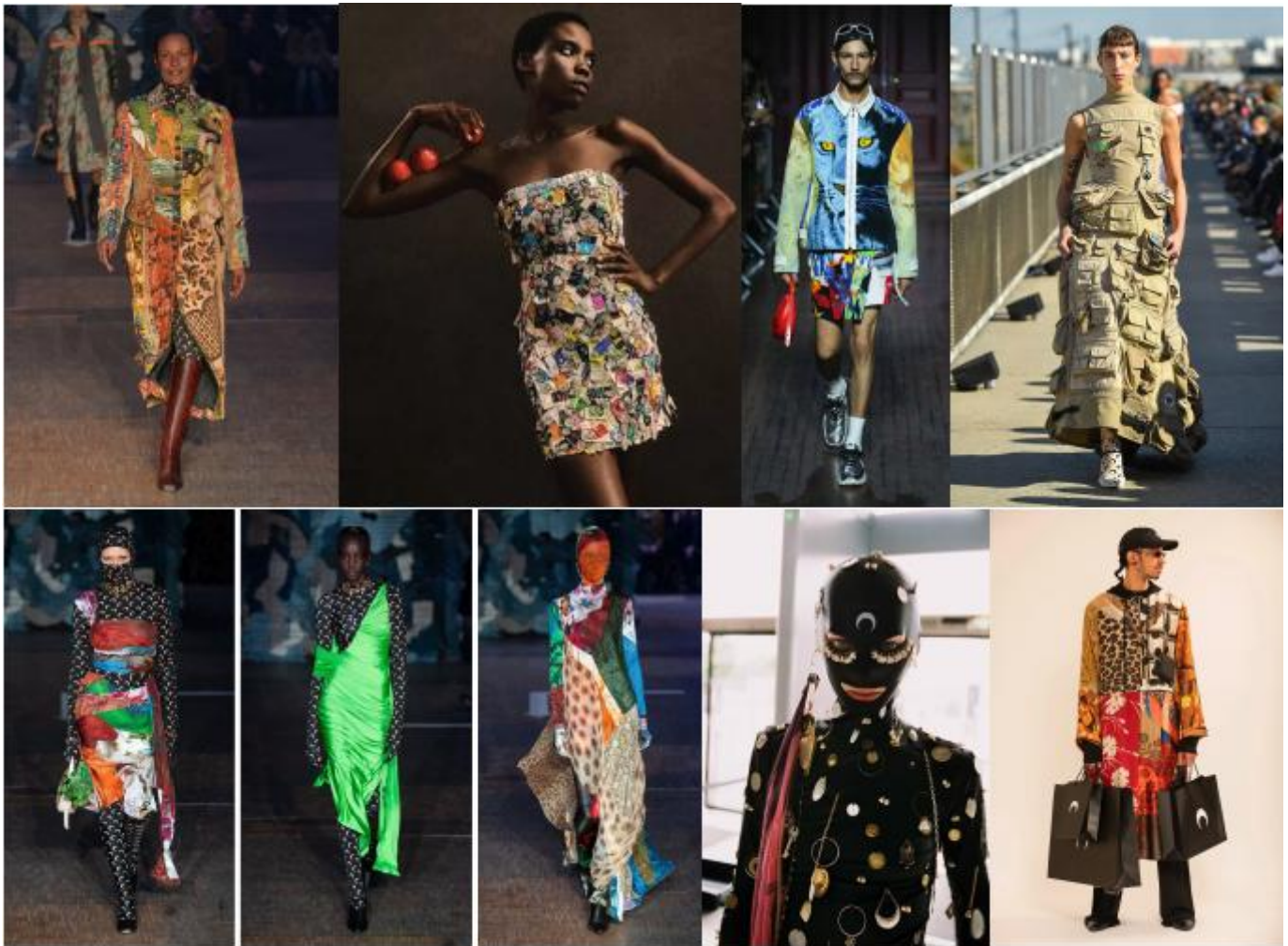


Option 1: Fashion Illustration

Re-Made Fashion: Inspired by Artist Marine Serre



The Brief:

Fashion designers are increasingly finding creative ways to reuse existing materials, garments and waste. For this project, you will explore how discarded materials can be taken apart, transformed, reconstructed and given a new purpose.

Create a series of experimental fashion illustrations inspired by the work and ideas of Marine Serre.

Explore designs created from recycled, reclaimed, waste materials, such as old garments, scrap fabrics, packaging, plastics or other discarded materials.

Materials you could use:

Newspaper	Denim scraps	Broken costume jewellery
Magazines	Cotton	Old chains
Junk mail	Felt	Beads
Paper bags	Wool	Buttons
Sweet/food wrappers	Ribbon	Bottle tops
Cardboard packaging	Lace	Ring pulls
Corrugated card	Netting	Safety pins
Tissue paper	Hessian	Old keys
Old envelopes	Faux fur scraps	Small metal objects
Receipts	Old clothing	Washers
Labels and tags	Thread and yarn	Broken hair accessories
Used wrapping paper	Fabric offcuts	Small plastic packaging pieces
Recycled packaging	Buttons and sequins	Tags
Feathers/craft materials	String	

Tasks:

1. Secondary Artist Research

- Research **Marine Serre** and examples of her fashion designs
- Analyse how she uses recycled/upcycled materials, patterns, construction and sustainability
- Include 2 x images and your analysis of her work

2. Primary Research

- Take 10 x photographs of scrap fabrics/ old clothing/ recycled materials/ interesting textures
- Look closely at seams, stitching, layers, damage, patterns and surfaces – draw them too

3. Initial Designs

- Create 4 -5 x quick fashion illustration ideas through sketches
- Include different silhouettes, garments, colours and combinations of recycled materials
- Aim for variety rather than making every design similar

4. Experimentation

- Create 2-3 x experiments using materials & techniques such as collage, drawing, paint, cutting, tearing, layering (see list of materials on page 1)
- Combine traditional fashion illustration with actual scrap materials

5. Design Development

- Select your strongest design idea
- Develop and improve it through further drawings and material experiments
- Show clearly what you changed and why

6. Final Piece(s)

- Produce a polished fashion illustration – combine traditional fashion illustration with actual scrap materials – use thick card or wood as your surface and ensure it is no smaller than A3
- Challenge yourself – can you make an element from your final illustration outfit in real life?
- Your final work should clearly communicate Making & Unmaking and show how you have been inspired by Marine Serre

7. Evaluation

- Explain your idea and how it developed
- How does your final piece respond to Making & Unmaking and to the artist?
- How did you want your audience to feel?
- What worked successfully and why?
- What challenges did you face and how did you overcome them?
- What would you change or improve next time?
- What have you learnt about fashion illustration and design?

Deadline – Monday 9th November 5pm