

Name: \_\_\_\_\_

Period: \_\_\_\_\_ Due Date: \_\_\_\_\_



## 'Above the Fold' Design Brief

### Criterion C: Creating Solutions



**Outline** a logical plan, which considers the use of resources and time. For this project you have a lot of time on your own. Create daily goals and tasks to accomplish.

(For each day, when you get to class, spend the first 5 minutes thinking about what you need to accomplish in order to be successful. Plan out your time so that you use each day wisely. **Outline** your daily plan in regards to what you are going to do or what you want to accomplish.)

Day 1: \_\_\_\_\_ Day 6: \_\_\_\_\_

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Day 2: \_\_\_\_\_ Day 7: \_\_\_\_\_

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Day 3: \_\_\_\_\_ Day 8: \_\_\_\_\_

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Day 4: \_\_\_\_\_ Day 9: \_\_\_\_\_

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Day 5: \_\_\_\_\_ Day 10: \_\_\_\_\_

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**‘Above the Fold’ Design Brief**  
Criterion B: Developing Ideas

In Creating Solutions, you will be **designing** multiple items of clothing and **developing** your own brand.

In developing our understanding of branding, it is important for us to know how clothing has changed over time.

**Research** one article of clothing that has changed over three decades. You may want to start your research with this article <http://vintagedancer.com/1920s/what-clothing-cost/> AND this site <http://www.thepeoplehistory.com>. Some of the prices that you find on these websites will be for clothing in the style of the period that you are researching. In order to find the retail cost of the item during the the time period you are researching, use <http://www.dollartimes.com/calculators/inflation>

1.) **Create** a statement of intent to help guide your research.  
 Example: *I will research how men’s hats have changed, in terms of design and materials, throughout the 1940’s, 1970’s and 2000’s.*

Your statement of intent:

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<u>Drawing of article of clothing:</u>	
<b>Include a color palette for your article of clothing.</b>	
<u>Year:</u>	
<u>Retail Cost:</u>	
<u>Materials:</u>	
<u>Website URL:</u>	

<u>Drawing of article of clothing:</u>		Include a color palette for your article of clothing.

<u>Year:</u>
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<u>Retail Cost:</u>
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<u>Materials:</u>
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<u>Website URL:</u>
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<u>Drawing of article of clothing:</u>		Include a color palette for your article of clothing.

<u>Year:</u>
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<u>Retail Cost:</u>
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<u>Materials:</u>
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<u>Website URL:</u>
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2.) From your research, **outline** 2-3 changes or trends that you noticed of your chosen article of clothing. *What* inspired these changes? (this should be researched, not just an opinion)

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3.) In a few pages, you will start designing a brand of clothing. **Explain** your opinion about what you think style is. *What* outside experience(s) helped you form that opinion? *What* research did you conduct on the definition of style?

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4.) **Outline** 3 articles of clothing you going to work with when designing your brand. **Explain** how the 3 articles go together:

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When answering questions 5 -7, you should utilize the resources on slides 65 through 70, which include multiple websites for you to visit to conduct good research.

5.) **Explain** how your brand of clothing will consider style. **Outline** the key style features of your brand of clothing? **Describe** what or who has influenced your style choices?

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6.) **Explain** how your brand of clothing will consider the environmental impact in the creation of your clothing. **Outline** the following: materials your clothing will be made from, *where* in the world your clothing is made, *how* you would **explain** your decisions to your consumers?

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7.) **Explain** how your brand of clothing will consider the human impact in the creation of your clothing? Outline the following: where your clothing is made has a human impact, *how much* you would pay your employees, *what prices* you would charge consumers for your clothing?

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8.) a.) **Create** multiple **designs** for each article of clothing. **List** key features for each drawing.

1st article of clothing:


8.) b.) **Create** multiple **designs** for each article of clothing. **List** key features for each drawing.

2nd article of clothing:

A large empty rectangular box with a thin black border, intended for drawing and listing features for the second article of clothing.

8.) c.) **Create** multiple **designs** for each article of clothing. **List** key features for each drawing.

3rd article of clothing:







# 'Above the Fold' Design Brief

## Criterion C: Creating Solutions

The space provided below is for you to finalize your first article of clothing. Your **designs** should include multiple perspectives, a model, a logo, etc. Be sure to include color and textures in your finalized article of clothing.

	<b>Use the squares below to include your <u>color palette</u>:</b>	<b>Use the squares below to include your <u>textures and materials</u>:</b>



# 'Above the Fold' Design Brief

## Criterion C: Creating Solutions

The space provided below is for you to finalize your second article of clothing. Your **designs** should include multiple perspectives, a model, a logo, etc. Be sure to include color and textures in your finalized article of clothing.

	<p>Use the squares below to include your <b><u>color palette:</u></b></p>	<p>Use the squares below to include your <b><u>textures and materials:</u></b></p>



## 'Above the Fold' Design Brief

### Criterion C: Creating Solutions

The space provided below is for you to finalize your third article of clothing. Your **designs** should include multiple perspectives, a model, a logo, etc. Be sure to include color and textures in your finalized article of clothing.

	<p>Use the squares below to include your <b><u>color palette</u></b>:</p>	<p>Use the squares below to include your <b><u>textures and materials</u></b>:</p>



## 'Above the Fold' Design Brief

### Criterion C: Creating Solutions

1.) **Describe** your brand. *What* does your brand of clothing stand for or represent? **Explain**.

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2.) **Explain** what your brand of clothing communicate to people and society based on its appearance or style. *How* do you think it will be judged?

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## 'Above the Fold' Design Brief

### Criterion D: Evaluation

1.) Self: **Outline** 3 simple, relevant things about your project that your peers are going to need to know when they view your project:

A.) \_\_\_\_\_

B.) \_\_\_\_\_

C.) \_\_\_\_\_

2.)

Peer 1: Name: \_\_\_\_\_

A.) **Outline** what you notice about your peer's brand. What do you see, think, or wonder:

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B.) **Outline** how your peer's project was successful based on your authentic understanding of fashion. What were your favorite features of their brand?

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C.) **Describe** how your peer's project could be improved.

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Peer 1: Name: \_\_\_\_\_

A.) **Outline** what you notice about your peer's brand. What do you see, think, or wonder:

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B.) **Outline** how your peer's project was successful based on your authentic understanding of fashion. What were your favorite features of their brand?

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C.) **Describe** how your peer's project could be improved.

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3.) Self: **Explain** your opinion of your peer's reaction to your project. *What* do you think was successful about your project? *What* would you improve about your project if you could do it over?

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4.) Self: **Outline** three takeaways (big concepts or ideas) that you have learned from this unit.

A.)

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B.)



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C.)

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	<b>Criterion B: Developing Ideas</b>		<b>Criterion C: Creating Solutions</b>
0	<ul style="list-style-type: none"> <li><input type="checkbox"/> Work is missing</li> <li><input type="checkbox"/> Has not reached a standard described by any of the descriptors given below</li> </ul>	0	<ul style="list-style-type: none"> <li><input type="checkbox"/> Work is missing</li> <li><input type="checkbox"/> Has not reached a standard described by any of the descriptors given below</li> </ul>
1	<ul style="list-style-type: none"> <li><input type="checkbox"/> <b>States</b> how an article of clothing has changed or <b>presents</b> some imagery showing different clothing over time.</li> <li><input type="checkbox"/> <b>Lists</b> a few basic ideas for a brand which can be developed</li> <li><input type="checkbox"/> <b>Creates</b> an incomplete plan which consists of some imagery</li> </ul>	1	<ul style="list-style-type: none"> <li><input type="checkbox"/> Partially <b>lists</b> steps in a plan to create a fashion brand and has difficulty following the plan to create a fashion brand</li> <li><input type="checkbox"/> <b>Demonstrates developing</b> technical skills (sketching/drawing) when creating a fashion brand</li> <li><input type="checkbox"/> <b>Creates</b> a fashion brand which functions <b>poorly</b> and/or is <b>incomplete</b></li> </ul>
2	<ul style="list-style-type: none"> <li><input type="checkbox"/> <b>Outlines</b> how an article of clothing has changed over time using some elements of imagery and research</li> <li><input type="checkbox"/> <b>Constructs</b> a list of ideas for a brand which <b>states</b> its style, environmental and human impact</li> <li><input type="checkbox"/> <b>Creates</b> drawings/diagrams showing details of your brand apparel</li> </ul>	2	<ul style="list-style-type: none"> <li><input type="checkbox"/> <b>Outlines</b> steps in a plan, that contains some details and has difficulty following the plan to create a fashion brand</li> <li><input type="checkbox"/> <b>Demonstrates proficient</b> technical skills (sketching/drawing) when creating a fashion brand</li> <li><input type="checkbox"/> Partially <b>creates</b> a fashion brand as intended</li> </ul>
3	<ul style="list-style-type: none"> <li><input type="checkbox"/> <b>Outlines</b> utilizing sketching of clothing and some research, how an article of clothing has changed over three decades</li> <li><input type="checkbox"/> <b>Develops</b> a brand which identifies and <b>outlines</b> its style, environmental and human impact</li> <li><input type="checkbox"/> <b>Creates</b> accurate drawings/diagrams and <b>lists</b> details of your brand apparel</li> </ul>	3	<ul style="list-style-type: none"> <li><input type="checkbox"/> <b>Outlines</b> each step in a plan, which considers the effective use of resources and time in order to follow the plan to create a fashion brand</li> <li><input type="checkbox"/> <b>Demonstrates effective</b> technical skills (sketching/drawing) when creating a fashion brand</li> <li><input type="checkbox"/> <b>Creates</b> a fashion brand as intended</li> </ul>
4	<ul style="list-style-type: none"> <li><input type="checkbox"/> <b>Presents</b> utilizing drawings and research an article of clothing, how an article of clothing has changed over three decades\</li> <li><input type="checkbox"/> <b>Develops</b> a brand which <b>lists</b> and <b>explains</b> its style, environmental, and human impact</li> <li><input type="checkbox"/> <b>Creates</b> accurate drawings/diagrams with color and shading, and <b>outlines</b> the main details of your brand apparel with annotations</li> </ul>	4	<ul style="list-style-type: none"> <li><input type="checkbox"/> <b>Outlines</b> a logical plan, which <b>considers</b> the effective use of resources and time in order to follow the plan to create fashion brand</li> <li><input type="checkbox"/> <b>Demonstrates highly effective</b> technical skills (sketching/drawing) when creating a fashion brand</li> <li><input type="checkbox"/> Follows a self directed plan to <b>create</b> a fashion brand as intended</li> </ul>

	<b>Criterion D: Evaluating Ideas</b>
0	<ul style="list-style-type: none"> <li><input type="checkbox"/> Work is missing</li> <li><input type="checkbox"/> Has not reached a standard described by any of the descriptors given below</li> </ul>
1	<ul style="list-style-type: none"> <li><input type="checkbox"/> <b>Outlines</b> a detail about your fashion brand</li> <li><input type="checkbox"/> <b>States</b> the success of your fashion brand</li> </ul>
2	<ul style="list-style-type: none"> <li><input type="checkbox"/> <b>Outlines</b> a details about your fashion brand</li> <li><input type="checkbox"/> 2 classmates are able to <b>list</b> the success your fashion brand and <b>state</b> how your fashion brand could be improved</li> <li><input type="checkbox"/> <b>Lists</b> ways in which your fashion brand could be improved</li> </ul>
3	<ul style="list-style-type: none"> <li><input type="checkbox"/> <b>Outlines</b> three <b>relevant</b> details about your fashion brand</li> <li><input type="checkbox"/> 2 classmates are able to <b>state</b> the success your fashion brand and <b>outline</b> how your fashion brand could be improved</li> <li><input type="checkbox"/> <b>Outlines</b> how your fashion brand could be improved</li> </ul>
4	<ul style="list-style-type: none"> <li><input type="checkbox"/> <b>Describes</b> three <b>relevant</b> details about your fashion brand</li> <li><input type="checkbox"/> 2 classmates are able to <b>outline</b> the success your fashion brand and <b>describe</b> how your fashion brand could be improved</li> <li><input type="checkbox"/> <b>Describes</b> how your fashion brand could be improved</li> </ul>