

Academic Year 2020–2021

FORMAT AND EVALUATION CRITERIA

DEGREE FINAL PROJECT

Fashion Itinerary

1. Format of the Final Project

Theme choice; project typology

Free choice of theme. Fashion students have the possibility of making a fashion collection as a Final Project, as well as a theory research project of a fashion field as a business challenge or similar.

Documents for the Final Project final defense and evaluation

The Final Project shall be submitted in both in physical and digital format.

A. Documents to submit in Physical Format

The student shall mandatorily submit the following documentation:

➤ **Final Project's expository report**

The report shall explicitly include every conceptual aspect and every methodological, technical or other any other type of information considered necessary to draw the conclusions on which the formal design of the project (document stapled in DIN A4) is based.

The essay on the description of the project shall be concise, synthetic, logically organized and the language shall be comprehensible and precise.

➤ **Graphic material**

The material that constitutes the project or the material that expresses its characteristics the best, shall be submitted in the most suitable format (panels, audiovisual or web page format or in physical format -USB, CD-rom, DVD...- sketch-book, etc.) and following the tutor's instructions.

➤ **Scale models or prototypes**

Optionally, the student shall also submit studio scale models, prototypes or other elements that, up to the student's criteria, may provide useful information about the project.

➤ **Summary of the project's report**

The summary shall take up a maximum of one COME 4 page (extension up to 720 characters, spaces included). The summary shall include the following information: project's title, name and surname of the student, specialty, academic year, call, and name of the institution.

➤ **Summary panel of the project**

5mm COME 1 (59,4 x 84cm) light-weight board panel, in vertical, that graphically summarizes the project. All identifying data shall be included in the following order: project's title, student's name and surname, itinerary, academic year, call, and name of the institution.

➤ **Fashion collection**

In the event of creating a fashion collection, the Fashion student shall mandatorily submit the following documentation:

1. Sketchbook containing the work developed during the theoretical process, including all kinds of graphic information, design sketches, fabric trials, orientations, color rehearsals, etc. That is, every single element that may provide information about the procedure carried out for the final collection.

2. Illustration book of every design. That includes:

- Collection suggestion of 15 "total looks" on a silhouette (front and back) and colored.
- Line up of every single piece along with the fabric list suggested for the collection.

- Color list used for the total collection (not everything has to be used on the confection samples).
- Every single piece shall be included on a technical sheet along with a physical sample and trimmings. (measures, confection details, color thread, if necessary, used trimmings, estimated price, etc.).
- Confectioned pieces' photos with the suggested stylings.

3. Out of all the collection, at least 5 outfits will be chosen to confect (up to a maximum of 6), with the fabric and colors that better represent the initial selection.

4. The styling of these clothing pieces shall be studied both for the graphic presentation (photos, powerpoint, etc.) and the final fashion show.

➤ **Business challenge or similar**

In addition to the aforementioned report, the student shall mandatorily submit the following documentation:

1. Recording of a video summarizing the research work on the theme looked into or the goal that the Student aims to achieve. It is advised that these surveys and individual interviews are recorded with people related to the field of study.
2. Sketchbook containing the conceptualization process of the research or challenge including all kinds of graphic and visual information that may provide information about the procedure.
3. Annex projecting the practical realization of the challenge or research proposal to be carried out, including the possible physical or graphic support materials.

B. Documents to submit in Digital Format

The student shall also mandatorily submit all documentation in digital format before the submission of the physical project. The submission will be made through the Virtual Campus, through the virtual classroom of the subject in the corresponding task. The documentation shall be submitted in one single compressed file in *.zip format in the following way:

- A **folder** containing: the most relevant documents that summarize the content of the Final Project (including the poster submitted in the 5 mm COME 1, 59,4 x 84cm, light-weight board panel for the Final Project), the entire report in PDF format, the summary of the project's report, the images in .jpg format.
- A **folder** containing 4 images (at least) 4 representative images of the project in tiff format at 300 ppi, which may be used as a dissemination of said project.
- A **folder** containing audiovisual material included in the Final Project: video, interactive, audio... containing audiovisual material included in the Final Project: collection process video, from design, pattern making, dressmaking, as well as handling and printing process video, in the event that those processes have been carried out.
- A **folder** that shall include a photographic record: the projects that propose a product or physical prototype that later the students will take home (for example: fashion collection, scale models, products, books, etc...), shall include a photographic register of said project for ESDi's archive.

Every document shall be sent in one single compressed file in *.zip format, which will include: surname and name. The file can have a maximum weight of 2000MB in order to submit the presentation through the virtual campus. In the event that the student can't reduce the file size below 2000MB, the student shall submit a word file containing a link to a Google Drive folder entailed to ESDi's e-mail, that shall also include the project's title, the student's name and surname, itinerary, academic year, call, and name of the institution.

➤ Fashion Final Project's Specific guidelines

1. From a week onwards before the event's date, no modifications or alterations on the established order shall be carried out.
2. All Fashion students showcasing a collection, shall submit 5 or 6 suggested looks the day of the Grading Tribunal (Tribunal de Qualificació), along with a sample of each of the complements considered more appropriate to complete their style, as it is important at the time of qualifying it.
3. It shall be put together with photos of each look with the respective accessories to help the Tribunal when evaluating the outfits.

➤ Fashion Final Project's Specific guidelines

1. All students showcasing a collection within the 1st call, shall take part in the Final Degree Project fashion show (Degree Show) and Degree Film that ESDi will organize. There will be no parade or Degree film during the 2nd call.
2. The areas of experimentation and application (AEAD Àmbits d'experimentació i aplicació) of Visual Communication and Textile and Fashion will determine the dynamics of the fashion show (order of appearance of the "looks";, designers, hair/makeup, etc.).
3. The tutors of the Final Project cannot intervene in the decision of AEAD Textile and Fashion regarding the parade and awarding the Final Project. Neither the dates nor the above-mentioned requirements can be modified.
4. The Tribunal and a stylist will decide the final number of outfits per student to showcase in the Degree Show and Degree Film.
5. In the event that it considered necessary, the Tribunal, for duration of the Fashion Show or quality criteria reasons, may consider opportune reducing the number of pieces of some students, as well as to making joint performances of two or three students in the same performance. The criteria to be followed will always depend on the Final Project grades obtained and style.
6. The Degree Show and Degree film will be showcased with audiovisual resources for each new promotion designer. The registration dates for the presentation will be given by AEAD Textile and Fashion.

2. Evaluation Criteria

The Final Project's evaluation will be based on the following parts:

1. Project guidelines and analysis

- Conceptual, inspiration, intuitions, interests and proposal strategy analysis, critical view and ability to ask the right questions, objectives and justification of the project proposal.

2. Proposal

- Resolution of the proposal, coherence, relationship with the environment, conceptualization, ability to take risks, level of complexity of the proposal, student's position towards the project.

3. Materiality

- Collection approach: fabric selection. Research and volumes' suggestions. Risk and complexity of the proposal.

- In the event that students choose a business challenge or similar, the student shall include an annex attached to the formal proposal, containing physical fabrics and technical solutions that may help the understanding of the challenge resolution. If possible, depending on the research nature, it would be advised to include a scale model or prototype that may help the understanding of the research subject.

4. Project performance, in the event of a fashion collection

↗ Technique solving (pattern making). Solving and applying fabric and colors. Finished weaving and complexity level. Look, book, communication and styling.

5. Final project defense in front of a tribunal

↗ This part entails the 20% of the final grade:

- Oral communication of the design.
- Ability to summarize and selection of the most representative and remarkable material of the design.