

# Degree programme: AMFI Fashion & Design

Amsterdam University of Applied Sciences

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“.....quality can only be done by human hands.”

<https://www.vogue.com/fashion-shows/spring-2024-menswear/vetements>

## 1. **Program Introduction**

We live in extraordinary times, times in which the challenges have shifted from using resources and earning money to staying healthy and taking care of each other and the world. Therefore, fashion can no longer exist by just the selling power of a large logo. New questions occur, for example: Should all clothing only be functional? Should fashion no longer be about aesthetics? What is the role of craft in digital times? What role will AI play in the future of fashion? Can the designer, the maker and the wearer be more connected? What if the making process was only local? Can fashion design play a role in awareness and educating the consumer? What is the role of research and education in finding sustainable production solutions?

In a search for positive answers to these new fashion challenges we ask you to take a standpoint, choose a position, form an opinion, and give yourself a role within fashion. Be a disruptor, a technician, an innovator, a researcher, a craftsman analogue or digital, an educator, an engineer, or combinations of those.

Your graduation project is to find possible answers to challenges ahead for designers and developers. Create a reality that is yours and that is going to tell the world a story of positive solutions for identified 'issues' within the fashion world. Amfi invites you to come up with a new narrative, to give fashion a new position in which history is not denied but is used to shape a healthy future. That fashion future may consist of functional garment collections, experimental tailoring, textile ranges in combination with application examples, hand-crafted products or virtual technological solutions.

### 1.1 Possible design methods

Your Amfi education has taught you skills in the fields of physical collection designing and making, digital collection design and textile design. Therefore, we offer a schedule to serve graduation projects evolving around those fields of expertise. Requirements per theme are:

#### ***Physical- & Digital/Phygital Collection***

- Verbal project introduction supported by a digital project presentation
- Collection of 6 outfits executed
- Final and worked out collection line-up on paper of 18 outfits
- 50 design process sketches
- Concept board
- Material card
- Color card
- Up-to-date Process Document
- Communication tool (How will your collection after graduation be presented to future employers? By a collection book, a video, a website, a communication plan or a poster campaign?)

#### ***Textile Collection***

- Concept board(s) (1 per theme)
- Material card (1 per theme)
- Final color card (1 per theme)
- Series of textile experiments (samples) (minimum 20-24 in total)
- Technical specifications per textile

- Collection line-up on paper of 18 outfits each with textile/material application
- Visualized proposals for a collection of 2 to 5 (minimum) outfits
- 2 to 5 materialized and finished textile applications
- Up to date process document & physical textile process document
- Communication tool (How will your collection after graduation be presented to future employers? By a collection book, a video, a website, a communication plan or a poster campaign?)

Cross overs between the themes are possible.

## 1.2 Choosing your graduation subject and design method

Graduation success closely relates to the choice of your subject and design method. You are free in your choice, but in everything you want to develop the fundament is and will remain clothing. To take the right path a few 'rules' apply:

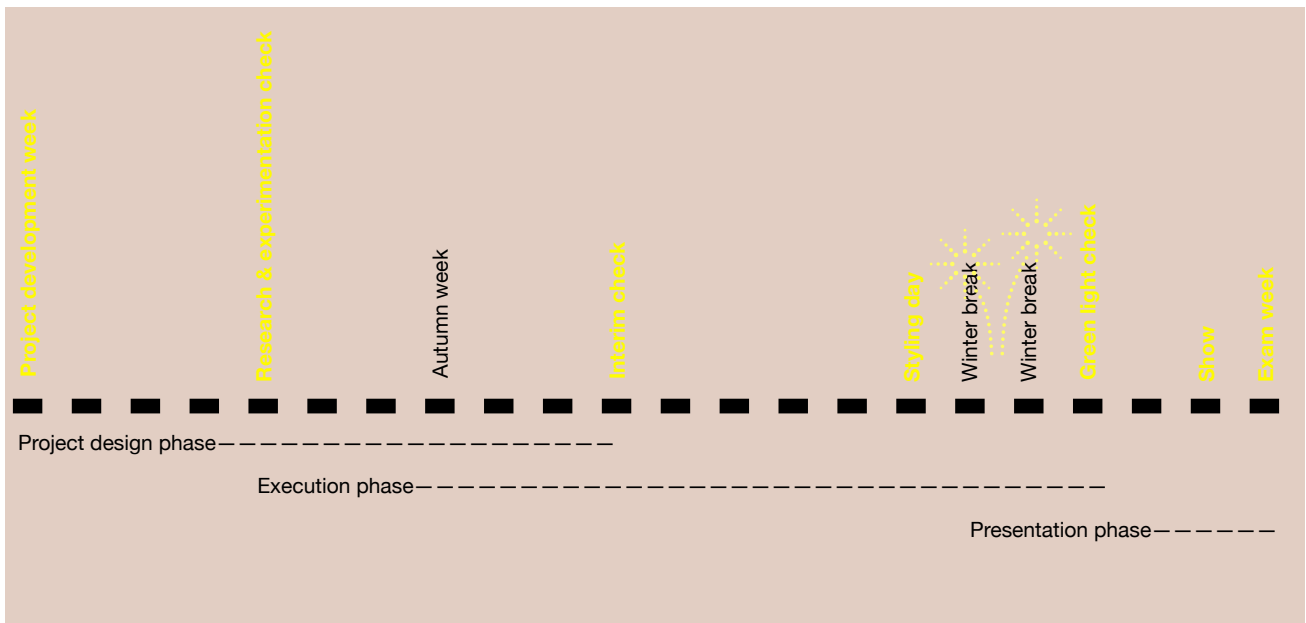
- What are your skills? What choices did you make in your Amfi career? If you did Knitology and Textiles a fully tailored collection does not seem a logical choice.
- Your graduation is a test of what you have learned over the past 4 years. Don't dive into learning new skills during graduation. If you did Denim, Hypercraft and interned at PME Legend a knitted collection is probably not the best chance for success, but also simply not possible.
- Keep your concept light and simple. Your concept is your framework for design, the justification of your project. Complex concepts don't make the justification easier.
- For whom is your work? Choose a clear target group. The target group of your collection can never be yourself as this does not allow you to step back and reflect.
- Lastly you have to like, love and enjoy what you are doing. Graduation is tough in itself by choosing something you really fancy doing you keep your graduation semester happy and healthy.

## 1.3 Learning goals

Upon successful completion of the graduation semester you will be able to:

- Research: Demonstrate a systematic and advanced understanding of contemporary issues involved in fashion.
- Decision making: Analyse, think in an innovative way, and independently develop new fashion concepts as a force for good
- Actualisation: Develop a product that is relevant for the professional field and that is executed to a professional standard in both content and form.
- Presentation: Communicate ideas in written, verbal and visual formats through presentation in products and new - media and digital technologies
- Organisation: Work autonomously in an interdisciplinary manner

## 2. Semester content and structure



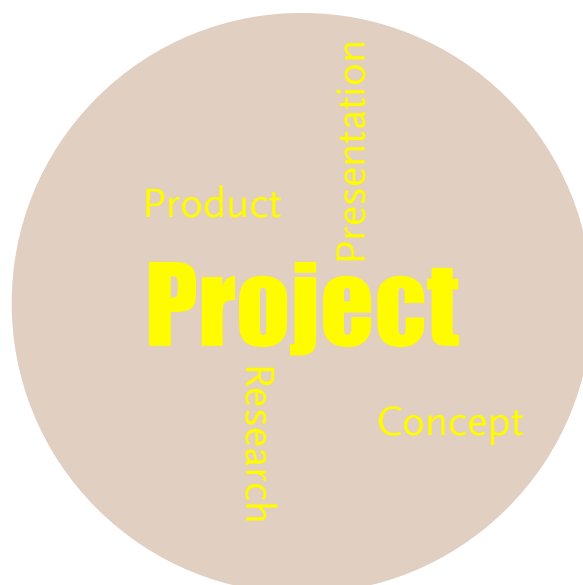
### 2.1 Phases

The graduation semester consists of 3 phases all begin and end with a check moment.

Start to research & Experimentation check =	Project design phase
Research & experimentation check to Interim check =	Execution phase
Interim check to Red/green check =	Execution phase
Red/green check to final exam =	Presentation phase

### 2.2 Connect all elements of your project

Research (process book), concept development and the product development are elements that Amfi has taught you intensively and sometimes as separate elements. Your project can only benefit from all these elements if you keep them always connected. All elements of your project should always all tell **one** story. Your research helps to underpin, your concept sets the framework, your product embodies the statement you make, the way you visually and verbally present supports the project.



## 2.3 Process book

The process book is the binding element in your graduation project. You will explore your own fashion vision and signature style through visual and theoretical research, 3D experimentation and the execution of your designs. You will analyse this process and reflect on the findings. Your conclusions form the basis for the graduation project. The assessment of the process book is part of all assessment moments including the final graduation assessment. The process book can be physical or digital (no Miro board!) and should be kept up-to date, be present in all meetings with your coaches and up-loaded on Brightspace for every assessment. Your process book should show:

- Vision on what your final project is going to be, and why. Herein personality and authenticity play a big role, but also your social and cultural critical stance. Express your vision and communicate responsibility for your role as a designer in a world in motion, with environmental and social issues.
- Theoretical research into the graduation subject leading to the formulation of a design question that binds all elements.
- Visual research into the graduation subject leading to the visualisation of your conceptual ideas.
- Design research into making experimentation being a range of product iterations leading towards the product outcome of the project. Showing the accompanying analysis, reflections on the development of your product and design signature.

## 2.4 Research & design question

Deriving from the research in your process book you formulate a design question for your project. You are connected to a personal research coach who guides you during this period in the research process and who helps you to dig into original sources. The research coaching takes place during the first 7 lesson. The aim of the research is the underpinning of your graduation subject and concept.

## 2.5 Concept development & concept visualisation

The concept development will take place in the first lesson weeks of the program and is strongly connected to physical experimentation and research. There is a research & experimentation check to determine if your conceptual and physical research and experimentation is on track. (See research & experimentation pitch form on Brightspace.) After the first pitch the coaching continues as project visualisation to support you to bring your story across in the best suitable way.

## 2.6 Product development & design

Theoretical, visual, and physical or digital experimental making research will lead to the product of your project. That product may consist of a physical or digital collection, a textile collection, products hand-crafted or virtual technological solutions or a mix of these. The process of product development is guided by a design coach and a realisation coach (in the schedule called patterns) all along the program. Prepare your coaching moments well. Design classes always include models. This also applies for fittings; these are important moments where you need to get vital information to proceed.

## 2.6 Supporting classes

To bring your story across in the best suitable way the program offers drawing lessons for your line-up. Depending on your projects needs the program also offers you support in knit, print, textiles and digital embroidery.

## 2.7 Coaching procedure

The graduation project is primarily student driven and is guided by individual coaching sessions which are scheduled classes. The following is a list of appointed coaches and the other teachers available for different areas of expertise. To make most of the coaching process always prepare well for the meetings. Make sure your process book is at hand, models are arranged, and toiles are prepared. Note down your questions in advance. Make notes of the feedback during the session or ask a fellow student to do this.

Graduation Team F&D	
Graduation coordinator	Mikki Engelsbel
Design coaching team	Oscar Raaijmakers – Physical collections Fernanda Fernandes da Silva – Phygital collections
Realisation specialists	Saskia Stöckler – Patterns Marco Bolderheij – Textile range design Lana Wijnands – Knit Lislore Frowijn & Calvin Kooiman – Print Inge Tiemens – Textile Sjoukje Bierma – Drawing
Research & concept	Shanna Soh & Sophie vh Hof – Research coaching Birgit Muis & Charlotte Lokin – Concept & visualization coaching

## 3. Assessments

The entire graduation project will provide you with 30 ECTS. There are 3 assessment moments where you will present the status of your project to a team of coaches. These moments bring your entire project together and are important moments of feed-forward. All these moments serve to support your project progress towards final graduation. For all assessment moments you upload your process book, and your PPT on Brightspace. For the exam you also upload a self-assessment form, the photo shoot and your communication tool. You will receive written feedback on Brightspace.

- **Research & experimentation check** – Five weeks after the start of the program in the week of 2 October you will pitch your desk research, your physical experimentation and your project concept to your concept-, research- and design coach. At this stage your conceptual idea needs to be professionally presented, underpinned by theoretical research and supported by a range of product experiments. The pitch is a formative assessment moment. This means that this pitch can if needed be improved with the interim assessment, there will be no resit opportunity. (See assessment form on Brightspace.)
- **Interim check** – Halfway the program in the week of 13 November there will be an interim check moment. At this stage your project design & your toiles have to be ready and your design coach together with your project visualisation coach will monitor the complete project plan for your graduation and give feedforward so you can enter the execution phase of the graduation program. The interim assessment again is a formative assessment moment and can be improved with the Red/green check if needed. (See assessment form on Brightspace.)
- **Red/green check** – The third and last phase of the graduation process starts with a ‘red/green’ check of your graduation product(s), your plans for your final graduation presentation and your process book, in the week of 8 January. At this stage all designs have to be finished and ready for the presentation phase. The assessors determine whether you are ready for the final exam. If you are given a ‘green light’ you have admission for the final exam. At the green light check your project

is assessed against the competences of the final graduation and just like on the final exam it receives a pass (= green) if at least a sufficient level is achieved in all six competencies. (See assessment form on Brightspace.)

Students who are given a 'red light' at the third check are placed in the graduation programme for the following semester. In case of a new start in a new semester student and coach will determine together if the project has sufficient opportunities for continuation or if a new project needs to be started. In all cases re-apply for admission to the next graduation programme and remain registered with the AMFI.

In case of a different opinion on the justness of the red light the usual procedure for any appeals applies: you can contact the exam commission in case of objections.

### 3.2 Graduation

On your graduation I in the week of January 29 you will present your graduation project. The presentation takes place in the presence of an examination committee. The committee is chaired by the coordinator and includes the concept/visualisation coach, the design coach, and an external examiner from the field. The external examiner is there to provide valuable feedback from the field. You inform your examiner about your project by writing an illustrated introduction A4 after the green light check.

## 4. Summary of regulations

Over the years rules and regulations are developed to enhance your chances for success.

### 4.1 Application and admission to the graduation programme

Students may embark on the graduation programme only when they have a total of **180 European study credits** (ECTS). This means that you should have successfully completed your foundation year of **60** (ECTS) and that you have gained **120** ECTS in the main phase of the course. The total of **180** ECTS must be including the internship and all elements of year 2. You apply for inclusion in the graduation programme by registration in SIS. SIS confirms your application, this means that you have successfully registered, this does **not** yet mean you are accepted. Your acceptance depends on your credit point situation which will be checked by the examination board.

### 4.2 Graduating while having old resits

You will receive a bachelor diploma once you have gained a total of 240 credit points, 30 of those points you will gain in the graduation semester. This means that the ideal situation to graduate is when you have a total of 210 ECTS when starting the graduation. Since this is not always possible the HvA allows you to start graduating with less than 210 credit points and asks for the forementioned minimum of 180 ECTS. This means that you might have resits when starting the graduation semester which means that you will not receive your diploma right after graduating. You will first have to pass the resits.

The graduation semester requires all your attention, and it is not the easiest semester to deal with old resits. In case you have resits try to solve them before entering the program or leave them waiting for after your graduation. Not having to think of resits gives you the freedom to fully focus on your graduation project and provides you with optimal chances for success.

### 4.3 Attendance

Like all other programs at Amfi an attendance rate of 80% is minimum but better is 100%. The program starts on the 1<sup>st</sup> day of the Project development week on September 4 and ends with the graduation in week 20 of the program, the week of January 29, 2024.



## **4.4 Grading**

Assessment of the research report and the final graduation will be expressed as a grade on a scale from 1 through 10 including one decimal point. The assessment is deemed sufficient where the grade achieved is 5.5. All individual assessment criteria must be passed with a minimum mark of 5.5. Grades with a final decimal point higher than .5 will be rounded up to the higher grade while grades with a final decimal point lower than .5 will be rounded down to the lower grade.

## **4.5 Quality Monitor**

At the end of the semester, you will be asked to complete a quality monitor. The feedback will be used by the graduation team to improve the program. Completing the questionnaire is a prerequisite for your graduation.