

Name _____
Mrs. Alexander & Mrs. Farrelly

Fashion Design
Incoming 11th Grade Summer Assignment

Museum Exhibit Design Project

Project Outline:

- 1) Visit the DIOR + BALENCIAGA: THE KINGS OF COUTURE AND THEIR LEGACIES exhibit at the FIT Museum. <https://www.fitnyc.edu/museum/exhibitions/dior-balenciaga.php>
- 2) Choose an inspirational piece.
- 3) Create a **mood board** to show your direction and theme.
 - a) This may be completed either virtually (use www.photopea.com for an online photoshop program) or create it physically.
 - b) Include an image of your inspiration from the exhibit.
 - c) It must include images of fabric swatches or a color palette.
 - d) Your mood board should be 11x14" with portrait orientation to fit in a portfolio.
- 4) Design **two inspirational looks** inspired by your exhibit piece that fits into one of the following design categories:
 - a) Intimate apparel
 - b) Loungewear
 - c) Street wear
 - d) Eveningwear
 - e) Business attire
 - f) Haute couture
- 5) **Final illustration** must include:
 - a) Each outfit must be drawn on a complete croquis
 - b) Croquis must have movement (not static or standing straight up and down)
 - c) All seams & garment construction details
 - d) Face & hair
 - e) Include **back flats** for each garment for each look
 - f) Paper must be 11x14" with portrait orientation to fit in a portfolio.
 - g) You may use the medium of your choice
- 6) Write an **artist statement** to describe your design process and attach it to the back of your illustration:
 - a) Use proper grammar, full sentences, and explain thoroughly.
 - b) Why you chose your inspirational piece from the museum
 - c) How did it inspire you?
 - d) How did you translate that inspiration as a designer?
 - e) Describe the design process of creating your illustration.

CHECKLIST:

- Visit the FIT Museum exhibit
- Mood board
- Final illustration - 2 complete looks on croquis
- Back flats
- Artist statement

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Dior + Balenciaga Summer Design Project Rubric

	5 Exceptional	4 Proficient	3 Developing	2 Needs Improvement
Mood Board	Exceptionally chosen images which clearly define the direction and feeling of the designs. Clear effort has been made to create a neat, cohesive presentation.	Images show the direction and feeling of the designs, however they could have been more cohesive, directional, and neater presentation.	Image choice gets the general point across but is lacking in cohesiveness. Presentation should be neater.	Minimal effort has been put forth in choosing images. No cohesiveness, messy.
Final Illustration: Swatches & Overall Fabric Rendering	Illustration is exceptionally rendered overall, shows clear technique and understanding and well-planned designs & figure. 2 complete figures. Seams and garment construction is clear and correct. Exceptionally chosen and rendered swatches. Clear effort has been made and skills applied to effectively recreate the look of the fabric on paper. Rendering easily reads as the fabric swatch.	Illustration is mostly well rendered overall, shows an attempt at technique and understanding of construction. 2 complete figures. Effort has been made to effectively recreate the look of the fabric on paper. Rendering mostly reads as the fabric swatch.	Attempt has been made to display some technique and understanding of construction. Only 1 figure or 2 figures included, although not complete. Minimal effort has been made to effectively recreate the look of the fabric on paper.	Very little effort made to achieve technique, construction, or rendering similar to the fabric. Only 1 figure included, either complete or partially complete.
Craftsmanship & Skill	Exceptional application of technique being studied and applied it in a way that is totally his/her own while maintaining a link with the original source. The student's personality/voice comes through.	Proficient use of the technique being studied. Source material was used as a starting place. The student's personality comes through in parts of the project.	There is little evidence of creativity or application of technique, but the student has done the assignment.	Student has not made much attempt to meet the requirements of the assignment.
Artist Statement	Well rounded essay with thoughts clearly conveyed, proper grammar & spelling. Multiple ideas tied together nicely.	Essay is well worded. Ideas being conveyed have been thought through. Grammar and spelling is generally correct.	Essay has a main idea but needs to be more thought out. Spelling & grammar needs improvement.	No effort put into conveying any type of idea, poor grammar & spelling.

Comments _____

TOTAL (20 pts) _____