

Fashion  
for the  
Sun



DESIGN  
CHALLENGE

11

12

STUDENT  
TASK

# Making sun-safe clothing fashionable

## Preamble

The fashion industry needs to take a lead role in designing stylish, sun-protective clothing to help fight soaring skin cancer rates in Australia, a claim made in *QUT News* by Queensland University of Technology (QUT) fashion lecturer and expert Dean Brough. He said, 'Fashion is the forgotten part of the equation when it comes to sun protection, particularly for adolescents. In Australia, I believe there is a market for fashionable designs that match our sun protection needs while still being comfortable to wear in our blistering summer climate.' The *QUT News* item noted that records show that more than 1600 Australians die from skin cancer each year, while two in three Australians will be diagnosed with skin cancer before the age of 70. Mr Brough said 50 to 80 per cent of a person's lifetime sun exposure occurred in their childhood and teenage years, with images in the media of tanned models contributing to young people's reluctance to cover up. He said peer acceptance of fashion norms, comfort, spontaneity and risk-taking behaviour contributed to adolescents' indifference towards sun-protective behaviour. 'Adolescents are concerned about their image. Research shows their clothing choices are driven by fashion trends rather than sun protection,' Mr Brough said. 'We need to promote fashion first—it should just happen to be sun safe as well.' This *QUT News* article appeared in November 2011. While the number of deaths from melanoma for people aged 0–39 years has been progressively decreasing since 1982, there was still an estimated 1905 deaths from skin cancer across all age groups in 2018. In 2013/14, when going out in the sun, less than 30% teenagers wore sun-protective clothing or a hat.

## Design challenge

Select one of the following four options:

- *Indigo magic*
- *Daywear—Digital print*
- *Street wear—Embellished bomber jacket*
- *Resort wear—Dyeing for the sun.*

For details of each, see options 1-4 that follow.



Choose your challenge from one of the following four options:

### Option 1: Indigo magic

#### Context

We're in the midst of an incredibly fun and adventurous denim moment, when anything goes—shredded, dark-wash, low-slung or high-waisted evening wear to frayed minis, and even patched or bedazzled. For every mood and every day, there are jeans, jackets, skirts or shirts. Designers really get this concept. Check out the runway designers who are reinventing denim in a big way. It's been many seasons since we've seen denim on the runways looking so diverse—and so desirable!

#### Design challenge

**Design and create** a complete look that uses denim as the hero of the design and embraces the principles of sun safety. The look should take you through more than one season and year.

#### Note:

You will need to research fabric and design choices for sun protection to achieve the best result for this task.

### Option 2: Daywear—Digital print

#### Context

Who says nine-to-five dressing has to be a humdrum affair? Infused with sporty ease and fresh digital prints, daywear has a feminine edginess. Spring/summer collections have embraced the new separates and dresses in all their forms—some designers have opted for a relaxed take with simple, clean lines and mirror imaging, or large floral and/or bird prints. Spring and summer are wonderful times to celebrate warmer weather. However, even under an umbrella at an outdoor café or restaurant you are at risk of exposure to the sun and reflected UV rays, especially in our outdoor dining culture.

#### Design challenge

**Design and create** a contemporary, on-trend, daywear look that can work for wearing on the weekend, to the office or sightseeing when family or friends visit, and which incorporates sun safe-design and a digital print.

#### Notes:

- You will create your own digital print and have a maximum of 1.5 m of fabric printed to be used in your look. You may use up to 1 m of additional fabric to create your look (lining excluded).
- Polyester and polyester-mix fabrics are excellent for digital printing.
- You will need to research digital print techniques and fabric and design choices for sun protection to achieve the best result for this task.



### Option 3: Street wear—Embellished bomber jacket

#### Context:

For winter and autumn a new jacket is the wardrobe staple and style investment, whether you are planning a snow-skiing holiday or just jazzing up your winter wardrobe. The bomber jacket—a key seventies and eighties trend—is now enjoying a resurgence in popularity, thanks to the variety of shapes, textures and colourways that the new-trend bomber has to offer. Whether dressed up or down, this is the must-own style for the new season. A bomber jacket is ideal for your upcoming trip to the ski slopes—but beware, the high altitude means increased risk of sun-induced skin damage, since UV radiation exposure increases 4 to 5 per cent for every 1 000 feet above sea level [Skin Cancer Foundation, 2015]. And even if you're not heading to the ski slopes, beware of that winter sun! Because you live in Australia you should be concerned about a balance between a healthy outdoor lifestyle and skin protection.

#### Design challenge

**Design and make** a bomber jacket and complete the look with a skirt, shorts or pants to make a versatile outfit to suit your fashion personality and clothing needs. Your design must embrace the Cancer Council's sun-smart principles.

#### Note:

You will need to research fabric and design choices for sun protection to achieve the best result for this task.

### Option 4: Resort wear—Dyeing for the sun

#### Context

Fashion is a constantly borrowing and evolving—what was once old will be redesigned and invented in new and interesting ways. This time around, designers have made dyeing totally grown-up and not simply a hippy revival. Graduated colouring adds an exclusive, crafted and lively aspect to fabrics and garments and reflects many moods. With the explosion of DIY tutorials and Pinterest, there is no end to the sources of inspiration. With a summer holiday booked for January, you are inspired to design and make a resort-wear look for your holiday, thus adding versatile piece/s to your wardrobe. And because you live in Australia, you are concerned about the balance between a healthy outdoor lifestyle and skin protection.

#### Design challenge

**Design and make** a resort-wear look for your planned holiday. Incorporate an on-trend dyeing technique and embrace the Cancer Council's sun-safe principles.

#### Note:

You will need to research dyeing techniques, and fabric and design choices for sun protection to achieve the best result for this task.



# Making sun-safe clothing fashionable

DESIGN CHALLENGE 5

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## What to submit

- The garment or garments that have been created
- A folio that documents:
  - project planning and management
  - 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
  - a 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
  - production planning for the production of the design solution, including the exploration, use, development, refinement, justification and evaluation of skills to make the garment.

Suggested 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:

- Project planning and management, including production planning for the production of the design solution
- Investigation data analysis, discussion and outcomes
- The effectiveness of your design solution
- How well you communicated your design solution (your annotated illustrations)
- Justification of the design decisions.

### Practical performance:

- The quality of the completed garment.

### 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
<b>Planning</b>	<ul style="list-style-type: none"> <li>Develop a <b>management/project plan</b> to ensure that you complete:                             <ul style="list-style-type: none"> <li>a <b>folio</b> that documents evidence of learning</li> <li>the <b>garment or outfit</b> in accordance with your chosen design option.</li> </ul> </li> <li>Record relevant <b>reflections</b> throughout the process.</li> </ul>	
	<ul style="list-style-type: none"> <li>Investigate <b>skin cancer, its links to the sun's ultra-violet (UV) rays</b>, and the key messages for sun safety as they pertain to clothing, hats and sunglasses.</li> </ul>	
	<ul style="list-style-type: none"> <li>Investigate and evaluate <b>fashion design features</b> in terms of how sun savvy they are.</li> </ul>	
	<ul style="list-style-type: none"> <li>Investigate and evaluate <b>fabric characteristics</b> to determine those that give the best sun protection.</li> </ul>	
<b>Investigating</b>	<ul style="list-style-type: none"> <li>Analyse <b>current trend looks</b> that have high level of sun safety in their design.</li> </ul>	
	<ul style="list-style-type: none"> <li>Investigate any <b>special demands</b> of your chosen challenge, for example, types of fabric, related trends, techniques.</li> </ul>	
	<ul style="list-style-type: none"> <li>Develop a <b>mood/image board</b> to reflect the requirements of the design challenge and your investigations.</li> </ul>	
	<ul style="list-style-type: none"> <li>Design a <b>solution</b> that satisfies the constraints of the design challenge, including incorporating sun-safe design.</li> </ul>	
<b>Designing</b>	<ul style="list-style-type: none"> <li>Select <b>fabrics</b> (include samples in your folio)</li> </ul>	
	<ul style="list-style-type: none"> <li>Develop <b>annotated trade sketches and/or fashion illustrations</b> for your design solution.</li> </ul>	
<b>Communicating designs</b>	<ul style="list-style-type: none"> <li>Develop <b>annotated trade sketches and/or fashion illustrations</b> for your design solution.</li> </ul>	
<b>Justifying</b>	<ul style="list-style-type: none"> <li><b>Justify your design decisions</b> in relation to the constraints of the design challenge.</li> </ul>	
	<ul style="list-style-type: none"> <li><b>Justify your fabric choice/s</b> in relation to functional and aesthetic requirements, including sun-safety.</li> </ul>	
<b>Producing</b>	<ul style="list-style-type: none"> <li>Develop and implement a <b>production plan</b> for the construction of the garment/s.</li> </ul>	
	<ul style="list-style-type: none"> <li><b>Test and/or trial techniques</b> as required to learn, develop and refine skills.</li> </ul>	
	<ul style="list-style-type: none"> <li><b>Produce your garment.</b></li> </ul>	
<b>Evaluating</b>	<ul style="list-style-type: none"> <li><b>Evaluate:</b> <ul style="list-style-type: none"> <li>your design solution</li> <li>the quality of your finished garment in terms of skill and impact on the overall appearance of the design.</li> </ul> </li> </ul>	



### 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
<p><b>Planning</b></p> <p>SR14: <a href="#">Project Management Plan B</a></p>	<ul style="list-style-type: none"> <li>Develop a <b>management/project plan</b> to ensure that you complete:               <ul style="list-style-type: none"> <li>a <b>folio</b> that documents evidence of learning</li> <li>the <b>garment or outfit</b> in accordance with your chosen design option.</li> </ul> </li> <li>Record relevant <b>reflections</b> throughout the process.</li> </ul>	
<p><b>Investigating skin cancer and sun safety</b></p> <p>FFA: <a href="#">At a glance - Skin cancer</a></p> <p>FFB: <a href="#">At a glance - Skin cancer statistics</a></p> <p>FFC: <a href="#">Sun-safety myths and facts</a></p> <p>FFD: <a href="#">Five ways to be sun safe</a></p> <p>SR1: <a href="#">What is your understanding of skin cancer?</a></p> <p>SR2: <a href="#">Interpreting the statistics</a></p> <p>SR3A: <a href="#">Making sense of the statistics A</a></p> <p>SR4: <a href="#">Delving deeper into sun safety. Think, pair, share</a></p> <p>SR5: <a href="#">Skin cancer and sun safety-Connect, Extend, Challenge!</a></p>	<ul style="list-style-type: none"> <li>Investigate <b>skin cancer, its links to the sun's ultra-violet (UV) rays</b>, and the key messages for sun safety as they pertain to clothing, hats and sunglasses.</li> </ul>	
<p><b>Investigating fashion characteristics</b></p> <p>SR18: <a href="#">Design features for sun-savvy fashion</a></p> <p>FFI: <a href="#">At a glance - Fashion design features for UVR protection</a></p>	<ul style="list-style-type: none"> <li>Investigate and evaluate <b>fashion design features</b> in terms of how sun savvy they are.</li> </ul>	
<p><b>Investigating fabric characteristics</b></p> <p>FFH: <a href="#">At a glance - Fabric characteristics and UVR protection</a></p> <p>SR15: <a href="#">Fabric characteristics and UVR protection- A text analysis</a></p> <p>SR16: <a href="#">Fabric characteristics and UVR protection- A practical investigation</a></p> <p>SR17: <a href="#">Fabric characteristics and UVR protection- An analytical response</a></p>	<ul style="list-style-type: none"> <li>Investigate and evaluate <b>fabric characteristics</b> to determine those that give the best sun protection.</li> </ul>	

\* 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
	<ul style="list-style-type: none"> <li>Analyse <b>current trend looks</b> that have high level of sun safety in their design.</li> <li>Investigate any <b>special demands</b> of your chosen challenge, for example, types of fabric, related trends, techniques.</li> </ul>	
<b>Investigating and defining the client or target market's needs</b> SR19: <a href="#">The needs of my client or target market</a> SR20: <a href="#">Image Board</a>	<ul style="list-style-type: none"> <li>Develop a <b>mood/image board</b> to reflect the requirements of the design challenge and your investigations.</li> </ul>	
<b>Designing</b> SR25: <a href="#">Developing fashion design ideas: A lotus diagram</a>	<ul style="list-style-type: none"> <li>Design a <b>solution</b> that satisfies the constraints of the design challenge, including incorporating sun-safe design.</li> <li><b>Select fabrics</b> (include samples in your folio)</li> </ul>	
<b>Communicating designs</b> FFJ: <a href="#">Fashion templates</a> SR26: <a href="#">Finalising and communicating fashion design solutions</a>	<ul style="list-style-type: none"> <li>Develop <b>annotated trade sketches and/or fashion illustrations</b> for your design solution.</li> </ul>	
<b>Justifying</b>	<ul style="list-style-type: none"> <li><b>Justify your design decisions</b> in relation to the constraints of the design challenge.</li> <li><b>Justify your fabric choice/s</b> in relation to functional and aesthetic requirements, including sun-safety.</li> </ul>	
<b>Producing</b> FFL: <a href="#">Easy to make kimono</a> (Option 4 if, appropriate)	<ul style="list-style-type: none"> <li>Develop and implement a <b>production plan</b> for the construction of the garment/s.</li> <li><b>Test and/or trial techniques</b> as required to learn, develop and refine skills.</li> <li><b>Produce your garment.</b></li> </ul>	
<b>Evaluating</b>	<ul style="list-style-type: none"> <li><b>Evaluate:</b> <ul style="list-style-type: none"> <li>your design solution</li> <li>the quality of your finished garment in terms of skill and impact on the overall appearance of the design.</li> </ul> </li> </ul>	

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