1987–2027

Greenwich University

drft School of Fashion · Greenwich Works

BUILD BLOCK BRIEF · FALL 2026–27

Fashion Studio VENTURE LANE

Project menu session 5 · this brief session 5 · project chosen session 6 · build from session 7 · 34 students · 7 teams at the final cut · courses: GFFM325, GFPM435, GFTD431, GFBI323, GFCB444, GFDE326, GFVD436, GFEF691, GFET692, GFPD683, GFPJ672, GFIT312, GFFD314, GFIF311, GCFE673

What your team is building

A small fashion line designed, made, marketed and sold — pattern, textile print, illustration, retail behaviour, virtual design — with a sustainability or labour angle; sales data and findings go to the authority.

Your block's convener. Ekra Mushtaq.

ONE PROJECT, SEVERAL GRADEBOOKS

You submit **one** piece of work, and each course that marks it looks at a different dimension, out of 15. **At most eight courses mark one team file.** A course you take that falls outside those eight sets you a **lens note** instead — an individual piece on the same project from that course's angle, 3,000 words, same rubric, out of 15, with a viva out of 5. No student carries more than two: from a third, that course marks your viva out of 20 instead.

YOUR MARKS FROM THIS PROJECT

30 sessional work — a team mark of 15 from each course that marks your file, plus your own viva of 5, held in class in the Presentations & Viva week, plus your teacher's quizzes and assignments 10
30 the mid-term
40 the final

This replaces most coursework, not classes.

The projects in this block

Your team chooses one of these in session 6, with your convener. **At most two teams take the same project, and only on different sites or areas.** The full question, the work and the required pieces for each project are in the Ideas Book. Each line below says what your team leaves behind by December, and the skill you take away.

PROJECT	WHAT EXISTS BY DECEMBER	SKILL
The Deadstock Line Reports to: Sindh EPA · Pakistan Readymade Garments Manufacturers & Exporters Association (PRGMEA)	A four-to-five-style deadstock line and showpiece sold on pre-order, with a textile-waste report handed to Sindh EPA and PRGMEA.	designing a line and selling it on pre-order
Uniforms That Work in 45°C Reports to: Sindh School Education Dept	A costed heat-appropriate uniform prototype in adult sizes with fabric test results, offered to one school's management and Sindh School Education Department.	bench-testing fabrics for performance
Modest Sportswear Reports to: Sindh Sports Board · Greenwich University Sports Office	**A three-to-four-piece activewear line and showpiece sold on pre-order**, with a participation report handed to Sindh Sports Board and University Sports Office.	pattern-cutting and fitting for a real customer

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PROJECT	WHAT EXISTS BY DECEMBER	SKILL
The Karachi Workwear Line Reports to: Sindh Labour & Human Resources Dept	**Twelve to fifteen high-visibility garments wear-trialled at one firm, then offered at cost, with a safety note handed to Sindh Labour Department.**	running a wear trial and pricing a garment

What each course marks

CODE	COURSE	WHAT THIS COURSE MARKS — 15 MARKS
GFFM325	**Fashion Marketing and Merchandizing** Iqra Mushtaq	**This course marks the commercial side of the garment:** the customer defined and evidenced, the range and price architecture, the cost sheet and margin, the channel chosen, the launch content and lookbook, and what the sales data says. 15 marks, team.
GFPM435	**Basic Pattern Making** Saad Qamar	**This course marks the pattern:** block accuracy against measurements, dart and style-line manipulation, seam allowances and notches, the graded set and cutting layout, the fit corrections recorded, and whether the finished garment matches the pattern issued. 15 marks, team.
GFTD431	**Textile & Print Design 1** Maashal Salman	**This course marks the textile:** motif development and its sources, repeat construction, colourway and separation, the sample printed or dyed to standard, fastness checked, and whether the fabric used in the garment matches the approved strike-off. 15 marks, team.
GFBI323	**Basic Illustration** To be assigned	**This course marks the drawn work behind the offer:** figure and proportion, garment detail and flats, rendering of the chosen fabric, consistency across the set, and whether the illustrations sell the product to the customer they were made for. 15 marks, team.
GFCB444	**Retail Consumer Behvior** Dr. Emad ul Karim	**This course marks the consumer evidence behind the offer:** the research question, the instrument, how participants were recruited and consented, the analysis of what shoppers said and did, and whether the pricing and channel decisions actually follow from it. 15 marks, team.
GFDE326	**Principles of Design & Elements** To be assigned	**This course marks the design reasoning:** the elements and principles chosen and why, colour decisions and their harmony, composition and hierarchy across the set, and whether the finished piece reads as one coherent design to somebody who was not in the room. 15 marks, team.

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CODE	COURSE	WHAT THIS COURSE MARKS — 15 MARKS
GFVD436	**Virtual Design 1** To be assigned	**This course marks the digital garment:** avatar and measurement setup, pattern import and stitching, fabric parameters chosen and justified, texture and print placement, the fit read from the simulation, and the quality of the render and the tech pack. 15 marks, team.
GFEF691	**Costume & Avant-garde Design** Saad Qamar	**This course marks the design proposition:** the silhouette and its reasoning, the historical or avant-garde reference and what has been done with it, the technical drawings, and whether the costume could actually be built from what has been supplied. 15 marks, team.
GFET692	**Dying & Print Technique** Aliya Dittu	**This course marks the surface:** the dyeing or print technique chosen and why, the recipe and the process record, colour-fastness and repeatability, and the finished swatch set against the design intent. 15 marks, team.
GFPD683	**Portfolio Development** Mishel Asif	**This course marks the portfolio as a piece of professional communication:** sequence, edit, image quality, typography and captioning, and whether the work is presented in a form an employer or buyer would take seriously. 15 marks, team.
GFPJ672	**Fashion Research Project** Abel Emmanuel / Iqra Mushtaq	**This course marks the research:** the question, the method chosen and why, the fieldwork actually done, the analysis, and whether the conclusions are the ones the evidence supports. 15 marks, team.
GFIT312	**Introduction to Textile** Mashaal Salman Nosherwani	**This course marks the material knowledge:** fibre and fabric identification, the construction and its properties, suitability for the intended use, and whether the choices made in the project can be defended on the fabric's own terms. 15 marks, team.
GFFD314	**Foundation Drawing** Not Available	**This course marks the drawing:** proportion, line quality, the ability to draw the figure and the garment on it, and whether the drawings communicate the design to someone who has to make it. 15 marks, team.
GFIF311	**Introduction to Fashion** Tasneem Abdulla	**This course marks the fashion literacy behind the project:** the market it sits in, the customer it is for, the references it draws on, and whether the team can place their own work in the field they are entering. 15 marks, team.

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CODE	COURSE	WHAT THIS COURSE MARKS — 15 MARKS
GCFE673	**Field Experience** Aliza Moiz	**This course marks the field record:** the planned visits, the field log kept on each one, what was observed and how it changed the design, and the signed field plan (form F1). 15 marks, team.

What to hand in

- **GFFM325 Fashion Marketing and Merchandizing** — By session 11 a hosted, working storefront — site, Instagram shop or WhatsApp catalogue, built with AI tools — carrying the garment, its price, its lookbook and a way to order, with the one-page merchandising file and AI declaration.
- **GFPM435 Basic Pattern Making** — By session 11 the full pattern set — blocks, working pattern, graded sizes, cutting layout and construction notes — issued as a digital pack alongside the sewn garment, with AI declaration.
- **GFTD431 Textile & Print Design 1** — By session 11 the print pack — artwork in repeat, colourways, separations and written specification — with a printed length of fabric sufficient for the garment and a signed strike-off, filed with AI declaration.
- **GFBI323 Basic Illustration** — By session 11 an illustrated lookbook — croquis set, rendered figures, flats and cover — published as a hosted page built with AI tools, with the original artwork submitted and AI declaration filed.
- **GFCB444 Retail Consumer Behvior** — By session 11 a hosted offer page carrying the tested proposition, its price and an ordering route, built with AI tools, together with the consumer research file — instrument, coded data and findings — and AI declaration.
- **GFDE326 Principles of Design & Elements** — By session 11 the design board set — element studies, colour system, composition development and the resolved piece — published as a hosted portfolio page built with AI tools, filed with AI declaration.
- **GFVD436 Virtual Design 1** — By session 11 the working project file, a rendered turntable or image set and the tech pack, published to a hosted product page built with AI tools and filed with AI declaration.
- **GFEF691 Costume & Avant-garde Design** — By session 11 the team files the concept boards, the flat and technical drawings, the fabric and trim specification, and a costed bill of materials.
- **GFET692 Dying & Print Technique** — By session 11 the team files the swatch book with every trial including the failures, the process record, and the specification a production unit could work from.
- **GFPD683 Portfolio Development** — By session 11 the team files the portfolio in the format it will be shown in, plus a one-page statement and the edit rationale for what was left out.

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- **GFPJ672 Fashion Research Project** — By session 11 the team files the research report with its instrument, the raw material gathered, the analysis, and the recommendation the research leads to.
- **GFIT312 Introduction to Textile** — By session 11 the team files the fabric library with identification and test notes, and the material justification for every fabric used in the project.
- **GFFD314 Foundation Drawing** — By session 11 the team files the drawing set — figures, flats and details — at the standard the project needs, plus the sketchbook that led to it.
- **GFIF311 Introduction to Fashion** — By session 11 the team files the market and customer note, the reference research, and the positioning statement for the project.
- **GCFE673 Field Experience** — By Session 11 the field log and the signed field plans go into the Folio annex.

How big the file is

The written file is **3,000 words for every member**, plus or minus ten per cent — 15,000 words for a team of five, 12,000 for four, 9,000 for three — plus the artefacts: the evidence or data log with its instrument, interview notes and consent log, any program with its tests, the pitch deck, the AI declaration, the draft-to-final revision log, the two-page brief for the body the project reports to, delivered by the team, and the handover page (data, methods, what next year's team should do). In the venture and client lanes the live thing itself is the largest artefact. Each member owns one section of 3,000 words with their name on it, one artefact they built, and one part they can defend alone at viva. A lens note is 3,000 words on the same project. The full format is in "The Folio — required format", in the portal.

Dates

Session 5	12 Oct	Your personal brief, with your claim code, in class. The project menu — twenty minutes of class: your block's projects, each with its title, its problem in one line and who it is for; your team notes the three it likes. And the full projects, the same week: this brief, the Ideas Book and the format sheet, in the portal. Read your three projects in full.
Guest session	Session 4 or 5	A practitioner from outside the university speaks to your school, on whichever of those two sessions the speaker can make. Attendance is compulsory. Each student writes one page on it for their own file; it is not marked.
Session 6	19 Oct	Your team makes its final choice of project with your convener and names itself. Sealed prediction: before any data, your team writes what it expects to find, signs it and seals it with your convener. Your convener opens it at your team's first viva. It carries no marks. Straight after, your team fills in the ethics screening sheet in class (the ethics sheet and any field plan are due Sat 24 Oct). Then design the instrument or find the client, and split the sections.

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Sessions 6–7	19 Oct – 8 Nov	Data collection may begin once your team's ethics screen is cleared. The mid-term (26 Oct – 1 Nov) comes between the two sessions. The build itself starts in session 7.
Session 7	2 Nov	One-page plan uploaded to the portal by Sat 7 Nov: the question, the instrument or the client charter, who owns what. Not marked — it is the gate. This week the convener merges the marking courses' requirements into the file's sections, so the team writes one document and not eight. Clients matched to teams; field plans signed. Build starts: rubric issued, roles confirmed, team charter uploaded by Sat 7 Nov. Build-with-AI workshop for venture and client teams.
Session 8	9 Nov	Iqbal Day, Mon 9 Nov, is a holiday; Monday classes are made up on Tue 10 Nov. Scope agreed with the convener. Client or subject confirmed. Your school arranges its industrial visit for some point between now and session 11.
Session 10	23 Nov	Draft review, inside a normal class: each course teacher sees the teams in their own section for about ten minutes each — show what exists, not what you plan. The convener samples three files per block.
Session 11	30 Nov	The artefact goes live or reaches its first complete state.
Session 12	7 Dec	The last class. Final file uploaded in the Folio submission window, Sat 12 – Wed 16 Dec, with its AI declaration, the two-page brief written for the body your project reports to, and the handover page (data, methods, what next year's team should do). Venture teams evidence the first paying customer. The whole window is on time; nothing is accepted after Wednesday 16 December.
Presentations & Viva	14–19 Dec	No new teaching. Vivas in class: each course holds its own, team by team, in its class in the Presentations & Viva week — about three minutes per student, on your own part as that course sees it. Alumni viva panels sit through the week; the main panel day is Sat 19 Dec.
The Karachi Review	Mon 21 Dec	Your team exhibits at its own table, across the campus, all day. The day opens with a thirty-minute handover of studies to the public bodies who asked for them; press and industry attend. Eleven panels — a teacher and an alumnus each — circulate the exhibition and score you at your table, about eight minutes a team. Not marked separately; the panel sheet goes to every course marking the file.
Weekend	–	Weekend cohorts hold all of the above in their Saturday and Sunday slots; the Karachi Review runs on a weekend afternoon.

Rules for this lane

What counts as done

A live offer that a stranger could buy from, and at least one paying customer who is not a relative or a classmate, evidenced by a receipt or transaction record with the customer's identity removed.

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Money

The University funds each venture team with Rs 25,000; how to draw it is announced by the Office of the Vice Chancellor before Session 7, when the build starts. Everything your customers pay goes into a University account opened for your team and held by Finance; refunds and the Rs 25,000 are paid from the same account. No takings are kept in a personal account or wallet. Every rupee in and out is accounted for, with receipts, in the venture file; unspent funds are returned. You may also raise sponsorship on top. The University is not a party to your venture and carries no liability for it.

Legal ground

No company is registered at this stage. You operate as a sole-proprietor offer; customer payments go into the University account Finance holds for your team, never a personal wallet. The University is not a party to your venture and carries no liability for it. You may not contract in the University's name.

Sign-off

Food, health, cosmetic and childcare offers need written approval, given through the portal, before anything is offered for sale.

Marks

Your mark does not depend on how much you sell. It depends on the evidence behind the gap, the quality of what you built, what the market told you, and the honesty of your post-mortem. A venture that fails and is analysed well can earn full marks.

Two teams to a project, at most

No project is taken by more than two teams, and two teams share one only on different sites or areas. Your convener records your choice in session 6 and may refuse a third team.

Before you leave campus

Whatever your lane: no team collects data before its ethics screen is cleared, and no team leaves campus before the fieldwork gate opens on Saturday 10 October, the duty phone exists and the team has signed out on the sign-out sheet. The duty number is on your field card.

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Using AI

You are expected to use Claude and similar tools — to research, to build, to draft, to model numbers. Three rules. Check everything a tool gives you before you use it, and record the check. Declare what you used in the AI declaration bound into the file, as the HEC *Framework on the Use of Generative AI Tools* (2026) requires. Be able to explain, at the viva, everything your team built. **Work you cannot explain is not credited to you.** Undeclared use, or use to fabricate data, references or results, is academic misconduct. Never put real client, patient or examinee data, or anything identifying a real person, into a tool.

BLOCK CONVENER	PROGRAMME HEAD	DATE ISSUED