

Curriculum **Ecological entrepreneurship and design**



Design, Fashion Design, Jewelry, Photography and Animation programmes

Methodology

I. Programme of Design

Programme of Design consists of three main subjects: graphic design, object design and eco-design, creation of brand style.

While learning **graphic design** pupils are introduced to elements of artistic expression on a flat surface: colour (a mix of main and supplementary chromatic and achromatic colours, warm – cold, light – dark colours), line, spot, tone, texture and means of artistic expression: rhythm, statics – dynamics, symmetry – asymmetry, contrast, nuance. The significance of the font in the composition is presented. Method of demonstration combined with practical individual and group work is employed while acquiring skills in painting and drawing. Creative methods, such as project development, are introduced to acquire competences in forming and developing ideas, choosing motives suitable for expression of the idea. Various techniques of using lines, spots, colours and textures are introduced. Digital technologies are used to foster the creation of graphic design.

The main focus of **object design and eco-design** subject is related to objects in three-dimensional space. Pupils are introduced to the elements of spatial artistic expression: line in a three-dimensional space (wire), a flat in a three-dimensional space (paper, cartoon), form in a three-dimensional space (plasticine, clay, etc.). Main emphasis on practical work is devoted to construction, spatial form and function. Initial skills of working with various materials and techniques are acquired during the lessons. Sustainable, durable products and their creators are introduced. During theoretical presentations and practical exercises experience of working with second-hand sustainable materials is gained.

Creation of the brand style is based on the conceptual knowledge regarding the subject. The notion of wholesome style in graphic and object design is introduced. Capacity to develop artistic ideas related to a specific context is gained. Demonstrations, individual and group work, practical workshops are employed as methods of learning.

II. Programme of Fashion Design

Programme of Fashion Design consists of five subjects: illustration of fashion design, history of costume, fashion design and eco-design, accessory design, design of experimental materials.

In subject **Illustration of fashion design** method of presentation is employed for introduction to broader variety of drawing techniques, issues of modelling figure and creating composition. Artworks by artists of different periods and characteristics are presented so that pupils could acquire professional understanding about individual and unique manner of drawing, find out suitable drawing techniques, know the principles of composition. Pupils are taught drawing by using various techniques.

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History of costume employs methods of theoretical introduction and research for learning about the close relation between historical political events, characteristic of the epoch, economic and technical achievements, language of fine arts, architecture, religion, ethics and how these factors influence development of historical costume. By analyzing and making references to historical sources, examples of historical costume are gathered and systematized, drawing analogies with contemporary fashion design. Models of historical costume are prepared so that they could reflect main characteristics of analyzed periods. Thus, a comparative method is employed.

Subject **Fashion design** is closely related to **eco-design**. Relations of main human figure proportions are analyzed, four main silhouettes of female costume, principles of draping and layout are introduced. Following this theoretical overview and practical exercises, latest tendencies of fashion design are researched. Principles of fashion design collection are analyzed. Eco-friendly sustainable products and their creators are introduced. While acquiring skills in drawing, layout, sewing, also applying newly acquired knowledge about sustainable materials, individual and group practical exercises are practised.

Accessory design subject introduces to historical overview of accessories and their logic of change through history. Contemporary accessory designers are presented. Pupils are introduced to stages of accessory design, range of accessories, variety and specificity of materials, their aesthetic and technical qualities, the aspect of sustainability. Exceptional focus is devoted to creation of accessories, practical realization of creative ideas. Pupils are taught drawing, flexing, glueing, constructing by employing different means, sewing. Individual and group work is employed. Skills of working with various second-hand and sustainable materials are developed.

Design of experimental materials introduces to features of fabric, specificity of textile paint, various techniques of textile. Pupils also gain skills working with technologies by engaging to improvise, combine several techniques, use them in creating clothes, accessories or other chosen objects. In practice, pupils learn shaping the wool, production of paper mass, batik, whitening of fabric, mottling by imprints, application, use of non-textile material, etc.

III. Programme of Jewelry Design

While learning in **Programme of Jewelry Design**, pupils engage into analytical and practical work: learners are acquainted with different types of fashion accessories and jewellery design materials, their properties and classification; learners identify the task by researching the target audience, finding out the customer's intentions and needs; learners develop and analyse conceptual ideas for a fashion accessory and or jewellery, working individually and in a team; learners learn the application of various material processing technologies in the production of fashion accessories and jewellery, observing the requirements of work safety.

Teaching methods used for the implementation of the vocational education program are these: research methods (research practical, problem solving, etc.), discussion, use of information technologies, direct view, indirect view, work with literature, demonstrations, situation analysis, study tours, project methods, practical work, “brainstorming,” direct cognition methods, lectures, group work, discussions, work folder (“portfolio”), etc.

IV. Programme of Photography

Programme of Photography consists of these main subjects: analogue photography, digital photography, still life, landscape photography, photography of human.

Subject **analogue photography** introduces to the laws of optics, functional principles of analogue photo camera. The significance of light in photography is presented as well as the employment of chemical processes in analogue photography. Practice is gained and skills are acquired while taking photographs without camera, getting familiar with *camera obscura*, illumination of objects on photo paper, etc. Individual and group work is combined.

Subject **digital photography** introduces to the functional principles of digital photo camera. Possibilities of digital processing of photographs are presented. During practical exercises pupils are taking photographs with digital camera, learn processing of the image with computer.

During the subject of **still life** photography, pupils discuss natural and artificial characteristics of light. Specificity of object photography is researched. The meanings of still life throughout art history are presented in a form of historical overview. Pupils engage into experiments with light, taking photographs, digital image processing, discussing object characteristics and the meanings of their material substance.

Landscape photography also focuses into artificial and natural light features, which are foremost discussed as well as possibilities of photography in the nature, nature elements, the significance of horizon, industrial landscape, people and animals in their surroundings. In practice, pupils are taking photographs in the nature, city environment, observing nature phenomena, changes of light in different time of the day.

Photography of human subject introduces to role of the light, figure in movement, portrait, group photography. Practical skills and experience are gained by taking photographs of human figure, portrait. Human type studies are made and role of the detail while depicting human is pointed out.

V. Programme of Animation

While learning in **Programme of Animation** pupils are introduced to the main elements of animation film: scenario, characters, form of expression, sound. Ways of creating the plot, its parts – introduction, storytelling, finale – are also introduced. Methods of discussion and selection are presented. Features of character's appearance, its movements are discussed as well as sound, that accompanies the image.

Methods of scenario creation are introduced as well as various means of image creation: drawing, collage, puppets. Features of character are discussed and expressed by image, details, manner of movement. Story is created during the conversation by raising questions about the goal of the plot, why character gets into one or another situation. Direction of story development is discussed.

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Film duration, tempo is being decided, separate frames are drawn. Drawings are scanned, film is assembled, soundtrack is created. Specificity of the perspective (horizon, prospect, fragment) and angles is analyzed. The use of technical possibilities, computer programmes is introduced in the context of montage and soundtrack making.