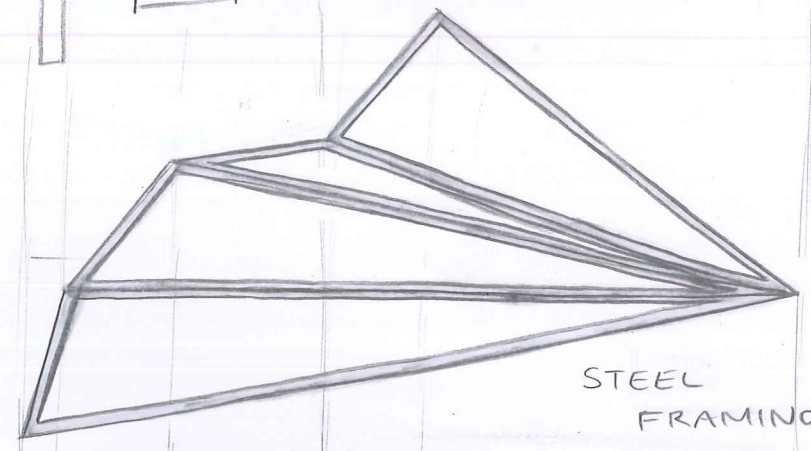
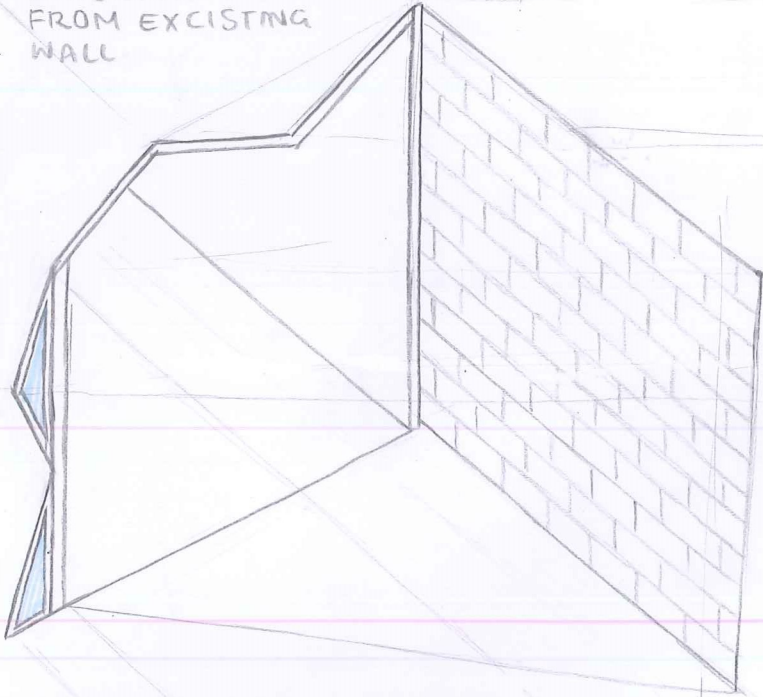
USING THE SAME SHAPE
TWICE AND THEN IN THE MIDDLE, FLIPPING
THE SHAP



- CONCEPT DEVELOPMENT -

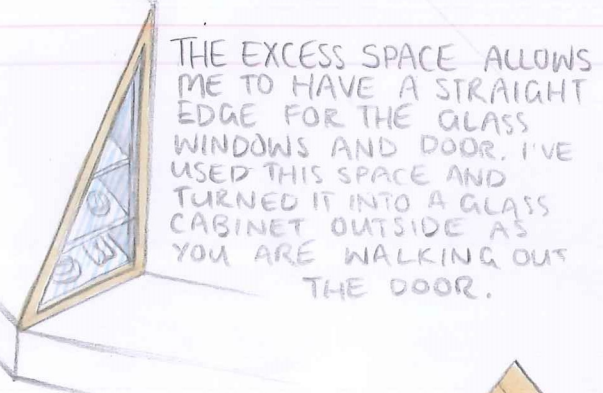


EXPOSED BRICK/CONCRETE WALL FROM EXISTING WALL



EXPOSED FRAMING WHEN INSIDE. THE ROOF AND WALLS WILL SIT ON TOP OF THE FRAMING

SCALE

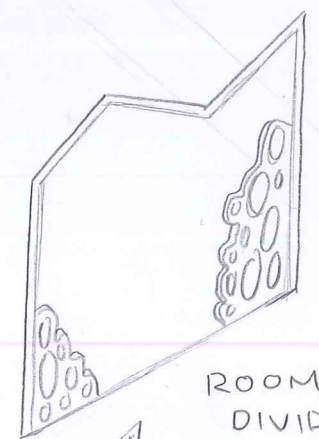


THE EXCESS SPACE ALLOWS ME TO HAVE A STRAIGHT EDGE FOR THE GLASS WINDOWS AND DOOR. I'VE USED THIS SPACE AND TURNED IT INTO A GLASS CABINET OUTSIDE AS YOU ARE WALKING OUT THE DOOR.

WINDOW PANEL TO LET LIGHT IN AT ALL ANGLES

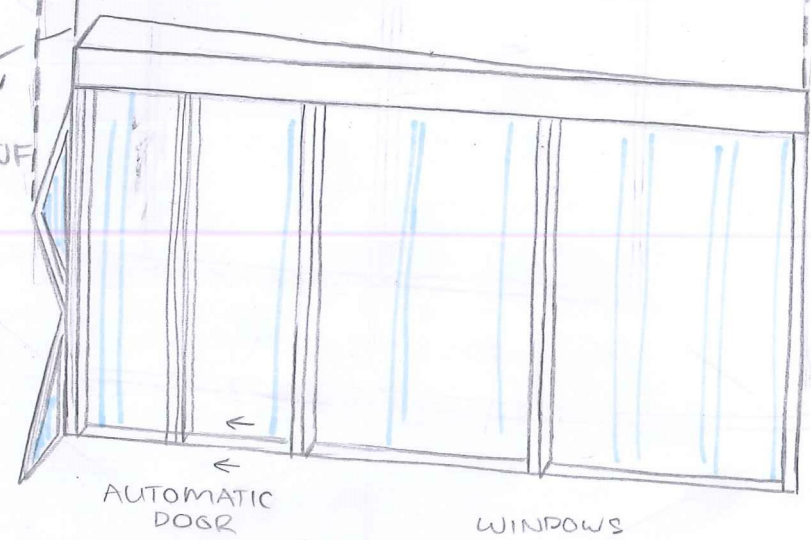
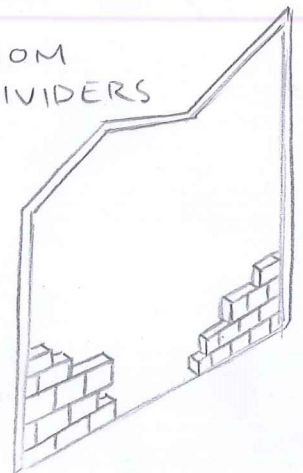
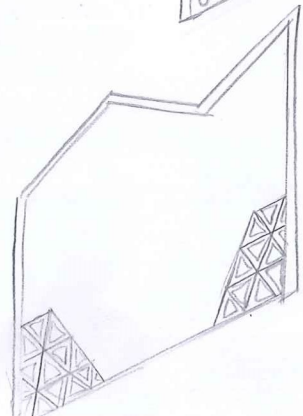
MIXED MEDIA ROOF - CORRUGATED METAL

COPPER ROOFING



ROOM DIVIDERS

FITTING IN WITH THE ANGLED ROOF

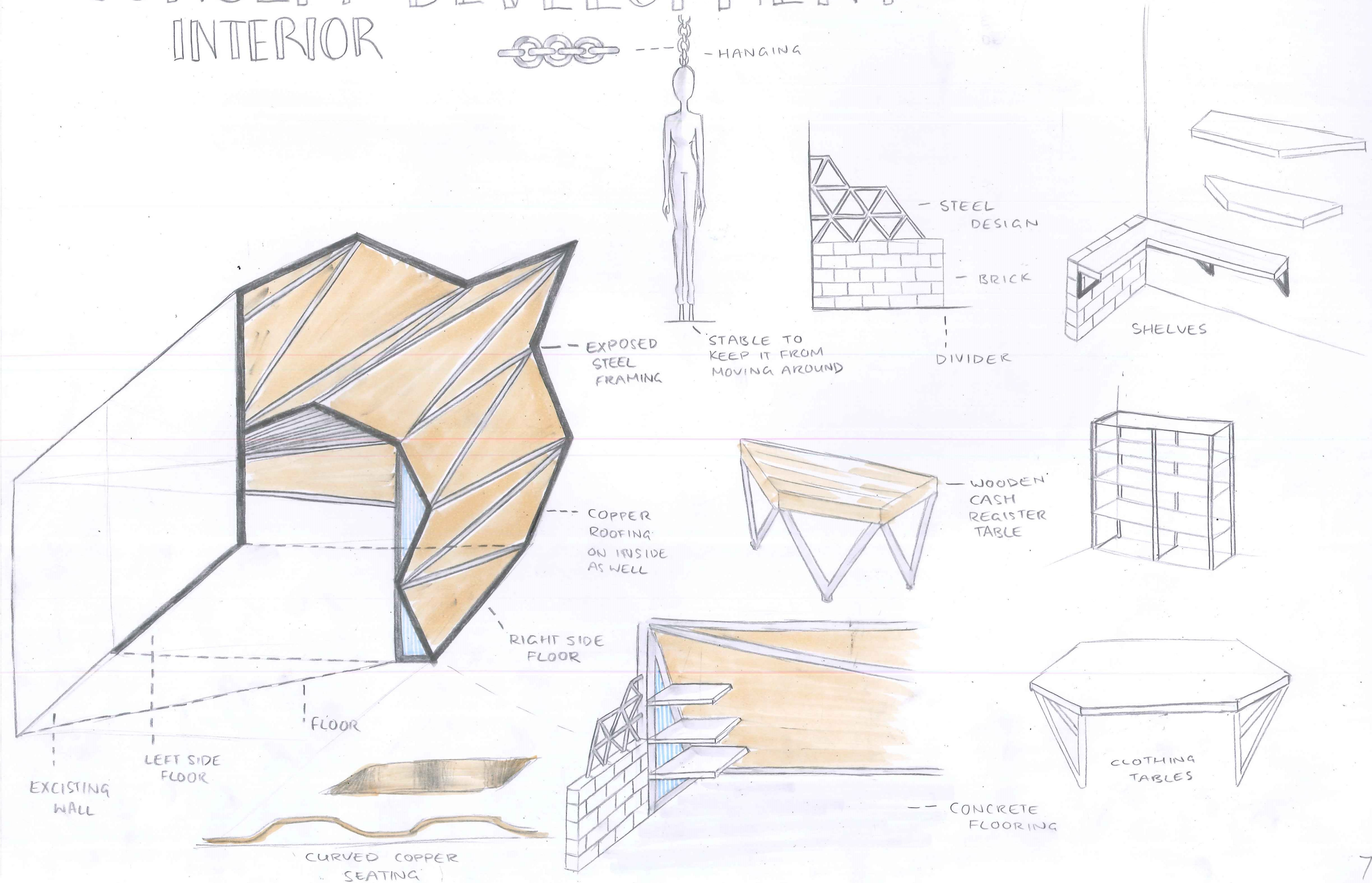


AUTOMATIC DOOR

WINDOWS

- CONCEPT DEVELOPMENT -

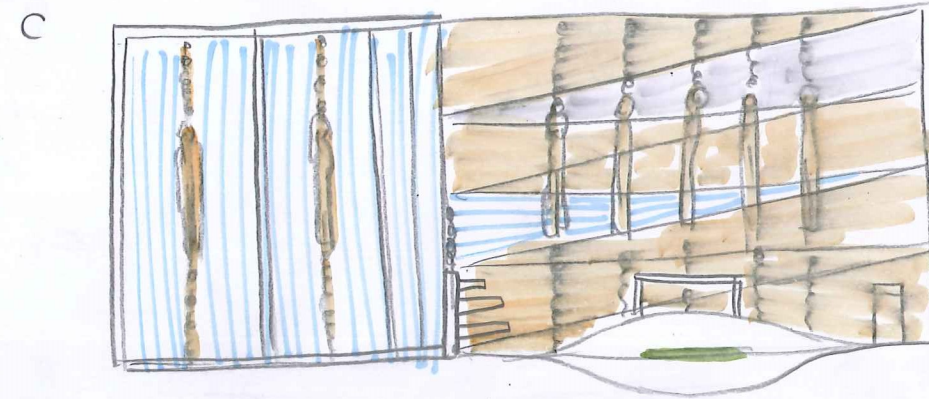
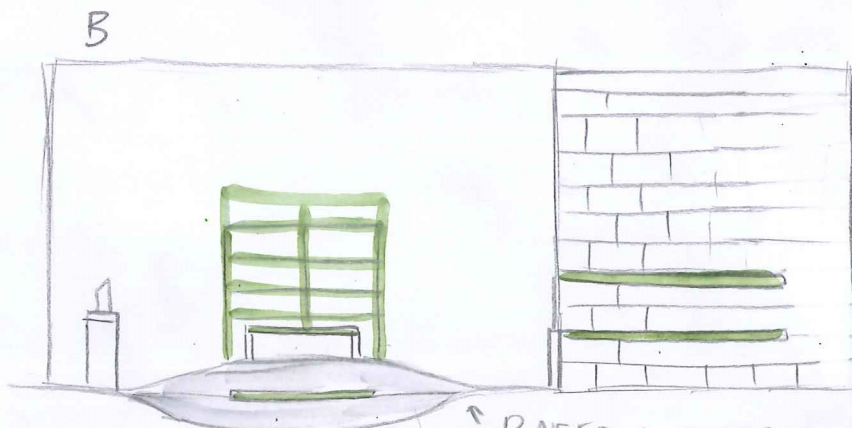
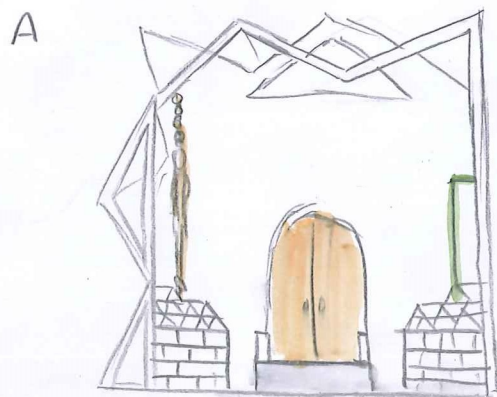
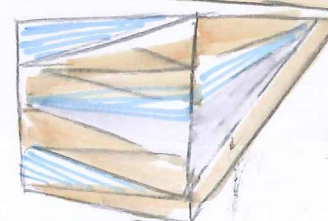
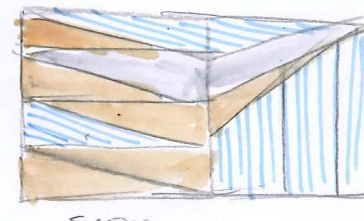
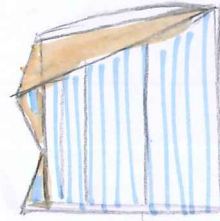
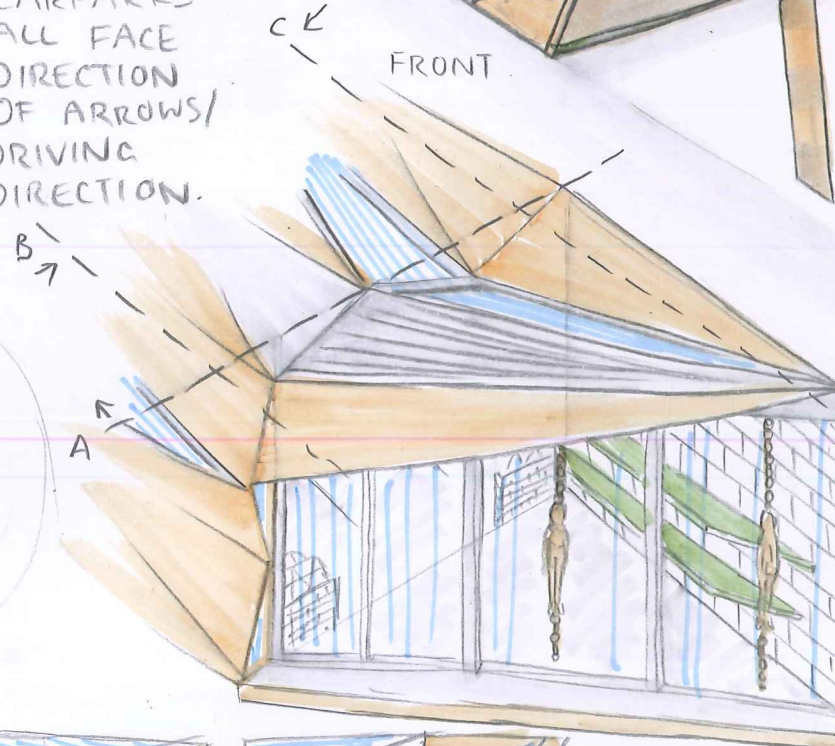
INTERIOR



- FINAL DESIGN -



- CARPARKS ALL FACE DIRECTION OF ARROWS/ DRIVING DIRECTION.



↑ RAISED + DIPPED FLOOR.