

The theme is about the unconscious consumption of clothing. As to the investigation, I focused on people's recognitions or perceptions of clothing and how Fast Fashion is engaging them. As I mentioned in the project proposal, I found there is the context, the willingness to configure own identity or status within fashion communities, to lead people into mass consumption of unnecessary clothing. Defining the relationship between the ideology of clothing and mass consumption, I have decided to challenge, with a visualization, "too much purchases of clothes" to show yourself.

To begin the project, we wrote an own proposal by ourselves. Although I went through writing it in A-Level education, the proposal in this project was much more difficult than it, because I had to be careful about details (For example the bibliography has a specific format). In order to work as a professional artist or designer in the future, this experience was really helpful and became a reminder of how I should work apart from practical works. I felt this kind of things is also to do with "politeness" in the Art and Design industry, because the contents in the proposal are all necessary information about my works and even others. Therefore, I understood that I must not neglect to write a proper proposal every time I begin a project.

When it comes to development and experiment through the project, I have started with developing the concept. In this process, I have learnt to prioritize the elements, when I made myself confused. Because many different aspects are relating together in my theme, prioritizing the main part of the concept helped me to simplify the project to make itself understood for audiences. The triangle of priority of the theme on the sketchbook was a useful way that I actually put into practice. Moreover, nevertheless my research was "too general" which was not specific enough to move to designing, it became more focused and narrowed into the pathway of the visualization after prioritizing. For example, the use of PRIMARK T-shirts was determined by the BBC article about the brand, so prioritizing the targets of the research worked to find ideas to move to designing and experimenting. The idea became also important when I made a daily Action Plan, after the middle period of the project.

The main focus in terms of idea and design development was onto mass consumption of clothing and visualizing my statement in a ironical way. However, the initial development was not successful, as it was not showing my intent at all. I think that moment was the biggest transition through the project; I made the biggest decision to change my pathway from a fashion collection to an exhibition or an Installation with extreme garments, which ended up even crossing my discipline. But I was confident to do that when I received the critical comment from Chris that my potential final outcome was not strong. Although material experiment was less than I thought, I was able to create many models for designing the shapes. Unit 7 was quite intense, but that felt like the closest to BA practice, when considering these experience. Now I am not innocent about what progressing to BA means, thanks to FAD plus.