

# VIRTUAL FASHION DESIGN: THE NEW REAL

Summercourse  
Module Guide 2020

## Practical Information

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<b>Module ID</b>	<b>VIRTUAL FASHION DESIGN: THE NEW REAL</b>
<b>Language of instruction</b>	English
<b>Start/End date</b>	Monday 6 July - Friday 17 July 2020
<b>Credits</b>	3 ECTS
<b>Study load</b>	Two weeks, classes, workshops, lectures and group activities from 9.00-16:30 Evenings and weekends home-work and project preparation (total 120 hours, included are 40 hours Self study)
<b>Course level/ Entry requirements</b>	Conceived for advanced fashion students, Bachelor or Master level and professionals.
<b>Type of diploma</b>	Certificate from Amsterdam University of Applied Sciences, Summer School_AMFI Course: VIRTUAL FASHION DESIGN: THE NEW REAL
<b>Tuition fee</b>	€ 1100,-
Early bird discount (apply before 15 April)	€ 50.00
Application deadline	Deadline for application with a guarantee on housing: 15 April 2020
<b>More Information</b>	<a href="http://amfi.nl/">http://amfi.nl/</a> or I.Siersema@hva.nl

## 1-VIRTUAL FASHION DESIGN: THE NEW REAL

Are you driven by a desire to make a change in the fashion industry? Empower yourself with new skills and try to nuance your role in a more responsible fashion industry. What innovation are you focusing on? What means fashion today. Would you like to learn how to turn your best fashion ideas and vision into true to life 3D garment simulations? Discover your hidden talents and register for this AMFI Summer course. Education where quality is guaranteed.

Within this course you will learn to translate ideas and vision into experiments, garment design, virtual prototypes and a final presentation of 3D simulated end-products.

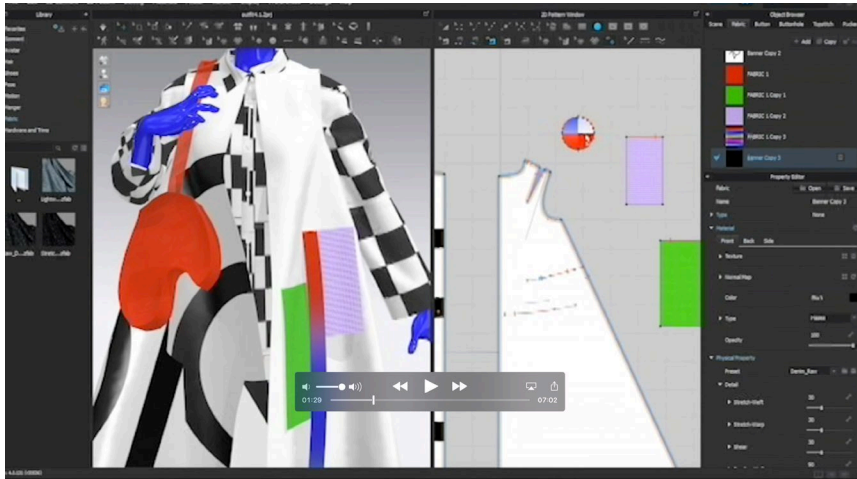
Within this course you will learn to translate ideas and vision into experiments, garment construction and design. On personalized avatar or bodyscan you will fit your virtual prototypes and show in a final presentation your 3D simulated end-products and Manifesto.



This course is organized by the Amsterdam Fashion Institute (AMFI). AMFI is unique in her education on 3D virtual prototyping and developing high level products and performance. We like to give you the opportunity to be part of that development and the change of paradigm in fashion.

Sustainable thinking and acting is one of the core values of AMFI education and we expect the student to do so by integrating it in their vision and presentations.

Would you like to know how this design (below)is created? Check out this video!



3D workingmethode's in CLO3d. Creating a prototype, by Iris van Wees-AMFI-Hypercraft

## 2- Course Content

You will gain insights and knowledge on the influence of 3D virtual prototyping in the fashion industry. One of the benefits is to create and produce in a more sustainable way. Work on challenging new design possibility's and rethink workingmethodes, products and the way to present Fashion.

### **Topics to be discussed:**

- - What is the meaning of fashion today?
- - Is Virtual fashion the new real?
- - New dimension in fashion digital commerce.
- - How does Virtual designing relates to sustainability??

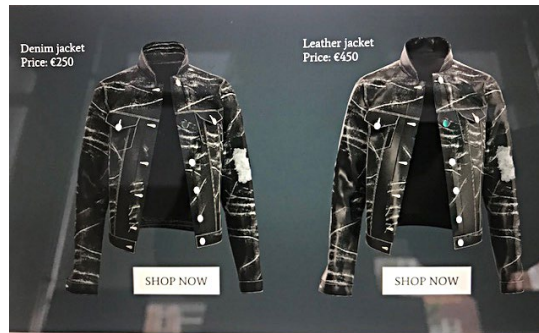
### **Topics to learn, practice and present:**

How to design a garment when it can't be real? Working methods in CLO3d, patterns, sewing and constructing, details and finishings. Fitting garments on the avatar, create a true to life simulations in 3D. Materialization, pose and animation, create a convincing presentation.

This course is taught by resident teachers and guest lecturers from the industry. Throughout the course, the participants will receive instructions, guidance and tutorship to work on a project individual or in small groups.



The Project will be presented and granted with a certificate at the end of the course, on the 17<sup>th</sup> of July, the results will be of interest for your portfolio.



Materializing tangible end-products in Virtual prototypes via 3D simulation.  
Left & right: Work from participants Summercourse 2019

### **3-WHO SHOULD JOIN:**

Conceived for advanced fashion students, Bachelor level or Masters and Professionals. Willing to learn about fashion & new technology and to develop their skills to conceptualize fashion vision and materializing this through the use of new 3D simulation technologies in fashion.



Virtual prototypes, new technology and digital craftsmanship.  
left: Louis Belilas. right: Michael Stokvis

## 4-LEARNING OBJECTIVES

By the end of this course, you will be able to:

- Develop a fashion solution with the technology of 3d virtual prototyping.
- Translate ideas and vision into experiments and digital end products and relate them to fashion and technology.
- Use your knowledge of traditional craftsmanship for garment realization in 3D virtual prototyping and research the relation between them.
- Build up knowledge about the most contemporary and creative technologies in fashion and develop ideas on sustainability from design to end product.
- Work in an organized manner and communicate the learning process individually and as part of a team.



New concepts and product developments work from : Katheryna Boiko

## 5-LEARNING ACTIVITIES

- Week one will be more design and experiment driven and week two more product and presentation driven.
- The course will combine masterclasses with new teaching methods and workshops with technical instruction.
- There will be discussion and self-study with a interactive hands-on approach where e-learning is core to facilitate research, creative developments and presentation skills.
- You will pitch your fashion vision and outcomes to a jury of experts.
- Obviously, the level of process and (end) products will relate to the student's mindset and skill-set on arrival.

## Activities:

- Active building of knowledge on 3D simulation technologies in fashion.
- Learn about and create a 'selfie' in the body scan & meet other innovative tools.
- Visit the AMFI Next exhibition 2020 where graduation show their work
- Meet graduates and professionals after their presentation on fashion & creative technology
- Visit the VR/AR Experience Atelier that is related to fashion.
- Site visits in Amsterdam show local exhibitions and industrie partners.



### NO-WASTE PRINCIPLE

All garment patterns are strictly following no-waste principle. Constructed to fit into standardly predefined width of 150cm and placement of patterns on an area of a rectangle should guarantee there will be no leftovers whatsoever. This method is handy in the fashion industry for costing.



Made by: left: Zil Vastolova\_NO-WASTE principle

right: Side-kicks collection\_INDIVIDUALS\_

## 6-COURSE READINGS

A high level in accurate 3d virtual prototyping is what we like to achieve together, that's why we are using the true-to-life 3d simulation software [CLO3d](#). The learning curve this 3D software generates is steep, when concentrating on the learning process. In two weeks you learn the most important basics and you will jump to the next level, if you are using the studyhours that are available.

It is advisable to prepare the course and improve your results. By learning in advance and try-out the exercises online, via the [CLO3d.com](#) website, your end results will be better. It is possible to download a trial version for 30 days so you can research the possibilities. In the course we work with the professional Enterprise version.

### **CLO3D :**

Some open source patterns to download and play around

<https://www.thefabricant.com/products/>

<https://shop.atacac.com/collections/sharewear>

[http://eng.ktextile.net/whats\\_new/style\\_list.asp?t=w2#1](http://eng.ktextile.net/whats_new/style_list.asp?t=w2#1)

<https://www.marvelousdesigner.com/store/free>

### **Tutorials**

<https://www.youtube.com/user/clo3dsoftware/playlists>

<https://support.clo3d.com/hc/en-us/articles/360019043754-Ver-5-0>

<https://support.clo3d.com/hc/ko/articles/360001770188-How-to-Create-a-Dress-Part-1>



## Useful links

<https://www.thefabricant.com/>

<http://sndrv.nl/>

<https://cargocollective.com/jacobkok>

<http://pepperkim.com>

<http://atacac.com/>

<https://www.facebook.com/groups/mixedrealityfashion/>

<https://www.irisvanwees.com/>

<https://ofform3d.com/en/cybercouture/>

## Research for you as background knowledge:

<https://vimeo.com/230411290>

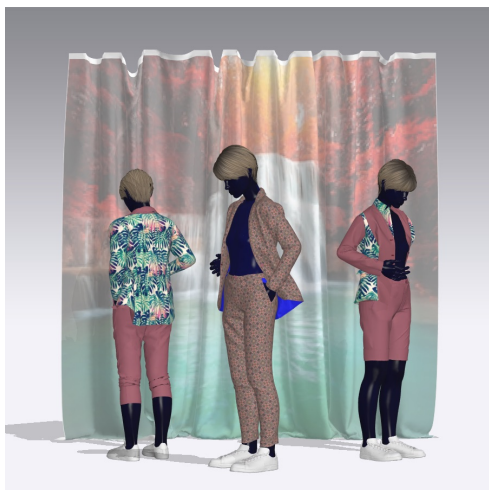
<https://vimeo.com/244651986>

<https://medialabamsterdam.com/blog/project/3d-fashion/>

<https://bit.ly/2FVi62t>

[https://issuu.com/kunsteducatie\\_ahk/docs/mode\\_ontwerpen\\_in\\_een\\_3d\\_virtuele\\_o](https://issuu.com/kunsteducatie_ahk/docs/mode_ontwerpen_in_een_3d_virtuele_o)

<https://bit.ly/2FKLvW>



Left: Student results from the Summerschool\_2019





## COURSE LECTURERS

The course Virtual Fashion Design: the new real, is taught by excellent lecturers, with years of experience in their fashion field and in education. collection K.A.R.M.A. 2018\_No waste principle

Peter Leferink

Peter Leferink, head of design AMFI, founder of M-ODE. Will inspire to re-think fashion, concepts and design developments from a sustainable point of view.

Ineke Siersema

Ineke Siersema, lecturer/researcher AMFI, on 3d virtual prototyping in fashion, CLO3d expert.

Master of Art Education, will inspire on virtual fashion design and teach from scratch to tangible virtual end-products. (Coordinator of this course)

Julie Zil VostaLova

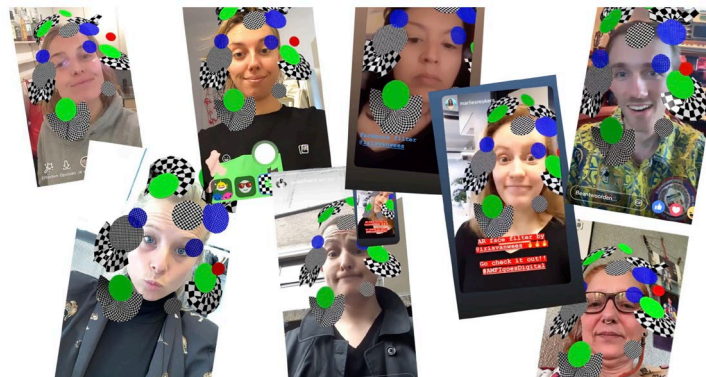
Julie Zil VostaLova, graduated AMFI in 2016 with a no waste Phygital collection, next to her work as a 3D fashion designer she runs the company OFFOPRM3D in her Phygital Hub Prague. She will inspire on the Manifesto and advice on the artistic side of creating and performance in digital fashion.

Lisette Vonk

Lisette Vonk is lecturer and expert in Body scanning, sizing and online fit, she will introduce these topics to you in a workshop and Masterclass and will introduce you into VR and AR projects.

Iris van Wees

Graduated AMFI in 2019 with her digital and physical SCREENCATCHER collection, made out of pvc waste banners and flags from festivals. She experiments from a broad digital interest like the wearable AR as she showed in her graduation collection and on her website. She takes you with her on this topic.



Left: Zil Vastolova, one of her collections. <https://ofform3d.com/en/cybercuture/>

Right: Iris van Wees: face-filters <https://www.irisvanwees.com/>

