

BA (Hons) Footwear & Accessories – Level 5

Summer vacation brief: 2016

The focus of this summer vacation brief is research; Inspiration and the development of research for Footwear & Accessories design, this research will be recorded in one A4 brand research report and inspirational research as A3 loose-leaf pages.

Research at this level is about in depth investigation and independent enquiry. To start the research process start by visiting museums & galleries, exhibitions, shops (London or a major British City), look at designers, trend, colour, materials, web based etc information. It is important to gather both primary and secondary research; this will be your inspiration, record visually and with a written format, incorporating the use of your drawing, photography and CAD.

Task 1: 1 x A4 Brand research Report

Brand research report --- complete one brand research report supported by visits to a major city of your choice. As a suggestion any London research can be supported by the web site: <http://www.streetsensation.co.uk/>

Research a spectrum of brands such as luxury high-end designer brands, independent stores, mass market, budget etc. Research from different market levels will enhance your understanding of footwear & accessories brands.

Ideas for format of research report, professionally presented:

- Use at least one page per brand, highlighting the market sector.
- Record visually the brand, evidencing styles, design features, use of materials, trims, cost etc.
- You could consider womenswear, menswear & children's brands.
- Try to get some images, photographs of the shop window. (Be aware that retailers are very sensitive to cameras and photography, be discreet)
- Collect any promotional material.
- Record observations in you sketch book/notebook, visually and written.
- Internet research can support your research.

Presentation: Visual and creative format --- A4 at least 30 pages created in word, power point, Photoshop etc. (your choice) **Please do not print.**

Task 2: Inspirational research as A3 loose leaf pages X 20 pages.

These research sheets will become the starting point for your individual research which will inspire your design work during the Autumn term; please incorporate a combination of primary & secondary research. Select 3 concepts, which should **not** be related to Footwear & Accessories. As an example:

Fashion, Historical, Music, Song lyrics, Architecture, Technology, Colour etc. (Maybe concepts which are personal to you.)

The research sheets should include inspirational imagery, all of which should be derived from a diverse range of sources, please remember everything in your research needs to have a reason to be included. This research should be recorded by incorporate drawing, painting, collage, maybe stitch, mixed media etc. Drawing and painting is a major visual communicator; please incorporate a range of media from, pencil, ink, marker pens, paints etc.

Consider the layout of your A3 pages, remember your drawings do not need to fill the entire page, consider how you place and juxtapose the images. This is a way to record your research using your drawing skills incorporating a variety of media, avoid cut and paste, this is not a scrapbook.

Deadline: Monday 3rd October 2016 – 9.30

One completed: 1 x A4 Research Report

One completed: Inspirational research as A3 loose leaf pages X 20 pages

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Any queries please see Caroline Southernwood

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