

# Virtual Fashion Design: THE NEW REAL



3DDesign NOAH STRIJBOS\_Summerschool course 2021

## Module Guide 2022

## Practical Information

<b>Author(s)</b>	Ineke Siersema (coördinator)
<b>Module ID</b> (ONLINE COURSE)	<b>VIRTUAL FASHION DESIGN: THE NEW REAL</b>
<b>Language of instruction</b>	English
<b>Start/End date</b>	Monday 4 July – Friday 15 July 2022
<b>Credits</b>	3 ECTS
<b>Study load</b>	Two weeks, Monday / Tuesday / Wednesday / Thursday / Friday/ Contact hours 80, Self study hours 40
<b>Course level/ Entry requirements</b>	Conceived for advanced fashion students, bachelor- or master level and professionals from the industry
<b>Type of diploma</b>	Certificate from Amsterdam University of Applied Sciences, Summer School_AMFI_ VIRTUAL FASHION DESIGN: THE NEW REAL
<b>Tuition fee</b>	€ 1,150.00
Early bird discount (apply before 15 April)	€ 50.00
Application deadline	Deadline for application: 01 June 2021 (without housing). 22 May with a guarantee on housing
<b>More Information</b>	<a href="https://www.amsterdamuas.com/summerschool">https://www.amsterdamuas.com/summerschool</a> <a href="mailto:I.Siersema@hva.nl">I.Siersema@hva.nl</a>

### 1-VIRTUAL FASHION DESIGN: THE NEW REAL

AMFI is unique in her education on 3D Virtual Fashion and 3D Research & Technology that relate to Mixed Reality Fashion, performance and industry. We like to give you the opportunity to be part of this developments and the change of paradigm in fashion. Sign-up and join our intensive two-week summer course on Virtual Fashion Design: THE NEW REAL.

The course is conceived for advanced fashion students (bachelor or master level) and professionals. You're willing to develop 3D skills to conceptualize your fashion vision and materializing through the use of 3D simulation technology in fashion. You learn to get insights and knowledge on the influence of 3D virtual prototyping on the Fashion industry and developments that show virtual fashion in AR/MR and AI.



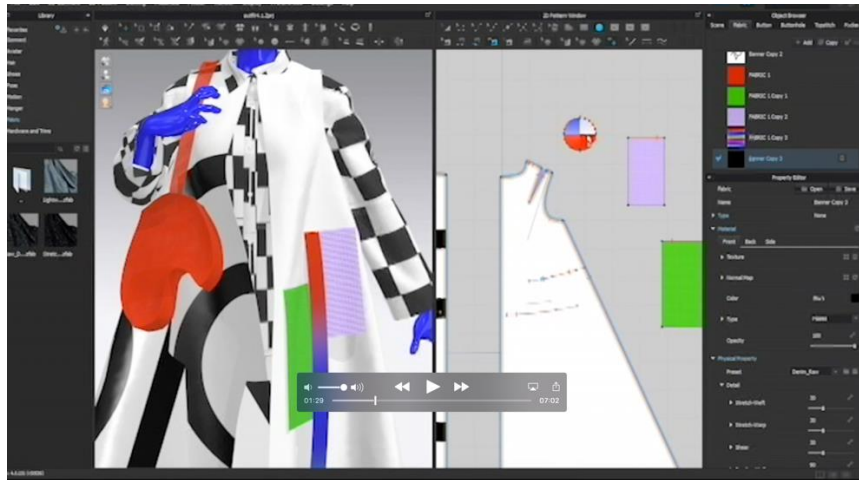
One of the important benefits is to create and produce in a more sustainable way, other is the challenging new design possibilities and to rethink the way you want to design, perform and produce

fashion.

Sustainable thinking and acting is one of the core values of AMFI's education and we expect student to do so by integrating this in your vision development and design.

Within this course you will gain insights and knowledge on the influence of new technologies that are of great importance for the fashion industry. You will learn to translate ideas and vision into experiments, garment design, virtual prototypes and a final presentation of 3D simulated end products. Create and produce in a sustainable way, discover the new design possibilities, rethink traditional working methods, and design together the company of the future, what will be your role by then?

Would you like to know how this design (below) is created? Check out this video!



Source AMFI: 3D workingmethode. Creating a digital prototype. by Iris van Wees-3DHypercraft

## 2- Course Content

Work with challenging new technology and design possibility's, rethink traditional workingmethodes and create products in 3D simulation that are of influence on how fashion can be presented and will be in the future.

### **Topics to be discussed:**

- What is the meaning of fashion today?
- Is Virtual fashion the new real?
- In the near future, we all will have a virtual identity and wearing virtual garments.
- How to wear pixels?
- How will these new dimensions and roles in fashion & digital commerce change?
- How can Virtual designing relate to sustainability?

### **Topics to learn, practice and present:**

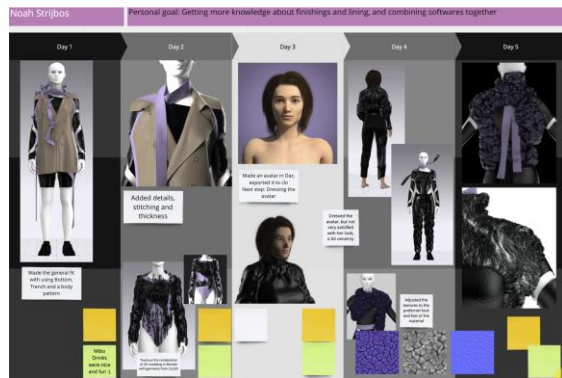
How to design a garment when it will never will be made in real? And is it possible to design a virtual high-technical garment and communicate this with the fashion Industry? New 3d working methods in CLO3d will change the way you create pattern, construction, closures, seams, finishings, and more details will be experienced by doing. Fit your garments on Avatar or Bodyscan, and create true to life 3d simulations in detailed materials that with your digital photoshoot renders and animated garments makes your story complete in a convincing presentation. How cool would that be.

This course is taught by resident teachers, guest lecturers from the industry and AMFI graduates.

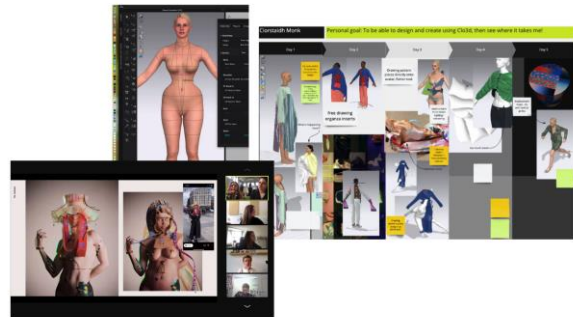


Throughout the course, the participants will receive instructions, guidance and tutorship to work on a project individual and in small groups. On July 14<sup>th</sup> and 15<sup>th</sup>, the project outcomes will be presented

and granted with a certificate at the end of the course, the results will be of great interest for your portfolio.



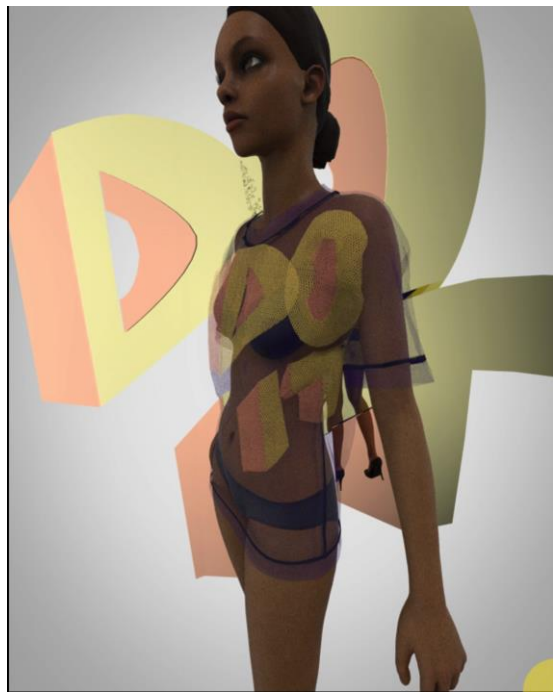
Materializing tangible 3D end-products, process development *different* participants



Source: AUAS Summerschool course AMF 2021:

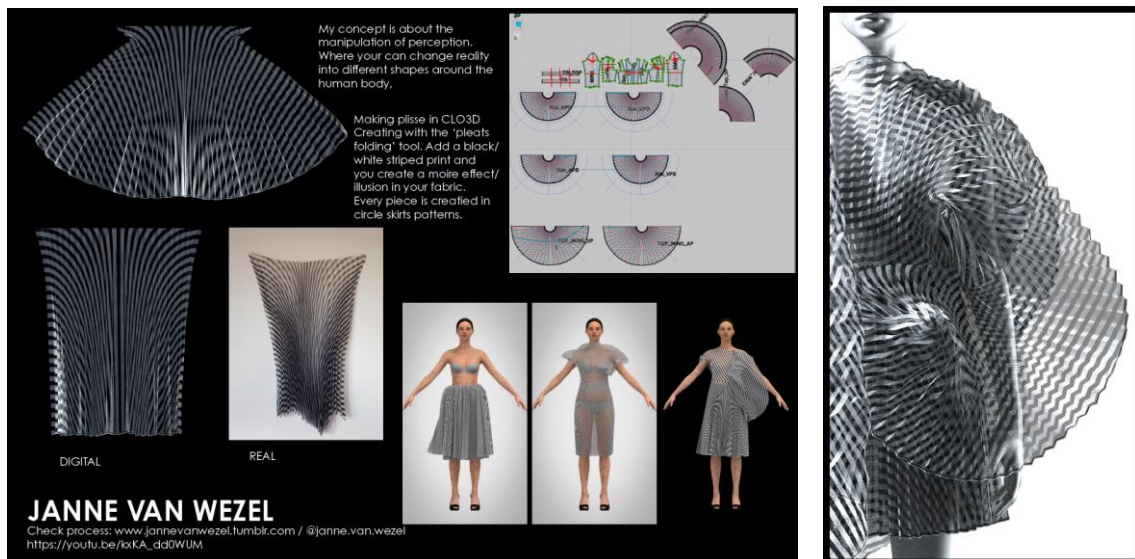
### 3-WHO SHOULD JOIN:

Conceived for advanced fashion students (bachelor or master level) and professionals. Willing to develop new skills to conceptualize their fashion vision and materializing through the use of high-end 3D simulation technology in fashion.



3D simulated prototypes, creative technology for digital craftsmanship. Source AUAS Summercourse AMFI: *different* participants





Source: 3DHYPERCRAFT pleating tools AMFI 2021: Janne van Wezel

## 4-LEARNING OBJECTIVES

By the end of this course, you will be able to:

- Develop in a small group a future fashion company concept with new technology and 3d virtual fashion.
- Translate ideas and vision into free-style experiments and digital end products, relate them to fashion, technology and industry.
- Create a digital twin according to a physical existing garment relate to fashion, technology and industry.
- Use your knowledge of traditional craftsmanship for garment realization in 3D virtual prototyping , research how they are related.
- Build up knowledge about contemporary and creative technology in fashion and develop ideas on sustainability from design to end product.
- Work in an organized manner and communicate the learning process individually and as part of a team.
- Obviously, the level of process and (end) products will relate to the student's mindset and skill-set on arrival.



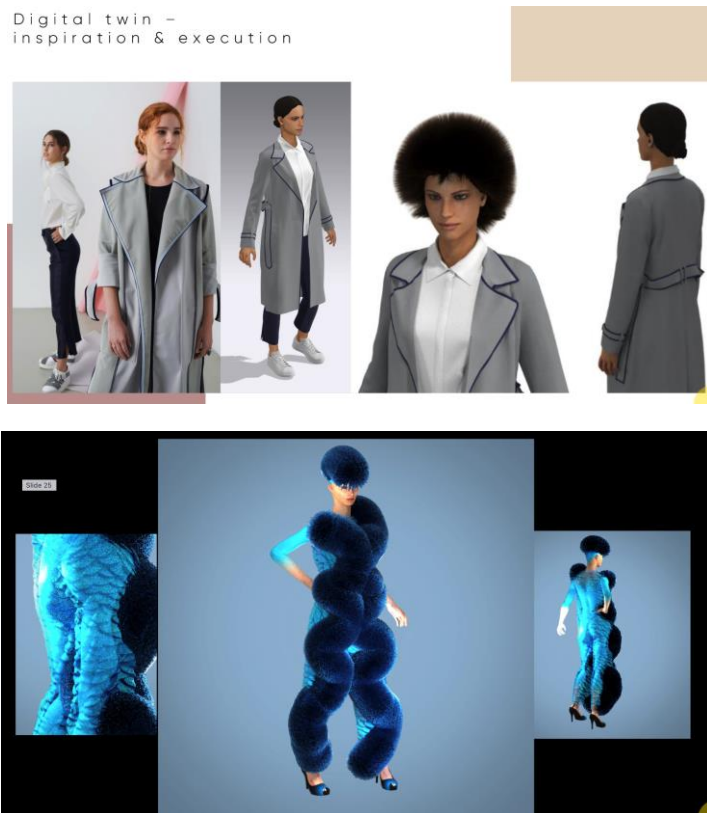
Source AMFI: Zil Vastolova\_NO-WASTE principle

## 5-LEARNING ACTIVITIES

- Take place in the morning from 9.00 theory and practise 3D, afternoon workshops, lectures and selfstudy until ±17.00. And in the evening.
- Week one will be more design and experiment driven, week two more product and presentation driven.
- The course combines different teaching methods with workshops and technical instructions.
- There are guided classes, coaching hours and moments for self-study, research and peer showcases.
- learning is blended, interaction online with teachers and peers, there is a hands-on approach where learning by doing is core.
- Pitching your fashion vision and outcomes to a jury of experts/teachers as a group and Individual.

### Activities:

- Active building on knowledge and mindset in 3D simulation technologies for fashion.
- Learn to create a bodyscan & meet other innovative tools.
- Visit the AMFI Graduation exhibition 2022 and learn from graduates presenting their Finals.
- Meet and greet professionals in 3D digital fashion and their work, vision and mission.
- Meet the products and visit the MakersLAB and VR/AR Experience Atelier, lectoraat Fashion & Technology.



Source: AUAS Summerschool course AMFI 2021: work from different participants

## 6-ASSIGNMENTS & ASSESSMENT

Assignments / Tests	Weight (%)
2 Prototypes A & B in 3D simulation + 5 variations + Personalized Avatar = 2 ECTS	50%
A group presentation, Future company-no plan B, process and products = 1 ECTS	30%
Communication must be convincing in text & image mapped in a clear processbook	20%
	100%

## 7-COURSE READINGS & STUDYMATERIAL RECOMMENDED

**Mandatory:** A high level in accurate 3d virtual prototyping is what we like to achieve together, that's why we are using the true-to-life 3d simulation software [CLO3d](#). The learning curve this 3D software generates is steep, when concentrating on the learning process. In two weeks you learn the most important basics and you will jump to the next level, if you are using the studyhours that are available.

It is advisable to prepare the course and improve your results. By learning in advance and try-out the exercises online, via the [CLO3d.com](#) website, your end results will be better. It is possible to [download a trial version](#) for 30 days so you can research the possibilities. In the course we work with the professional Enterprise version.

### Recommended :

Open source pattern download

<https://www.thefabricant.com>

<https://shop.atacac.com/collections/sharewear>

<http://showstudio.com>

<https://connect.clo-set.com/>

### Tutorials:

<https://www.youtube.com/user/clo3dsoftware/playlists>

<https://support.clo3d.com/hc/en-us/categories/360002306994-LESSONS>

<https://polyhaven.com/>

### Other links:

<https://www.thefabricant.com/>

<http://sndrv.nl/>

<http://atacac.com/>

<http://helsinkiifashionweeklive.com/>

<https://www.gizmo-lab.com/>

### Background knowledge:

<https://medialabamsterdam.com/blog/project/3d-fashion/>

<https://bit.ly/2FVi62t>

[https://issuu.com/kunsteducatie\\_ahk/docs/mode\\_ontwerpen\\_in\\_een\\_3d\\_virtuele\\_o](https://issuu.com/kunsteducatie_ahk/docs/mode_ontwerpen_in_een_3d_virtuele_o)





Source: Hypercraft 2021 Agata Leszczynska NO KRAJ  
Nguyen



Summercourse 2019\_by A-Yee Cheung-

## 8-COURSE LECTURERS

This course is taught by excellent lecturers, with years of experience in the field of 3D fashion, digital technology and education.

### Ineke Siersema

Ineke Siersema, AMFI lecturer and Summer course coördinator, is a passionat innovater in 3D virtual fashion. Her Master of Art Education was dedicated to 3D and she implemented outcomes on the AMFI curriculum. As a CLO3d expert inspires you on the endless possibilities and new working methods. The development of your digital craftsmanship and the inspiring influence on your design process are leading. She will teach and guide you to create your tangible virtual end-products and develop your vision on 3D digital fashion.

### Lisette Vonk

Lisette is a lecturer at AMFI and coördinator in the HVA Atelier VR/AR for interdisciplinary and future education. As a researcher in our Lectoraat Fashion & Technology she initiates interesting 3D projects.

She will introduce and show you most important topics and projects related to 3D technology and fashion in a workshop and Masterclass. Bodyscanning is one of her many expertises she will challenge you to dive into 3D developments related to virtual fashion design. She will guide you in the group assignment.

### Emma van Gerven

Emma graduated at AMFI in 2019 as a 3D designer that relates to broad knowledge in 3D fashion related to VR and AR, she presented a VR modular knit experience for her graduation. She works as a VR artist together with different companies as PTTRNS.ai and HYPERcurve studio and Auroboros. As a teacher at AMFI she will introduce 3D working methods in different workshops where products will be realised and presented.





## Julie Zil VostaLova

Julie Zil VostaLova, graduated from AMFI in 2016 with the first No-waste Phygital collection. Circular thinking and No-Waste design principles are her expertise alongside Avatar design. She collaborates as a 3D fashion designer with various companies and disciplines, is founder of OFFOPRM3D and GIZ'MO-lab.com and the 3D lead in Prague. She collaborated with the progressive 3D Helsinki fashion week. As a guest lecturer, she will inspire on circular thinking and advise on artistic approach and performance to explore the intersection of technology and fashion. She will guide you in the group assignment.

**Assist and Present**, we ask the best students and graduates, in the house, to present and assist in this Summer course, and that is difficult because there are many. We also invite guest speakers from outside AMFI to talk about 3D developments, inspiring for all. Graduates assist the teachers in class and have knowledge related to this course for best help. We are proud of their passionate coöperation!



## 9-PROGRAM OVERVIEW

Planning –	
<b>Week 1 Monday</b>	8:30 -9:00- Registration Check-in 9:00 -10:00 Opening Summer course with lecture: Trendwatch fashion and technology 12:30-13:30 Lunch 13.30 -16.30 Introduction Virtual Fashion Design in CLO3d / fashion future/ first experiments
<b>Week 1 Tuesday</b>	9.00-12.30 Tool shop & Workshop on Garment Design -Tops and Bottoms 12:30-13:30 Lunch 13.30 -16.30 Workshop.....
<b>Week 1 Wednesday</b>	9.00-12.30 Tool shop & Workshops Garment creation, closures and materialisation 12:30-13:30 Lunch 13.30-16.30 XR and fashion, research, lectures, group work and individual
<b>Week 1 Thursday</b>	9.00-12.30 Tool shop & Workshop Garment fit and garment construction, seams/finishings 12:30-13:30 Lunch 13.30 -16.00 Circular thinking / Fashion Future / guidance and group work
<b>Week 1 Friday</b>	9.00-12.30 Tool shop & Workshop Jacket, pockets, prints and craft 12:30-13:30 Lunch 13.30 -16.00 Manifesto group, Individual collection
<b>Week 2 Monday</b>	9.00-12.30 Tool shop & Workshop Avatar creation, pose and identity in CLO 12:30-13:30 Lunch 13.30 -16.00 Bodyscanning, lectures, group work / individual coaching/ hand-in Manifesto
<b>Week 2 Tuesday</b>	9.00-12.30 Tool shop & Workshop Fabric drape and 3d visualisation / individual appointments 12:30-13:30 Lunch 13.30 -16.00 Self-study, research, lectures, group work and individual coaching
<b>Week 2 Wednesday</b>	9.00-12.30 Tool shop & Workshop, Garment variations/ colorways / individual appointments 12:30-13:30 Lunch 13.30 -16.00 Self-study, research, lectures, group work and individual coaching
<b>Week 2 Thursday</b>	9.00-12.30 Tool shop & Workshop, Optimize details /texture mapping /individual appointments 12:30-13:30 Lunch 13.30 -16.00 Final touches- optimise for render- photoshoot and lightning
<b>Week 2 Friday</b>	9.00-12.30 Digital expo and final assessment and feedback 12:30-13:30 Lunch 16:00-17.00 Certificate ceremony 17:00 Digital farewell drinks

## HOW TO APPLY FOR THIS COURSE:



source: animated suit, AMFI\_collection INDIVIDUALS i29

<https://studiekiezen.hva.nl/form/AUASSummerSchool2022Interestform>

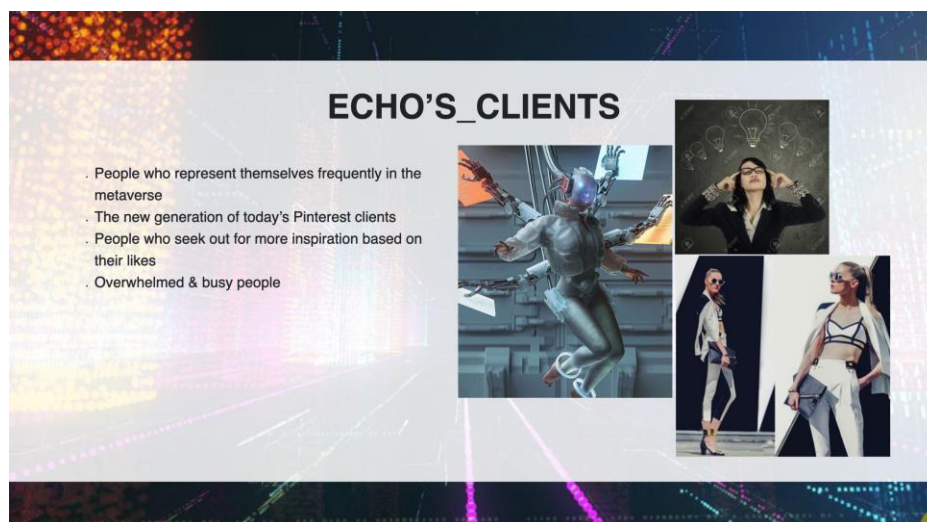
After you applied you receive halfway June a short questionnaire about your skillset, goals and expectations. From the AUAS Summer school organisation you will receive information about how to login on some AMFI facilities.

Watch your mailbox.

See you online, in Amsterdam, Juli 4 -15 2022, in the Summer course !

Ineke Siersema

Coördinator AUAS-AMFI Summer course VIRTUAL FASHION DESIGN: THE NEW REAL \_ 2019/ 2021/2022



source: Future company design, group assignment, Summer course, 2021

