

CCS: journals and blogs

"Disgusting... But Primark's so Cheap"

"You always have to take an outfit to the next level just to look normal", says F4 Music presenter Sarah-Jane Crawford in Vogue, November 2008. Fashion is like a competitive journey, with designers always having to go one step further in order to remain in the spotlight. This is a similar story to that of the younger generation of Great Britain, in order to keep up their 'trendy' appearance, they must be constantly purchasing the most up-to-date garments. However, the difference is, they must do this on a low budget. This is where large companies such as Primark have stepped in and taken advantage of this fact, making this a possibility. Spending a fortune on an item of clothing that will most likely be out of fashion in a couple of months is out of the question for those living on a part-time job or pocket money budget. While the current fashions are constantly developing, so is modern technology, allowing the gap between designer garments and imitations to gradually close. Yet will the gap ever close completely? Or will the desire for quality and brand name remain within society to a certain degree? And if so, will this demand be enough to keep top designers in business?

Another major concern regarding the manufacture of cheap, fashionable garments is the way in which these garments have been produced. Recently, the media has made us more aware of the exploitation involved within these companies:

<http://news.bbc.co.uk/1/hi/7624291.stm>

"Factory workers making clothes destined for fashion chain Primark work up to 12 hours a day for £3.50 an hour, an undercover BBC investigation has found"

However, for young people, without a cheap, fairtrade alternative, what choice do they have if they want to appear 'fashionable'? It is easy to distance ourselves and avoid these issues when we are not physically faced with them. The only way in which this exploitation could be completely abolished would be for a larger, fairtrade company to overtake Primark and its competitors. This could take years.



About me

Hi, my name is Sunny, I am 28 years old and I am living at home with my Mum, Dad and little sister. I live in Melton Mowbray. I have an older brother too, but he has his own car which we are currently refurbishing to sell. I'm British Indian and my parents came from Nairobi, Uganda during the 1970s. I am Hindi and speak a little Gujarati and Hindi but I understand it more easily. I love the different aspects of my religion and enjoy taking part in the festivals. On a recent holiday to India, I was able to visit a textile factory and see the natural powder dyes they used and the block printing process. I would like to develop my personal work to include references to India craft materials and processes used. At the moment I am interested in henna and how it reacts on various materials. I would like to bring more of an ethnic feel to my work and use more cultural influences, like Asian wedding colours and patterns really interest me. I would like to look into sari design.



[Picture of me at the Eden Project, garden marble rose this year and picture of Ganesh]

enjoy listening to Asian music, I'm very family orientated and have begun to take more pictures for colour and texture references. My main hobby is gardening. I enjoy growing plants to see the anticipated blooms or to grow tropical plants in our climate. The garden for me is also a getaway, thinking area and a main source of inspiration for me. I think it is always a fresh source and can be manipulated in endless ways.

Julia Reeve and Chris Boydell

Context

- CCS
- Writing PAD
- Module pilots

Journals and Blogs

- What is a learning journal?
 - A private space for writing within Blackboard
 - A vehicle for reflection
 - A safe space to write without fear of 'getting it wrong'
 - An area where images, clips and links can be added
- What is a blog?
 - A collection of public reflective writings
 - Provides an opportunity for individuals to share visual material
 - Opportunities for peer comments

Blog example

TEXT1400

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Journal examples

FSHN1200

- +
- ^ FSHN1200-2010-Y Complete Fashion Studies (FSHN1200_2010_Y) >>
- Announcements
- Project Briefs
- Timetables
- CCS Information
- Email
- Assessments
- Learning Materials
- Contacts
- Course Information
- Web Links
- Discussion Board
- Communication
- External Links
- Tools

...FSHN1200-2010-Y Complete Fashion Studies > Learning Journal > **Christina Ihenacho**




Learning Journal ([permalink](#))

Christina Ihenacho ([permalink](#))
last edited by Unknown User on Thursday, 05/06/2010 5:42 PM

Fashion for Size Zero Fuels Rise in Eating Disorders'

I agree with the statement 'fashion for size zero fuels rise in eating disorders'. Throughout history there has always been the desire for the perfect figure. Now more than ever being thin is what celebrity influenced and fashion conscious people strive to achieve. However, what people don't realise is that the girls being sent down the catwalks are killing themselves to keep their figures and jobs. Using normal size models for campaigns is a step in the right direction, and might be taken up by other fashion labels. If it catches on, size zero models might become one of those dodgy fashion mistakes people look back on and ask, 'what were we thinking?'

I believe that the fashion industry is misunderstood when only size zero models are used. There is no evil behind their motives but simply the fact that clothes hang better on a slim frame. A good compromise would be to only allow models to be sent by agencies (to go down catwalks or to photo shoots) if they have a healthy body mass index (BMI).







Conclusion

Throughout CCS year one, I feel I have greatly expanded my knowledge of fashion history through lectures, creating a presentation, watching my peers' presentations, and becoming motivated to do my own further research. This newly acquired information has also benefited my practical work, where I feel I now have a better knowledge of what has developed within the fashion world and why we are where we are at this current time in fashion.

One project in which I feel my fashion knowledge was a real benefit was 'The Shirt Project'. The shirt is a classic item which has developed greatly through time, yet will always have the standard features to some degree in order for it to be classified as a shirt. Traditionally, a shirt has always been white. I worked with this design, using minimalism as a theme, and created a traditional clean-cut white shirt which had multiple cuffs (shown below).

also feel CCS helped me a lot with my photo above due to the fact that throughout the year one module we have looked at many fashion photography images and analysed them in depth. Therefore, I had a better idea of the message I was trying to present through my photography.

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Journals and Blogs

- Why?
- Pilots developed in order to address the following CCS issues:
- Poor attendance
- Limited engagement
- Fears about writing

Journal and Blog

- How?
 - Small 'chunks' of writing set each week
 - Writing tasks linked to lecture topics
 - Weekly journal entries posted on Blackboard
 - Sources and images required for each entry
- How?
 - Small 'chunks' of writing set each week
 - Range of set topics
 - Weekly blog entries posted on Blackboard
 - Sources and images required for each entry

Journal and Blog

- Assessment?
 - Formative feedback given halfway through
 - Summative assessment consists of one topic, extended to a 2,000 word piece of critical writing plus images and bibliography.
- Assessment?
 - Formative feedback given halfway through
 - Summative assessment of revised entries following feedback critical writing plus images and bibliography.

Journals and Blogs

- **Overall findings:**
- Improved student engagement & attendance
- Reduction in anxieties about writing
- Improved links between theory and practice
- **Challenges:**
- Lack of depth in research
- Lack of evidence to support arguments
- Lack of critical analysis

Learning journal

- **Student comments:**
- ‘Essays always seem very tedious and boring, however the learning journal has kept me motivated and interested throughout.’
- ‘I find essays difficult, doing a learning journal has been less stressful from a dyslexics point of view.’
- ‘I think it’s a lot more interesting and it keeps your writing all the time and makes you think more in everyday life about your writing.’

Blog

- **Student comments:**
- ‘I feel that blogging is an easy, less stressful way of tackling lots of issues’.
- ‘As time went on and the more blogs I wrote it just became easier and easier to write a blog entry, as I felt more confident about what I was writing’.
- ‘Writing a blog enabled me to research and reflect upon a wide range of topics relating to Art and Design’.

Journals and Blogs

- How could journals and blogs be utilised in the studio to improve design practice?