

UAL Level 3 Fashion Business SUMMER BRIEF

Brief/task/scenario

With Coronavirus changing all of our lives we begin to consider how the impact of this virus will change all of our futures.

This brief asks for your response to the Coronavirus and Isolation. It will also introduce you to thinking unconventionally through a creative lens which is often the process used within the fashion industry.

You are required to investigate the following:

- The fashion industry's response to Coronavirus.
- How the high street and luxury brands are supporting our health service by developing clothing and accessories that can be used as protection.
- Trend driven PPE as a new reality for society.

Your final outcome will be in the form of an **8 page** fashion magazine, where you will use a combination of photography and written articles discussing your findings. You may want to look at different photographers and artists to support the look of your magazine.

Suggested research links, copy and paste the following:

<https://www.vogue.com/slideshow/stylish-face-masks-to-shop-now>

<https://www.dazeddigital.com/fashion/article/48408/1/fashion-students-sewing-masks-help-battle-coronavirus-prague-phoebe-english>

<https://www.dazeddigital.com/fashion/article/48689/1/an-ongoing-list-of-everything-happening-fashion-coronavirus-burberry-chanel>

<https://www.dazeddigital.com/art-photography/article/48974/1/a-banksy-mural-has-been-given-a-coronavirus-update>

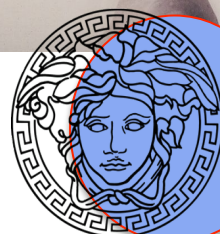
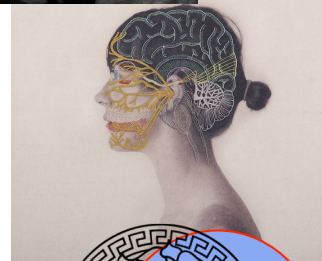
<https://www.dazeddigital.com/art-photography/article/48811/1/vivienne-westwood-wolfgang-tillmans-poster-art-coronavirus-nhs>

https://www.vice.com/en_uk/article/bvg4j3/christopher-fernandez-coronavirus-self-isolation

https://i-d.vice.com/en_uk/article/wxewbz/sophia-wilsons-quarantine-in-photos-lockdown-diary



i-D



VERSACE



DAZED



WELL KNOWN SINCE 1998

TEARAWEEK

SO COSY

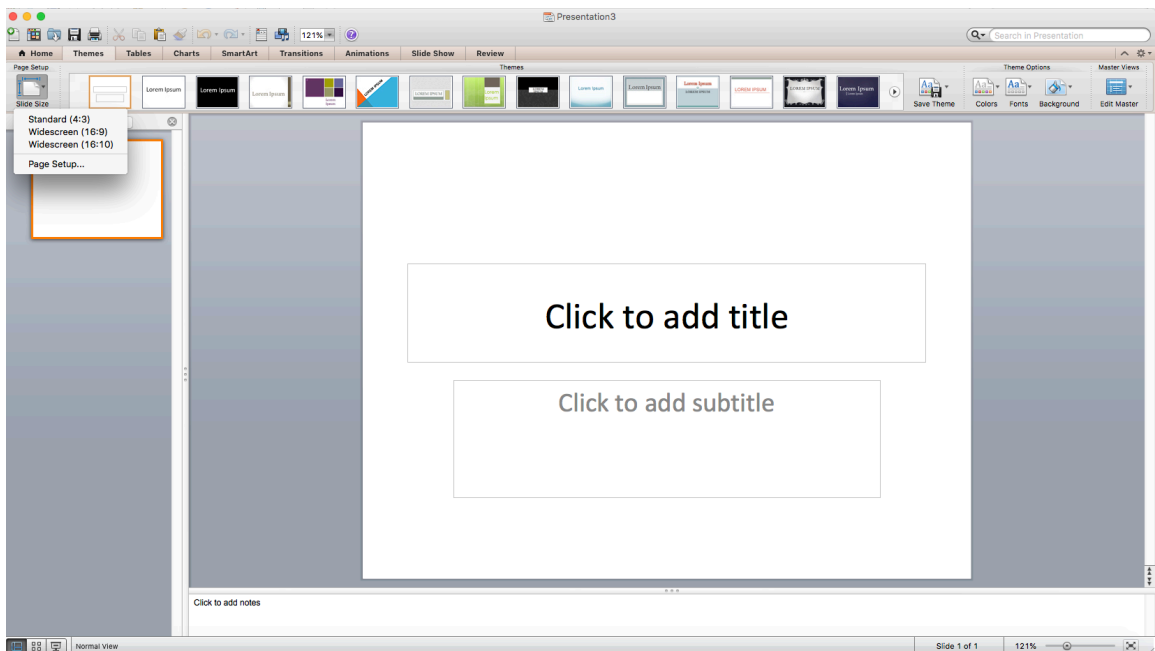


HOW TO MAKE A MAGAZINE USING POWERPOINT

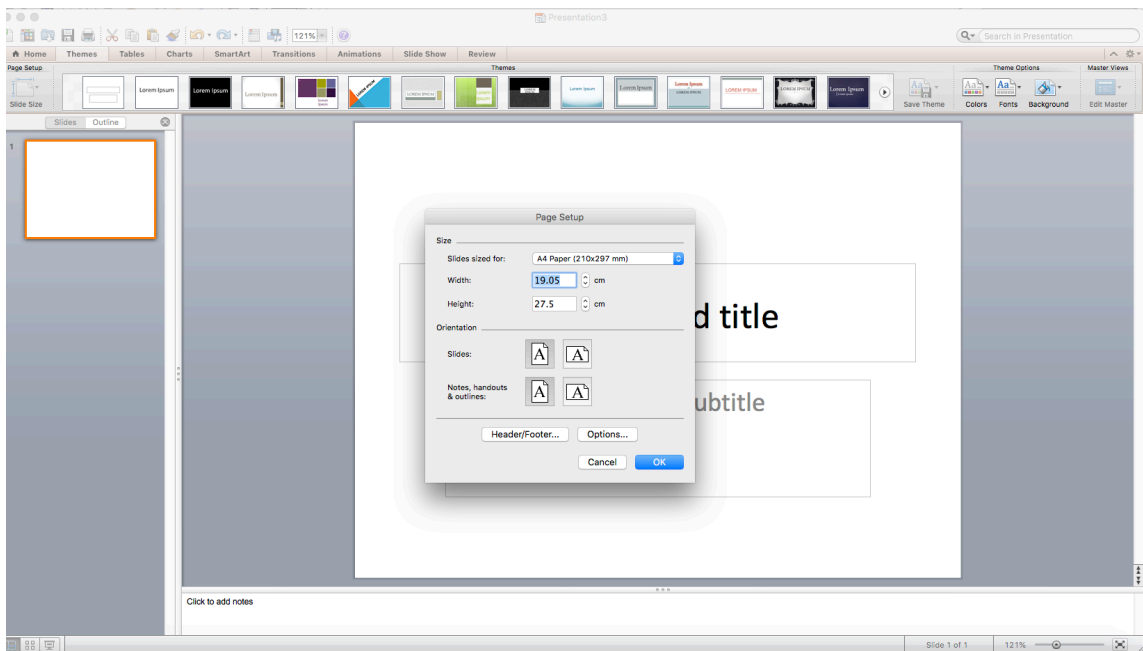
Joe Kennedy on covert politics • codes on the Pacific wild from Venkatesh Rao • reality-warping new fiction by Jeff VanderMeer • Kyle Chayka bugs watches Terrace House • Hailu in the land of the blind • SMR • Will Wiles looks in the gloom • Nicole Starosielski tells the gendered history of the thermostat • strange domesticity from Boris Camaca • Lucy Alex Mac in the shadows of World 3 Downland • Xiaoping Yuan creates cracks in your comfort zone • Plus: Paul B. Preciado, Glean Lowry, Alexander Zevin and Tai Shani

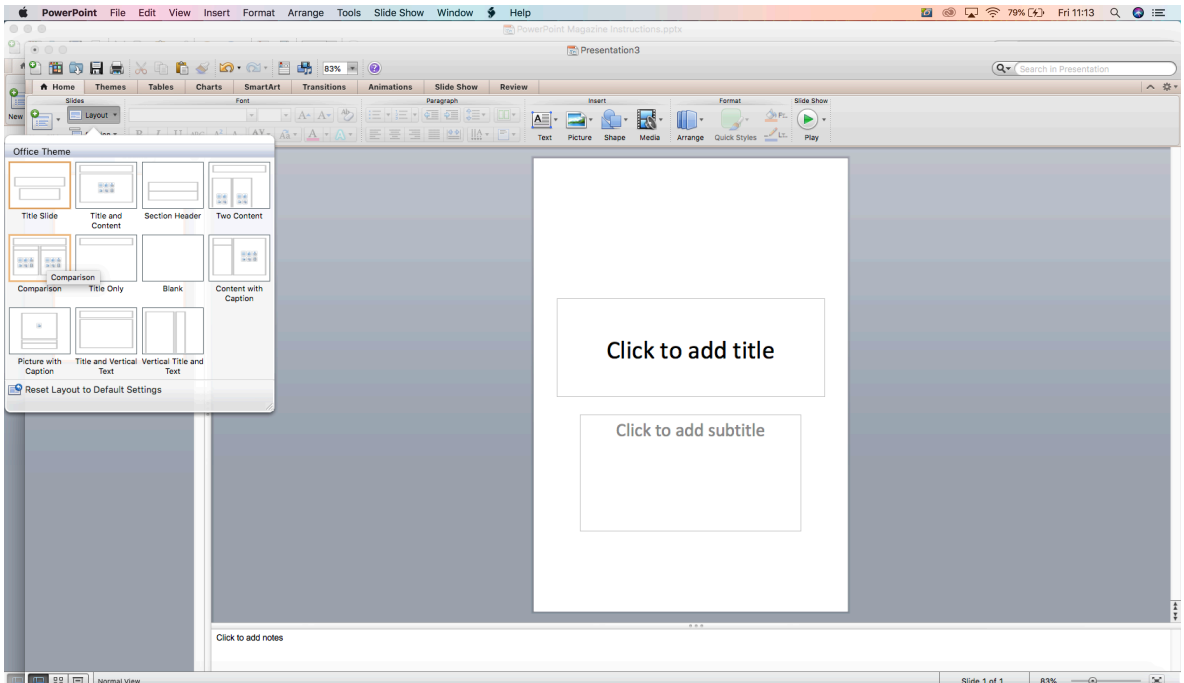


How to make a magazine using PowerPoint:



1. Open up a new document in PowerPoint
2. Go to the 'Themes' tab and click page set up, change your layout to 'A4' 'Portrait.'



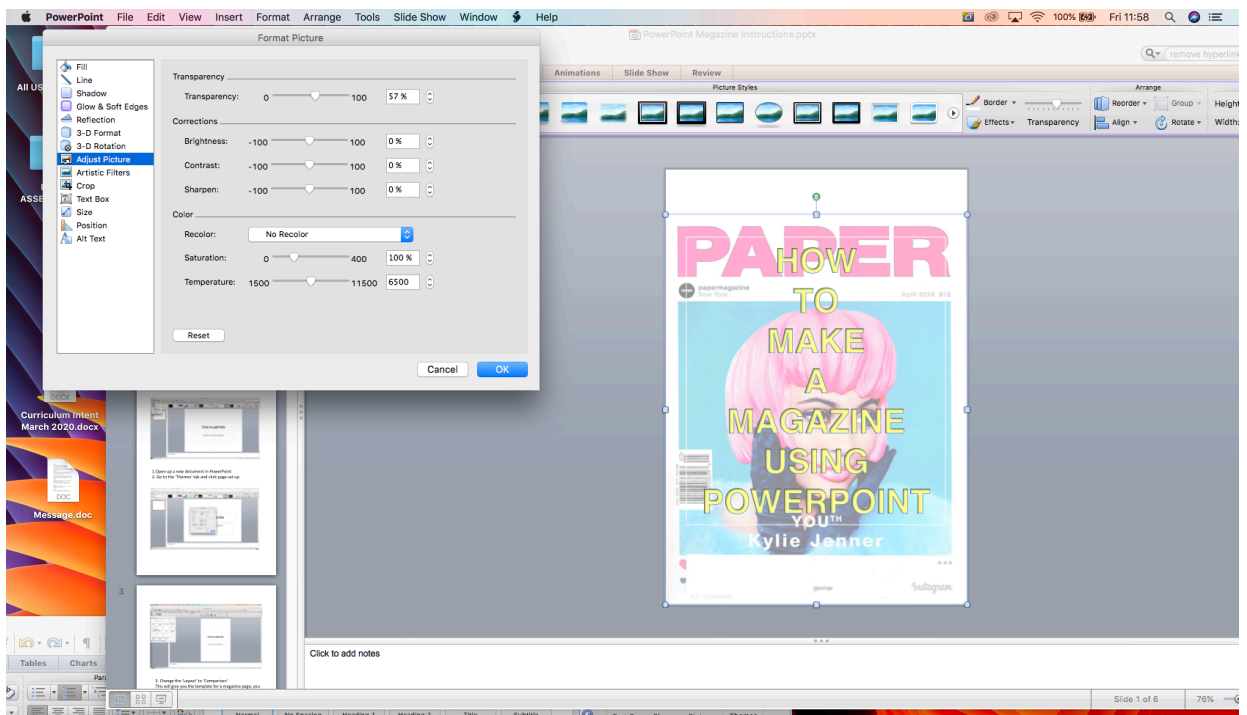
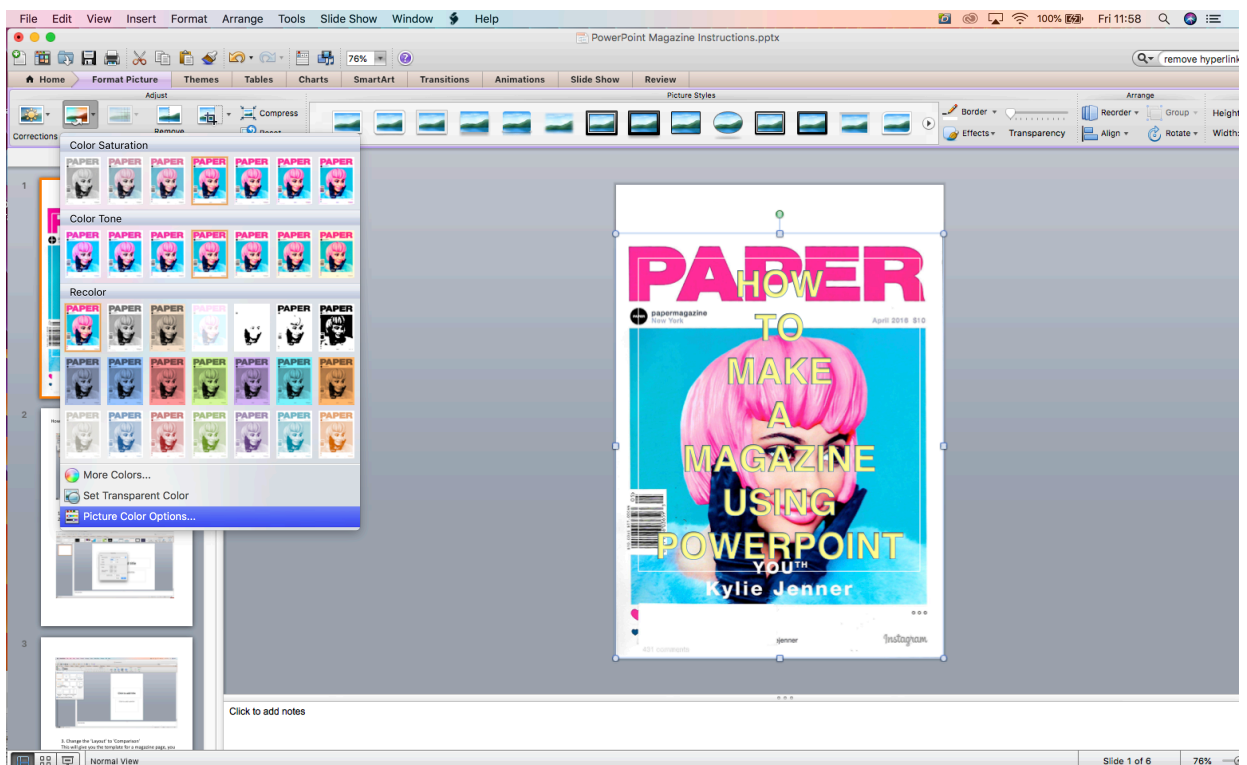


3. Change the 'Layout' to 'Comparison'

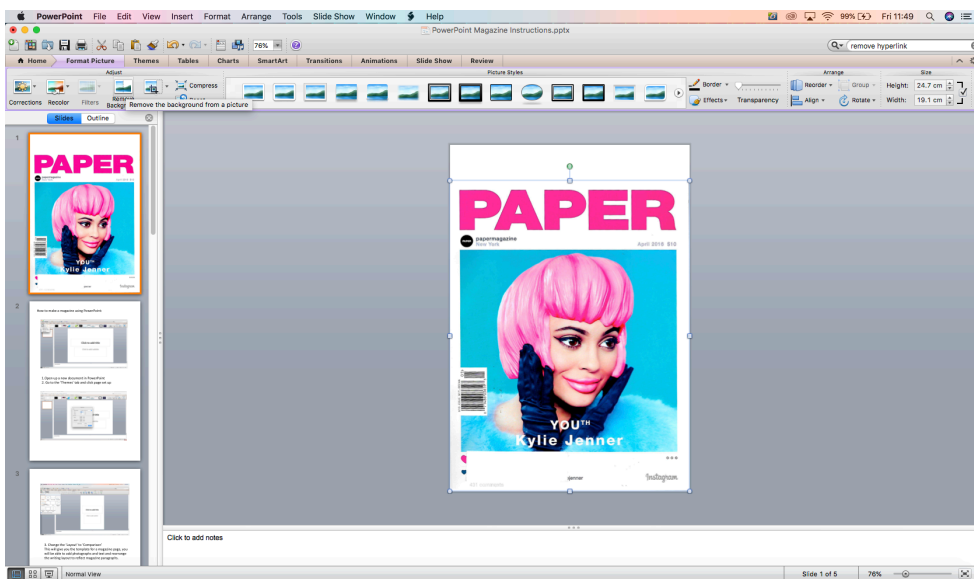
This will give you the template for a magazine page, you will be able to add photographs and text and rearrange the writing layout to reflect magazine paragraphs.

Tip- Consider researching different types of magazine brands for your investigation, some examples are:

Vogue
Elle
Dazed
iD
etc...



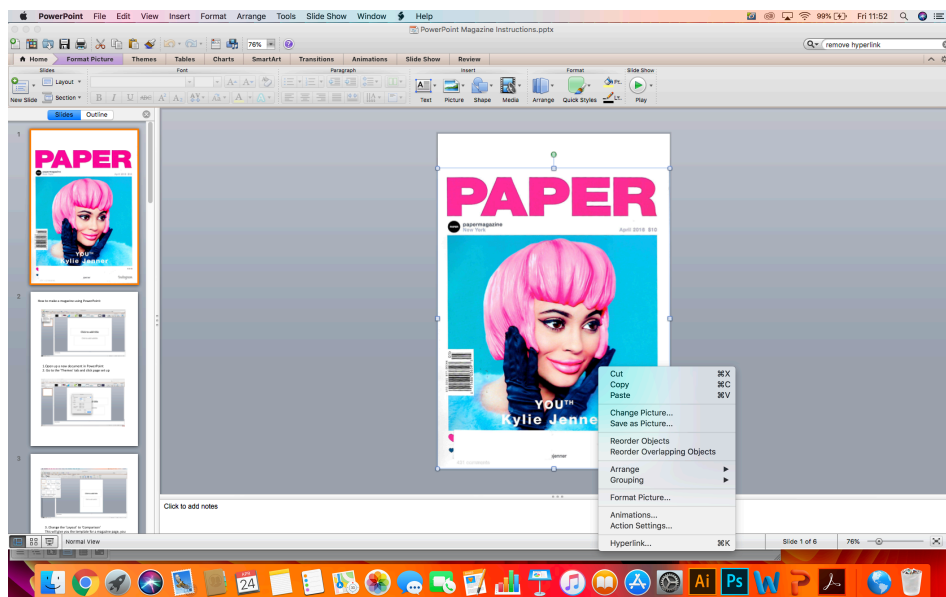
6. If you would like to edit the transparency of an image to perhaps have it behind text or to add more detail to your page, you can make many adjustments in the colour saturation tab (first image above) and then go down to 'picture colour options' where you can play with the effects.



4. If you would like to format a picture and for example remove the background there are many functions within the 'Format' Tab.

Important:

This Tab will only appear once you have selected an image otherwise it is hidden.



5. If you want to rearrange an image so it appears behind or in front of text for example, right click the image and send to the front or back.

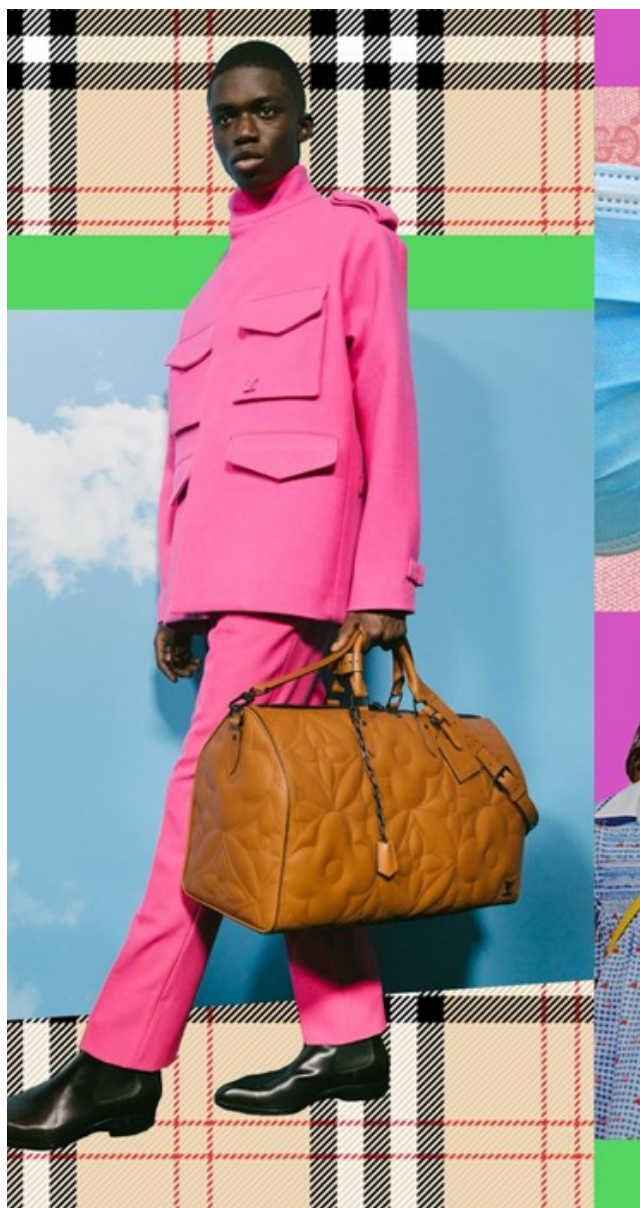
Your guide to everything happening in fashion right now

As COVID-19 turns the industry on its head, we round up all the latest developments in this on-going list

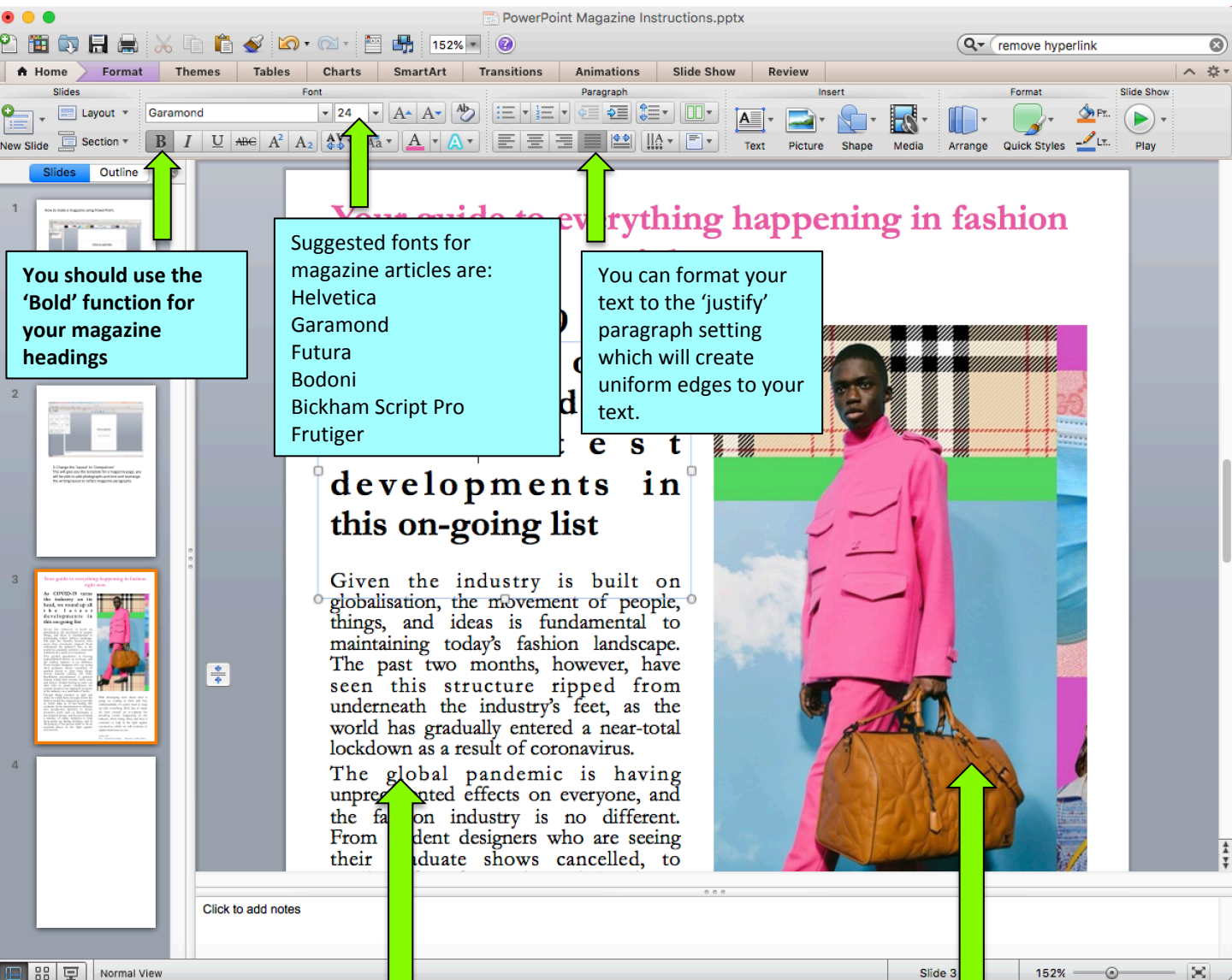
Given the industry is built on globalisation, the movement of people, things, and ideas is fundamental to maintaining today's fashion landscape. The past two months, however, have seen this structure ripped from underneath the industry's feet, as the world has gradually entered a near-total lockdown as a result of coronavirus.

The global pandemic is having unprecedented effects on everyone, and the fashion industry is no different. From student designers who are seeing their graduate shows cancelled, to retailers forced to close their shops; luxury brands calling off their blockbuster presentations to garment makers seeing their income taken away and factory workers having to carry out their jobs in unsafe conditions, the current situation has impacted everyone in the industry on a multitude of levels.

Though things continue to shift and shake on a daily basis, through all this the fashion world has stepped up to provide as much help as it can during this outbreak. It has transformed its factories into production facilities to create necessary items such as facemasks, it has donated money, and has put forward a number of online initiatives to help keep spirits up during isolation, and in the process, it has proven itself to be an essential player in the fight against coronavirus.



With developing news about what is going on coming in thick and fast, understandably, it's pretty hard to keep up with everything. With that in mind, we have created an at-a-glance list detailing events happening in the industry, who's doing what, and how it continues to help in the fight against coronavirus, which we will continue to update from here on out.



You should use the 'Bold' function for your magazine headings

Suggested fonts for magazine articles are:
Helvetica
Garamond
Futura
Bodoni
Bickham Script Pro
Frutiger

You can format your text to the 'justify' paragraph setting which will create uniform edges to your text.

If you use the 'Comparison' layout suggested earlier on it will format your text in this way, making it look more like a magazine .

You can drag and drop images into this layout and arrange them to suit.

Useful Information:

If you struggle to copy and paste any text from the internet then just copy and paste it into Microsoft Word first of all and then copy and paste it from there into PowerPoint, this will remove any formatting that was originally blocking the text.