**Fashion Design & Merchandising 1 Final Portfolio**

You will be creating a design portfolio of a clothing line to showcase what you have learned about fashion design.

Page 1: Materials used may vary.

* Cover of your choice and design that matches your overall line. Use something heavier than the pages inside your portfolio, such as mat board, cardboard, or other stiff material. You can cover your cover with fabric, a collage, or anything else you feel is suited. See page 47 for focus/unity and 55 for theme/mood.

Page 2: Use an 12 x 18 inch sheet.

* Inspiration (can be an image, an object, a painting, or other): just like with our textiles project, you will choose an inspiration for your fashion line. Include photo/print out of your inspiration as well as a description of how it inspired you and/or what it inspired.
* Also include your color scheme for your line on this page. Mix your own paint colors and identify both the colors and the color scheme you’ve chosen. Paint the white side of a 2 x 2 mat board piece for your swatches.
* Identify your customer focus (page 31). Include, gender, age, and category (page 32).

Pages 3 and 4: Use two 12 x 18 inch sheets.

* Design a line of clothing that includes six articles (three tops—shirts, blouses, sweaters, jackets, etc, and three bottoms—skirts, pants, leggings, etc.) that go together. You may show the articles from front, back, or side. Separate the tops on one page and the bottoms on another.
* For each article of clothing, identify the fabric choices and explain why you have chosen them (think textures and what they do for the body). Include trims for added pop (page 57).

Page 5: Use a full 24 x 18 inch sheet, folded in half to fit the portfolio. The page will fold out to showcase your designs.

* Draw three outfits on croquis, front and back or front and side views, using the six articles of clothing (mix and match). One of these articles of clothing will be the skirt you sew. Choose a fabric that is in keeping with your inspiration and color scheme. One outfit can use more than two articles to show how they can be used together (page 59).
* Under each outfit separately, explain the principle of design used; you need three different design principles (balance, emphasis, repetition, rhythm).
* Include at least one fabric swatch for each outfit. Use a 2 x 2 inch square for the fabric swatches (neatly wrapped mat board—see below).
* Design two textiles of your own to be used at least once in an outfit. Identify the type of fabric (even though we’ll be doing a mock up on cotton muslin). Use a 2 x 2 inch piece of mat board and cover it with muslin (see fabric swatches below). You may design a larger textile if you have a large print. Use markers, paints, colored pencils, etc. to create your print.
* Optional: include accessories if you wish, such as scarves, handbags, shoes, and jewelry.

Page 6: Use an 12 x 18 inch sheet.

* Draw a flat for one top and one bottom, showing how the garment will be constructed. I encourage you to use your skirt pattern as the basic idea for the flat for the bottom. See page 60 for intro; chapter 7 pages 121-157.

Page 7: back cover: Materials used may vary.

Binding: ribbon, stitched pages glued into scored and folded cover (or bound with wrap piece).

Other details:

* Neatly mount your written descriptions and drawings to each page with a background of some sort. Consider magazine collages mounted to card stock, newsprint, cardstock painted with watercolor or other makeshift paints. Be creative and give your portfolio distinction.
* Use uniform rectangles (2 x 2 inch) of mat board and cover them with the fabric swatches you have chosen and the textiles you have designed so that they look neat. Cut the fabric larger than the mat board and fold the edges over onto the back of the mat board. Use a glue gun to attach the fabric to the back.
* For your articles of clothing, croquis, and backgrounds, consider using paints, pastels, watercolors, colored pencils, Copic markers, or a combination .
* Overall helpful ideas: pages 64-65, 70-71, 82-83, chapter 6 page 97-119

Grading:

Page 1: cover/back cover /binding \_\_\_\_/ 10

Page 2: inspiration, color scheme, customer profile \_\_\_\_ / 10

Page 3: three tops with explanations of fabric choices and why you used them (how textures affect the look on the body) \_\_\_\_ / 15

Page 4: three bottoms with explanations of fabric choices and why you used them (how textures affect the look on the body) \_\_\_\_ / 15

Page 5: three outfits drawn front/back or front/side view on croquis; principles of design explained \_\_\_\_ / 40

Textile designs (two) \_\_\_\_ / 10

Fabric swatches (four, one for each outfit) \_\_\_\_ / 10

Page 6: flats for one top and one bottom \_\_\_\_ / 20

Presentation of final portfolio: dress professionally; you may wear your skirt \_\_\_\_ / 20

Total: 10% of your overall grade \_\_\_\_ / 150