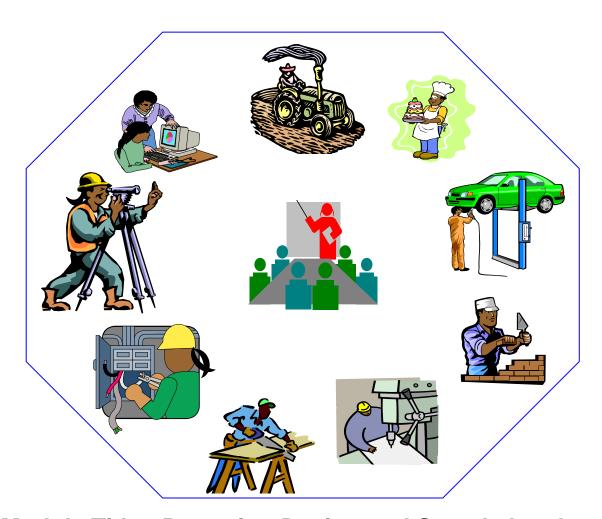




# ETHIOPIAN TVET SYSTEM Advanced Leather Goods Production Level III

Based on January 2012 Version 4 Occupational Standard (OS) and Dec 2020 version I Curriculum



Module Title: Preparing Design and Sample Leather

goods

LG Code: IND ALP3 M04 LO (1-5) LG (14-19)

TTLM Code: IND ALP3 TTLM 1220 V1

December 2020 Bishoftu, Ethiopia



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# LG #14 LO #1- Prepare Workstation

#### Instruction sheet

This learning guide is developed to provide you the necessary information regarding the following content coverage and topics:

- Setting up workbench and seating according to OHS practices
- Selecting and Setting out drawing tools and equipment
- Setting out tools and equipment to facilitate effective work practice

This guide will also assist you to attain the learning outcomes stated in the cover page. Specifically, upon completion of this learning guide, you will be able to:

- Set up workbench and seating according to OHS practices
- Select and set up drawing tools and equipment
- Set out tools and equipment to facilitate effective work practice

## **Learning Instructions:**

- 1. Read the specific objectives of this Learning Guide.
- 2. Follow the instructions described below.
- **3.** Read the information written in the "Information Sheets". Try to understand what are being discussed. Ask your trainer for assistance if you have hard time understanding them.
- **4.** Accomplish the "Self-checks" which are placed following all information sheets.
- 5. Ask from your trainer the key to correction (key answers) or you can request your trainer to correct your work. (You are to get the key answer only after you finished answering the Self-checks).
- **6.** If you earned a satisfactory evaluation proceed to "Operation sheets
- **7.** Perform "the Learning activity performance test" which is placed following "Operation sheets",
- **8.** If your performance is satisfactory proceed to the next learning guide,
- **9.** If your performance is unsatisfactory, see your trainer for further instructions or go back to "Operation sheets".

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Information Sheet 1- Setting up workbench and seating according to OHS practices

## Setting up workbench and seating according to OHS practices

A workbench is a sturdy table at which manual work is done. They range from simple flat surfaces to very complex designs that may be considered tools in themselves. Workbenches vary in size from tiny benches to the huge benches. Almost all workbenches are rectangular in shape, often using the surface, corners and edges as flat/square and dimension standards. Design is as varied as the type of work for which the benches are used.

# How to Prepare Workbench for basic Sketches Set Up according to :-

- Workbenches are made up can be from many different materials including metal, wood, depending on the needs of the workbench for the specific purpose of sketching.
- The workbench consists of the bench itself, 12ft by 24 inches. Three quarter inch plywood was used for the top and the backboard.
- A comfortable height for working with provisions for seated or standing work selected
- In the workbench analyzing Compositional balance, scale and perspective depend on visual weight of material to be sketched.
- A way to fix the workbench to the surface so that it may be worked with both hands
- Provisions for accessing tools
- A variety of element of design techniques are identified for use in sketching
- Proportion, scale and stylization relevant to sketching are selected
- The workbench has a slide for unused components can go in a box for best Utilization of material
- Drawing tools and equipment are selected and prepared
- Figure details are analyzed
- Any changes or adjustments to sketch are carried out as required

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- Workbench and seating are set up according to OHS practices
- Reference source appropriate to element of design requirements is selected
- Consider this all and other in accordance to occupational health and safety

Self-Check -1	Written Test
---------------	--------------

**Directions:** Answer all the questions listed below. Use the Answer sheet provided in the next page:

Part I Answer the following question.(each 2point)

- 1. How to Prepare Workbench for basic Sketches Set Up?
- 2. What is work bench?

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Information Sheet 2 – Selecting and setting up drawing tools and equipment

# Selecting and setting up drawing tools and equipment

Cutting mats

It is a durable, flexible, vinyl mat having an open construction for easy cleaning, comfort and safety. The mat has a low profile to minimize interference with foot and cart traffic. The vinyl composition offers excellent resistance to a variety of chemicals, greases and detergents found in industrial or food service environments.

Standard Sizes

Pre-Cut Mats: 3 ft. x 5 ft.; 3 ft. x 10 ft.

Pre-Cut Rolls: 3 ft. x 20 ft.

**Custom Lengths:** 

Widths: 3 ft.

Length: 2 ft. to 30 ft. in 1ft. increment

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# > Extra Heavy-Duty Cutters (OLFA®)

It handles the toughest heavy-duty cutting jobs with ease and safety. Combines power and accurate control to ensure smooth, effective cutting of even the toughest materials and features an easy to-handle straight holder with non-slip rubber grip for control and safety and a screw lock. Durable, extra-sharp utility snap-off blades (0.7mm thick, 25mm wide) stand up to the strongest pressure. One blade includes OR-HB5B and OR-HB20 blades.



## > Heritage Scissors

USA made with quality hardened steel these scissors will cut soft suede or tough belt leather with ease.

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# > High Quality stainless steel rulers

High Quality, Etched Graduations, Heavy Duty, made of Hardened Steel with "Easy-Read" inch/metric graduation design. Rulers start with ZERO at the left edge (no leader), rounded right end and a hang hole. Upper edge is graduated in 1mm increments (0, 10, 20, 30 mm, etc... numbering). Lower edge is graduated in 1/32" increments. Rulers longer than 6" have angle finder/180° protractor with lines in 5° increments plus conversion tables on the reverse.

	Self-Check -2	Written Test
L		

**Directions:** Answer all the questions listed below. Use the Answer sheet provided in the next page:

# Part I Answer the following question.(each 2point

1. List down drawing tools and equipment?

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Information sheet 3:- Setting out tools and equipment to facilitate effective work practice.

Tools and equipment are set out to facilitate effective work practice

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# Working table for designer / artists / crafters:

A Place for Everything: And everything in its place and that is not on the floor or any other traffic area. Organize as best you can and don't let your work area get too cluttered. A few minutes cleaning up and putting up can save you hours later.

**Correct Sitting Posture:** Invest in a proper sized chair for your work area(s) if you sit for more than 1/3 of your day. You should be able to sit back comfortably in the chair with your feet flat to the floor. Do not cross your legs. We begin our series with proper

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chair setup. If you are not seated correctly, everything else is doomed. It is important that your chair have a seat-pan and back that adjust independently of one another.

- **1.)** Body Position: When you sit in a chair, you want your knees to be at the same height or slightly below your hips, with your feet planted firmly on the floor.
- **2.) Seat Position**: You want 1 to 4 inches between the seat pan and the back of your leg.
- **3.) Back Rest Height:** Adjust the back of the chair, so that the bottom of the back rest hits your lower back.
- **4.) Back Pressure:** Adjust the back of the chair, so that it supports your back and does not propel you forward or force you to lean back.
- **5.) Proper Chair**: Once you are seated properly, you can move on to setting up your proper desk ergonomics.

A Drawing board is regarded as a table, which can be used for more than one purpose. By this, it means that people can use it for sketching, by putting a sheet of paper on the board. Also, people can use this table for writing or even reading any book that they wish to read. If a person needs to sketch or draw something, he or she will require a smooth surface, which would make it easy to complete the work.

The purpose of the **drawing board** is to ensure that people are given a chance to carry out their work in an effective manner through the use of these boards which allows them to be comfortable while working.

**Proper Lightening on the table:** Invest in it. Natural light is the best, but make sure that there is plenty of non-glare lighting. Try to use as much full spectrum lighting as you can in your work area.

**Effective & precise tools at your comfortable reach:** Try and test tools before buying and look for user-friendly designs like spring-loaded, padded handles, easy grips, and other comforts.

**Work in A Circle & Semi-Circle**: Create a work area that forms a circle. The more a tool or supply is used the closer it should be to your reach and towards the front of the work circle (the front of the work circle is the area in front of you as you are sitting).

**Keep notepad & take Notes at least once in day**: Make notes of repetitive movements. Try to vary and change the repetitive movements.

Self check 3:written test	

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**Directions**: Answer all the questions listed below.

Pa	rt-	A

1.	A D	rawir	g board is	regarded	as a	table,	which	can	be	used	for	more	than	one
2.	То	get	 maximum	benefits	put	your	effecti	ve	&	precis	e	tools	at	your
			reac	h.										

## Part- B

# True / False: (points 2.5 each)

- 1. SEAT POSITION: You want 1 to 4 inches between the seat pan and the back of your leg.
- 2. BACK REST HEIGHT: Adjust the back of the chair, so that the bottom of the back rest hits your lower back.

#### Part- C

# Short answers questions: (points 5 each)

- 1. Why it is advisable to Work in A Circle & Semi-Circle?
- 2. Explain benefits of place for everything?

**Note:** Satisfactory rating - 10 points

you can ask your teacher for the copy of the correct answers

An	SW	er	Sł	neet

Score =	
Rating: _	

LG #15	LO #2- Identify influences on fashion design			
Instruction sheet				

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This learning guide is developed to provide you the necessary information regarding the following content coverage and topics:

- Identifying Fashion trends
- Identifying Significant events related to fashion changes
- Identifying Fashion cycles

This guide will also assist you to attain the learning outcomes stated in the cover page. Specifically, upon completion of this learning guide, you will be able to:

- Identify Fashion trends
- Identify Significant events related to fashion changes
- Identify Fashion cycles

## **Learning Instructions:**

- **10.** Read the specific objectives of this Learning Guide.
- 11. Follow the instructions described below.
- **12.** Read the information written in the "Information Sheets". Try to understand what are being discussed. Ask your trainer for assistance if you have hard time understanding them.
- **13.** Accomplish the "Self-checks" which are placed following all information sheets.
- **14.** Ask from your trainer the key to correction (key answers) or you can request your trainer to correct your work. (You are to get the key answer only after you finished answering the Self-checks).
- **15.** If you earned a satisfactory evaluation proceed to "Operation sheets
- **16.** Perform "the Learning activity performance test" which is placed following "Operation sheets".
- **17.** If your performance is satisfactory proceed to the next learning guide,
- **18.** If your performance is unsatisfactory, see your trainer for further instructions or go back to "Operation sheets".

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Information Sheet 1: -Identifying Fashion trends

## **Identifying Fashion trends**

**Trend** means to do something that becomes accepted or fashionable, and that a lot of other people copy. **Fashion** is the area of activity that involves styles of leather goods and appearance. **Fashion trends** are the popular styles of clothing and accessories at a particular moment in time.

Fashion trend classified into two. Such us:-

- **a) Micro trends:** such as purse and tote bags cycle in and out of fashion within a matter of months up to a few years.
- **b) Macro trends:** change over a longer period of time and have more to do with lifestyle and demographic changes than the latest fashion designs..

Fashion trends are the styling ideas that major collections have in common. They indicate the direction in which fashion is moving. Several designers may use a similar fashion idea because they have been inspired by common sources. The trend may appear in a fabrication, a silhouette, or another design element that appears in several collections. Very often, a new trend appears in small doses until it spreads to other collections.

The most prominent fashion are held in the four fashion capitals of the world: Paris, New York City, Milan, and London. Some other important fashion in the world are held in Bangalore, Berlin, Buenos Aires, Copenhagen, Dubai, Jakarta, Los Angeles, Madrid, São Paulo, Shangai, Sydney, Tokyo and Toronto.

There are two major seasons per year :-

- **a)**Autumn/Winter: For women swear, the Autumn/Winter shows always start in New York in February and end in Paris in March.
- b) Spring/Summer:- shows start in New York in September and end in Paris in October.

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Image. On fashion season of summer/ spring bags

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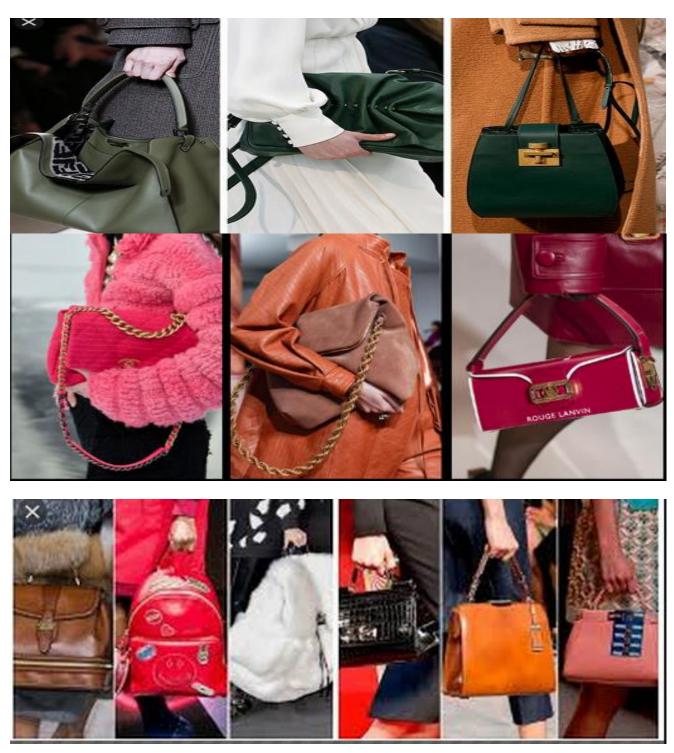


Image: on Autumn/Winter bags

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Fashion trend have direct effect on leather goods production on the parts of bags .this parts of bags are **strap length**, **gusset shape**, **base width**.

## 1. STRAP LENGTHS

Designer should consider the relationship of pattern line and finished bag shape in the process of pattern-making. The functional line has a great effect on the structure and function. The straps and Handles are very much depended according Designs, Purposes and Feelings. There are various types of Straps and Handles, such as Raw edge handle, Folded handle or strap, rope handle, Weaved rope handle, Tube handle, Pleated handle etc. The Straps or Handles should be light, comfort and easy.



Fig. Rope/ Pipe Handle

The softer reinforcement has to use for the strap or handle. Kelly bag, Boston bag, Bugatti bag, Vanity case bags are carrying by handle and bigger bags are carrying by shoulder strap and handle also. The strap width depends according the accessories inner size of the width, such as D-Ring or Buckle, Dog Hook etc.

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If the D-Ring inner size is 2.5cm then the strap width will be 2.3cm, because for easy movement of the D-Ring. Normally handle or strap length depends according the purposes of the bag. If it is shoulder bag then the DROP LENGTH will be 24cm to 32cm. The briefcase shoulder strap will be adjustable – shorter strap with buckle will be 30cm and longer strap will be 90cm total 120cm strap. Cross over bag with adjustable will be 140cm.



Fig. Shoulder Strap with Dog - Hook

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Fig. Strap for men Swinger Bag



Fig. Briefcase Handle





Fig. Weaved Handle

#### 2. GUSSET SHAPES

Even the same structure and same numerical quantity, the bag-style is different since the paper is cut differently. So designer should consider the relationship of pattern line and finished bag shape in the process of pattern-making. The application of the bag pattern line mainly includes the ornamental line and the functional line. The ornamental line is used to decorating bag, which has little influence on the structure and function, but it has a dominant role in the appearance aesthetic.

The ornamental lines are mainly to decorate lace, edge, towards sideline, wrinkle edge and metal rings. The functional line has a great effect on the structure and function. The design of bag shape can't work without the application of the functional line. In the bags pattern-making consisted of former and back piece and side piece and the bottom piece.

The way to deal with the size and shape of the main-line has a strong effect on the bags-designing. During the course of the bags pattern-making, the changes of the shape ,the location, and the size of ornamental line will directly cause changes in the bag design.

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For example, the design of bags will be caused to change when the directions and length of the lines at the position of which connects back piece and side piece to the bottom piece. When the lines of the former piece and back piece changed, little of the bottom radian, more the modest, steady-going and formal. Briefcase for man and woman are classic examples. On the other hand, the bigger of the bottom radian, the more leisure, such as leisure bags and sport bags. The two bags composed from former and back piece show the application of different lines in the use of the line at the former and back piece is the use of ornamental, in picture the application of line at the former and back piece has both ornamental and functional. The way and mechanics of bags pattern-making can be advanced and improved through production process. And when turn over the desirability and feasibility during production process. We should immediately adjust and modify the effect displaying design in order to delivery of the design style by the greatest degree.



Fig. U- Shaped Piping Gusset construction

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Fig. Port Folio Bag with Leg Gusset construction



U- Shaped Gusset construction

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The design must have follow **design criteria** which is not only as a designer but also as a customer when we want to buy a product, there are certain important things to be consider. A good design follows:

- Aesthetic
- Functionality
- Problem solving
- Cost
- Durability & strength
- Comfort, safety
- Innovative referents
- Fashion & style

So for this level we are going to see Esthetics. It is the philosophy of meaning of beauty. The main criteria of designer artistic performance or beauty of line, color, proportion and texture which we call esthetics.

Gussets are determined by its nature of the design of leather goods styling. Gussets are inserted where spaciousness is required. Articles, with proportionate gussets assembled in right way and stitched properly, give well outlook and serve for a long time. Gussets are made in a variety of types and commonly used gussets in leather goods making are side gussets, continuous gussets and folded gussets. Gussets are also made with different types of gusset joints. According to the designs of the bag different types of gussets are required.

Some of the gussets are joined at the sides of the article e.g. ladies Kelly Bag, Boston Trunk, shopping bags, duffel bags, medical representative bags, etc.

In the U- Shape bag the continuous gussets are joined at the sides, top and bottom of the article e.g. Messenger bags, portfolios, travel knighted bag, laptop case, shoulder bags, shopper bags, wrist pouches, shaving kit bags, ladies hand bags, etc. Folded gussets are joined at the sides and bottom of the article e.g. document cases, file cases, portfolio bags, clutch bags, ladies handbags, etc.

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#### 3. BASE WIDTHS

The design of bag shape can't work without the application of the functional line. In the bags pattern-making consisted of former and back piece and side piece and the bottom piece. The way to deal with the size and shape of the main-line has a strong effect on the bags-designing. For example, the design of bags will be caused to change when the directions and length of the lines at the position of which connects back piece and side piece to the bottom piece.

When the lines of the former piece and back piece changed, little of the bottom radian, more the modest, steady-going and formal.

Briefcase for man and woman are classic examples. On the other hand, the bigger of the bottom radian, the more leisure, such as leisure bags and sport bags.



Fig. Corner Rounded Base construction bag

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Fig. Corner Rounded Base construction bag



Fig. Oval Base construction bag

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Fig. Corner Rounded Base Bugatti bag

The Oval Base bag or Bottom Rounded Base bag determined from the bottom part. The front and the back part will depend upon the base part. The Base part pattern has to cut first and then the front/upper part has to cut by pivoting the base. The volume of the bag also depends on the styling of the bag and the purpose of utility. The base length and the width is depending the size and the shapes and the purposes. Standard size of the width will be 10cm to 14cm. We can see in the European market

For example: Buguatti bag, tote bag, Drawstring bag, instrument carrier, wine carrier, shopper bag, shoulder bag etc. are constructed with oval base.

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Self-Check 1 Written Test

**Directions:** Answer all the questions listed below. Use the Answer sheet provided in the next page:

# II. <u>True or False:</u> (5 \* 1 = 5)

- 1- The ideal method of fashion forecasting should not include a mixture of methodical and creative
- 2- The Oval Base bag determined from the side part.
- 3- The softer reinforcement has to use for the strap or handle.
- 4- A trend report is an account describing in detail something that already exists or has happened.
- 5- Maximum briefcases are made by oval base construction.
- I. Short Answer Questions (each 2 point)
  - 1) Name four fashion capitals of the world?
  - 2) Name some of the Oval Base bag?
  - 3) What is a good design Must Follow Follows?
- . Answer the following question!

Note: Satisfactory rating 6 and 11 Unsatisfactory below 6 and 11 points points

You can ask you teacher for the copy of the correct answers.

Score = _	
Rating: _	

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Information Sheet 2: Identifying Significant events related to fashion changes

# Identifying significant events related to fashion changes

In any era, fashion is a reflection of the times and what is going on in the culture politically, socially and economically. That influence is very evident in how post World War II society and the way culture was reacting to the new world they were living in was reflected in 1920s fashions at all levels of society.

In fact, there are so many reasons such as famous designers, new technologies and social issues. They all influence fashion very much and also various things like celebrities, magazines and movies are connected strongly to fashion changes.

However, when you look back to the history, there are significant factors that changed fashion. There are one tragic reason and one hopeful reason to fashion industry all over the world.

First of all, historical events such as World War I and II had a big impact on fashion. Sometimes, people are forced to change their clothing and **bag style** due to these events.

The 1920s represented a time of tremendous social change, which was reflected in fashion as well. Forward thinking designers like **Coco Chanel** and **Jean Patou** made leather bags fashionable as well as functional.

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#### **2.1 WARS**

Even with the challenges imposed by shortages in rayon, nylon, wool, leather, rubber, metal (for snaps, buckles, and embellishments) and even the amount of leather that could be used in any one garment and bag, the fashion industry's wheels kept chugging slowly along, producing what it could. After the fall of France in 1940, Hollywood drove fashion in the United States almost entirely, with the exception of a few trends coming from war torn London in 1944 and 1945, as America's own rationing hit full force, and the idea of function seemed to overtake fashion, if only for a few short months until the end of the war. Leather shifted dramatically as rationing and wartime shortages controlled import items such as silk and furs. Floral prints seem to dominate the early 1940s, with the mid-to-late 1940s also seeing what is sometimes referred to as "atomic prints" or geometric patterns and shapes.

This year marks 100 years since the First World War came to an end. It was a war unlike any other, and the loss of a generation reshaped Britain. The National Leather Collection has just become a proud member of the Centenary Partnership, led by the Imperial War Museum. This Autumn, in time for Armistice day, the museum will host a centenary exhibition exploring how leather was used during the First World War, and the effect that the war had upon Northampton's leather industry.

During WWI, Northampton played an important part in shoeing soldiers. Northampton shoe factories were responsible for making boots for the allies, and produced approximately two thirds of the seventy million boots produced for the British forces. The First World War was a lucrative time for boot makers, with business booming and women being employed to help with the workload. Furthermore, boot makers and repairers were vital on the front line, relied upon to mend soles and keep the soldiers marching.

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Fig. the role of leather during war

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## 2.2 ROCK AND ROLL

In 1951 the popularity and worldwide scope of rock music resulted in a powerful impact on society. Rock and roll influenced daily life, fashion, attitudes and language in a way few other social developments have equaled. As the original generations of rock and roll fans matured, the music became an accepted and deeply interwoven thread in popular culture. Beginning in the early 1970s, rock songs and acts began to be used in a few television commercials; within a decade this practice became widespread.

In the mid-1950s this enormous Cultural Revolution swept aside prevailing notions of American popular music, blended black and white musical traditions and integrated black performers into the pantheon of musical superstars in an unprecedented fashion. In such a way this revolution both presaged and encouraged the desegregation movement of the 1956-64 periods. More generally, this revolution created a music which became the common property not only of two generations of Americans, but millions throughout the world, creating the most ubiquitous, and perhaps, most influential form of American popular culture. The revolution was rock 'n' roll.

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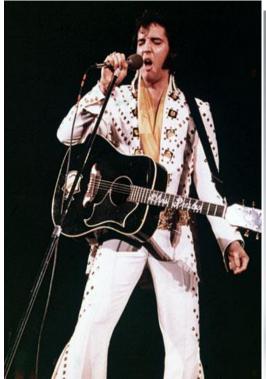




Fig. rock and roll bags for music

# 2.3 HIPPY ERA

Hippies were part of a youth movement, composed of young adults and teenagers between the ages of 15 and 25. These youngsters or hippies rebelled and criticized middle class values, embraced aspects of non-Judeo-Christian religions, opposed the Vietnam War, promoted sexual liberation, and created intentional communities, often considering their tribe as a new religious movement. Hippies favored "peace, love, and personal freedom over political and social orthodoxy.

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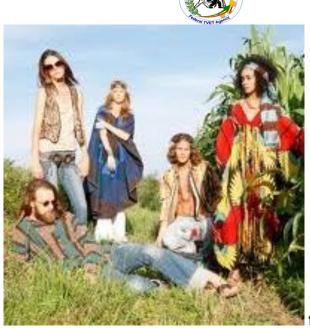


fig. HIPPY ERA

#### 2.4 TECHNOLOGICAL DEVELOPMENTS

High-tech fashion uses advances in science and technology to design and produce fashion products. Methods used in high-tech fashion borrow from technologies developed in the fields of chemistry, computer science, aerospace engineering, automotive engineering, architecture, industrial textiles, industry of leather goods production and competitive athletic wear. Fashion projects an image of rapid change and forward thinking—a good environment for use of the latest technologies in production methods and materials. As technology becomes more integrated with one's everyday life, its influence on the fashion one wears continues to increase.

Historic technological innovations such as the development of the leather sewing machine, the zipper, and synthetic fibers have influenced how garments, leather are made, how they look, and how they perform. Elsa Schiaparelli was a noted designer of the 1930s and 1940s who had an eagerness to experiment with synthetic fibers. She introduced the first zipper to Paris couture. World events delayed advancements in techno fashions until the race for space began to influence designers in the 1960s. André Courrèges's use of bonded jersey, Paco Rabanne's experimentation with metal-linked leather garments, and Pierre Cardin's pioneering vacuum-formed fabrics began to push the boundaries of fashion through experimentation with technology and innovative materials.

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Technological advances continue to influence fashion with new developments in materials, garment structuring and sizing, methods of production, and the quest for fashion that reflects the look and lifestyle of the future.

Currently, scientists are try to developing leather that do not harm people or the environment, with new polymer chemistry that doesn't depend on non-renewable resources. Manufactured fibres', such as micro fibres, are now ahead of natural fibres' in comfort, durability, and suitability to specific needs. The possibilities for further advancements are endless. The next decades will see the gradual meeting of nanotechnology, biotechnology, information technology and cognitive technologies.



Fig. Development of leather

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Self-Check 2	Written Test	
Directions: Answer all the questions listed below. Use the Answer sheet provided in		
the next pag	e:	
I. Short Answer	Questions (5 point)	
1. List down Identified sig	nificant events related to fashion changes in the leather	
industry?	_	
•		
. Answer the following of		
Note: Satisfactory rating	g 3 and 5 points Unsatisfactory below 3 and 5 points	
	Score =	
	Rating:	

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# Information sheet 3 Identifying Fashion cycles

Fashion reflects the society and It has been influenced by wars, conquests, laws, religion, and the arts. Individual personalities have also had an impact on fashion. Ever Fashion follows a cycle, and Fashion cycle has no specific measurable time period. Some styles sustain for longer period or some die out soon and some styles come back years after it was declined. So we can say fashion changes with time and has always been evolving to fit the taste, lifestyle and demands of society.

The way fashion change is described as fashion cycle. Before we understand the fashion cycle it is important to know the following terms-

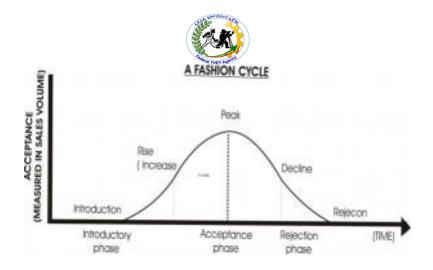
Cycle: - Period of time or life span during which fashion exists.

Style: - Particular look, shape or type of apparel.

Fashion: - Style that is popular during a period of time.

The fashion cycle is usually depicted as a bell- shaped curve encompassing five stages: - Introduction, Rise in popularity, Decline in popularity, and Rejection. Consumers are exposed very season to a multitudes of new styles created by designers or launched by big clothing brands. It is seem some styles are rejected immediately by the buyers on retail level, whereas some styles are accepted for a time, as demonstrated by consumers purchasing and wearing them. With trend reports in news papers and fashion channels showing latest trends many women who consider themselves fashionable, or up to date with what's new, go out each season to assess what's needed in order to keep her wardrobe relevant. Then designers also are constantly going back in time for inspiration. Each season a new version of the old era is tapped and we see a few small changes to looks that have all walked down the catwalks before.

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- 1. Introduction of a style: Every designer each season works on a new collection, interpret their research into apparel. Every style has some different elements like line, shape, colour, fabric. The first stage of the cycle where the new style is introduced may or may not be accepted by the consumers. Every style is reviewed at design centre and in fashion shows. New styles are usually introduced in high price level. Usually a new style created by a designer is worn by the selected people who can afford it, and mostly these people are Fashion Leaders like celebrities and rich people who loves to experiment and try out new styles to grab the attention of media. Such styles as they are expensive are produced in a small quantity.
- **2. Increase in popularity:** A new style worn by a celebrity or famous personality, seen by many people and it may draw attention of buyers, the press, and the public. Most designers also have prêt line that sells at comparatively low prices and can sell their designs in quantities. Manufacturers adopt design and styles to produce with less expensive fabric or less details. The adaptations are made for mass production.
- **3. Peak in popularity:** Styles at this stage is most popular. When production of any style is in volume, it requires mass acceptance. The manufacturers carefully study trends because the consumer will always prefer clothes that are in the main stream of fashion. When a fashion is at height of its popularity, it may be in such demand that many manufacturers copy it or produce adaptations of it at many price levels. Length at this stage determines if the fashion becomes classic or Fad.
- **4. Decline in popularity**: A time comes after the mass production of a few styles people get tired and began looking for new styles. They still wear the particular style but are not willing to buy them at the same price. With the launch of new collection every season the popularity of the style of the previous seasons declines. Fashion is over saturated or flooded the market. Retail stores put such decline styles on sale rake as off season sale or clearing sale.
- **5. Dejection period:** It is the last phase of the cycle. Some consumers have already turned to new looks, thus beginning a new cycle. The rejection or discarding of a style just because it is out of fashion is called consumer obsolescence. Since consumers are no more interested manufactures stop producing the same and the retailers will not restock the same styles. Now it's time for a new cycle to begin.

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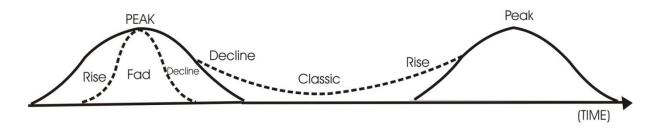
#### LENGTH OF THE CYLES OR FASHION MOVEMENTS

Fashion cycle has no specific measurable time period. Ongoing motion of fashion in the fashion cycle is a movement. Fashion movement is affected by –

- Economic or social factors
- Invention of fibers' or fabrics
- Advertising of the product

Rate of the movement varies with each fashion. Short time to peak in popularity, other takes longer some declines slowly, others swiftly.

# **CLASSIC AND FAD STYLES**



# Cycles for Fad and Classic, compared with normal fashion cycle. (Solid line represents normal cycle)

**CLASSICS**: Fashion that always remains in the Rise Stage of the Fashion Cycle is known as classic. The styles that remain more or less accepted for an extended period. These styles never become completely obsolete. Example: Classic shirt, Jeans Tailored suit.

**FAD:** Also know as short- lived fashion and can hold the attention of the consumer for a very short period. The consumer group is very small and the garments are low priced and flood the market in very short time. The consumer gets tired of the designs due to market saturation and they die out soon.

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Self-Check 3	Written Test

**Directions:** Answer all the questions listed below. Use the Answer sheet provided in the next page:

- I. Short Answer Questions (5 each point)
- 1. List down the fashion cycle steps in leather goods production?
- 2. Draw the graph that show the fashion cycle?

. Answer the following question!

Note: Satisfactory rating 3 and 5 points 
Unsatisfactory below 3 and 5 points

Score =	
Rating: _	

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# LG #16 LO3. Forecast and Design a product

#### Instruction sheet

This learning guide is developed to provide you the necessary information regarding the following content coverage and topics:

- · Identifying and forecasting Seasonal trend
- creating various boards to develop new designs for the identified trend
- selecting Appropriate material for the design
- evolving final design of the product

This guide will also assist you to attain the learning outcomes stated in the cover page. Specifically, upon completion of this learning guide, you will be able to:

- · Identify and forecasting Seasonal trend
- · create various boards to develop new designs for the identified trend
- select Appropriate material for the design
- evolve final design of the product

# **Learning Instructions:**

- 1. Read the specific objectives of this Learning Guide.
- 2. Follow the instructions described below.
- 3. Read the information written in the "Information Sheets". Try to understand what are being discussed. Ask your trainer for assistance if you have hard time understanding them
- 4. Accomplish the "Self-checks" which are placed following all information sheets.
- 5. Ask from your trainer the key to correction (key answers) or you can request your trainer to correct your work. (You are to get the key answer only after you finished answering the Self-checks).
- 6. If you earned a satisfactory evaluation proceed to "Operation sheets
- 7. Perform "the Learning activity performance test" which is placed following "Operation sheets",
- 8. If your performance is satisfactory proceed to the next learning guide,
- 9. If your performance is unsatisfactory, see your trainer for further instructions or go back to "Operation sheets".

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# Information Sheet 1. Identifying and forecasting Seasonal trend

# Identifying and forecasting Seasonal trend

Fashion forecasting is a global career that focuses on upcoming trends. A fashion forecaster predicts the colors, fabrics and styles that will be presented on the runway and in the stores for the upcoming seasons. The concept applies to not one, but all levels of the fashion industry including haute couture, ready-to-wear, mass market, and street wear. Trend forecasting is an overall process that focuses on other industries such as automobiles, medicine, food and beverages, literature, and home furnishings. Fashion forecasters are responsible for attracting consumers and helping retail businesses and designers sell their brands. Today, fashion industry workers rely on the Internet to retrieve information on new looks, hot colors, celebrity wardrobes, and designer collections.

#### a) Long-term forecasting

Long-term forecasting is the process of analyzing and evaluating trends that can be identified by scanning a variety of sources for information. When scanning the market and the consumers, fashion forecasters must follow demographics of certain areas, both urban and suburban, as well as examine the impact on retail and its consumers due to the economy, political system, environment, and culture. Long-term forecasting seeks to identify: major changes in international and domestic demographics, shifts in the fashion industry along with market structures, consumer expectations, values, and impulsion to buy, new developments in technology and science, and shifts in the economic, political, and cultural alliances between certain countries. There are many specialized marketing consultants that focus on long-term forecasting and attend trade shows and other events that notify the industry on what is to come. Any changes in demographics and psychographics that are to affect the consumers needs and which will influence a company's business and particular [niche market] are determined.

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## b) Short- term forecasting

Short-term forecasting focuses on current events both domestically and internationally as well as pop culture in order to identify possible trends that can be communicated to the customer through the seasonal color palette, fabric, and silhouette stories. It gives fashion a modern twist to a classic look that intrigues our eyes. Some important areas to follow when scanning the environment are: current events, art, sports, science and technology.

## 1.1 Responsibility for trend forecasting

Each retailers trend forecasting varies and is mainly dependent upon whether the company is a wholesale brand or private label developer. Larger companies such as Forever 21, have their own trend departments where they follow the styles, fabrics, and colors for the upcoming seasons. This can also be referred to as vertical integration. A company with its own trend department has a better advantage to those who do not because its developers are able to work together to create a unified look for their sales floor.

Each seasonal collection offered by a product developer is the result of trend research focused on the target market it has defined for itself. Product developers may offer anywhere from two to six seasonal collections per year, depending on the impact of fashion trends in a particular product category and price point. Women's wear companies are more sensitive to the whims of fashion and may produce four to six lines a year. Men's wear companies present two to four lines a year, and children's wear firms typically present three to four seasonal collections.

For each season a collection is designed by the product developers and is based on a specific theme, which is linked to the color and fabric story. A merchandiser also plays a key role in the direction of upcoming trends. Different from developers, merchandisers have much more experience in buying and are knowledgeable in what consumers will be looking for.

The designer takes the particular trends and then determines the styles, silhouette's, and colors for the line and garments while creating an overall theme for the particular season.

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**Directions:** Answer all the questions listed below. Use the Answer sheet provided in the next page:

- II. Short Answer Questions (5 point)
- 1. What is the forecasting Seasonal trend in leather goods production?
- 2. What are the type of seasonal trend?

. Answer the following question!

Note: Satisfactory rating 3 and 5 points 
Unsatisfactory below 3 and 5 points

Score =	
Rating: _	

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Information Sheet 2. creating various boards to develop new designs for the identified trend

# Creating various boards to develop new designs for the identified trend

Fashion designers are made well versed with the various boards during their design journey. They form an important part of the design process.

The main function of fashion boards is to focus on designer's vision, style and direction of the collection also relaying the color influences and design area. It is basically the summary of the project before a serious design development begins.

In the fashion industry for design process there are different kinds of boards:-

#### a) MOOD BOARDS

A mood board is a collage of your ideas and inspiration for any design work, whether it be web or print, in the form of visual representations.

It's like brainstorming, but solely for the development of a design's aesthetics and feel, rather than its content and other plans as well. Mood boards are not just visual representations; they represent the emotion you wish to portray across your work – because it is emotion that creates the look and feel of a design of any kind.

Mood boards are absolutely brilliant, because you can use anything you like to develop them. Let's say, you come across a texture on a piece of old cloth you have lying around the house, and you feel you could implement that texture in your design, you could simply cut it up and make it apart of your board. Like the font spacing and style in a magazine article you read? Cut it out, and stick it on.





fig. mood board

Every design begins with a mood board, which is basically a collage used in the design industry to convey the project to a potential investor or even just get the designer's ideas organized. A designer will be told to make a mood board with certain colors or a specific theme, and the designer creates the line around the board. Fashion magazines use mood boards to convey the next season's colors or display cutting-edge design elements. Magazine editors also use mood boards to pitch story ideas for upcoming issues. Making a mood board is a great way to discover your personal design aesthetic or get your ideas organized for presentation.



Fig. mood board





fig. mood board

So, what is include on the mood board --

- Color palette/wheel
- Shapes and textures
- Effects (such as ripple of water on the 4th mood board)
- Lighting
- Vivid imagery
- Color combination

A mood board is for your own use, there is nothing that must necessarily be included on it. Include whatever you wish to include that you feel will help you develop the look and feel of the design in your own mind, so you can aptly translate that when you construct the design.

#### How to make a mood board --

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To make a mood board, just tear and cut out anything that touches you in some way. Cut out pictures of individual items like furniture pieces, lamps, vases and other things that just touch.

#### What is a mood board in art?

A mood board is a type of poster design that may consist of images, text, and samples of objects in a composition of the choice of the mood board creator or Artists.

## **b) STORY BOARDS**

A fashion storyboard will usually consist of a full colour illustration of a fashion figure/several figures (male or female) wearing the garments that are being showcased. This storyboard tutorial will show you how to correctly format and create a fashion storyboard for assignments or professionally. A clearly labelled, sizable swatch of your chosen fabric/s should also be included on the board. The storyboard should be thought of as a pictorial representation of your proposed clothing design in full colour, along with technical renderings of each garment individually. More details are available on the technical drawings page.

A fashion storyboard is a summary of your collection's inspiration and theme. It's a design tool that will help you remain focused and consistent as your line develops. It's also a great communication aid when explaining your vision to others (retailers, media etc.). Magazine tears, fabric swatches, old photos, buttons, ribbons; basically any visual reference you desire are mounted onto a hard board. "

Just the sketches individually can look dull, lifeless and very uninteresting. You need a well-planned layout and a strong theme - your ideas must seem commercially successful. Designers need to learn how to use different presentation techniques in order to enhance their artwork. Storyboard templates are included throughout this storyboard tutorial.





Fig. The Story Board influenced from Tribe

# Planning your presentation:

The design brief will dictate the storyboard's objective - trends forecasting, fashion design, a thematic board, and so on. Depending on the target market, the brief and the purpose of the presentation, your storyboard should include the following:

- A fashion figure, clothed in your designs on a flat working figure
- Swatches of your fabric (all the fabrics used)
- Colour palettes (all the colours that are used in your designs)
- Any trims used
- Photographs of the garments



# Presentation Techniques:

The fashion storyboard must have a strong theme running throughout which captures the mood. Additionally, the presentation must have a title, even if it is a working title at that stage. The theme and title can be determined by the fabrics (Natural Linens), the season (Summer Blues), or the merchandise (Metamorphosis), for example.

**Stance**: Choose the correct and appropriate pose for your storyboard templates when you start drawing: classic, sophisticated, funky, moody or sporty are all appropriate moods for a board.

**Positioning**: Don't allow your fashion figure to look like it's floating on the page; use shadowing and shading to create the illusion of structure. If you feel competent enough, draw your character in a scene where the clothes enhance the situation.

**Figures:** When using more than one fashion figure on the fashion storyboard, you may vary the size of each figure. This creates perspective on the board and looks visually appealing. One large scale figure in the foreground and the rest in the background points out the importance of the clothing as well as giving the viewer a visual treat.

**Fabrics:** Cutting the fabric with pinking shears (zigzag cut on edges) looks professional and will give the storyboard an interesting feature. Use double sided tape on the edges to keep the fabric from fraying. You can also crumple the fabrics into little rouged balls and stick them down with double sided tape to create a different texture and layering effect for the fashion storyboard. Sometimes the fabric swatches should be able to be felt with the fingers, so try to leave the storyboard open.

**Heading:** Unless you are competent at numeral or font drawing, use the computer to design the headings wherever possible. It will save you a lot of time and effort. Try to keep the font the same throughout the storyboard, so as to keep within the chosen theme.

**Labels:** Wherever necessary, print labels for any specific objects that you need to draw attention to (for example: "Extra Wide Jeans" or "Long Coat"). Again, unless you feel competent in drawing font, use a computer to design and print these.

**Collages:** Anything that you find in magazines, on your computer, in craft stores, fabric shops or your garage is fair game. Use anything that will add to the overall theme of your storyboard, but

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please remember to not go overboard. Too much additional material on a fashion storyboard can look messy and unprofessional.

**Borders**: To give your fashion storyboard a sense of finality and perspective, surround your storyboard with a contrasting cardboard frame, using different textures and colours. Cut neatly and use ruled lines, unless you wish to achieve a free-flowing mood. Borders can be handdrawn, cut from cardboard, a collage or made from different fabrics. Whatever you choose, remember to make it neat.

**Backgrounds:** If necessary, use plain or mildly textured/printed board as a background; don't allow it to drown the focal point, which is of course YOUR CLOTHING.

Every fashion illustrator has their own style; these storyboard templates are examples from the relevant illustrator's portfolios off the internet. Fashion storyboards are most often coupled with a mood board an inspiration board containing a collection of pictures or colours, card and fabric that evoke an emotional response. Designers can use mood boards to decide on the right colours that evoke these feelings, as the mood board enables you to see a theme that runs throughout your selection. You can make use of various media to create interest on the mood board: buttons, ribbon, wool, sand, corrugated board etc.

**Visual Appeal/Creativity of Storyboard** – Storyboards should show evidence of creativity by the 4-H member. The layout of the storyboard should illustrate a theme, mood, or spirit of an idea.

- A good storyboard should have a strong focal point.
- Placement of the inspirational items should allow the eye to flow across all elements of the board without distracting from the design.
- "White space" or "blank space" should be kept in consideration. Too much or too little
  white space detracts from the design.
- Additional photos and other materials can be used to show the inspiration for the design. These additional materials should enhance the storyboard, without taking away from the original design.
- Quality of Workmanship Storyboards should be neat and demonstrate quality of workmanship.

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- Consistent Color Palette Use a consistent color palette and theme throughout the board.
- Fabric Samples, Trims, and Embellishments Fabric samples must be included on the board and be appropriate for the design illustrated. Trims and embellishments that would be used on the garment/outfit should be included, if applicable to the design.
- If the exact fabric swatch cannot be found, a "basic swatch" may be used to illustrate fabric type (denim, linen, etc.), and the 4-H member can draw out the detail. Examples of trims and embellishments would be top stitching, piping, buttons, etc.
  - ❖ Dimension Must use foam core board or mat board. Must be 20" x 30", displayed horizontally or vertically.
  - ❖ Consistent Theme All elements are cohesive and support the design brief.
  - Originality of Designs All design illustrations and flats should be the original work of the 4-H member. The design may be hand drawn or computer drawn.

#### c) INSPIRATIONAL BOARDS

An inspiration board is basically a collage of images, words, and objects (fabric, trims, paint chips, packaging, etc.) that a designer has collected and wants to organize and keep at hand as a reference for a project they are working on.

An inspiration board is more specific and visual—a collection of visual references that are the starting point for elements that will eventually show up in the designed product. In this case, there is a more literal connection between what shows up on the inspiration board, and what ends up in the final piece. It would include things like photographs, illustrations, screenshots, color swatches, words, and shapes.





So the mood board gathers all the research and images of how the product will make you feel, and an inspiration board gathers all the reference points for what the product will look like. Mood board: woo-woo conceptual, feeling, psychology. Inspiration board: details, colors, forms, texture, lines. The mood board should influence what goes onto the inspiration board, and the inspiration board should respond to the mood board. It can be in the form of a paper poster, a bulletin board, a digital graphic, or a video. Really, any visual medium. Paper Mache sculpture. It's a way to organize your references and research to create a framework for your design.







Fig. INSPIRATION BOARD

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#### Who uses inspiration boards?

Inspiration boards are used by fashion designers, stylists, architects, interior decorators, hair stylists, artists, writers, wedding and event planners, and many other designers including: web, graphic, car, jewelry, shoe, game, movie set, costume, make up—even pop stars, apparently.

#### Why is an inspiration board useful or helpful?

Rather than fighting the paralysis-inducing blank page or screen, an inspiration board is an intuitive way to brainstorm, organize, and play with your research.

Words like "new, cutting-edge, modern"— or my fashion favorites, "edgy, romantic, sexy"—mean different things to different people. As a visual tool, an inspiration board can be much more specific. When you're working with other people everyone can get on the same page more easily.

This is especially helpful in any kind of team environment, or if you have the idea, and are hiring people to carry out the work (home remodeling, etc.). We can make small changes, or completely change direction, without already having invested a lot of time and effort in starting the actual design work.

And it serves as a reminder to keep you on track as you get into the project, rather than going out on a tangent and having to do a lot of revision to come back to the original concept.



# d) CLIENT BOARDS

Creating a customer image and biography enables a Designer to think more tangibly in terms of design. The Client profile contains all detail information about the client like lifestyle, annual income, society the client belongs as well as likes and disliking.

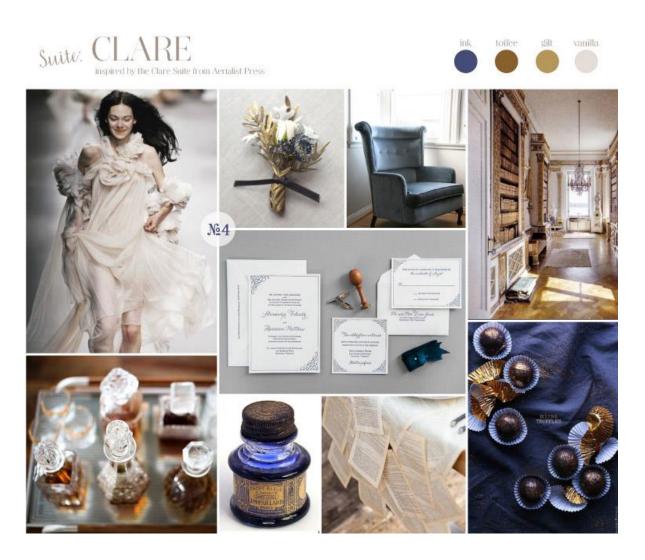


Fig. PRADAS collection

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Some clients will argue that they don't want to pay for mood boards and would rather go straight to mockups, but a few short hours spent up front can save countless hours down the line. With a visual guide created and a clear vision of where you're headed it's much easier to jump right in to the visual prototyping process. There is no blank-canvas syndrome to deal with, and no gnawing feeling that you are wasting your time on a concept they might not like. Best of all, there are no big surprises. Since using mood boards I have yet to run into a project that was a complete do-over.



Additionally, early client participation makes them a bigger part of the project. When clients feel involved they are more likely to trust you. Mood boards make it clear that you are listening to them and considering their input. They also gain insight into the thinking behind your decisions, dispelling the all-too-common notion that designers choose everything on a whim. Knowing why you picked something will often keep personal preferences (i.e./ the client's favorite color is purple so she would like to see that as a background) from creeping in as change requests.

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Self-Check 2	Written Test

Directions: Answer all the questions listed below. Use the Answer sheet provided in the next page:

# Part II Short Answer Questions (each 5 point)

- 1. What are different kinds of boards In the fashion industry for design process?
- 2. What is mood board?
- 3. What is inspiration board and story board?

. Answer the following question!

Note: Satisfactory rating 8 and 15 points Unsatisfactory below 8 and 15 points You can ask you teacher for the copy of the correct answers.

Answer Sheet		Score =
Nama	Doto	Rating:
Name:	Date: _	<del></del>



Information sheet 3:- appropriate material selection for the design

#### APPROPRIATE MATERIAL SELECTION FOR THE DESIGN

Materials selection refers to choose materials for bag to process, including materials and accessories. After having a designing idea, the designers should consider the materials selection. Because materials can not only annotate the character and style of bag, but also impact on the effect of design in the color and molded of bag. There are many kinds of materials in the world of bags, which has changed with each passing day.

Materials are reflected fully by the exploitation of materials, the change of bag construction, the fashion color of new style, graphic pattern, and others. Different materials and decoration give a different style. If the change of concept to using bags is the motive power for improving the development of the modern bag shapes design, as the vehicle of the bag pattern-design, the material is the most important part to reach the conception of bag design. The suitable material plays a crucial role in the bag pattern-design.

The development of special technical process brings designers more convenience and design-inspiration. If the designer attempts to integrate the material, the style and the color, and get great origina1ity, they has to consider the interrelationship among those factors and understand the whole production process of bag.





Self-Check 3	Written Test

**Directions:** Answer all the questions listed below. Use the Answer sheet provided in the next page:

**Part II Short Answer Questions (5 point)** 

1. What is material selection?

. Answer the following question!

Note: Satisfactory rating 3 and 5 points 
Unsatisfactory below 3 and 5 points

You can ask you teacher for the copy of the correct answers.

Answer Sheet	Score =
Managa	Rating:
Name:	Date:

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Information sheet 4:- Evolving final design of the product

# **Evolving Final Design of the Product**

The final design of the product is development sheet, like a fashion sketchbook. It's a documentation of a Designer's thinking process showing quick drawing skills and use of color, fabric, leather, accessory ideas, makeup and even hair styles. Leather, Fabric exploration and surface ornamentation (embroidery, print, etc) are also finalized. The following are the what must be considered in the final product. This are:-

**RANGE:** Best designs from the Design development sheet are selected to make the final range of leather garment. The range can have minimum six to twenty or even more garments. The range consists of goods of different types but will belong to one family in sense of use of color, leather, fabric or style.



Fig. RADAS collection

**DRAPING OR PATTENMAKING:** Designers either chose draping or pattern making to construct the leather before stitching. DRAPING the leather or fabric is draped on the dress form (size similar to the client's body size). Mostly gowns or cowls are made using draping technique. PATTERN MAKING Pattern making is a process where basic pattern of the client's sizes is made first. Later the patterns of leather garments are made from the basic patterns.

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**MUSLIN FIT OR TOILE FIT:** After draping or pattern making, the leather garment is stitched on muslin or grey fabric and leather to test the fit. Usually Designers work on highly expensive fabric. So before making the final leather garment a muslin or toil test fit is must.

**FLATS AND SPECIFICATION SHEETS:** The ability to render technical sketches accurately is important skill any Designer should acquire. The Flats contains technical details of how the leather garment should be stitched. The flats include all details of types of stitches, and use of trimmings etc.

**FINAL PRODUCT:** The final leather garment is the now ready to be delivered to the client or ready to be showcased in a fashion show. The final leather garment is a finished garment made from expensive leather, fabric, proper seams, and surface ornamentation depending on the design.

**FASHION SHOW/ EXHIBITON/ DELIVERED TO CLIENT:** A Fashion Designer usually showcases their upcoming line or collection in an exhibition or fashion show where the models walk dresses in their original clothing creation. If the leather garment is designed for specific client, the garment is delivered to the client.







Fig. FASHION SHOW



Self-Check 4	Written Test

**Directions:** Answer all the questions listed below. Use the Answer sheet provided in the next page:

Part II Short Answer Questions (each 5 point)

- 4. What must be considered in the final design of the product development sheet?.
- 5. Describe about the range of the final product?
- 6. What is draping?

. Answer the following question!

Note: Satisfactory rating 8 and 15 points Unsatisfactory below 8 and 15 points You can ask you teacher for the copy of the correct answers.

Answer Sheet		Score =
Name:	Date:	Rating:
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December 2020



#### LG #17 LO #4- Interpret design brief to develop goods concept

#### Instruction sheet

This learning guide is developed to provide you the necessary information regarding the following content coverage and topics:

- drawing a series of trade sketches to illustrate design principles
- identifying and following Specifications
- identifying Style of goods

This guide will also assist you to attain the learning outcomes stated in the cover page. Specifically, upon completion of this learning guide, you will be able to:

- draw a series of trade sketches to illustrate design principles
- identify and following Specifications
- identify Style of goods

# **Learning Instructions:**

- 1. Read the specific objectives of this Learning Guide.
- 2. Follow the instructions described below.
- 3. Read the information written in the "Information Sheets". Try to understand what are being discussed. Ask your trainer for assistance if you have hard time understanding them.
- 4. Accomplish the "Self-checks" which are placed following all information sheets.
- 5. Ask from your trainer the key to correction (key answers) or you can request your trainer to correct your work. (You are to get the key answer only after you finished answering the Self-checks).
- 6. If you earned a satisfactory evaluation proceed to "Operation sheets
- 7. Perform "the Learning activity performance test" which is placed following "Operation sheets",
- 8. If your performance is satisfactory proceed to the next learning guide,
- 9. If your performance is unsatisfactory, see your trainer for further instructions or go back to "Operation sheets".



Information sheet :-1	drawing a series of trade sketches to illustrate design principles	

# Drawing a series of trade sketches to illustrate design principles

The **Trade Sketches** are complete set of drawings detailing the manufacturing and assembly of products. It is nothing but drawing of orthographic views of any bags parts and assembly. It include:-

- Information of design principles, design requirements, design process and design results.
- The factors that influenced reusability of design information for leather goods were discussed
- The ways of process of design information for leather goods were introduced.

Designers can obtain helpful information rapidly, accurately, and efficiently, and the design efficiency can be greatly improved. Drawing a series of trade sketches to illustrate design principles has the following trade sketch for the illustration of design principle:-

- a) **Conceptual design** -The conceptual design is the initial idea in the process of product design, where designers express originality using design elements and some design approaches. The ratio of superposition in design ideas decides whether it will be reused. Reuse of this design information can be carried out on a higher level when the way of thinking has been more abstracted.
- b) **Functions** The function of products meets customers' particular requirements. In general, it is realized through materials and structures. Take sport shoes for example, in order to achieve their good wearing performance, wear-resistant soles, appropriate pattern of outsoles, or high-strength material used in parts easily worn out can be adopted in the design. If the functional demand for a leather product is similar, this method of function design can be reused.
- c) **Manufacture technology** The manufacture process is a key factor to leather products' quality. A different technology represents a different style of leather products, whether delicate or free.
- d) **Structure** There are various structures of leather products, and each structure corresponds to a specific function and a theme. Demand information of structure comes from the design

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requirement, when the basic positioning of new products is given out, a specific analysis can determine whether to reuse a previous design.

e) **Materials and colors**- Materials play a significant and direct role in the quality and style of leather products. Collecting and categorizing different materials and colors, marking their style and purpose and recording the source and price information can help to make color cards. Whether and how to reuse the design information will be determined according to the product style and features of components during reuse designing.

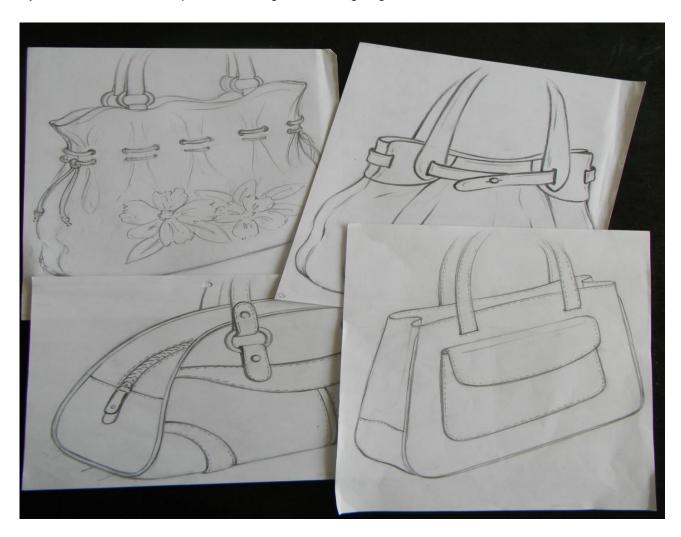


Fig .sample illustrated design of goods

The design must have follow **design criteria** which is not only as a designer but also as a customer when we want to buy a product, there are certain important things to be consider. A good design follows:

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- Aesthetic
- Functionality
- Problem solving
- Cost
- Durability & strength
- Comfort, safety
- Innovative referents
- Fashion & style



Self-Check 1	Written Test

**Directions:** Answer all the questions listed below. Use the Answer sheet provided in the next page:

# Part II Short Answer Questions (each 5 point)

- 1. What is trade sketch in the drawing a series of trade sketches to illustrate design?
- 2. What are the design criteria must the designer follow?
- 3. What are drawing a series of trade sketches to illustrate design principles?

. Answer the following question!

Note: Satisfactory rating 8 and 15 points Unsatisfactory below 8 and 15 points You can ask you teacher for the copy of the correct answers.

Answer Sheet		Score =
Name:	Date: _	Rating:



Information sheet :-2 identifying and following Specifications

# **Identifying and following Specifications**

In the manufacture of leather goods, Design and pattern making are the most important and fundamental in fabricating leather goods. It forms the very core and the beginning. Before making any leather goods, the sizes and geometrical shapes of its parts are first cut in paper. Such patterns, which are cut in paper, are called paper patterns. The paper patterns are stuck on thick millboard or a white board, using adhesive and then cut into cardboard patterns. By using the cardboard patterns, leathers, linings, foam and reinforcements needed for making leather goods are cut.





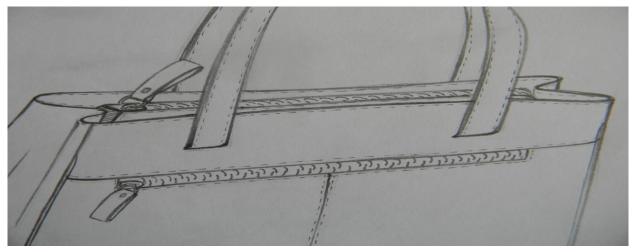
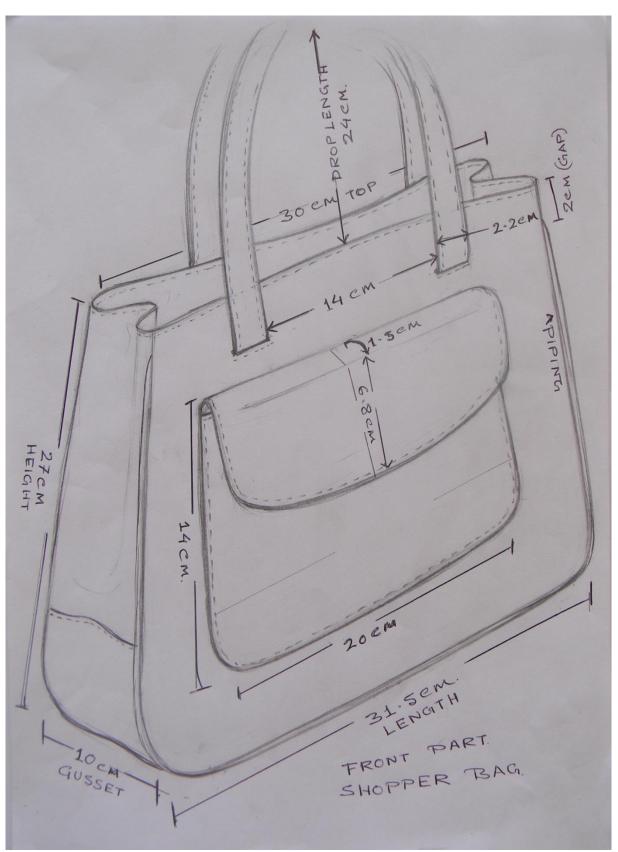




Fig. zipper, gusset and front specification



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# Fig. DRAWING WITH SPECIFICATIONS

The economy of leather goods depends upon pattern cutting, which determines the cost of production. Since patterns are cutting guide, it must be very accurate. It helps to ensure that the materials are cut accurately without any wastage. The art of pattern cutting requires anticipation, sound judgment, and cultivated style of approach with a sense of quality control. In leather goods making, two kinds of patterns are used. They are making patterns and cutting patterns.

Good Designer has to keep in his mind -

- Good designer always follow Color Forecast and Trends.
- Mood Board, Inspiration Board and Story Board has to follow by the Good Designer.
   According the requirement of the buyers. After this the designer handed the sketches to a pattern maker and followed.
- A designer must be aware of different types of finished leathers and their suitability in making different types of leather goods. He must be well versed with the techniques of fabrication and types of constructions.
- A good designer of the right size which has been adjusted to suit your individual requirements will enable you to obtain a perfect product.

The Designer and Pattern maker must give in each pattern the following details, which would help the production in the subsequent process of cutting to cut components easily and swiftly.

On the illustrated design other specification are included. such us:-

- Name of the product and reference number.
- Name of the parts (front, back, gusset, pocket, flap, handle, etc.)
- Details of the raw materials (leather, lining, foam, reinforcement, etc.)
- Number of components to be cut.
- Centre points for perfect joining of the components.
- Knowledge about the construction of the bags
- Machine to be used
- Marks or slots for fixing fittings and zips.
- Stitching width and stitches per inch or length of stitch in mm.
- Use of good and defective leather components for visible and invisible parts of the product
- Good component

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- Defective component
- Finishing.

Self-Check 2	Written Test

**Directions:** Answer all the questions listed below. Use the Answer sheet provided in the next page:

### **Part II Short Answer Questions**

- 1. List down Good Designer has to keep in his mind?
- 2.List down illustrated design other specification?



Information sheet :- 3 Identifying Style of Goods

# **Identifying Style of Goods**

From influence of the Mood board and inspiration board the designer draws a collection of bags according Color Forecast and Trends. The design collection has to cover the Market, Class, Economy, Age, Sex etc. After approving the design from the client or buyer, Consultation has to be done with purchase or procurement team. Elaborately discuss about the Leather, Raw materials, Lining, Accessories, Reinforcement and others. The production team also thinks about their product shipment means deadline.

The designer should consult with the senior sample man of the company. Now The designer has to draw Technical Drawing or detail of the bag. Technical drawing shows how to manufacture product. The drawings are taken by production designer and then they decide how best to manufacture the products described by drawings in there factories or industries.

The Pattern maker will discuss with the designer about the designs such as shape, color, size ,leather, lining, reinforcement and accessories. These patterns are widely used i.e. they are also used by shop floor sample mans for prototypes.

After approved by the designer, client and production manager Production line workers and supervisors all have to use production drawing for obtaining manufacturing the product.

Some of Style of leather goods :-

Key case:-the key case features hooks or loops to attach several keys glasses

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- Pouch /case: the glasses case and glasses pouch are both safe and convenient ways
  of storing all types of glasses.
- Watch strap
- Card holder
- Writing case
- Checkbooks cover
- Tablet case phone case

Self-Check 3	Written Test

**Directions:** Answer all the questions listed below. Use the Answer sheet provided in the next page:

#### **Part II Short Answer Questions**

- 1. What Style of leather goods? (6 points)
- 2. What to be discuss about The Pattern maker will with the designer? (4 points)

. Answer the following question!

Note: Satisfactory rating 5 and 10 points 
Unsatisfactory below 5 and 9 points

You can ask you teacher for the copy of the correct answers.

Answer Sheet		Score =
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Name:	Date: _	

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LG#19 LO 5- Complete work

#### **Instruction sheet**

This learning guide is developed to provide you the necessary information regarding the following content coverage and topics:

- · carrying out changes or adjustments as required
- completing of documentation relating to storyboard
- inspecting sketches against quality standards

This guide will also assist you to attain the learning outcomes stated in the cover page. Specifically, upon completion of this learning guide, you will be able to:

- carry out changes or adjustments as required
- · complete of documentation relating to storyboard
- inspect sketches against quality standards

## **Learning Instructions:**

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Read the specific objectives of this Learning Guide. .

- 1. Follow the instructions described below.
- 2. Read the information written in the "Information Sheets". Try to understand what are being discussed. Ask your trainer for assistance if you have hard time understanding them.
- 3. Accomplish the "Self-checks" which are placed following all information sheets.
- 4. Ask from your trainer the key to correction (key answers) or you can request your trainer to correct your work. (You are to get the key answer only after you finished answering the Self-checks).
- 5. If you earned a satisfactory evaluation proceed to "Operation sheets
- 6. Perform "the Learning activity performance test" which is placed following "Operation sheets",
- 7. If your performance is satisfactory proceed to the next learning guide,
- **8.** If your performance is unsatisfactory, see your trainer for further instructions or go back to "Operation sheets".

Information sheet 1:- inspecting sketches against quality standards

### Inspecting sketches against quality standards

**Sketch Inspection** is one of the primary methods for the "inspection and testing of vendor components." The testing of a pre-production sample is considered essential in the process of approving an order or contract; the first article inspection should determine if the product meets acceptance requirements and quality control requirements. Customers who perform such inspections are recommended to identify this in the contract, and to use specific forms to document the results.

The purpose of the First **Article Inspection** is to give objective evidence that all design and specification requirements are correctly understood, accounted for, verified, and recorded. The purpose of this standard is to provide a consistent documentation requirement for leather goods industry.

In quality management, the management must have a considered policy for quality and then make sure that all employees understand it. Supervisors play an important role in workers motivation and in quality control. Though supervisors do not usually spend much time in

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checking quality, they have a large influence on the level of quality. Leather goods or parts returned by examiners for repairs or replacements should always be routed through supervisors rather than directly to the workers concerned.

This enables the supervisor to assess the accuracy of the quality team as well as being aware of shortcomings in the staff. If workers are motivated to increase output by payment by result schemes, this may be at the expense of quality if the incentive scheme is not designed or implemented properly.

Written specifications are essential to ensure that the buyer and seller both understand exactly what is to be manufactured. In many cases, "specifications" are informal. The term "commercially acceptable" is frequently encountered but unfortunately, it does not tell the leather goods maker what standards his product should conform to or the leather goods producer what the leather characteristics should be. Formal specification results in the company being control of the whole operation.





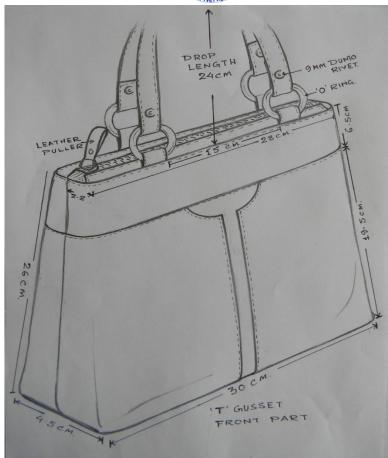


Fig. inspecting sketches against T-gusset bags

#### Paper mock up of T-Gusset bag

Specifications must be agreed between the parties concerned, be the buyer and seller or cutting room and sewing room. Specifications, which are too tight, can make the product more expensive than it need be. If they are too loose, they are unlikely to fulfill their objectives. An important aspect of specification is that limits of acceptability are established. Tolerances must be established in such a manner that measures falling outside the tolerance are clearly unusable and must be rejected.

**Quality and excellence**: Quality must not be confused with excellence. One could, for instance, set out to produce a low quality product by legitimately using quality control to ensure that the product remains consistently at that quality level and did not drift into the quality higher or lower than that planned.

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**Quality accreditation**: Quality accreditation requires not only good quality control but also tangible evidence to show its effectiveness and to convince a potential customer that product quality is under control.

**The cost quality**: Quality and the cost of attaining it must be measured and evaluated objectively in the same way as other facets of the firm. All cost associated with quality and its control is very important. There are three categories of quality cost that are identifiable:

- 1. Prevention and preparation,
- 2. Measurement and analysis,
- 3. Failures and rectification.

After identifying the categorizing of the quality cost, a balance sheet of quality is drawn to establish how much is being spent as the starting point for any evaluation of benefits of the quality operation.

**Directions:** Answer all the questions listed below. Use the Answer sheet provided in the next page:

### **Part II Short Answer Questions**

- 1. What is specification? (6 points)
- 2. What Sketch Inspection? (4 points)

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### . Answer the following question!

Note: Satisfactory rating 5 and 10 points Unsatisfactory below 5 and 9 points You can ask you teacher for the copy of the correct answers.

Answer Sheet		Score -
Name:	Date: _	Rating:

Information sheet:-2 carrying out changes or adjustments as required

### Carrying out changes or adjustments as required

There are many questions in the bag production process, such as the thickness of materials, join with different materials, lightness of stitch, spacing, binding and so on. Any subtle changes deduce different styles. It has been proved that technical support is essential in the design-process of draft to sample. If there aren't some suitable equipment and technology, this process is hard to come true, for example, a shape-bag need to use buckram to uphold and shape some emphatic place in production process, because materials are so smooth, buckram is hard to stick to the materials, even stacked, someplace is rugged, which influence bag-effect. In place of creases, materials will be flat towards the side away from materials.

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Obviously, if designer is lack of knowledge structure, know a little about making-equipment, his work will be limited, and difficult to express and realize. So designers should merge thought with technology one another, make their work fill with life. As part of knowledge structure technology deserve to be valued by designers.

The finished product is often different from designer' idea in shape, tone and style. This condition is in common in bag factory. There isn't lack of mastering craftsmen and excellent technologists in our bag factory. Every craftsman has their idea and personality, and has different understanding and opinion according to different thing. So "Different people see from different standpoints". Besides, the designer's idea is difficult to be seized. Every designer is varied in aesthetics ideas art taste and specific expressional form.

Therefore craftsmen and technologist could not understand designer' idea. This is normal. The key of solving problem is that designer need to know how to make pattern and product. Then, even designer don't make pattern and product by themselves, they guide in total and accurate. The production process of bag is to transform abstract image into the actual product. Designers not only should be good at pattern-marking, but also understand and acquire a certain amount of craft technique of production process. Technique of production process is given below:

Important process during bag production and an important part of reflecting the quality and the grade of product. Craft technique of production process is mainly to operate by hand through integrating pieces of paper components into all kinds of bags which is an important part during the production process. It mainly includes selecting materials, cutting technique, sewing technique, selecting auxiliary materials, processing technique and data, assembly processes, flanging, binding, paint edge, glue, technology and data of binding, branding, silk screening, truck-mounted trim lines, computer embroidery, punching, stamping, and other decoration techniques.

Grasp the craft of bag is good for designers to co-ordinate the relationship between the craft and bag model and has an great influence on guiding to practice bag design. Bag composed from spigot package, to achieve the effect of design, it needs the strict shrinkage and lap size. So there is a very close relationship between shape and craft.

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Self-Check 2 Written Test

**Directions:** Answer all the questions listed below. Use the Answer sheet provided in the next page:

### **Part II Short Answer Questions**

2. discuss about Carrying out changes or adjustments as required?

# . Answer the following question!

Note: Satisfactory rating 5 and 10 points Unsatisfactory below 5 and 9 points

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You can ask you teacher for the copy of the correct answers.

Answer Sheet		Score =	
Name:	_ Date: _	Rating:	

Information sheet 3:- Documentation Relating To Storyboard Is Completed

According the story board and the final sketch has been approved by the buyer, the proper documentation is completed. Proper records shall be maintained batch wise showing separately all issues and balances both in quantities and cost of each item of raw materials such as raw hides, fabrics and finished leather etc. used in the production processing or manufacture of different types of bags, in any form or any type.

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Records for direct materials shall contain such details as to enable the company to determine the quantity, cost of receipts (including all direct charges up to the works in respect of all major direct materials), issues and balances of each item of direct materials.

### **Main Responsibilities for Documentation:**

- 1. Design approved by client after competition the story board,
- 2. According color forecast leather, lining has to be select and documented,
- 3. According Trends Accessories has to be select and documented,
- 4. Proper reinforcement according the material and selection,
- 5. Specification Sheet has to maintained and documented,

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- 6. Consumption of the material has to be documented,
- 7. Costing of the product,
- 8. Finishing and Dispatch to the clients has to be documented.

Self-Check 3	Written Test	
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**Directions:** Answer all the questions listed below. Use the Answer sheet provided in the next page:

### **Part II Short Answer Questions**

1. what is Main Responsibilities for Documentation?

# . Answer the following question!

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# Note: Satisfactory rating 5 and 10 points Unsatisfactory below 5 and 9 points

You can ask you teacher for the copy of the correct answers.

Answer Sheet		Score =
Name	Data:	Rating:
Name:	Date: _	



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- Published: 19 December 2017Christopher Alexander's A Pattern Language:
   analyzing, mapping and classifying the critical response
- Design and Form: The Basic Course at the Bauhaus and Later, Revised Edition Revised
   Edition
- by Johannes Itten (Author)



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This curriculum was developed on September 2020 at Bishoftu

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#### Answer key for self check

LG #14	LO #1- Prepare Workstation

Self check 1	Written test

1

- Workbenches are made up can be from many different materials including metal, wood, depending on the needs of the workbench for the specific purpose of sketching.
- The workbench consists of the bench itself, 12ft by 24 inches. Three quarter inch plywood was used for the top and the backboard.
- A comfortable height for working with provisions for seated or standing work selected
- In the workbench analyzing Compositional balance, scale and perspective depend on visual weight of material to be sketched.
- A way to fix the workbench to the surface so that it may be worked with both hands
- Provisions for accessing tools

2.A workbench is a sturdy table at which manual work is done. They range from simple flat surfaces to very complex designs that may be considered tools in themselves.

Self-Check -2	Written Test

1.

- > Heritage Scissors
- > High Quality stainless steel rulers
- Extra Heavy-Duty Cutters (OLFA®)

Cutting mats

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LG #15	LO #2- Identify influences on fashion design
Self-Check 1	Written Test

### **True or False:**

1 false 2 false 3 true 4 true 5 false

# **Short Answer Questions** (each 2 point)

1.newyork, Paris, London, Milan

# 2. Oval Base construction bag

3

- Aesthetic
- Functionality
- Problem solving
- Cost
- Durability & strength
- Comfort, safety
- Innovative referents
- Fashion & style

	Self-Check 1	Written Test
- 1		

1.war ,rock and roll, hippy era

Self-Check 3	Written Test

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1.

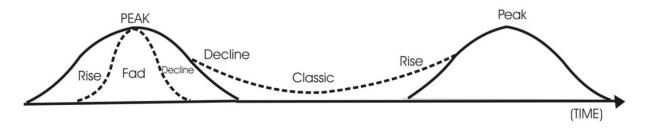
Introduction of a style: Every designer each season works on a new collection, interpret their research into apparel. Every style has some different elements like line, shape, colour, fabric. The first stage of the cycle where the new style is introduced may or may not be accepted by the consumers. Every style is reviewed at design centre and in fashion shows. New styles are usually introduced in high price level. Usually a new style created by a designer is worn by the selected people who can afford it, and mostly these people are Fashion Leaders like celebrities and rich people who loves to experiment and try out new styles to grab the attention of media. Such styles as they are expensive are produced in a small quantity.

- 2. Increase in popularity: A new style worn by a celebrity or famous personality, seen by many people and it may draw attention of buyers, the press, and the public. Most designers also have prêt line that sells at comparatively low prices and can sell their designs in quantities. Manufacturers adopt design and styles to produce with less expensive fabric or less details. The adaptations are made for mass production.
- **3. Peak in popularity:** Styles at this stage is most popular. When production of any style is in volume, it requires mass acceptance. The manufacturers carefully study trends because the consumer will always prefer clothes that are in the main stream of fashion. When a fashion is at height of its popularity, it may be in such demand that many manufacturers copy it or produce adaptations of it at many price levels. Length at this stage determines if the fashion becomes classic or Fad.
- **4. Decline in popularity**: A time comes after the mass production of a few styles people get tired and began looking for new styles. They still wear the particular style but are not willing to buy them at the same price. With the launch of new collection every season the popularity of the style of the previous seasons declines. Fashion is over saturated or flooded the market. Retail stores put such decline styles on sale rake as off season sale or clearing sale.
- **5. Dejection period:** It is the last phase of the cycle. Some consumers have already turned to new looks, thus beginning a new cycle. The rejection or discarding of a style just because it is out of fashion is called consumer obsolescence. Since consumers are no more interested manufactures stop producing the same and the retailers will not restock the same styles. Now it's time for a new cycle to begin.

2.

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Cycles for Fad and Classic , compared with normal fashion cycle. (Solid line represents normal cycle)

LG #16	LO3. Forecast and Design a product

Self-Check 1	Written Test

- 1. Fashion forecasting is a global career that focuses on upcoming trends. A fashion forecaster predicts the colors, fabrics and styles that will be presented on the runway and in the stores for the upcoming seasons. The concept applies to not one, but all levels of the fashion industry including haute couture, ready-to-wear, mass market, and street wear. Trend forecasting is an overall process that focuses on other industries such as automobiles, medicine, food and beverages, literature, and home furnishings
- 2. Long-term forecasting and Short- term forecasting

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Self-Check 2	Written Test

**1**.mood board,

inspiration board,

client board,

**2**.A mood board is a collage of your ideas and inspiration for any design work, whether it be web or print, in the form of visual representations.

**3**.Inspiration boards are used by fashion designers, stylists, architects, interior decorators, hair stylists, artists, writers, wedding and event planners, and many other designers including: web, graphic, car, jewelry, shoe, game, movie set, costume, make up—even pop stars, apparently.

Self-Check 3	Written Test

 Materials selection refers to choose materials for bag to process, including materials and accessories. After having a designing idea, the designers should consider the materials selection. Because materials can not only annotate the character and style of bag, but also impact on the effect of design in the color and molded of bag.

Self-Check 4	Written Test

- 1. range, draping or pattern making, **MUSLIN FIT OR TOILE FIT, FLATS AND SPECIFICATION SHEETS, FINAL PRODUCT**
- 2. **RANGE**: Best designs from the Design development sheet are selected to make the final range of leather garment. The range can have minimum six to twenty or even more garments.
- 3. DRAPING the leather or fabric is draped on the dress form (size similar to the client's body size).

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LO #4- Interpret design brief to develop goods concept

Self-Check 1	Written Test

1. The **Trade Sketches** are complete set of drawings detailing the manufacturing and assembly of products. It is nothing but drawing of orthographic views of any bags parts and assembl

2

- Aesthetic
- Functionality
- Problem solving
- Cost
- Durability & strength
- Comfort, safety
- Innovative referents
- Fashion & style
- 3. Conceptual design, Functions,

Manufacture technology,

Structure



WEITE		
Self-Check 2	Written Test	

1.

- Good designer always follow Color Forecast and Trends.
- Mood Board, Inspiration Board and Story Board has to follow by the Good Designer.
   According the requirement of the buyers. After this the designer handed the sketches to a pattern maker and followed.
- A designer must be aware of different types of finished leathers and their suitability in making different types of leather goods. He must be well versed with the techniques of fabrication and types of constructions.
- A good designer of the right size which has been adjusted to suit your individual requirements will enable you to obtain a perfect product.

2

- Name of the product and reference number.
- Name of the parts (front, back, gusset, pocket, flap, handle, etc.)
- Details of the raw materials (leather, lining, foam, reinforcement, etc.)
- Number of components to be cut.
- Centre points for perfect joining of the components.
- Knowledge about the construction of the bags
- Machine to be used
- Marks or slots for fixing fittings and zips.
- Stitching width and stitches per inch or length of stitch in mm.
- Use of good and defective leather components for visible and invisible parts of the product
- Good component
- Defective component



Self-Check 3	Written Test	

1.

- Key case:-the key case features hooks or loops to attach several keys glasses
- Pouch /case: the glasses case and glasses pouch are both safe and convenient ways
  of storing all types of glasses.
- Watch strap
- Card holder
- Writing case
- Checkbooks cover
- Tablet case phone case
- 2. shape, color, size ,leather, lining, reinforcement and accessories.

LG#19 LO 5- Complete work

Self-Check 1	Written Test

- Specifications must be agreed between the parties concerned, be the buyer and seller or cutting room and sewing room. Specifications, which are too tight, can make the product more expensive than it need be. If they are too loose, they are unlikely to fulfill their objectives. An important aspect of specification is that limits of acceptability are established
- 2. **Sketch Inspection** is one of the primary methods for the "inspection and testing of vendor components." The testing of a pre-production sample is considered essential in the process of

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approving an order or contract; the first article inspection should determine if the product meets acceptance requirements and quality control requirements.

Self-Check 2	Written Test

There are many questions in the bag production process, such as the thickness
of materials, join with different material
, lightness of stitch,
spacing,
binding and so on.

Self-Check 3	Written Test

1.

Design approved by client after competition the story board,

According color forecast leather, lining has to be select and documented,

According Trends Accessories has to be select and documented,

Proper reinforcement according the material and selection,

Specification Sheet has to maintained and documented,

. Consumption of the material has to be documented,

Costing of the product,

Finishing and Dispatch to the clients has to be documented.

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