



Sun savvy with style

Context

An international fashion retailer for young fashion (15–25 year olds) wants to break into the Australian market. It has done its research and can see huge opportunities to launch a sun-savvy range of fashions. Its research revealed that young Australians typically look fit and healthy, with a tanned skin radiating health. However, the research also revealed that skin cancer among young Australians is very high and many young Australians are not that old before that healthy skin is sunburnt, has cancer spots or at a minimum is looking harsh and wrinkled after so much sun exposure. The company is looking for student fashion design submissions for its new range. The company is very 'now' so designs must be on-trend, wearable and appeal to the target market (15–25 year olds). But importantly, they absolutely must be sun savvy.

Design challenge

Design three mix-and-match garments that will be produced for the launch of the company's new label, and will help keep young Australians looking good way beyond their teen years. Your designs may be suitable for the full range of 15–25 year olds or if you wish, you may nominate a more specific age group.

What to submit

- A folio that documents:
 - a management/project plan
 - evidence of introductory knowledge about skin cancer and sun safety
 - evidence of knowledge of on-trend looks that are sun-savvy
 - the investigations, analyses and evaluations that led to your design
 - mood/image board
 - annotated trade sketches and/or fashion illustrations of the design solution, clearly showing the fabrics used
 - justification of design decisions and fabric choices

The word limit is 800–1000 words for Year 11 students and 1000–1500 words for Year 12 students.

Assessment

Your response will be assessed on evidence of:

Knowledge and understanding of:

- skin cancer and sun safety
- how fabric characteristics and fashion design features influence design decisions related to sun-protective clothing
- current trend looks that have a high level of sun safety in their design.

Reasoning and communicating processes:

- Investigation data analysis, discussion and outcomes
- The effectiveness of your design solution
- How well the design solution was communicated (your illustrations)
- Justification of your design decisions.



Checklist 1

The following is a summary of what you will be doing.

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

Phase	Task	Tick when completed
Planning	<ul style="list-style-type: none"> Develop a management/project plan to ensure that you complete: <ul style="list-style-type: none"> a folio that documents evidence of learning. 	
	<ul style="list-style-type: none"> Record relevant reflections throughout the process. 	
Investigating	<ul style="list-style-type: none"> Investigate skin cancer, its links to the sun's ultra-violet (UV) rays, and the key messages for sun safety as they pertain to clothing, hats and sunglasses. 	
	<ul style="list-style-type: none"> Investigate and evaluate fashion design features in terms of how sun-savvy they are. 	
	<ul style="list-style-type: none"> Investigate and evaluate fabric characteristics to determine those that give the best sun protection. 	
	<ul style="list-style-type: none"> Investigate current fashion trends for the target market (15–25 year-olds or a subset of that group)–and analyse the sun protection capacity of the garments, including the fabrics used. 	
	<ul style="list-style-type: none"> Conduct a survey, either online or by interview, to identify the barriers and enablers for the target market in relation to making sun-protective clothing choices. Analyse these factors in terms of how they will impact on your decisions as a fashion designer of sun-savvy fashion for this age group and make recommendations as to how you will overcome the barriers and build on the enablers. 	
Defining the client or target market's needs	<ul style="list-style-type: none"> Develop a mood/image board to reflect the demands of the design challenge and your investigations. 	
Designing	<ul style="list-style-type: none"> Design three mix-and-match garments for the international retailer that will help the target market (young Australians) to stay safe in the sun. 	
	<ul style="list-style-type: none"> Select fabrics for each garment (include samples in your folio) 	
	<ul style="list-style-type: none"> Test the target market's reaction to the designs and make amendments to your designs if necessary. 	
Communicating designs	<ul style="list-style-type: none"> Develop annotated trade sketches and/or fashion illustrations for your final design solution. 	
Justifying	<ul style="list-style-type: none"> Justify your design decisions in relation to the constraints of the design challenge. 	
	<ul style="list-style-type: none"> Justify your fabric choice/s in relation to functional and aesthetic requirements, including sun-safety. 	
Evaluating	<ul style="list-style-type: none"> Evaluate your designs in relation to target market acceptance, wearability and sun protection. 	



Checklist 2 (with supporting resources listed)

The following is a summary of what you will be doing.

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

Phase and supporting resources*	Task	Tick when completed
Planning SR14: Project Management Plan B	<ul style="list-style-type: none"> Develop a management/project plan to ensure that you complete: <ul style="list-style-type: none"> a folio that documents evidence of learning. Record relevant reflections throughout the process. 	
Investigating skin cancer and sun safety FFA: At a glance - Skin cancer FFB: At a glance - Skin cancer statistics FFC: Sun-safety myths and facts FFD: Five ways to be sun safe SR1: What is your understanding of skin cancer? SR2: Interpreting the statistics SR3A: Making sense of the statistics A SR4: Delving deeper into sun safety. Think, pair, share SR5: Skin cancer and sun safety-Connect, Extend, Challenge!	<ul style="list-style-type: none"> Investigate skin cancer, its links to the sun's ultra-violet (UV) rays, and the key messages for sun safety as they pertain to clothing, hats and sunglasses. 	
SR18: Design features for sun-savvy fashion FF1: At a glance - Fashion design features for UVR protection	<ul style="list-style-type: none"> Investigate and evaluate fashion design features in terms of how sun-savvy they are. 	
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	<ul style="list-style-type: none"> Investigate and evaluate fabric characteristics to determine those that give the best sun protection. 	

* In addition to the resources suggested below you should also conduct further in-depth research independently.

SR = Student Response
 FF = Fact File

Checklist 2 (cont)

Phase and supporting resources*	Task	Tick when completed
Investigating	<ul style="list-style-type: none"> Investigate current fashion trends for the target market–15–25 year olds (or a subset of that group)–and analyse the sun protection capacity of the garments, including the fabrics used. 	
	<ul style="list-style-type: none"> Conduct a survey, either online or by interview, to identify the barriers and enablers for the target market in relation to making sun-protective clothing choices. Analyse these factors in terms of how they will impact on your decisions as a fashion designer of sun-savvy fashion for this age group and make recommendations as to how you will overcome the barriers and build on the enablers. 	
Defining the client or target market's needs SR19: The needs of my client or target market SR20: Image Board	<ul style="list-style-type: none"> Develop a mood/image board to reflect the demands of the design challenge and your investigations. 	
Designing SR25: Developing fashion design ideas: A lotus diagram	<ul style="list-style-type: none"> Design three mix-and-match garments for the international retailer that will help the target market (young Australians) to stay safe in the sun. 	
	<ul style="list-style-type: none"> Select fabrics for each garment (include samples in your folio) 	
	<ul style="list-style-type: none"> Test the target market's reaction to the designs and make amendments to your designs if necessary. 	
Communicating designs FFJ: Fashion templates SR26: Finalising and communicating fashion design solutions	<ul style="list-style-type: none"> Develop annotated trade sketches and/or fashion illustrations for your final design solution. 	
Justifying	<ul style="list-style-type: none"> Justify your design decisions in relation to the constraints of the design challenge. 	
	<ul style="list-style-type: none"> Justify your fabric choice/s in relation to functional and aesthetic requirements, including sun-safety. 	
Evaluating	<ul style="list-style-type: none"> Evaluate your designs in relation to target market acceptance, wearability and sun protection. 	

* In addition to the resources suggested below you should also conduct further in-depth research independently.

SR = Student Response
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