

Week One: Defining the Group Muse & Seasonal Research Direction

Facilitate group formation between BA Menswear and BA Textiles students

Year 2 BA Menswear Fashion Design and Textile BA students

Objective: Students will collaboratively define their group muse and establish a seasonal research

9:30AM - 10 AM | Introduction & Objectives

Brief welcome and outline of the day's schedule.

Unpack the project brief, which defines what a muse is and what seasonal research/references means.

Explain how the collaboration will enrich the project.

Provide examples of strong muse and research concepts.

10 AM - 11 AM | Group working: Defining the Muse Visually

Step 1 (10 min): Each student writes individual ideas for a muse on sticky notes or a digital platform.

Step 2 (20 min): Groups discuss and merge ideas, selecting a preliminary muse concept.

(Facilitators circulate to provide feedback.)

Step 3 (30 min): Groups map out attributes of their muse:

- Personality, lifestyle, aesthetics, values.
- Consider demographic, psychographic, and cultural references.

11AM - 11.20 AM | Break

11.20 AM - 1 PM | Seasonal Research Direction Development

Step 1: staff introduces the idea of seasonal research:

- Define 'seasonal' in fashion terms (colour, mood, materials, texture).
- Connect research to the muse's identity.

Step 2: Groups conduct/print quick research (books, internet, mood boards). (staff provide resource examples, research files)

Step 3: Groups discuss how their muse would engage with the season. Define a direction (e.g., 'Playful 70s nostalgia in bold spring tones').

1 PM - 2 PM | Lunch Break

2:00 PM - 3:00 PM | Refining & Visualizing Ideas

Step 1 (20 min): Groups refine their concepts based on feedback.

Step 2 (40 min): Groups create visuals to represent their ideas:

- Collages, sketches, or digital mood boards.
 - Divide tasks among group members for efficiency.
- (Facilitators assist and provide tips for clear visual communication.)

3:00 PM - 4:30 PM | Group Presentations

Each group presents their muse and seasonal research direction (5 min per group).

Peer groups provide constructive feedback (2 minutes per presentation).

(Facilitators moderate to ensure relevance and depth.)

Final collaborative conversations - menswear/textiles

Groups chat with one another about collaborating, please let staff know your final decisions.

Materials Needed: Sticky notes, markers, large paper sheets, Laptops/tablets for research and digital mood boards, access to books, trend reports, or digital resources (Library), and a screen for presentations.