

VIRTUAL FASHION DESIGN: THE NEW REAL

Module Guide 2021

Author(s)	Ineke Siersema (coördinator)
Module ID	
Academic Year	2020-2021
ECTS	3
Contact hours	80
Self study hours	40
Course site	https://www.amsterdamuas.com/summerschool

Module overview

AMFI is unique in her fashion education on 3D virtual prototyping and developments in high-level sustainable products and performances. We like to give you the opportunity to be part of that development and the change of paradigm in fashion by joining our two-week summer course **Virtual Fashion Design: the new real**. The course is conceived for advanced fashion students (bachelor or master level) and professionals.

Willing to develop new skills to conceptualize their fashion vision and materializing through the use of high-end 3D simulation technology in fashion. You will gain insights and knowledge on the influence of 3D virtual prototyping in the Fashion industry and developments as VR/AR and AI.

One of the important benefits is to create and produce in a more sustainable way, other is the challenging new design possibilities and to rethink the way you want to design, perform and produce fashion.

Within this course you will gain insights and knowledge on the influence of new creative technologies that is of great importance for the fashion industry. You will learn to translate ideas and vision into experiments, garment design, virtual prototypes and a final presentation of 3D simulated end products. One of the benefits is to create and produce in a more sustainable way, other is discovering new design possibilities and to rethink traditional working methods, products and representation of fashion. Sustainable thinking and acting is one of the core values of AMFI's education and we expect student to do so by integrating this in vision development and design

This course is taught by resident teachers, guest lecturers from the industry and AMFI graduates. 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 16th of July, the results will be of interest for your portfolio.

1.1 Content

Work with challenging new design possibility's, rethink traditional workingmethodes and create products in 3D simulation that are of influence on how fashion can be presented and will be in the near future.

Topics to be discussed:

- - What is the meaning of fashion today?
- - Is virtual fashion the new real?
- - New dimension in fashion digital commerce what are they.
- - How does virtual designing relate to sustainability?

Topics to learn, practice and present:

How to design a garment when it isn't made in real yet? How to step in the new working methods CLO3d has to offer. Fitting garments on the avatar, alter pattern shape and construction, wanting waist or no waist, learn digital sewing, how to create closures, seams & finishings, and other interesting 3D details. An dofcourse how to drape and visualise digital fabric and create a true to life simulations in 3D with tangible texturing, pose and animation for a convincing presentation.



1.2 Learning outcomes

#	You can:
1.	Develop a fashion solution with the technology of 3d virtual prototyping.
2.	Translate ideas and vision into experiments and digital end products and relate them to fashion, technology and industry.
3.	Use your knowledge of traditional craftsmanship for garment realization in 3D virtual prototyping , research how they are related.
4.	Build up knowledge about contemporary and creative technology 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.

1.3 Learning activities

- ✓ Active building of knowledge in 3D simulation technologies for fashion in design and technical tools.
- ✓ Learn about and create a avatar/bodyscan & meet other innovative tools to apply.
- ✓ Meet and greet graduates and professionals as they teach and present their work and research in 3D
- ✓ Meet products from the XR Experience Atelier that relates prototypes to fashion and assets.
- ✓ Pitch your fashion vision and outcomes to a jury of experts/teachers.

1.4 Teaching methodologies

- ✓ This course combines new teaching methods in toolshops, workshops, lectures and presentations.
- ✓ There are guided discussions and moments for self-study, research and peer showcases.
- ✓ Learning blended, in class, interactive online with a hands-on approach and learning by doing as core.
- ✓ Week one will be more design and experiment driven, week two more product and presentation driven.
- ✓ In the morning from 9.00 theory and practise 3D, afternoon workshops, lectures and selfstudy.
- ✓ Obviously, the level of process and (end) products will relate to the student's mindset and skill-set on arrival.

1.5 Study materials & recommended further reading



Mandatory :

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

Recommended:

Open source patterns to download, study and play around with

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

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

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>

Other links

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

<http://sdrv.nl/>

<https://carqocollective.com/jacobkok>

<http://pepperkim.com>

<http://atacac.com/>

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

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

<https://www.gizmo-lab.com>

Research for background knowledge:

<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://bit.ly/2FKLvuW>

1.6 Assignments & assessment

Assignments / Tests	Weight (%)
2 Prototypes A & B in 3D simulation + 5 variations + Personalized Avatar = 2 ECTS	50%
A digital presentation of the manifesto, process and products = 1 ECTS	30%
Communication must be convincing in text and image mapped in a processbook	20%
	100%



2. Lesson Planning

Week 1 Day 1	8:00-9:00 Registration 9:00-10:00 Opening Summer school 12:30-13:30 Lunch 13.30 -16.00 Introduction, check problems / find solutions / first experiments/+ small break
Week 1 Day 2	9.00-12.30 Tool shops & Workshops 3D Virtual prototyping + individual appointments + small break 12:30-13:30 Lunch 13.30 -16.00 Self-study, research, lectures, group work and individual coaching + small break
Week 1 Day 3	9.00-12.30 Tool shops & Workshops 3D Virtual prototyping + individual appointments + small break 12:30-13:30 Lunch 13.30 -16.00 Self-study, research, lectures, group work and individual coaching + small break
Week 1 Day 4	9.00-12.30 Tool shops & Workshops 3D Virtual prototyping + individual appointments + small break 12:30-13:30 Lunch 13.30 -16.00 Self-study, research, lectures, group work and individual coaching + small break
Week 1 Day 5	9.00-12.30 Tool shops & Workshops 3D Virtual prototyping + individual appointments + small break 12:30-13:30 Lunch 13.30 -16.00 Self-study, research, lectures, group work and individual coaching + small break
Week 2 Day 1	9.00-12.30 Tool shops & Workshops 3D Virtual prototyping + individual appointments + small break 12:30-13:30 Lunch 13.30 -16.00 Self-study, research, lectures, group work and individual coaching + small break
Week 2 Day 2	9.00-12.30 Tool shops & Workshops 3D Virtual prototyping + individual appointments + small break 12:30-13:30 Lunch 13.30 -16.00 Self-study, research, lectures, group work and individual coaching + small break
Week 2 Day 3	9.00-12.30 Tool shops & Workshops 3D Virtual prototyping + individual appointments + small break 12:30-13:30 Lunch 13.30 -16.00 Self-study, research, lectures, group work and individual coaching + small break
Week 2 Day 4	9.00-12.30 Assessments: Final digital presentation & feedback + small break 12:30-13:30 Lunch 13.30 -16.00 Enhance appearance & individual coaching + small break
Week 2 Day 5	9.00-12.30 Feedback individual and as a group+ small break 12:30-13:30 Lunch 16:00 Certificate ceremony 17:00 Digital farewell drink

