

Boutique Fashion// Flagship Store

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Keywords: Design Language

Category: CDP: Creativity and Design Process; Types: PTC: Commercial

Type: Studio Project

Level: Undergraduate; Fourth year

Duration: 12 Weeks

Abstract: Historically, the fields of building-design and fashion-design are highly influential to each other, and they have shared common interests in certain styles for centuries - a trend that has grown more profound in the modern era. It seems apparent that both design fields tend to get inspirations from each other. Especially, due to the development of modern building techniques in both design and construction stages, it is quite interesting that building industry designers get to experiment with many garment construction techniques for designing a space.

In this particular project, students were asked to study/research these design terms used in both fields and try to apply the techniques to a design project. The projects were approached from a smaller to a larger scale with a single design motif/ technique throughout the semester.

Learning Objectives:

- Developing critical thinking/ design thinking in design process (**CIDA-8a~k**)
- Application of design elements and principles (**CIDA- 11a~d**)
- Understanding of teamwork environment and leadership models. (**CIDA- 5d, e**)
- Collaboration with multiple disciplines in design developing process. (**CIDA- 5f**)
- Developing design documentation set (**CIDA-15j**)
- Application of basic lighting design principles
- Understanding of appropriate finishes, furniture, fixture, equipment and accessories

- Active listening skills (*CIDA-13e, f*)
- Graphic, written and oral communication (*CIDA-9a~f*)
- Design criticism including descriptive, analytical, self-evaluation and public/ private critics.

Criteria:

- 1) **Motif Research**
How students understand garment construction technique as a design motif to be developed in spatial design in terms of its design language and material performance.
- 2) **Design Process**
How single motif is thoroughly developed - smaller scale object, medium scale display system, large-scale interior design space.
- 3) **Representation**
How to represent the three-dimensional design motif into two-dimensional drawing format.
- 4) **Design Presentation**
How successful to convey the design motif into a space design with multiple presentation mediums.

Process:

- 1) **Research Stages**
 - a. Design Motif Research/ Precedent Study (Week 1)
 - b. Small-scale Object Design (Week 2)
 - c. Medium-scale Display Wall System Design (Week 3-4)
- 2) **Space Design stage**
 - a. Pre-Design (Week4-6)
 - b. Schematic Design (Week 6-8)
 - c. Final Design Development (Week 9-12)

Presentation Method:

Presentation methods of each assignment stages as follow:

- 1a) PPT Presentation
 - 1b) Pin-up Presentation (boards + physical modeling)
 - 1c) Pin-up Presentation (boards)
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- 2a) In-progress Assignment
 - 2b) Pin-up Presentation (boards)
 - 2c) PPT Presentation

Evaluation:

1a) Design Motif Research/ Precedent Study

Project 2-1a: prototype   			
You've already rated students with this rubric. Any major changes could affect their assessment results.			
Criteria	Ratings		Pts
Motif Research	Full Marks 20.0 pts	No Marks 10.0 pts	20.0 pts
Two Isometric Views	Full Marks 20.0 pts	No Marks 10.0 pts	20.0 pts
Elevations	Full Marks 20.0 pts	No Marks 10.0 pts	20.0 pts
Section Diagrams	Full Marks 20.0 pts	No Marks 10.0 pts	20.0 pts
Physical Model	Full Marks 20.0 pts	No Marks 10.0 pts	20.0 pts
			Total Points: 100.0

1b) Display System Design

Display Wall Design   			
You've already rated students with this rubric. Any major changes could affect their assessment results.			
Criteria	Ratings		Pts
Submission	Full Marks 10.0 pts	No Marks 5.0 pts	10.0 pts
Project 2-1a	Full Marks 10.0 pts	No Marks 5.0 pts	10.0 pts
Material Research	Full Marks 10.0 pts	No Marks 5.0 pts	10.0 pts
Isometric View	Full Marks 10.0 pts	No Marks 5.0 pts	10.0 pts
Elevation	Full Marks 15.0 pts	No Marks 5.0 pts	15.0 pts
Section	Full Marks 15.0 pts	No Marks 5.0 pts	15.0 pts
Design: how project 2-1a is developed and how creatively motif is applied	Full Marks 30.0 pts	No Marks 20.0 pts	30.0 pts
			Total Points: 100.0

2a) Pre-Design

Pre-Design (1)   			
You've already rated students with this rubric. Any major changes could affect their assessment results.			
Criteria	Ratings		Pts
Submission	Full Marks 5.0 pts	No Marks 0.0 pts	5.0 pts
Concept Statement	Full Marks 5.0 pts	No Marks 0.0 pts	5.0 pts
Research - Inspiration Images	Full Marks 5.0 pts	No Marks 0.0 pts	5.0 pts
Program Matrix/ Adjacency Diagram	Full Marks 15.0 pts	No Marks 0.0 pts	15.0 pts
Space Planning	Full Marks 20.0 pts	No Marks 0.0 pts	20.0 pts
			Total Points: 50.0

2b) Schematic Design Presentation

SD_Pinup   			
You've already rated students with this rubric. Any major changes could affect their assessment results.			
Criteria	Ratings		Pts
Submission	Full Marks 10.0 pts	No Marks 5.0 pts	10.0 pts
Schematic Development	Full Marks 30.0 pts	No Marks 20.0 pts	30.0 pts
Drawings	Full Marks 50.0 pts	No Marks 35.0 pts	50.0 pts
Concept; Construction Technique; Display System	Full Marks 10.0 pts	No Marks 5.0 pts	10.0 pts
			Total Points: 100.0

2c) Design Development Presentation

Final Presentation (1)   			
You've already rated students with this rubric. Any major changes could affect their assessment results.			
Criteria	Ratings		Pts
Concept view longer description	Full Marks 20.0 pts	No Marks 0.0 pts	20.0 pts
Early Design Stage view longer description	Full Marks 30.0 pts	No Marks 0.0 pts	30.0 pts
Representation Drawings view longer description	Full Marks 50.0 pts	No Marks 0.0 pts	50.0 pts
Material/ Furniture	Full Marks 20.0 pts	No Marks 0.0 pts	20.0 pts
Renderings	Full Marks 30.0 pts	No Marks 0.0 pts	30.0 pts
Presentation - Graphic	Full Marks 30.0 pts	No Marks 0.0 pts	30.0 pts
Presentation - Verbal	Full Marks 20.0 pts	No Marks 0.0 pts	20.0 pts
			Total Points: 200.0

Credits:

References: Skin + Bones: Parallel Practices in Fashion and Architecture, by Brooke Hodge, Patricia Mears, and Susan Sidlauskas.

Documentation: