



## UNSW Course Outline

# DDES1061 Commercial Textile Design - 2024

Published on the 18 Sep 2024

## General Course Information

**Course Code :** DDES1061

**Year :** 2024

**Term :** Term 3

**Teaching Period :** T3

**Is a multi-term course? :** No

**Faculty :** Faculty of Arts, Design and Architecture

**Academic Unit :** School of Art & Design

**Delivery Mode :** In Person

**Delivery Format :** Standard

**Delivery Location :** Paddington

**Campus :** Paddington

**Study Level :** Undergraduate

**Units of Credit :** 6

### Useful Links

[Handbook Class Timetable](#)

## Course Details & Outcomes

### Course Description

This course follows the design process for the commercial production of textiles, from design brief and concept development to sampling and final manufacture. By tracking the evolution of a textile design from sketch, design brief, concept development, colour separation and printing

onto fabric, you will develop your own designs for textiles.

The course covers design for weave, stitch and print processes at studio and industry level, including professional presentation, colour ways and client requirements. The course will cover social, environmental and cultural influences that impact on design trends, forecasting and contemporary design. The topics covered include the evolution of textile design, historical and cultural techniques for patterning cloth such as block printing and tapestry weaving; techniques used commercially including screen printing, roller printing and loom weaving; and the current emphasis on digital design development and direct digital printing onto fabric.

The course includes a number of industry studio visits where you will meet textile designers working in the fashion, home ware and interior design sectors who will explain concept, briefs, design development and client relationships. These designers will show you their studios, discuss current projects and share sources of inspiration and ways of working. These visits offer an excellent insight into career possibilities in textile design. This course and industry knowledge can be incorporated into to project work so that you understand the industry requirements, and experience responding to industry standard briefs for contemporary textile ranges.

## **Course Aims**

This course aims to provide studio experiences in Textile Design, focusing on the knowledge and skills required to conceive, develop and accurately document design projects.

## **Relationship to Other Courses**

Commercial Textiles closely relates to Textils and Fashion Courses - 1, 2 and 3

# Course Learning Outcomes

Course Learning Outcomes
CL01 : Undertake projects to industry standard briefs that illustrate the commercial textile design process.
CL02 : Explore the creative possibilities of the textile design processes in developing designs.
CL03 : Research and investigate contemporary textile designers and their work in order to develop an awareness of the process of developing an aesthetic philosophy underlying each collection
CL04 : Analyse the relationship between the design process, application and production.

Course Learning Outcomes	Assessment Item
CL01 : Undertake projects to industry standard briefs that illustrate the commercial textile design process.	• Industry Brief 1 • Industry Brief 2
CL02 : Explore the creative possibilities of the textile design processes in developing designs.	• Industry Brief 1 • Industry Brief 2
CL03 : Research and investigate contemporary textile designers and their work in order to develop an awareness of the process of developing an aesthetic philosophy underlying each collection	• Industry Brief 1 • Industry Brief 2
CL04 : Analyse the relationship between the design process, application and production.	• Industry Brief 1 • Industry Brief 2

## Learning and Teaching Technologies

Moodle - Learning Management System

## Learning and Teaching in this course

This courses uses a variety of face to face teaching approaches:

- Lectures
- Demonstrations
- Hands on workshops

## Additional Course Information

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# Assessments

## Assessment Structure

Assessment Item	Weight	Relevant Dates
Industry Brief 1 Assessment Format: Individual	50%	Start Date: 11/09/2024 12:00 AM Due Date: 11/10/2024 06:00 PM Post Date: 13/10/2023 06:00 PM
Industry Brief 2 Assessment Format: Individual	50%	Start Date: 23/10/2024 06:00 PM Due Date: 27/11/2024 06:00 PM

## Assessment Details

### Industry Brief 1

#### Assessment Overview

The aim of this project is to develop your understanding and knowledge of Textile Design in relation to the needs of the commercial textile industry. This project requires you to develop designs in response to an industry brief, to understand the design process for a specific industry sector and to design contemporary textiles for a selected client. Feedback will be provided on a regular basis in studio through discussion with peers and tutors. Summative assessment and feedback will be provided digitally based on the rubric.

#### Course Learning Outcomes

- CL01 : Undertake projects to industry standard briefs that illustrate the commercial textile design process.
- CL02 : Explore the creative possibilities of the textile design processes in developing designs.
- CL03 : Research and investigate contemporary textile designers and their work in order to develop an awareness of the process of developing an aesthetic philosophy underlying each collection
- CL04 : Analyse the relationship between the design process, application and production.

#### Detailed Assessment Description

The aim of this project is to develop your understanding and knowledge of textile design in relation to the

Industry Brief set by a textile design studio. This project requires you to complete research and create a

conceptual approach to underpin the design of four contemporary rugs for a selected client from a list supplied on the brief.

You will need to understand the context and location that your client operates allowing you to

focus your

design skills towards this sector and to develop expertise in their specific design requirements to design

for an interior space

### **Assessment Length**

5 Weeks

### **Submission notes**

Digital Submission via Moodle

### **Assessment information**

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### **Assignment submission Turnitin type**

This is not a Turnitin assignment

### **Generative AI Permission Level**

#### **Assistance with Attribution**

This assessment requires you to write/create a first iteration of your submission yourself. You are then permitted to use generative AI tools, software or services to improve your submission in the ways set out below.

Any output of generative AI tools, software or services that is used within your assessment must be attributed with full referencing.

If outputs of generative AI tools, software or services form part of your submission and are not appropriately attributed, your Convenor will determine whether the omission is significant. If so, you may be asked to explain your submission. If you are unable to satisfactorily demonstrate your understanding of your submission you may be referred to UNSW Conduct & Integrity Office for investigation for academic misconduct and possible penalties.

For more information on Generative AI and permitted use please see [here](#).

## **Industry Brief 2**

### **Assessment Overview**

The aim of this project is to continue to develop your understanding and knowledge of Textile Design in relation to the needs of the commercial textile industry. This project requires you to develop designs in response to a second industry brief, to further understand the design process

for a specific industry sector and to design contemporary textiles for a selected client. Feedback will be provided on a regular basis in studio through discussion with peers and tutors. Summative assessment and feedback will be provided digitally based on the rubric.

### **Course Learning Outcomes**

- CL01 : Undertake projects to industry standard briefs that illustrate the commercial textile design process.
- CL02 : Explore the creative possibilities of the textile design processes in developing designs.
- CL03 : Research and investigate contemporary textile designers and their work in order to develop an awareness of the process of developing an aesthetic philosophy underlying each collection
- CL04 : Analyse the relationship between the design process, application and production.

### **Detailed Assessment Description**

The aim of this project is to develop your understanding and knowledge of textile design in relation to the aesthetic needs of the commercial industry. This project requires you to develop designs in response to an industry brief, to understand the design process for a specific industry sector and to design contemporary textiles for a selected client. It requires a knowledge and understanding of design commercial artwork categories, what inspires artwork direction; and the impact of innovation on design parameters given by client and industry constraints.

You will develop four commercial print design for a textile studio within a portfolio context as the outcome.

You will need to understand the values and customer base of your client which will allow you to focus your design skills towards this sector and to develop expertise in their specific design requirements to design for apparel.

### **Assessment Length**

5 Weeks

### **Submission notes**

Digital Submission via Moodle

### **Assessment information**

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### **Assignment submission Turnitin type**

This is not a Turnitin assignment

## Generative AI Permission Level

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For more information on Generative AI and permitted use please see [here](#).

## **General Assessment Information**

Referencing System: APA 7th Referencing Style

Assessment 1 will be introduced in Week 1.

Assessment 2 will be introduced in Week 7.

### Grading Basis

Standard

### Requirements to pass course

Submission of original creative work.

# Course Schedule

Teaching Week/Module	Activity Type	Content
Week 0 : 2 September - 8 September	Other	Preparation Week - No Class
Week 1 : 9 September - 15 September	Studio	Introduction to Assessment 1 / Guest Lecture - Designer Rugs Studio / Rug Tufting Induction and Demonstration / Client & Site Research.
Week 2 : 16 September - 22 September	Studio	Creative Practice Lecture / Commercial Textile Jobs / Concept Development Activity / Colour Palette & Design Development of Motifs and Textures / Experimental Drawing Studio
Week 3 : 23 September - 29 September	Studio	Informal presentation of Part A for Feedback / Developing Design Ideas Workshop
Week 4 : 30 September - 6 October	Studio	Interior Textiles Sustainability & Trends Lecture / Digital production of artwork / Placing your rug in a space
Week 5 : 7 October - 13 October	Studio	Final Feedback - Work in Progress Consultations
Week 6 : 14 October - 20 October	Other	Flexibility Week - No Studio Class
Week 7 : 21 October - 27 October	Studio	Assessment 2 Briefing / Client Research / Concept Development
Week 8 : 28 October - 3 November	Studio	Guest Lecturer: Indigenous Textile Design & Cultural Appropriation / Ethical Design Practice / Design Development
Week 9 : 4 November - 10 November	Studio	Informal Presentations Part A / Repeat Patterns in Photoshop
Week 10 : 11 November - 17 November	Studio	Repeat Patterns in Photoshop / Presenting Textile Designs on End Product for Portfolio / Feedback

## Attendance Requirements

### Attendance Requirements

Students are expected to attend all classes for each course in which they are enrolled. Failure to attend and participate in at least 80% of learning activities such as discussions, peer feedback, studio sessions, online activities, group work, etc., may result in you being flagged as at risk of failing the course. By punctually attending and actively participating in your classes you not only increase your own opportunities for developing your skills and knowledge, but will also help build a rigorous and engaged creative community with other students. If you are unable to attend classes, please inform your relevant Course Convenor. If the absence is for medical reasons, you will be required to present a medical certificate. If absences impact your ability to undertake assessment, then you should apply for [Special Consideration](#).

## General Schedule Information

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## Course Resources

### Prescribed Resources

Adobe Photoshop and Illustrator (students enrolled in this course have access to a free



subscription of Adobe Creative Cloud)

## Recommended Resources

Photoshop and Illustrator Tutorials via [Linked In Learning](#).

## Additional Costs

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## Course Evaluation and Development

Students feedback is formally received through the myExperience Survey aims to boost student feedback which creates a culture of continuous improvement by identifying, responding to, and acting on student feedback.

This course has received excellent feedback from students in the past, with high satisfaction.

This term we have included more information about sustainable and ethical design within the context of commercial textiles design.

Informal student feedback can be shared with the Course Convenor via email or a meeting. All feedback is welcome.

## Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
Convenor	Emma Peters				By Appointment	No	Yes

## Other Useful Information

### Academic Information

For essential student information relating to:

- UNSW and Faculty policies and procedures;
- Student Support Services;
- Student equity and disability;
- Special Consideration in the event of illness or misadventure;
- Examination information;

- Review of results;

Please see: <https://www.unsw.edu.au/arts-design-architecture/student-life/resources-support/protocols-guidelines>

## Academic Honesty and Plagiarism

Plagiarism is using the words or ideas of others and presenting them as your own. It can take many forms, from deliberate cheating to accidentally copying from a source without acknowledgement.

UNSW groups plagiarism into the following categories:

- Copying: Using the same or very similar words to the original text or idea without acknowledging the source or using quotation marks. This includes copying materials, ideas or concepts from a book, article, report or other written document, presentation, composition, artwork, design, drawing, circuitry, computer program or software, website, internet, other electronic resource, or another person's assignment without appropriate acknowledgement.
- Inappropriate paraphrasing: Changing a few words and phrases while mostly retaining the original information, structure and/or progression of ideas of the original without acknowledgement. This also applies in presentations where someone paraphrases another's ideas or words without credit and to piecing together quotes and paraphrases into a new whole, without appropriate referencing.
- Collusion: Working with others but passing off the work as a person's individual work. Collusion also includes providing your work to another student for the purpose of them plagiarising, paying another person to perform an academic task, stealing or acquiring another person's academic work and copying it, offering to complete another person's work or seeking payment for completing academic work.
- Inappropriate citation: Citing sources which have not been read, without acknowledging the "secondary" source from which knowledge of them has been obtained.
- Duplication ("self-plagiarism"): Submitting your own work, in whole or in part, where it has previously been prepared or submitted for another assessment or course at UNSW or another university.

The UNSW Academic Skills support offers resources and individual consultations. Students are also reminded that careful time management is an important part of study. One of the identified causes of plagiarism is poor time management. Students should allow sufficient time for research, drafting and proper referencing of sources in preparing all assessment items. UNSW Library has the ELISE tool available to assist you with your study at UNSW. ELISE is designed to introduce new students to studying at UNSW, but it can also be a great refresher during your study.

Completing the ELISE tutorial and quiz will enable you to:

- analyse topics, plan responses and organise research for academic writing and other assessment tasks
- effectively and efficiently find appropriate information sources and evaluate relevance to your needs
- use and manage information effectively to accomplish a specific purpose
- better manage your time
- understand your rights and responsibilities as a student at UNSW
- be aware of plagiarism, copyright, UNSW Student Code of Conduct and Acceptable Use of UNSW ICT Resources Policy
- be aware of the standards of behaviour expected of everyone in the UNSW community
- locate services and information about UNSW and UNSW Library

### **Use of AI for assessments**

As AI applications continue to develop, and technology rapidly progresses around us, we remain committed to our values around academic integrity at UNSW. Where the use of AI tools, such as ChatGPT, has been permitted by your course convener, they must be properly credited and your submissions must be substantially your own work.

In cases where the use of AI has been prohibited, please respect this and be aware that where unauthorised use is detected, penalties will apply.

[Use of AI for assessments | UNSW Current Students](#)

### **Submission of Assessment Tasks**

Assessment tasks must be submitted electronically via either Turnitin or a Moodle assignment. In instances where this is not possible, alternative submission details will be stated on your course's Moodle site. For information on how to submit assignments online via Moodle: <https://student.unsw.edu.au/how-submit-assignment-moodle>

### **Late Submission Penalty**

UNSW has a standard late submission penalty of:

- 5% per calendar day,
- for all assessments where a penalty applies,
- capped at five calendar days (120 hours) from the assessment deadline, after which a student cannot submit an assessment, and
- no permitted variation.

Students are expected to manage their time to meet deadlines and to request [Special Consideration](#) as early as possible before the deadline. Support with [Time Management is available here](#).

**Important note:** UNSW has a “fit to sit/submit” rule, which means that if you sit an exam or submit a piece of assessment, you are declaring yourself fit to do so and cannot later apply for Special Consideration. This is to ensure that if you feel unwell or are faced with significant circumstances beyond your control that affect your ability to study, you do not sit an examination or submit an assessment that does not reflect your best performance. Instead, you should apply for Special Consideration as soon as you realise you are not well enough or are otherwise unable to sit or submit an assessment.

## School-specific Information

### Risk of Failure Warnings

If you are at risk of failing the course, because of lack of attendance, low marks in assignments, failing to submit assignments, or lack of participation or engagement, you may be notified by email. Please ensure you read your university email, and respond to any official risk of failure warning promptly. NOTE – if the warning email is sent to your UNSW e-Mail address, it is considered as being read by you whether you check your UNSW email or not.

### Late Submission Penalties

If you believe that circumstances will prevent you from submitting an assessment on time, please notify your course convenor as soon as possible. There will be penalties applied for being late and a clear ‘no later than’ date beyond which submission won’t be accepted. Where a Special Consideration is not applied for, and a student assessment is late, the following guidelines apply:

1. Up to 5 days after due date, a penalty of 5% (of maximum mark for assignment) will be applied for each day late (e.g. an assignment that is 3 days late would have its mark reduced by 15%). Please note - for the purpose of deduction calculation, a 'day' is each 24-hour period (or part thereof) past the stipulated deadline for submission within the calendar year (including weekends and public holidays). Task with a percentage mark - If the task is marked out of 100%, late submission will attract a deduction of 5% from the mark awarded to the student for every 24-hour period (or part thereof) past the stipulated deadline.

Example: A student submits an essay 48 hours and 10 minutes after the stipulated deadline. The

essay is marked out of 100%. A 3 day late penalty will be applied ( $3 \times 5\% = 15\%$ ). The essay receives a mark of 68%. The student's mark will therefore be reduced to 53% ( $68\% - 15\%$ ).

2. Beyond 5 days late, no submission will be accepted.

## **Special Consideration**

Please note that the University's Special Consideration process allows students to apply for an extension within 3 days of the assessment due date. This provides for more extensive extensions, subject to documentation, and Course Convenor approval. You can apply for special consideration online through my.UNSW.edu.au. More information about special consideration can be found here: <https://www.student.unsw.edu.au/special-consideration>

NOTE: If you are experiencing issues related to your access to class material or difficulty with technology, make sure you notify your lecturer as soon as possible, well before any assessment due date. Last minute requests for extensions due to computer failure, file corruption, printing problems etc. do not qualify students for special consideration or extensions. Students are expected to maintain regular backups of their work at all times.

## **Educational adjustments**

Educational adjustments can be applied to assessments if you are living with a disability, a long term medical condition, a mental health condition, and/or are a carer of individuals with a disability. The Equitable Learning Service (ELS) determines adjustments based on medical documentation and communicates these via an Equitable Learning Plan (ELP). To receive educational adjustments for equitable learning support, you must first register with Equitable Learning Services (ELS). More information about Equitable Learning Services can be found here <https://student.unsw.edu.au/els>

## **Supplementary Assessment**

Supplementary assessments are available to students in this course who have failed an assessment but have subsequently had an application for Special Consideration approved by the university. The supplementary assessment may take a different form than the original assessment and will be defined by the course convenor - but it will address the same learning outcomes as the original assessment. If Special Consideration has not been awarded, the maximum mark that may be awarded for a supplementary assessment is 50% of the full assessment mark.

## Academic Honesty and Plagiarism

Plagiarism is taking the ideas, words, images, designs or objects of others and passing them off as your own. Plagiarism is a type of intellectual theft. Plagiarism can take many forms, from deliberate cheating to accidentally copying from a source without acknowledgement. Plagiarism can have serious consequences, so it is important that students be aware of what it is, and how to avoid it. All written submissions are automatically checked for plagiarism using the Turnitin site. For further information, please see the Academic Integrity & Plagiarism website <https://www.student.unsw.edu.au/plagiarism>.

## Referencing Requirements for Assessments

Your course convenor will inform you what referencing system this course follows. Useful guidelines on how to reference according to various systems can be found at: <https://student.unsw.edu.au/referencing>.

You may follow these guidelines in your assessment tasks, or seek additional advice from your lecturer. Styles for Endnote are downloadable from the Endnote website. Accurate and correct referencing is an important academic prerequisite at University level, and if your work does not meet these requirements, it may be marked down, or in more serious cases, it may be treated as an instance of plagiarism and academic dishonesty.

## Use of Generative AI

As AI applications continue to develop, and technology rapidly progresses around us, we remain committed to our values around academic integrity at UNSW. Your work must be your *own* and where the use of AI tools, such as ChatGPT, have been permitted by your course convener, they must be properly credited and your submissions must be substantially your own work. In cases where the use of AI has been prohibited, please respect this and be aware that where unauthorised use is detected, penalties will apply. If in doubt, please seek advice from the Course Convenor prior to using generative AI tools.

<https://www.student.unsw.edu.au/assessment/ai>

## Health and Safety

Ensuring student and staff health and safety is very important at UNSW Art & Design. Health and safety is everyone's responsibility. As a student, you have a responsibility not to do anything that

risks your own health and safety, or the health or safety of your fellow students, staff members or visitors. This means, for example, exiting the building during a fire drill; wearing personal protective equipment and clothing (PPEC) when staff or signage instructs you to do so; undertaking induction to using equipment or carrying out processes that require specific knowledge; and reporting hazards or incidents to your lecturer or supervisor as soon as you become aware of them. For more information, please see <https://safety.unsw.edu.au/>.

## Additional Support and Resources

At UNSW you can also find support and resources if you need help with your personal life, getting your academic success on track or just want to know how to stay safe. See <https://www.student.unsw.edu.au/wellbeing>.

Additional support for students is available by contacting the following centres:

- Student Support and Development <https://www.student.unsw.edu.au/support>
- Student Support Advisors: <https://www.student.unsw.edu.au/advisors>
- Mental Health Support: <https://www.student.unsw.edu.au/mental-health-support>
- Academic Skills and Support <https://www.student.unsw.edu.au/skills>
- UNSW IT Service Centre <https://www.myit.unsw.edu.au/>
- Student Gateway: <https://www.student.unsw.edu.au/>
- Equitable Learning Services: <https://www.student.unsw.edu.au/equitable-learning>
- Faculty Resources and Support: <https://www.unsw.edu.au/arts-design-architecture/student-life/resources-support>
- Arc: <https://www.arc.unsw.edu.au/>

## After Hours Access to the Paddington Campus

The core operating hours for the Paddington Campus are below. All students have access to the campus during these hours:

- Monday to Friday 0800 – 2100
- Saturday 0900 – 1700

Some students are permitted to have “After Hours Access” (AHA) to the campus upon completion of a series of inductions. The inductions are dependent on location, as well as the types of activities undertaken in those locations. The first of these is this Primary Induction, and this must be completed online <https://my.artdesign.unsw.edu.au>. All students requiring AHA are required to complete this induction. The Primary Induction gives access to the following Low Risk areas:

## Post Graduate Students

- PG Research students – Level 4 F Block, Computer Labs and Learning Commons
- Master of Design students – Level 3 D Block, Computer Labs and Learning Commons
- Master of Curating and Cultural Leadership students – D207, Computer Labs and Learning Commons

## Honours Students

- Fine Arts – Level 3 F Block, Computer Labs and Learning Commons
- Design – Level 1 E Block, Computer Labs and Learning Commons
- Media Arts – Level 3 F Block, Computer Labs and Learning Commons

Subsequent inductions are workshop and lab specific, and are conducted face-to-face by the UNSW Art & Design Technical staff. Students and staff must first successfully complete the Primary Induction before requesting a Workshop/Lab specific Induction.

## School Contact Information

### UNSW School of Art & Design

### Faculty of Arts, Design & Architecture

Paddington Campus

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Paddington NSW 2021

[ad.generaladmin@unsw.edu.au](mailto:ad.generaladmin@unsw.edu.au)