Fashion for the Sun
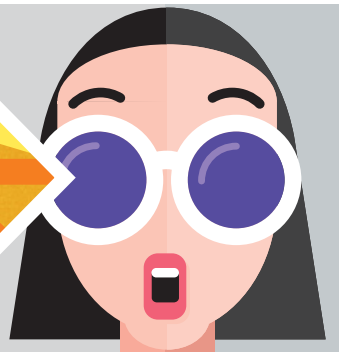
STUDENT TASK

Junior health correspondent

Setting the scene

Unfortunately clothing and fashion are often promoted in ways that encourage young people to expose vulnerable parts of their body to the sun and its dangerous UV rays. For example, some fashion designers, fashion retailers, fashion writers, editors of magazines and businesses use photographs, images or advertisements showing children and teenagers dressed in ways that do not protect them from the sun. All of this encourages behaviours that have resulted in Australia having one of the highest incidences of skin cancer in the world.

Design challenge

Your challenge is to:

- Write a magazine article to **promote and illustrate on-trend, sun-savvy clothing**, hats and/or sunglasses

OR

- Write an article that **promotes sun-safe clothing** and **demonstrates the lack of responsibility** of one or more aspects of the fashion industry with respect to sun-savvy clothing, hats and/or sunglasses.

Both articles must include up to **four images of on-trend, sun savvy fashion** that would appeal to the readers of the magazine. The images do not have to be original; they can be sourced from e.g. magazines or the Internet.

Extension 1:

- Redraw the images as fashion sketches.

Extension 2:

- Develop the designs for the sun-savvy fashion items yourself.

What to submit

- The magazine article (400–600 words).

You will also be required to submit responses to various tasks related to your process work.

Your response will be assessed on evidence of your ability to:

- manage a project
- explain:
  - how fabric characteristics and fashion design feature influence design decisions related to sun protective clothing
  - how fashion designers consider factors that impact on design decisions when producing sun-savvy clothing
- investigate, evaluate and define a target market's needs
- evaluate your own work.

Extensions 1 and 2:

- communicate (draw) fashion items (the annotated illustrations)

Extension 2:

- develop design solutions for stylish sun-savvy clothing.

Queensland Government

Checklist 1

The following is a summary of your tasks.

Use it as a checklist to keep track of your progress.

Phase	Task	Tick when completed
Managing	• Develop, use and adjust as necessary a **management plan:**	
	- Develop the plan.	
	- Use the plan.	
	- Adjust the plan if necessary.	
	Decide on the magazine, in which your article will appear, for example: • *Fitness is Fun* • *Dolly* • a sporting magazine (real or imaginary) • *My Vogue* • another magazine of your choice, real or imaginary.	
Knowledge and understanding	• Investigate and evaluate **fashion design features** in terms of how sun-savvy they are.	
	• Investigate and evaluate **fabric characteristics** to determine those that give the best sun protection	
	• Explain how **fashion designers** consider factors that impact on the design of sun-savvy fashion.	
Investigating, evaluating and defining	• Critically evaluate the **needs of the magazine readership** (the target market) with respect to sun-savvy fashion	
	• Produce and annotate an **image board** that reflects the target market's needs.	
Evaluating	• Establish **detailed criteria for the success** of your response to the design challenge.	
Knowledge and understanding	For the magazine readership when they engage in an activity of interest to them: • Source up to **four images of sun-savvy fashion items**, for example, from the internet or magazines.	
Communicating design ideas (Extension 1)	Extension 1: • Source up to **four images of sun-savvy fashion items** and redraw them as **fashion sketches**.	
Generating and designing (Extension 2 only)	Extension 2: • Design the **stylish sun-savvy fashion** items yourself and draw **sketches** of the items.	

Checklist 1 (cont)

Phase	Task	Tick when completed
Knowledge and understanding	• **Annotate your images or fashion sketches** with comments that **explain** and **justify** the design features with reference to being sun savvy and meeting the client's needs.	
[Evidence of] **Knowledge and understanding**	• Plan and write your **magazine article**:	
	- Plan your article	
	- Use digital tools	
	- Include your annotated fashion images or illustrations	
	- Write in a style appropriate for the genre of the magazine	
	- Check it is 400–600 words.	
Evaluating	• Use your **detailed criteria for success to evaluate:**	
	- the quality of your article	
	- the processes that you used	
	Extension 1 (in addition to the above): - how well the fashions were illustrated	
	Extension 2 (in addition to the above): - your design solution for the fashion items that you designed - how well the fashions were illustrated	

Checklist 2 (with supporting resources listed)

The following is a summary of your tasks.
Use it as a checklist to keep track of your progress.

Phase and supporting resources	Task	Tick when completed
Managing SR14: Project Management Plan B	• Develop, use and adjust as necessary a **management plan:**	
	- Develop the plan.	
	- Use the plan.	
	- Adjust the plan if necessary.	
	Decide on the magazine in which your article will appear, for example: • *Fitness is Fun* • *Dolly* • a sporting magazine (real or imaginary) • *My Vogue* • another magazine of your choice, real or imaginary.	
Knowledge and understanding SR18: Design features for sun-savvy fashion FFI: At a glance - Fashion design features for UVR protection	• Investigate and evaluate **fashion design features** in terms of how sun-savvy they are.	
Knowledge and understanding Your teacher will advise which of the following to use: FFH: At a glance - Fabric characteristics and UVR protection SR15: Fabric characteristics and UVR protection- A text analysis SR16: Fabric characteristics and UVR protection- A practical investigation SR17: Fabric characteristics and UVR protection- An analytical response	• Investigate and evaluate **fabric characteristics** to determine those that give the best sun protection	
Knowledge and understanding SR21: Being a fashion designer	• Explain how **fashion designers** consider factors that impact on the design of sun-savvy fashion.	
Investigating, evaluating and defining SR19: The needs of my client or target market SR20: Image Board	• Critically evaluate the **needs of the magazine readership** with respect to sun-savvy fashion	
	• Produce and annotate an **image board** that reflects the target market's needs.	
Evaluating SR24: Junior health correspondent-Developing criteria for success	• Establish **detailed criteria for the success** of your response to the design challenge.	

SR = Student Response
FF = Fact File

Checklist 2 (cont)

Phase and supporting resources	Task	Tick when completed
Knowledge and understanding	For the magazine readership when they engage in an activity of interest to them: • Source up to **four images of sun-savvy fashion items**, for example, from the internet or magazines.	
Communicating design ideas (Extension 1)	Extension 1: • Source up to **four images of sun-savvy fashion items** and redraw them as **fashion sketches**.	
Generating and designing (Extension 2 only) SR25: Developing fashion design ideas: A lotus diagram FFJ: Fashion templates SR26: Finalising and communicating fashion design solutions	Extension 2: • **Design** the **stylish sun-savvy fashion** items yourself and draw **sketches** of the items.	
Knowledge and understanding	• **Annotate your images or fashion sketches** with comments that **explain** and **justify** the design features with reference to being sun savvy and meeting the client's needs.	
(Evidence of) **Knowledge and understanding** GE: Writing a magazine feature article SR27: Planning template for a magazine article	• Plan and write your **magazine article**:	
	- Plan your article	
	- Use digital tools	
	- Include your annotated fashion images or illustrations	
	- Write in a style appropriate for the genre of the magazine	
	- Check it is 400–600 words.	
Evaluating SR28: How did I go with my design challenge? An evaluation of my work	• Use your **detailed criteria for success to evaluate:**	
	- the quality of your article	
	- the processes that you used	
	Extension 1 (in addition to the above): - how well the fashions were illustrated	
	Extension 2 (in addition to the above): - your design solution for the fashion items that you designed - how well the fashions were illustrated	

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