SLIDE 1 **Discourse:**
Debating the Future of Fashion as Design

SLIDE 2 **Introducing Fashion Research at RCA**

- Fashion Research at RCA is carving new landscape/territory through new ideas of fashion thinking (beyond humanities to industry facing research)
- RCA disrupts tradition fashional masters by introducing platforms which use a research approach within the ma fashion practice
- this offers opportunities for research around problem spaces-eg knowledge and technology skills and new models for pedagogy
- RCA Fashion Research-encourage students to engage intellectually with their discipline and to question and hold to account new industrial models
- Reported issues for example lack of knowledge related to new technologies (BoF 2016) trigger our view, approach and this paper

SLIDE 3
Current and long standing issues:
- We recognise **engrained cultures** including historical precedence for use of 'art language' and distancing from process and production (read quote from 'CULTURAL THEORIST' -McRobbie, 1998,and 'RESEARCHER' Matilda Tham,2008)
- These longstanding aspects implies/supports need for a move from **humanities to industry facing** approaches
- Our contextual understanding of **navigating Discourses comes from literacy studies.** JAMES PAUL GEE Gee,2015 -Importance of **acquisition and learning for mastering Discourse**
- In the context of fashion education we see value of both acquisition (industy exposure esp production processes) and learning (studio teaching from academics, practitioners and researchers) for enabling students **to develop confidence, skills, including language to master the discourse of fashion for industry 4.0**
- Our aim is identifying approaches and positioning to challenge the potential to influence industry using new models

SLIDE 4 **Platforms**
- **Fashion Research at RCA sits alongside the Masters** programme which provides ripe ground for research- to observe the impact of new models for pedagogy on student development, in particular **moving towards industry facing design agendas.**
- The **findings from this research then contribute to the design of aspects of the fashion programme.** The **platforms are dynamic and evolving**, the two feed from each other.
- One new model introduced to the ***First year*** Fashion MA is a series of platforms to **encourage engagement with new perspectives**. (explain options)
- Bio Design which investigates synthetic biology Textile production.

- Digital, which includes AR, VR and physical computing
- Sport – introducing technical textiles and technical fabrication technologies
- Future Systems which **explores all the systems** that the fashion industry works within **from machinery and tooling to sustainability, infrastructure and commerce**
- These are **not separate** but taught in parallel with an understanding that there are shared rationales, areas of interest and synergies, collaboration is encouraged and supported.
- The platforms are led by industry professionals, academics and researchers
- **Aim** is to equip students with r**esearch skills to explore and critically examine Industry 4.0**
- These platforms are dynamic, evolving (eg Sports and Future Systems have now merged to have 3 platforms)
- Outcomes of the platforms have influence on fashion research, we are researching this- to assess ways that **research findings can inform the development of programs for studio practice**- redefining Fashion Thinking

SLIDE 5 **New Models for Fashion Thinking(i)**
- We are looking at **new models for pedagogy**, in particular, which encourage **research approaches to the MA** programme.
- Support students to be able to **develop a confidence and skills to be able to look deeper**- in the context of this research-**into their own industry.**
- The aim is for students to develop as **designer-practitioner researchers**
- **Analysing the impact and outcomes of the platforms** has led to the **three strands of Fashion thinking**
- Fashion thinking for Social Change, Fashion Thinking for Applied Speculation, Fashion Thinking through advanced manufacturing'

SLIDE 6 **New Models for Fashion Thinking(ii)**
- The area we are **exploring more deeply in Fashion Research at RCA with Future Fashion Factory** is 'Fashion Thinking through advanced manufacturing'

SLIDE 7
Introducing **Future Fashion Factory and RCA Role**

£5.4 million R&D partnership exploring new digital and advanced textile technologies to boost the design of high-value creative products

- The Future Fashion Factory is a large scale AHRC research project in which RCA is an **academic partner, alongside Leeds and Huddersfield** Universities investigating how **industry systems can be re-addressed and updated for the new landscapes of Industry 4.0**:-
- The role for RCA here as **disruptor and creative influence:**
- Encourage designers to engage with industry to develop **new systems for production**

- **Making definitions**, in particular developing '**Fashion Thinking for Advanced Manufacturing'** by engaging in the design and manufacturing process will lead to new insights where fashion as a discipline makes a commitment to change and developing a new world view.

SLIDE 8 **Discourse: A Tool for Debate**

- Tool for engaging in dialogue, cards with questions about process and wider aspects of fashion system
- **Designed by MA student in response to 'Future Systems' program** (explores all the systems that the fashion industry works within)
- **Themes-**
- Developed in response to a **perceived gap in the fashion education experience**

SLIDE 9 **Discourse: A Tool for Debate timeline**
- Student project- peer groups, presented **instead of 'final collection'**
- Trajectory
- Developed into cards as research tool
- Findings from academic and students
- First presentation of findings here in Jaipur

SLIDE 10 **Discourse: A Tool for Debate (Findings i)**
Discourse as a tool **eases students into engaging**- felt more comfortable

SLIDE 11 **Discourse: A Tool for Debate (Findings ii)**
- **Challenges** students faced while engaging with 'Discourse': **confidence in peer settings, supporting peers in defining the questions (understanding terms)**
- but no actual debate
- Finding: **Lack of knowledge of specific terms, conscious feelings of courteousness with peers and self-reported concern about intellectual capacity**

SLIDE 12 **Conclusions**
- Evidence to support the development of models which disrupt existing and historical patterns and cultures across industry and academia
- Greater emphasis and exposure to industry systems and processes required
- An industry linked research culture can influence Fashion Thinking to provide students with research approaches to generate industry relevant design proposals

SLIDE 12 **Implications and Further Research**
- Possibility for framing **future models for fashion pedagogy** using 'learning' and 'acquisition' for mastery of Discourse
- Need for establishing industry-facing projects, placement and collaboration

- With Future Fashion Factory, investigating role of academia for learning in industry settings- meta-knowledge, criticism and reflections through academic research channels

SLIDE 13§ **Contact and Further information**