

Fashion Workshops with Jason Steel, Friday 28th June

COMMERCIAL = BORING RIGHT?

During this 90-minute workshop you will explore what it is like to be a designer working for International brands. The larger the company the higher the stakes, so getting it right is essential. The next big trend or must have accessory can come from anywhere and you as a designer are expected to be on the ball!

During this dynamic session you will become a designer but don't worry, this is about generating ideas, *not* producing beautiful fashion illustrations. Some of the greatest designers are terrible illustrators & that is absolutely fine.

Equipment is provided, but do bring your own media: Pens, pencils, felt tips etc. No experience needed other than a sense of fun.

10.30 Introduction to the session

10.45 Class undertakes 4 design exercises

11.45 Session ends with Q&A & feedback from Jason

12.00 Ends. Collection of data- feedback sheet.

The group is given a sheet with 4 fashion images on, a template fashion figure (Jason to prepare these,) & photocopy paper, plus pens & pencils etc. They have a short lecture followed by a fast & furious hour where they discover four aspects of fashion design. This helps potential students really focus understanding & realize that it's not just about creativity. 20-30 students.

EXPLORING ENERGY & MARK MAKING

Fashion design & fashion illustration are two different disciplines. Design is about coming up with ideas for garments that fit the body in many different ways & for different consumers. Illustration is a creative process by which we sell those ideas.

Many students struggle with confidence when drawing, yet even the most ordinary illustration can become something very special if the types of line used push boundaries. During this session you will explore how it feels to create work with energy & emotional truth.

Some equipment provided, but do bring paper, pens, pencils, felt tips & anything to make marks with- you might even use cosmetics. Surprise me! No experience required other than, you guessed it, a sense of adventure.

2.00 Introduction & short talk on the subject.

2.15 Exercise starts

3.15 Exercise ends with Q&A plus group feedback.

3.30 Ends. Collection of data- feedback sheet.

Garments, garment stands (or something to hang garments from,) paper and mixed media essential. By understanding how essential this way of thinking is, students are able to access their own creative journey rather than following the perceived norms- namely stereotypical fashion illustrations. 20-25 students.