

FASHION GRAPHICS

GD 291.01

FALL 2009, MONDAY 4 PM - 10 PM, BROWN 308

ZVEZDANA STOJMIROVIC

Instructor

zvezdanas@earthlink.net

zvezdana@mica.edu

Office hours:

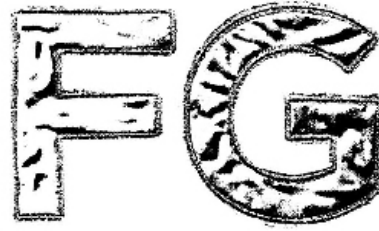
Tuesday 11am - 1pm BR 317

917-776-7593 cell

WESLEY STUCKEY

Graduate Intern

wesley@wesleystuckey.com



AUG 31, 2009

NEXT CLASS: SEPTEMBER 14TH

Field trip to the Shine Collective in Hampden

Meet there at 4pm sharp.

1007 W.36th St., Baltimore, MD 21211,

410-366-6100

We plan to spend about an hour talking to Melissa and Jamie.

Back at MICA, we will review the homework below.

PART 1: T-SHIRT TRANSFORMATION

Start with a t-shirt. Transform it into anything you want! It can remain a t-shirt, or become something altogether different.

Wear it to class on September 14th! We will take a picture of you and critique your intervention. This project can free you up and inspire you as you begin to think about Part 2 of the homework.

PART 2: CONCEPTS FOR COLLECTION

Come up with 3 concepts for a collection you would like to make. In this class, we understand a fashion collection to be anything that communicates style -- from garments, to jewelry and accessories of all kinds, as well as home and stationary products.

Each concept should consist of:

1. A name, or a few ideas for a name
2. A brief written paragraph describing the products, their target audience and their *raison d'être* (reason for existence).
3. Visuals, both drawn and researched, explaining and supporting your idea; Four visuals total.

The paragraph in item 2. can answer the following questions:

1. What are the products? How do they look and what purpose do they serve?
2. Who is the target audience and why would they want to wear/use these items?
3. How would your collection stand out from what's already out on the market in that category? What special features would make it attractive?

Bring pushpins! and be prepared to pin up your concepts for class feedback on Sep 14th.
