Hogeschool van Amsterdam
Amsterdam University of Applied Sciences
Graduation 2023-2024 sem 2 - Self-reflection form Exam

AMFI
AMSTERDAM**FASHION**INSTITUTE

Student: Laura Weller	Date: 17 Juni 2024
Graduation Project: The Compostable Collection	

	Main feedback R/G pitch	What next steps did you take and why? Summarise the most important reflections.	If you would do the project again what would you do differently?
Research (Orientation, researching, collecting)	Your research has always been extensive. Today, you received compliments for "bringing in the fashion" and how to tailor the communication towards your objective.	I've continued with making the Vogue magazine and tried to also use the photoshoot as a way to bring more fashion into the collection.	I would have taken more time for the Vogue magazine. Now I got the choice between making it really Vogue but paying 360 euros for it, or making it as it is now, which is still translating Vogue, but the printer could have done a better job. With more time I could have done some more testing with them and deliver even a better product.
Decision-making (Organising, analysing, concluding, making choices, making concept)	You have made the right decisions in terms of the fabric and colour when it comes to the garments you have made. There are still decisions to be made in terms of styling and how the garments will be presented in the end. Does the suit need a shirt? What shoes will be worn by the models? Ask yourself how you can keep your original intention with these pieces but elevate them through styling decisions. The choice to move your visual communication into a more fashion industry context was the right decision.	I have worked on the styling of the garments, tried 2 different photoshoots, and went to the styling day at AMFI. I've used very experimental make up and used a black shirt under the jacket of the suit. At the photoshoot I let the models walk on bare foot because it suited the environment better, but in the digital renders the models have all different shoes. I tried to use the combination between fashionable elegance, but also still the practicalities of the blockade as a guiding line in those decisions.	I would have analysed my garments sooner so I could make even better design choices. I think I worked very intuitively in the beginning of the design process and went from intuition to theory. I wish I had taken more time to go from that theory back to the designing table and back to theory again to elevate the designs more.
Actualisation (Designing, making, producing)	Look at the renders you have produced and see how you can make the materials align better with the physical fabrics you have made - in terms of the translucency, roughness/shine and the vivid nature of the colour. This will seriously level up the quality of your digital work. Considering the technical drawings - these can be a lot better in terms of quality but it is good that you have taken the time to make these initial drafts. The line up looks good and is presented in your own style with and interesting drawing style.	I have looked at the digital renders and have tried make the digital material look more like the physical one. I tried to give it a bit more opacity, but it was hard to keep the richness of the material then still intact. I think going back to substance would have helped more, but my free trial was finished, and my budget was small (unfortunately adobe substance is not automatically in the creative cloud products anymore). I have also looked at the technical drawings and improved them to a higher standard.	I would bring the materials to a higher standard and make close up renders of the materials. In my opinion the materials could look even more like the real materials. I also would have used a better laptop for this because everything is rendered on a MacBook and that's not the best laptop for Blender.
Presentation (Reporting, communicating, persuading)	Your verbal presentation today did not fully capture the essence of your project. It's important to pinpoint the key aspects of your multi-layered project in order to effectively convey its value in just a few minutes. The Vogue-concept you presented is strong and effective. Also in print, it's essential to consider	I have tried to limit the amount of time that I put in the Vogue-concept, and I put more time in presenting the looks, the concept and the references of the clothing pieces to make the viewer understand the collection better.	I would have love to have even more digital looks also physical during the presentation.

	that your audience can only process a limited amount of information at once. Therefore, also here it is crucial to clearly distinguish the main points from the supporting details.	I have also tried to showcase the multi-layered idea behind this project more, you can see that in the end, when I talk about merging fashion and sustainability and how we need to invest in more renewable resources such as algae. This is I think an extra layer in the collection that won't come to light when talking about just the looks but adds to the impact of the collection overall in the end.	
Reflection (Checking, monitoring, testing, reflecting)	The process is described and good to follow. You responded to feedback professionally.	I hope I kept responding professionally to the feedback and I have tried to incorporate as much as possible feedback that I got from the last red/green check	The process document is very extensive and therefore finding the reflection rubrics is hard. When coding the website, I was not able to make important sentences in bold, which means that this is not an option in the process website. I would have loved to incorporate that in the website as well so the documentation gets more understandable overall. However, I did add a summary page that explains the whole documentation in a video and summarized the process in a timeline, so I hope that this helps a little.
Organisation (Planning, collaborating, being professional)	With the remaining time lets see how we can elevate your technical drawings and 3D material visualisation. You have so far managed your time and process. Keep on top of the last remaining deliverables so that your work is all finished to the same high standard.	I have been trying to keep on track with the last feedback. I think most of it I got incorporated. The thing that I would loved to spend even more time on is the digital fabrics. I think the lack of access to adobe substance – but also the choice not to pay for it - caused a big part of that.	I am pretty happy with how I organised my whole process. I think the project was huge and I managed to keep track of it during both my internship and my graduation. However, I would have liked to have taken more time digitalizing the materials and rendering. I think somewhere in December I was very focussed on a biomaterial hacked 3D printer. I put a lot of effort in it, but in the end had to give up and make my hardware from wood. Maybe it would have been better to not have challenged myself there and take more time for the material development on big scale, so I would have had more time during the digital process in the end.