Discipline

Fashion design

Designs garments, footwear and accessories and organizes them into collections. It decides the shape, fabric, color and construction of each piece so it can be worn and made.



In Spanish

Diseño de moda

Origin

Sorger and Udale (2006) describe its process; Kawamura (2005), its cultural side. In Spain it is one of the four specialties of the Degree in Design (RD 633/2010)

What it deals with

A garment has to fit different bodies, move with them and be made at a reasonable price. And it also says something about the person wearing it.

Principles

From body to garment

You design for a body that moves, not for a drawing.

The fabric decides

The material changes how the garment drapes, how warm it is and how it is cared for.

Think in collections

Each piece makes sense alongside the others from the same season.

Applications in design

✓ Use it like this

Try each garment on real bodies in motion, not just on the fashion sketch.

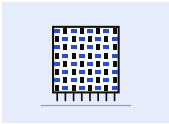
✗ Avoid

Choosing the fabric last: it changes the drape, the price and how the garment is cared for.

👁 Don't fall for it

Think from the start about how long the garment will last and what happens to it once it is no longer worn.

Especialidades



Specialty

Textile design

Designs fabrics and prints: their structure, feel, color and how they are made.

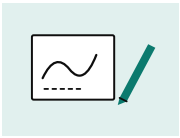


Specialty

Costume design

Designs what characters wear in theater, film, TV, opera and dance to show who they are.

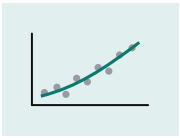
Methods and tools



Method

Sketching

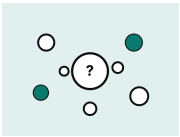
Drawing ideas quickly and cheaply to think them through and share them.



Method

Trend research

Detecting and explaining changes in society, culture and consumption before they become widespread.



Method

Brainstorming

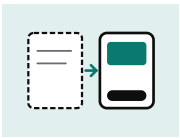
Generating many ideas as a group without judging them until the end.



Method

Mood board

A board of images, colors and textures that sets the tone of a project before designing it.



Method

Prototyping

Building quick, incomplete versions of an idea to test it before developing it.

Connections

Builds on

- Design history and criticism

Related to

- Circular design
- Brand design
- Wearable design
- Scenography
- Industrial design
- Sustainable design

Authors and works

	Royal Decree 633/2010 (Spain)	Keeps fashion as one of the four specialties of higher Design studies, alongside graphic, product and interior design. Its profile includes garments, styling, textiles, costume for theater and film, and accessories.
2006	**Richard Sorger and Jenny Udale**	Described the fashion design process: research, design, choosing fabrics and techniques, constructing the garment and developing a collection.
2005	**Yuniya Kawamura**	Distinguished clothing, a material object, from fashion, a symbolic and cultural product, and questioned the idea of the designer as a lone genius.

Sources

Original sources

- Real Decreto 633/2010, de 14 de mayo, por el que se regula el contenido básico de las enseñanzas artísticas superiores de Grado en Diseño establecidas en la Ley Orgánica 2/2006, de 3 de mayo, de Educación. Boletín Oficial del Estado, 137, June 5, 2010, 48517–48533. View source (https://www.boe.es/eli/es/rd/2010/05/14/633)
- Kawamura, Y. (2005). Fashion-ology: An introduction to fashion studies. Berg.

Secondary sources

- Sorger, R., & Udale, J. (2006). The fundamentals of fashion design. AVA Academia.
- Seivewright, S., & Sorger, R. (2020). Research and design for fashion (3rd ed.). Fairchild Books. View source (https://eld.bl.uk/catalog/019933039)

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