Keeping up with the metaverse?

Innovations in fashion teaching to keep up with new digital technologies

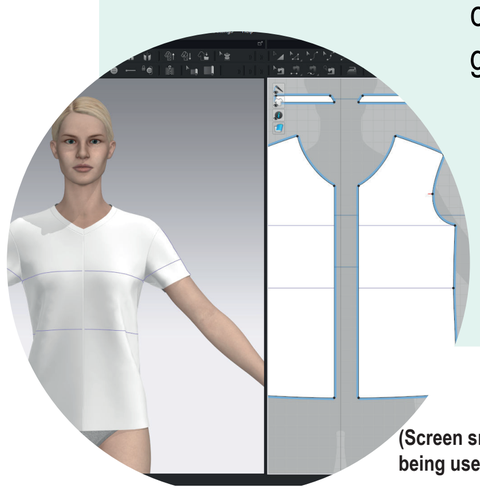
What is the metaverse?

The metaverse essentially refers to everything in the digital world but progress is suggesting it will evolve into a 3d version of the internet where human avatars are common place. Within the fashion industry the metaverse is ever expanding and playing a key role in the growth and evolution of all aspects of the industry from design through to garment sampling procedures.

Clo3d - 3d Digital fashion programme

Clo3d is an example of a digital programme that enables garments to be designed in a 3d format creating a realistic and accurately proportioned garment.

Want to see 3d digital fashion in action ?
(Links to Puma X Fabricant digital garment design used in an advertising campaign.)



(Screen snap of Clo3d programme being used 2022)

Why research this?

In recent years new digital design programmes have led the way for advances in the way garments are being designed in industry. Instead of designs being communicated as flat drawings, advances in technology make it possible to digitally render a realistic 3d design. "Digital technologies are becoming an integral part of today's fashion industry and starting to disrupt many traditional approaches and leading to a paradigm shift." (Sun & Zhao 2018)
Having recently come from an industry background i have experienced these shifts happening within industry and acknowledged the importance new digital design programmes play in this evolution. As educators we are preparing students to enter this industry. The research would allow teaching to evolve alongside industry ensuring students learning experiences are moving with the changes.

Aim

This study aims to look at how to document these changes in industry and adapt the curriculum in response to the collected data. This adaptation would ensure we have teaching methods that are current, relevant and responsive.

Method

This will be a mixed method project.
Method 1 - Focus groups
Approach - Qualatative
Aim - To gain insight into current industry practice, the role of technology in their 3- 10 year plans and the skills they are looking for in graduate employees.
Participants - 10 people from a cross section of the fashion industry with varying technology, market levels and company sizes.
Contacts - course industry contacts, student alumni, new contacts via linked in.
Ethics considerations - company privacy policies.

Method 2 - Questionaire sent via email
Approach - Quantative
Aim - To see what programs other universities teach and what research is being done into this area of teaching.
Participants - Top 20 fashion/ textiles courses in the UK as reported in the Gaurdian league tables.
Contacts - Gained through public University information.
Ethics considerations - Willingness to provide information to competitors.

(Digital design work of Magdalena Modzelewska 2022 on artstation.com)

Data analysis

Focus groups - results to be transcribed and sumarised, key points extracted and reviewed in line with what is currently being taught.
Questionnaire - results to be reviewed in chart format to gauge what we offer against other Universities.

Results

These methods of research would give a current and accurate view of the fashion metaverse. The research can be used to support changes / adaptations to the curriculum.
I would be able to use the results in my own practice to update pedagogy in line with the most current technologies. I would reviw the most relevant elements for the students to learn and the most effective ways of teaching them.

From the research i would expect to find
- Plans within industry for significant digital progression
- The level of digital skills required from graduates by industry.
- New technology being integrated rapildy into fashion courses across the country with very little research into teaching the subject.

Impact

Students - taught the most releavnt and upto date content applicable to current and future industry practice.
Colleagues - knowledge could be shared across the teaching staff to ensure all staff are knowledgable about the subject.
Future planning - teaching pedagogy in this subject can be adapted to evolve with the fast moving changes in technology.
Employability - students having the specific skills industry are looking for can improve employability.
Contacts - industry contacts kept as a yearly sense check.

Next steps

Ethics - forms to be completed and reviewed.
Contacts - list of potential contacts created.
Funding - Funding applications submitted.

On completion

Presentation - Present the findings and proposed teaching innovations at a confereence similar to the Manchester fashion institute - 3RD DIGITAL FASHION INNOVATION E-SYMPOSIUM

Contact

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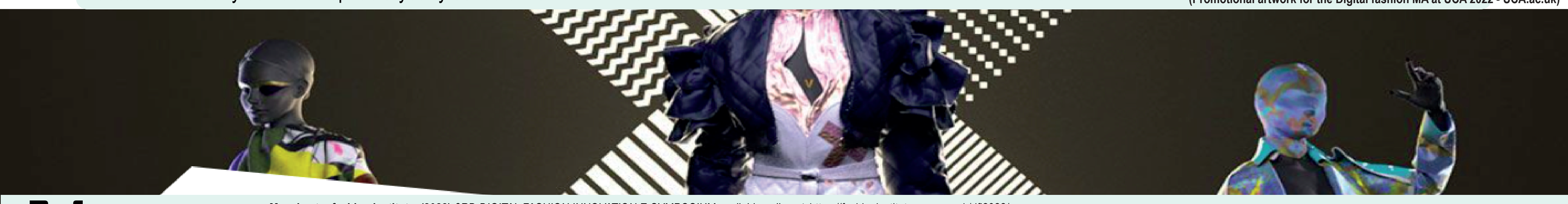

(Promotional artwork for the Digital fashion MA at UCA 2022 - UCA.ac.uk)

References

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