

Further Instructions for Design Final 3321

Best way to go about completing the project:

- 1) Choose:**
 - a) **Season**
 - b) **Size Category**
 - c) **Garment Type**
 - d) **Price Category for what you want to design**
- 2) Decide more precisely WHO is your target customer group. (age, location, likes, dislikes, income, etc.)**
- 3) Research and Design Decisions**
 - a) **Theme**
 - i) **Choose a couple of theme ideas.**
 - ii) **Research them. Collect photos, printouts, copies, and information that pertains to these themes**
 - iii) **Pick one that is proving more interesting and is working better for your customer.**
 - b) **Pick a Color Palette**
 - i) **This is usually 3 to 5 colors**
 - ii) **The colors will be used throughout your line.**
 - iii) **Name the colors in accordance to your chosen theme and with respect to your intended customer group**
 - c) **Pick Fabrics**
 - i) **Usually 3 to 5 fabrics**
 - ii) **Need to pick fabrics for tops and bottoms or whatever you intend to design**
 - iii) **Keep in mind price, durability, and care methods; make sure they are appropriate for the end use and customer**
 - iv) **Assign colors and if used, prints to your fabrics**
- 4) Sketch**
 - a) **Sketch design ideas – far more than you are going to use. 20 ensembles is a good number to start with.**
 - b) **As you sketch, keep in mind your customer, garment category, season, size category, and price category. Designs must fit these in order to sell. Also remember which fabrics you have chosen.**
 - c) **Use your theme and research to influence your designing. Use similar details and shapes to hold it together as a line.**
- 5) Cull the Line**
 - a) **When you are through sketching, sort through your designs and pick the 8 (minimum) best ensembles.**
 - b) **Make sure they go together as a line**
 - c) **Make sure they are appropriate for your target customer**
 - d) **Make sure there is a reason for every piece and they are all different enough that someone would want to buy multiple pieces.**

- 6) **Illustrate your line**
 - a) **Illustrate all 8 ensembles on fashion figures in color using the requirements outlined in the specs.**
 - b) **Portfolio quality illustrations on appropriated paper is a must**
- 7) **Flats**
 - a) **Choose 4 of your ensembles to make complete front and back flats of**
 - i) **Every garment in each of the 4 ensembles must be present**
 - ii) **Follow the requirements in the specs**
 - iii) **Ask me if you need a croquis figure for anything other than misses.**
 - iv) **Must be accurate and have every single construction detail**
- 8) **Compile all these parts according to the specifications.**
- 9) **Don't forget to do the specs and everything else on the specs.**