

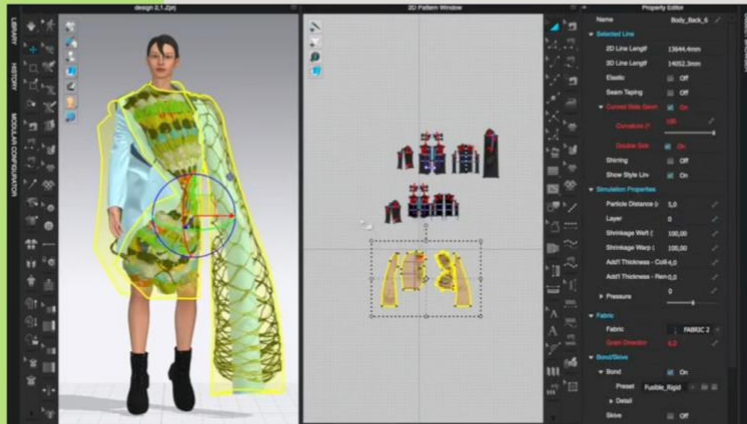
SIGN UP *before 01 MAY*

OPEN TO PROFESSIONALS AND STUDENTS

START 06 JULY 2020

SUMMER COURSE 2020

A two-week course on virtual fashion design



An in depth two-week course on Virtual Fashion Design; how to shift the paradigm from physical design to virtual development. Are you driven by a desire to make a change in the fashion industry? Empower yourself with new skills and create your future proof role in the dynamic fashion industry. We offer an inspiring and specialised course on developing innovative skills within virtual fashion design. Register now for the AMFI summer course.

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 Amsterdam University
of Applied Sciences

AMFI
AMSTERDAM FASHION INSTITUTE

Practical Information

Author(s)	Ineke Siersema (coördinator)
Module ID	VIRTUAL FASHION DESIGN: THE NEW REAL
Language of instruction	English
Start/End date	Monday 6 July - Friday 17 July 2020
Credits	3 ECTS
Study load	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)
Course level/ Entry requirements	Conceived for advanced fashion students, Bachelor or Master level and professionals.
Type of diploma	Certificate from Amsterdam University of Applied Sciences, Summer School_AMFI Course: VIRTUAL FASHION DESIGN: THE NEW REAL
Tuition fee	€ 1100,-
Early bird discount (apply before 15 April)	€ 50.00
Application deadline	Deadline for application with a guarantee on housing: 01 May 2020
More Information	http://amfi.nl/ or I.Siersema@hva.nl

1-VIRTUAL FASHION DESIGN: THE NEW REAL

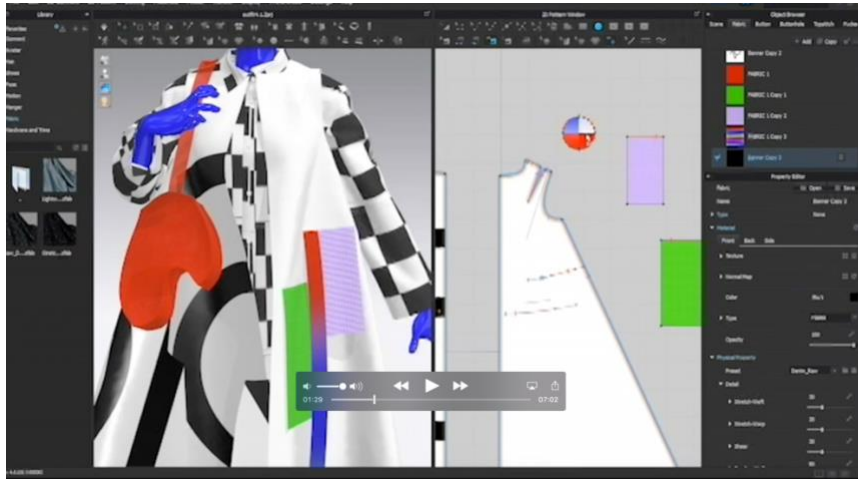
AMFI is unique in her education on 3D virtual prototyping and developing high-level products and performance. We like to give you the opportunity to be part of that development and the change of paradigm in fashion by joining our two-week summer course Virtual Fashion Design.

Within this course you will gain insights and knowledge on the influence of new creative technologies within 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 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.

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



Source AMFI: 3D workingmethode. Creating a digital prototype. by Iris van Wees-3DHypcraft

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 relate to sustainability??

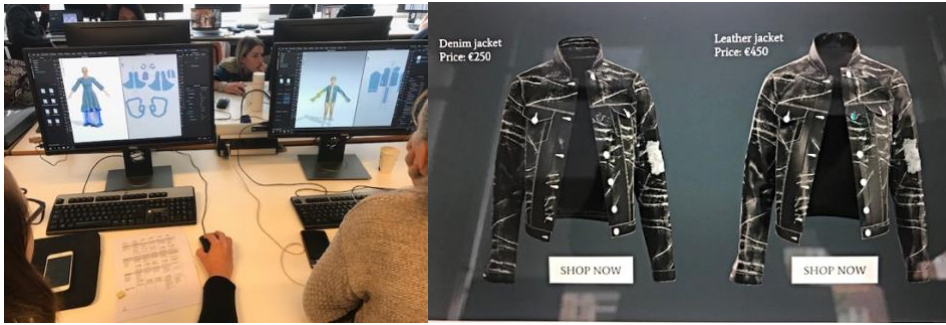
Topics to learn, practice and present:

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 17th of July, the results will be of interest for your portfolio.





Materializing tangible end-products in a digital manner
 Source: Summerschool course AMFI 2019: different participants

3-WHO SHOULD JOIN:

This course is conceived for professionals and advanced fashion students (bachelor level). 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.



3D simulated prototypes, creative technology for digital craftsmanship.
 Source AMFI: left: Louis Belilas right: Michael Stokvis



Source: Summerschool course AMFI 2019: Olga Vokalova

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, technology and industry.
- Use your knowledge of traditional craftsmanship for garment realization in 3D virtual prototyping , research how they are related.
- 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.



5-LEARNING ACTIVITIES

- 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.
- The course combines classes and new teaching methods with workshops and technical instructions.
- There are guided discussions in class and moments for self-study, research and peer showcases.
- Learn interactive hands-on approach where e-learning and learning by doing is core.
- Pitch your fashion vision and outcomes to a jury of experts/teachers.
- 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 in 3D simulation technologies for fashion.
- Learn about and create a 'selfie' in the body scan & meet other innovative tools.
- Visit the AMFI Next exhibition 2020 where our graduates present their work
- Meet and greet graduates and professionals at the presentation about their work and research in 3D
- Visit the VR/AR Experience Atelier that relates prototypes to fashion.
- Site visits in Amsterdam, culture and exhibitions

RENDER AVATAR IN DIFFERENT MATERIAL



You can create your own style avatars by adding a pattern or image, you can also change its colour and look in your properties drop down you can change the type to glitter or metal but will only show when you render.

Source: Summerschool course AMFI 2019: presentation by Tasneem Aziz



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.

Source AMFI: Zil Vastolova_NO-WASTE principle



Source AMFI: 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 possibility.

In the course we work with the professional Enterprise version.

CLO3D :

Open source patterns to download, study and play around with

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

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

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>

Other 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 background knowledge:

<https://vimeo.com/230411290>

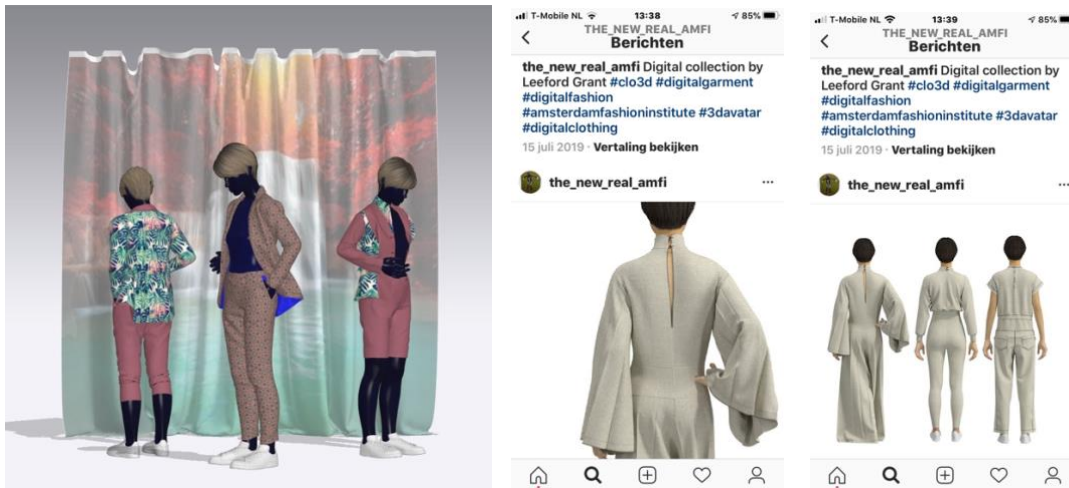
<https://vimeo.com/244651986>

<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://bit.ly/2FKLvuv>



Source: Summer course AMFI 2019: left: 3D simulations Tasneem Aziz and right Source Instagram: made by A-Yee Cheung-Nguyen

COURSE LECTURERS

THE COURSE IS TAUGHT BY EXCELLENT LECTURERS, WITH YEARS OF EXPERIENCE IN THEIR FASHION FIELD AND IN EDUCATION.

Peter Leferink

Peter Leferink, Head of Fashion and Design AMFI. Founder of M-ODE. Will inspire to re-think fashion, concepts and design developments from a sustainable point of view. Discussing topics that are future proof is an important focus in his workshops.

Ineke Siersema

Ineke Siersema, Course Coördinator, lecturer/researcher AMFI on 3d virtual prototyping in fashion, design and visualization, CLO3d expert. Master of Art Education, will inspire on virtual fashion design and teach from scratch to tangible virtual end-products.

Lisette Vonk

Lisette Vonk is lecturer and expert Body scanning, sizing and online fit. As coordinator she runs the HVA Atelier VR/AR for interdisciplinary education. She will introduce to you most important topics and projects related to 3D in a workshop and Masterclass.

Julie Zil VostaLova

Julie Zil VostaLova, graduated AMFI in 2016 with a no waste Phygital collection. Works as a 3D fashion designer and is founder of OFFOPRM3D, a multidisciplinary Phygital Hub in Prague. As a guest teacher she will inspire on the Manifesto and advice on artistic approach and performance to discover the intersection of technology and fashion.



PRESENTORS:

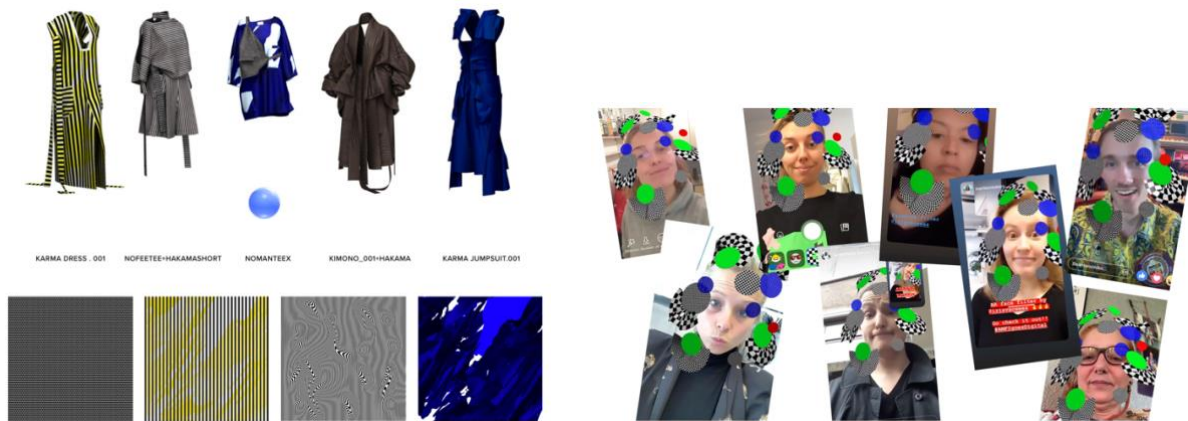
IN THE SUMMER COURSE WE ALWAYS INVITE GUEST SPEAKERS TO BRING ACROSS TOPICS THAT ARE IMPORTANT AND INSPIRING FOR YOU. OUR AMFI GRADUATES AND 3DHYPERCRAFT STUDENTS WILL PRESENT THEIR WORK TO YOU. AND:

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.

Kim van den Brule

graduated AMFI in 2019 with a digital collection designed together with unique Algorithms used for AI. To design best selling products. Works at PixelPool as a 3D artist.



Source: Zil Vastolova <https://ofform3d.com/en/cybercouture/> Right: Iris van Wees: face-filters <https://www.irisvanwees.com/>

APPLY FORT HIS COURSE

<https://www.amsterdamuas.com/summerschool/course/fdmci/virtual-fashion-design-the-new-real/course-content/course-content.html?origin=V3tk7654RSmvcL9Y7fgNMQ>

Hope to see you in Amsterdam July 6th !

Kind regards,
Ineke Siersema

