

DESIGN & BUSINESS – EXCHANGE SEMESTER IN SUSTAINABLE FASHION

INTERESTED IN THE DEVELOPMENT OF PRODUCTS AND CONCEPTS IN WAYS THAT ARE PRACTICAL, CREATIVE AND INNOVATIVE WITHIN A FASHION AS WELL AS A SUSTAINABLE DEVELOPMENT CONTEXT?

On the Sustainable Fashion exchange semester, you will be trained and qualified to investigate and design sustainable design solutions and concepts that accommodate current and future needs in a professional manner.

EXCHANGE

30 ECTS programme for students with 2 years of undergraduate experience in fashion design, pattern making design, fashion management, textile design or similar areas.

The programme is fixed with the exception of the elective modules I and II.

SEMESTER DATES

Introduction event: Last week of January.

Semester start: February 4th 2019.

End of semester: Late June 2019.

SPECIALIZATION MODULE 1: Biomimicry and Fashion // Learning From Nature

SUBJECT AREAS: Design and Communication.

5 ECTS

The student is introduced to relevant methods and theories related to BIOMIMICRY such as sustainable approaches in the design process and project work. This is to give the student a fundamental understanding of nature's possibilities and boundaries in relation to working with design from a sustainable point of view. A collection of natural elements will be decoded, explored and translated in order to form the basis for three experimental material manipulations in calico. Finally, the three material manipulations will be scaled in a full-size calico developed to fit the human body.

SPECIALIZATION MODULE 2: The Resource Paradigm of Fashion // Part 1

SUBJECT AREAS: Design, Sociology, Communication and Business.

5 ECTS

The student is challenged to have a critical look at the fashion industry's handling of resources related to product solutions, production methods, processes, systems and consumption patterns. The student gains insights and understanding of future mega trends and drivers and is trained to develop future scenarios, a concept and a design brief to meet the current and future needs in relation to the transformative resource development.

Alongside the students prepare a sewing/construction toolkit // Part 1.

SPECIALIZATION MODULE 3: The Resource Paradigm of Fashion // Part 2

SUBJECT AREAS: Communication, Management, Concept Development.

5 ECTS

Individual design processes in KEA LABS (Maker Lab, Material Design Lab and Sewing Lab) with experiments in 2D and 3D will take place and be tested and further developed through a user-oriented approach. In addition, there is a focus on professional communication of ideas, concepts and solutions as well as the reasoning behind the choices. There will also be a focus on the student's process and documentation throughout the module.

Alongside the students prepare a sewing/construction toolkit // Part 2.

SPECIALIZATION MODULE 4: The Sustainable Business Case

5 ECTS

The student works with a business case or with own entrepreneurial project as a starting point for the task solution adapted to the company's DNA and user needs in line with a chosen design strategy.

The focal point is on design, prototyping and staging. Students conclude the module with a collection and the making of a Fashion Film presenting the concept and design solution.

The course ends with a project delivery and with an exhibition as well as the pitch of the project, including both items from THE RESOURCE PARADIGM OF FASHION // PART 1 & 2 and THE SUSTAINABLE BUSINESS CASE.

LEARNING OBJECTIVES OF THE SPECIALIZATION MODULES:

<p>Knowledge:</p> <ul style="list-style-type: none"> • Design processes • Concept development • Aesthetics and design theory • Materials • Ethics and sustainability • Visual communication • Argumentation strategy • Trends • Market and user 	<p>Competencies:</p> <ul style="list-style-type: none"> • Manage development-oriented assignments in design and innovation • Take responsibility for and independently carry out a design and product development process • On the basis of relevant communication theories, independently and professionally develop communications material • Work in an analytic and reflective manner with design and target a concept, company or organization • Handle trend and culture analyses for use in the argumentation for the options and opt-outs during the design process • Read off the spirit of the times and adapt this to the users present and future needs • With a strategic approach, present a design/concept and argue in favour of the options and opt-outs • Transform and use trend and market analyses for design and product development
<p>Skills:</p> <ul style="list-style-type: none"> • Reflect on and argue in favour of relevant theories and methods • Use visual communication to support a product/concept • Identify and decode cultures by means of relevant theories • Communicate globally on the product- & concept-related topics • Analyze and evaluate current industry and market conditions and organize the design development • Conduct target group analyses and/or stakeholder analysis • Analyze sender and receiver identity • Target promotional material to the recipient 	

ELECTIVE MODULE II

Provides students with the opportunity to immerse themselves in their chosen fields of interest.

5 ECTS

The election to choose from: Step-up presentation and personal leadership, Photography and fieldwork, Designing for a better shopping experience, Magazine layout, Writing for design and business (Magazine focus), Social media – strategy and tactics.

SPECIAL MODULE FOR EXCHANGE STUDENTS

5 ECTS

Content to be decided (common module for students within both international specialisation areas: Brand Design and Communication Design and Media).

FOR FURTHER INFORMATION, PLEASE REFER TO OUR FACT SHEET OR CONTACT:

HANNE VANG HANSEN
 International Mobility Coordinator - KEA DESIGN
 E: havh@kea.dk
 +45 29 46 82 18
global.kea.dk/student-mobility/incoming-exchange