

COURSE DESCRIPTION

CONCEPT, COLLECTION AND PRODUCTION

Course title Concept, Collection and Production	Kursustitel Koncept, kollektion og produktion
Exam code / Course code BA2KO--KME / F27BA2KOUV	Approved 06.11.23
Level and semester BA 4th semester	Field of study Accessory Design
ECTS 15	Responsible Liv Johanne Eskholm
Exam form Semester exam Combination exam: Oral defence and design product	Assessment 7-point grading scale The exam is an overall evaluation of the presented design product and the oral defence
Censor External	Extent/duration of exam The duration of the total semester exam is 60 minutes: 20 minutes for the student's presentation 20 minutes for discussion 20 minutes for deliberation and announcement
Group exam It is not possible to take the semester exam as a group exam.	Prerequisite As a mandatory prerequisite for participation in the exam, the student must deliver a learning portfolio for the semester before a deadline set by the study administration. The learning portfolio is not part of the exam. Exchange students are exempt, and do not need to hand in a learning portfolio to participate in the exam.

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Course objective

The aim of the course is for the student to gain knowledge about how companies work with collection construction and gain experience in developing trend and concept material that captures the current and budding trends and, on that basis, design a collection aimed at a specific brand and its target group.

In the course, the student is introduced to theoretical models and practical techniques for identifying trends, professional workflows in the work with collection development, including benchmarking, collection overview, collection wheels, production drawings, etc. As part of the understanding of the company, the students will be introduced to the collaboration between the company's internal actors and external suppliers - including concepts such as value chain (linear, circular), CSR and how companies are developed in a more sustainable direction through political regulations. Finally, the students will be introduced to methods for producing visual presentation material (product and mood images or films).

In the course, the student must develop a collection overview with an eye on the details of the individual parts and the overall collection, develop production drawings for product communication to suppliers, complete prototypes and develop visual presentation material aimed at the brand's customers.

Learning outcome

At the examination, the student is expected to:

Knowledge:

- *be able to describe methods for reading how social currents are reflected in visual expressions (tendencies/trends)*
- *be able to describe workflows in connection with collection development in companies*
- *have insight into overall connections between the supplier chain, value chain, CSR and sustainable perspectives*

Skills:

- *be able to visualise a current inspiration material as a starting point for a concept*
- *be able to read a brand DNA and direct concept and designs towards this brand*
- *be able to use sketches, models and technical samples to drive the design of a collection*
- *be able to develop technical material as a communication tool for external actors*
- *be able to develop visual material that stages and communicates the collection to customers*

Competences:

- *be able to design a coherent collection and convey details for production*
- *be able to reflect on the collection's overall expression and connection to the brand*
- *be able to put into perspective the individual design's qualities and possible areas of improvement*

Generic learning outcome

In addition to the above-mentioned course-specific learning outcomes, the student is also expected to:

- *be able to present own research and project through an oral and visual presentation, that both explains what, why and how, and contains a reflection on the process and the concrete learning along the way*
- *be able to translate design experiments – regardless of the outcome – into learning and development of their own design practice*