**COURSE CODE: IFA 3121**

**COURSE NAME: ADVANCED TEXTILE DECORATION**

**Course Description**

Development of textile design using mixed surface design techniques and methods for independent product development emphasizing individual studies for solving textile design problems related to market research in the textile industry.

In this course, students are guided through a series of projects that are aimed to stimulate and inspire their thinking but also putting into consideration, the market needs, research, technical skills, individual creativity, management techniques and fashion trends both nationally and internationally.

*Prerequisite IFA 2109*

**Course objectives/Aims**

* To develop a highly creative designer who has an aesthetic and functional competence to make decisions, as well as the capability to consciously deal with economic, ecological and cultural aspects of designing activities.
* To enable students to creatively employ a wide range of skills, media and technologies in order to come up with innovative, unique and original textile designs that are academically engaging, and that can match the market needs.

**Course Outline:**

**Week 1: Introduction to Project-based Research**

Choosing a theme or concept; market research; primary sources; secondary sources; Visual research collection

**Week 2:**

Design task I: Designing a product range for Apparel based on a selected Theme. Students are required to select their own sub-theme and formulate two original designs (each design in two colour-ways), for a set of products that will represent their design range. The designs (in repeat) should display a multi-technique approach, and understanding of colour harmony (design 1), and, effective contrast (design 2) as applicable to apparel.

**Week 3 - 4**

Concept development via inspirational boards, story-boards/mood-boardsbased on the student’s interpretation of the main theme, and the sub-theme agreed upon with the lecturer/course advisor. Students develop croquis-designs using relevant mark-making techniques; repeat design and color separations; Group peer review (Critique I) in the fourth week.

**Week 5 - 6: The Reproduction Process**

Preparation for design transfer: Students prepare artworks made during course unit 1, in accordance with the appropriate reproduction methods including: knife-cut film stencil; photo-process; block printing, direct transfer methods or using computer-aided design transfer process. Screen preparation and transfer of artworks (two designs); Printing and finishing of product range.

**Week 7:**

Evaluation of Design Project 1 (mid-semester critique)

**Week 8: Designing for Children Wear and Accessories**

Design Project Task II: Ideation, Research, and Concept development. Students are required to select their own sub-theme and formulate two original designs suitable for children wear, and a set of printed fabric products usable in children’s environments.

**Week 9 -11:** Design process; reproduction procedures: Preparation of screens,

**Week 12 – 14: Design- reproduction Procedures**

Printing and finishing of fabrics and designing and production of prototype garments and accessories

**Week 15:** End of Semester Critique

**Learning Outcomes**

By the end of this course, students shall be able to:

* Independently carry out project-based research in textile design using a wide range of skills and media.
* Refine their skills in textile design and printing using a variety of design techniques.
* Accomplish projects that demonstrate ability to design and execute a range of textile products for apparel.

**Methods of teaching/ delivery**

Lecture method; brain storming and mind-mapping; discussion; studio-demonstration; Group review/presentations; self-directed studio projects/course works

**Evaluation and Attendance**

Continuous evaluation methods are used and projects are individually assessed by the course tutor via a presentation or critique. A final mark is allocated after making the necessary corrections/adjustments. **Attendance is a must. Students retaking this course must also attend all lectures.** Coursework carries 40% out of which 5 marks will be for Attendance.If a student misses lectures twice consecutively, s/he will be required on the third time, to write an official letter explaining the circumstances that have caused his/her absence, a copy of which will be filed in the office of the Head of Department of Industrial Arts and Design.

**Assessment Guidelines**

* **Research:**

Is the project idea relevant to the study? Is the student conversant with the design problem s/he is trying to address in the project? Has the student carried out in-depth market research, and visual research in terms of drawing, and resourcing photographic material, sample fabric swatches or any other relevant information?

* **Design Process:**

Has the student developed appropriate concept/story boards? Has s/he ably made use of the visual research in the development of croquis (sketch) designs? Has the student explored various surface design techniques and methods for his/her designs? Has the student explored various colorways for his/her designs? Has the student ably made use of the elements and principles of design? Does the design contribute to advancement of knowledge in the field of textile design?

* **Design Execution:**

Does the student exhibit professional proficiency in design and printing? Are the printed designs relevant to the intended purpose?

* **Presentation:**

Has the presentation captured your attention? Has the candidate used good presentation techniques? Has the student ably presented and defended the authenticity of his /her work?

Course work 40%

* Planning and Developmental studies/sketches 10%
* Execution of the practical work 20%

End of semester Examination: 60%

* Theory examination: 20%
* Practical examination: 40%

Final total mark: 100%

**Reading/reference material**

1. Clarke, Duncan 2002. The Art of African Textiles, San Diego, California: Thunder Bay Press, San Diego.

2. Gillow, John, 2003. African Textiles: Colour and Creativity across a Continent, London: Thames & Hudson.

3. Gillow, John, and Sentence, Bryan 1999. World Textiles: A Visual Guide to Traditional Techniques, London: Thames & Hudson.

4. Hoskins, Lesley (ed.) 2005. The Papered Wall: The History, Patterns and Techniques of Wall Paper, London: Thames & Hudson.

5. McNamara, Andrew, and Snelling, Patrick 1995. Design and Practice for Printed Textiles, Melbourne: Oxford University Press.

6. Meller, Susan, and Elffers Joost 1998. Textile Designs: 200 Years of Patterns for Printed Fabrics arranged by Motif, Colour, Period and Design, London: Thames & Hudson.

7. Meurant, George 1995. Mbuti Design: Paintings by Pygmy Women of the Ituri Forest, London: Thames & Hudson.

8. Yates, Marypaul 1998. Textiles: A Handbook for Designers, revised ed., London, New York: W.W. Norton.