

INTRODUCTION

Your introduction must include detailed information on the following:

- 1. Working title or theme of your project.**
- 2. Identify your market.**
Who is your target market (gender, age, likes and dislikes).
What is the purpose of your design/Where and how will it be used?
(fashion, interiors, functional, non-functional)
- 3. What do you intend to produce.**
This information will be given to you on your project brief, however we require further detail about what you intend to do to make your ideas more individual.
- 4. Influences, starting points and contextual references.**
What do you think your starting point will be? What will you be looking at to influence your designs? Put your ideas into context (set the scene, explain the circumstances surrounding your ideas).
- 5. Early ideas and source of research.**
Where will you be looking for your primary and secondary research? Use the names of books and authors, magazines, films, videos, exhibitions, and any places that you intend to visit. Distinguish between where you will look for primary and secondary research and how you intend to record it (photographs, drawings, rubbings, and found/bought objects).
- 6. Intended techniques, media and processes.**
What are the media, techniques and processes that you intend to explore to develop your ideas through to the final fabric?
What does your initial idea suggest that you will look at?
What about fabric types?
Ensure that the materials, techniques and processes you select are suitable for the intended purpose of your fabric.