



Australian Government

MSTFD5007 Analyse influences on contemporary fashion designs

Release: 1

MSTFD5007 Analyse influences on contemporary fashion designs

Modification History

Release 1. Supersedes and is equivalent to LMTFD5007B Analyse influences on contemporary fashion designs

Application

This unit of competency covers the skills and knowledge required to research and analyse significant influences that determine current individual preferences and future fashion trends.

The unit of competency applies to the analysis of the fashion theories on adoption and dissemination of new trends, as well as investigating fashion cycles. The skills covered in this unit will be applied in the development of designs to meet specific design briefs and current market demands.

Work may be conducted in small to large scale enterprises and may involve individual and team activities.

No licensing, legislative or certification requirements apply to this unit at the time of publication.

Pre-requisite Unit

MSTFD4014 Identify influences on contemporary fashion designs and construction techniques

Competency Field

Fashion design and technology

Unit Sector

Not applicable

Elements and Performance Criteria

Elements describe the essential outcomes.

Performance criteria describe the performance needed to demonstrate achievement of the element.

- | | |
|--|--|
| 1 Identify significant influences on contemporary | 1.1 Investigate significant influences on contemporary fashion |
| | 1.2 Identify what role these influences play on contemporary |

fashion		fashion preferences	
2	Use fashion reference sources	2.1	Identify current theories of fashion adoption and dissemination
		2.2	Identify changes in fashion cycles within contemporary fashion scene and predict future cycles
		2.3	Research a current fashion trend and identify its theory of fashion adoption
		2.4	Identify the role of media available in 21 st Century and what role media play in the process of adoption and dissemination
		2.5	Research a current fashion trend and analyse the role of a specified media type on its adoption and dissemination
3	Investigate fashion forecasting	3.1	Identify the purposes of fashion forecasting
		3.2	Identify and compare different methods of predicting future fashion directions
		3.3	Identify a possible future trend and provide illustrations with evidence to support why it could be adopted
		3.4	Use communication tools and presentation skills appropriate to the fashion industry

Foundation Skills

This section describes those required skills (language, literacy and numeracy) that are essential to performance.

Foundation skills essential to performance are explicit in the performance criteria of this unit of competency.

Range of Conditions

This field allows for different work environments and conditions that may affect performance. Essential operating conditions that may be present (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) are included.

Workplace procedures include • requirements prescribed by legislation, awards,

- one or more of the following:**
- agreements and conditions of employment
 - SOPs
 - work instructions
 - oral, written and visual communication
 - quality practices, including responsibility for maintenance of own work quality and contribution to quality improvement of team or section output
 - housekeeping
 - tasks related to environmental protection, waste disposal, pollution control and recycling
 - WHS practices
- Australian Standards include:**
- the relevant industry or Australian Standards that are current at the time this unit is being undertaken
- Significant influences include one or more of the following:**
- social
 - economic
 - gender and sexuality
 - demographics
 - age
 - politics
 - aspirations
 - environment
 - work
- Purpose of fashion forecasting includes one or more of the following:**
- to assist designers in planning for next season
 - economic (for buyers to know what will sell)
 - to enable textile mills to plan production
- Methods of predicting future trends include one or more of the following:**
- market research
 - consumer feedback
 - analysis of sales
 - records of consumer buying patterns
 - image library
 - analysis of socioeconomic trends
 - web forums/blogs

Unit Mapping Information

Release 1. Supersedes and is equivalent to LMTFD5007B Analyse influences on contemporary fashion designs

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=a203ec5c-de7d-406b-b3e1-8f1a9b76e92e>

Assessment Requirements for MSTFD5007 Analyse influences on contemporary fashion designs

Modification History

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Performance Evidence

Evidence required to demonstrate competence in this unit must be relevant to and satisfy the requirements of the elements and performance criteria, and include:

- researching and accessing relevant information from a range of sources
- applying relevant standards
- identifying significant influences on fashion and the role these influences play on contemporary fashion preferences
- identifying changes in fashion cycles within contemporary fashion scene and predicting future cycles
- investigating a current fashion trend and presenting information on its theory of fashion adoption
- presenting information on a current fashion trend, and the role and influence of a media type on its adoption and dissemination
- identifying a possible future trend and presenting evidence with illustrations to support why it could be adopted, using industry relevant communication and presentation skills
- comparing at least four (4) different methods of predicting future fashion directions and their effectiveness.

Knowledge Evidence

Evidence must be provided that demonstrates knowledge of:

- theories of fashion adoption and dissemination:
 - trickle-down effect
 - trickle-up effect (street fashion)
- role of media in the adoption and dissemination of fashion:
 - print (e.g. magazines, and regional and metropolitan newspapers)
 - audio (e.g. radio)
 - visual (e.g. video, television and DVD)
 - electronic (e.g. email, websites, blogs and social media)
- style features
- Australian Standards for garment production
- reference sources:
 - photographs

- magazines
- fashion books
- websites
- fashion influences
- fashion cycles:
 - fads
 - trends
 - classics
- fashion cycles in 20th and 21st Centuries
- fashion forecasting
- communication tools:
 - inspiration board
 - storyboard
 - personal presentation
 - multimedia tools
 - print and audio tools
 - demonstration or exhibition
- presentation skills:
 - effective verbal and non-verbal communication
 - active listening
 - use of appropriate communication tools
 - positive language
 - clear statement of main points
 - interpersonal communication skills
- work procedures.

Assessment Conditions

- Assessors must:
 - satisfy the assessor competency requirements that are in place at the time of the assessment, as set by the VET regulator
 - have vocational competency in analysing influences on contemporary fashion design, at least to the level being assessed, with relevant industry knowledge and experience.
- Assessment should occur in operational workplace situations. Where this is not possible, or where personal safety or environmental damage are limiting factors, assessment must occur in a sufficiently rigorous simulated environment reflecting realistic operational workplace conditions. This must cover all aspects of workplace performance, including environment, task skills, task management skills, contingency management skills and job role environment skills.
- Assessment processes and techniques must be appropriate to the language, literacy and numeracy requirements of the work being performed and the needs of the candidate.

- Conditions for assessment must include access to all tools, equipment, materials and documentation required, including relevant workplace procedures, product and manufacturing specifications associated with this unit.

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