



# Being a fashion designer

## Background

The harsh sun can cause skin cancer. Australia has one of the highest rates of skin cancer in the world. Melanoma is the most common cancer in young Australians (15–39 year-olds) making up 20 per cent of all their cancer cases. Excessive UVR exposure in the first twenty years of life more than doubles the risk of developing melanomas. In 2018, there was an estimated 1905 deaths from melanoma in Australia, and 14,320 new cases.

## Preliminary readings and investigations

The following resources and investigations will assist with this task.

- Fact file H: [At a glance–Fabric characteristics and UVR protection](#)
- Fact file I: [At a glance–Fashion design features for UVR protection](#)
- Your investigations
- The internet.

## Task

Choose one of the following roles:

- Being a fashion designer
- Giving advice to a fashion designer.

Your task is to explain and critically analyse the factors that fashion designers must take into account when designing sun-savvy fashion, and how these affect the design decisions made. To do this, follow the steps below:

**Step 1** Describe the parts of the body most affected by the sun and explain how design decisions can minimise the impact of the sun

**Step 2** Present a critical analysis of how protecting the body from the sun can conflict with the need for the wearer to stay cool in summer and look cool in the eyes of their peers.

**Step 3** Explain how characteristics of fabrics (weave, knit, colour etc.) influence sun protection and how design decisions can take this into account. You will need to be very critical of these factors—for example, a tight, heavy fabric might provide good sun protection but is it suitable for wearing in hot, sunny weather? What should/could the designer do?

**Step 4** Discuss whether the fashion trends of the target market conflict with design features for sun-savvy fashion and how the fashion designer can address any conflict.

## Notes:

- Use formal language throughout.
- Write in the third person.
- Provide detailed explanations using correct terminology.
- Compose concise arguments to justify explanations. Avoid lengthy and descriptive writing.
- Use no more than 500 words.
- Provide a reference list of references used.



### Assessment guide

This assessment guide is based on the Australian Curriculum Years 9 and 10 Design and Technologies achievement standard.

Criterion	Task-specific criterion	Descriptors of quality				
		A	B	C	D	E
		The student's work shows the following characteristics:				
Knowledge and understanding (Design and Technology, Technology and Society)	Explanation of how fashion designers consider factors that impact on design decisions and technologies used to produce sun-safe clothing	Comprehensive explanations	Detailed explanations	Sound explanations	Partial explanations (mainly descriptive)	Statements made

**NOTES**

**Comprehensive:** Detailed and thorough, includes all that is relevant

**Partial:** Attempted; incomplete

**Sound:** Makes sense, reasonable, works, practicable