

# IGN

Leeds Beckett University —  
School of Art, Architecture & Design

# DESIGN

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The act of making is contingent on the act of doing. Here, thinking, making, processing, experimenting, reading, procrastinating, problem-solving, proofing, writing and remaking are all constituents in the act of doing.

## DO IS THE CULMINATION OF THREE YEARS OF 'DOING'

First and foremost, designers need to have practical skills. These skills can incorporate a wide range of two and three-dimensional activities, and traditional and digital practices. Design, just like Art, is a 'Doing' subject that usually requires artifacts to be made.

However, the crafting of these artifacts is only part of the conundrum of Design. Doing without thinking is not necessarily a bad thing when one is discussing making. Sol LeWitt's letter to Eva Hesse is testament to that. But, Design is not just about making an artifact well. It is more than a response to an entirely personal subject matter (although it can be this as well). Design can encompass considerations ranging from technical and market-led, through to sociological, conceptual and environmental.

As such, Designers are required to be creative, critical thinkers, innovators, researchers, entrepreneurial, technically skilled, and imaginative, as well as communicators of complex information.

The work produced this year by students from the Design and Fashion department in the School of Art, Architecture and Design at Leeds Beckett, typifies all this and more.

The department is comprised of four courses:

- BA (Hons) Interior Architecture & Design
- BA (Hons) Design Product
- BA (Hons) Fashion
- BA (Hons) Fashion Marketing

### Thank You

Designed and produced by BA (Hons) Graphic Arts & Design students: John Skead, Kim Lundgren, Oscar Spirou, in collaboration with Field

Special thanks to Katie Lenton, Caroline Hemmingsway, Julie MacDermott and Robin Brinkworth

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## BA (Hons) Fashion

BA (Hons) Fashion was established at Leeds Beckett University in 2014 and has an emphasis on creative studio practice and conceptual design. It was founded on the notion that fashion is a reflection of society, identity and culture, and is also a powerful protagonist for change. Our students have been encouraged to challenge preconceptions and push the boundaries of fabrication, pattern cutting and construction processes to create work that is innovative and relevant to today's consumer.

This year we have our first graduates from BA (Hons) Fashion at Leeds Beckett University. Their work is a celebration of the creativity and individuality of our students. The collections of work they have produced reflect the conceptual design ethos of the course and take inspiration from historic sources to imagined planets, from sexual harassment in the workplace to Cuban streetwear. The garments have been pattern cut and constructed to an industry standard and all internal and external details have been carefully considered.

The portfolios demonstrate high levels of digital design skills using multiple platforms and our students' ability to design across a range of market levels. This hard work and dedication culminates in two fashion shows. The first is held in conjunction with Victoria Gate and John Lewis in Leeds City center, and the second is a static show in The Old Truman Brewery in London during Graduate Fashion Week, 4-7th June.

BA (Hons) Fashion students worked on a live-project set by the ready-to-wear fashion label Longshaw Ward this year. This was the perfect opportunity to work on a brief that reflected how the fashion industry works at first hand, similar to the previous year when the designer Louise Gray set a brief. Students also had the opportunity to present their work to the fashion designer Matty Bovan.

## BA (Hons) Fashion Marketing

This year we are also very pleased to welcome the first BA (Hons) Fashion Marketing students to the School. They have completed modules in Visual Communication for Fashion, Marketing, Branding and Fashion Forecasting. They have also had visiting speakers from John Lewis, and Marie-Louise PR to supplement their course. Several of the students have already gained work placements, and they are all looking forward to commencing their chosen specialist options in Marketing, Visual Communication for Fashion and Fashion Writing next year.



## BA (Hons) Interior Architecture & Design

Students from the BA (Hons) Interior Architecture & Design course have built upon the considerable success of last year's graduates, and produced some exceptional work.

Students are required to select an existing site and produce personal and highly innovative design solutions to transform the space into fascinating spaces. An emphasis is placed upon conducting substantial research, extensive design practice and exploration, in order to develop a conceptual approach to re-imagining their chosen building. This year we have diverse projects ranging from an Eel farm and food experience in a former warehouse in Porthcawl, South Wales, to a Hydro Cremation Centre in a WW1 Battery in the Orkneys.

They 'Do' by trying, testing, thinking, listening, liking, hating, questioning, re-questioning, contradicting, sculpting, re-sculpting, resisting, removing, feeling, changing, making, forming, re-forming, reading, re-reading, resisting, re-imagining, adapting, evoking, scripting, drawing, modelling, story-telling, pausing, reflecting, laughing, crying, stomping, not- stopping and doing until it's done.

As in previous years, selected students will be showcasing their work at Freerange exhibition in The Old Truman Brewery in London, 13-15th July.

## BA (Hons) Design Product

BA (Hons) Design Product students have worked with numerous external industrial partners this year.

In Semester 2 students worked with The Retail Institute on a Fast Moving Consumer Packaged Goods (FMCG) project sponsored by BASF, Amcor, Celloglass and RPC. The outcomes of the project were showcased at the Retail Institute conference entitled Designing Packaging for Consumers. The conference was attended by delegates from over 25 design companies, and was an invaluable opportunity for students to speak directly to potential employers. Students won prizes ranging from an iPad to placements with the sponsor companies.

BA (Hons) Design Product held the second annual Design Product Futures conference. The day provided the opportunity to watch presentations from five product designers working in different and varied aspects of the industry and to hear about their individual career journeys. The emphasis was placed upon the future, specifically the advice on future careers for the students. Speakers included BA (Hons) Design Product alumnus Liam Augur, now working for William Hill, Hugh Miller from Hugh Miller Furniture, Jo Buckerfield from Your Space Living, James Palmer from Equals Design, and Chris Sherwin from Reboot Innovation.

This year we have forged links with local companies and invited them to talk to our students about their design practice as part of our Industry Insights Series. The aim was to expand students' perception of career opportunities and to build the course's network of industry professionals. This has also created opportunities for our students as many of the visiting companies have gone on to offer work placements, including Equinox Design, George Home and Antelope Design.

BA (Hons) Design Product Student also had success at various competitions.

Jayne Cunningham was a finalist in the Pro2Pac – Making Recycling Easier Competition for her inflatable package design. Sanjay Patel, Global Innovation Manager at Coca-Cola, offers mentoring as part of the prize giving.

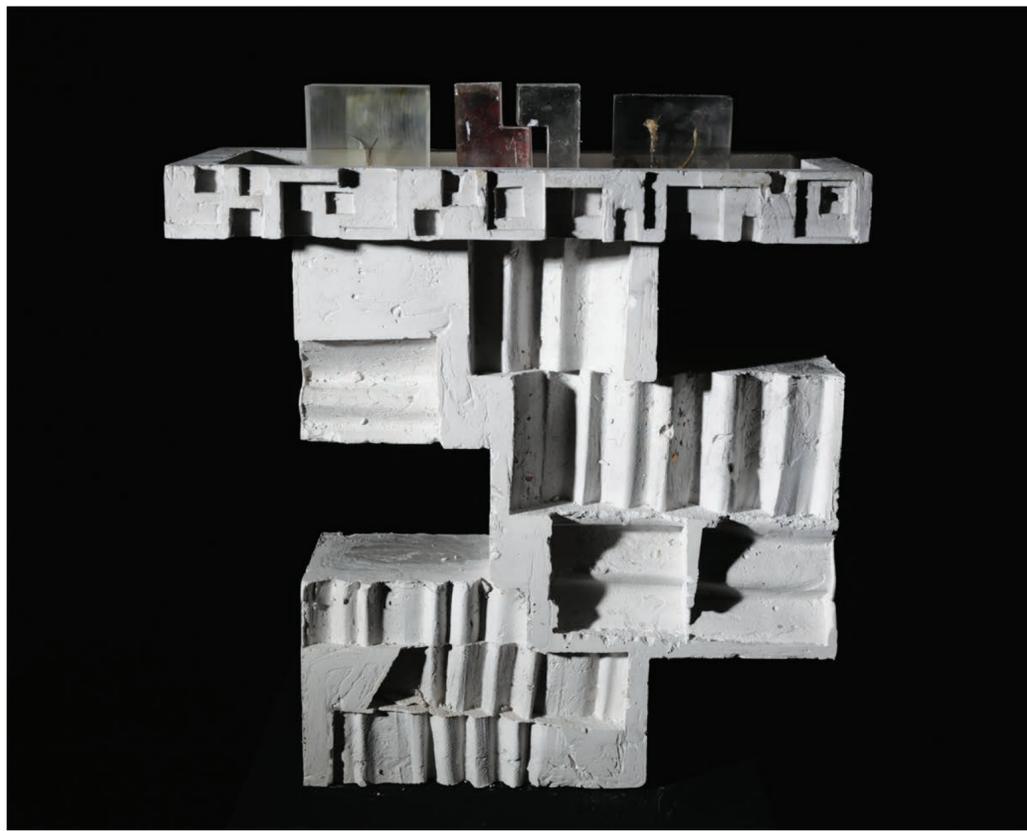
Emily Brook and Joseph Rigby have been shortlisted for the prestigious Royal Society of Arts Student Design Awards. The RSA Student Design Awards is a global annual competition for higher education students and recent graduates run by the RSA, a renowned charity committed to finding innovative, practical solutions to social problems.

Their goal is to empower a generation of savvy, employable designers who understand the potential of design to benefit society. Winners are rewarded with cash prizes, paid industry placements, complementary RSA Fellowship and a range of other benefits to kick-start their careers. Emily Brook took on the challenging 'Happy Birth Day' brief and developed a 'Reusable Maternity Kit' for use in developing economies and Joseph Rigby was also shortlisted for his 'Fench seating' submission to the 'Re-Work' brief which demonstrated a novel approach to the reuse of redundant office furniture.

BA (Hons) Design Product students will be exhibiting at Part 2 of New Designers at the Business Design Center in London, 5-8th July.

# LD

- 0/ Samantha Worrillow, BA (Hons) Fashion
- 1/ Esme Kilshaw, BA (Hons) Interior Architecture & Design
- 2/ Bethany Rowbotham, BA (Hons) Fashion
- 3/ Kirsty Foster, BA (Hons) Interior Architecture & Design
- 4/ Tobias Bridger, BA (Hons) Design Product
- 5/ Natalie Clark, BA (Hons) Fashion Marketing
- 6/ Jazzmine Barrett, BA (Hons) Interior Architecture & Design
- 7/ Joseph Rigby, BA (Hons) Design Product
- 8/ Ross Kennedy, BA (Hons) Design Product
- 9/ Joshua Edwards, BA (Hons) Design Product
- 10/ Rocio Mena Moscoso, BA (Hons) Fashion



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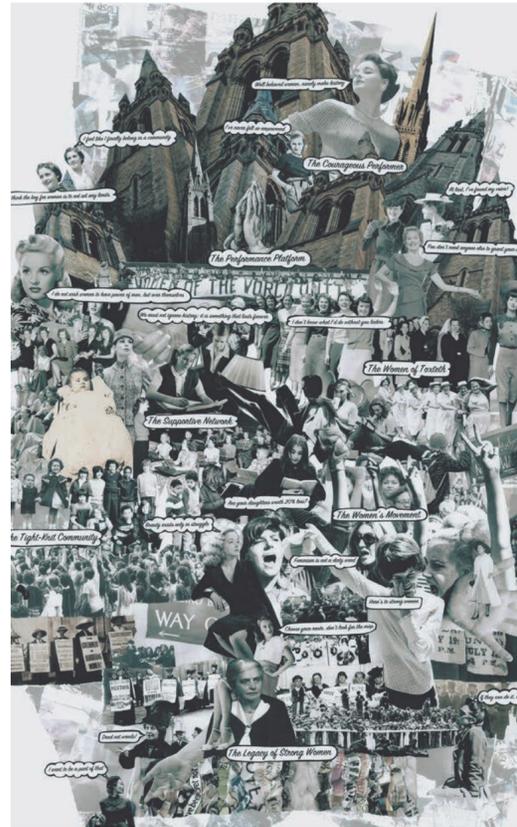
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