1987–2027

Greenwich University

drft School of Fashion

Greenwich Works

BUILD BLOCK RUBRIC · FALL 2026–27

Fashion Studio VENTURE LANE

For course teachers · 7 teams · one sheet per team per course

How to use this sheet

Take one sheet per team. You are marking **only your own course's dimension** of the shared file — the row against your course code below. The five criteria are the same in every course and every block, so a 14 means the same thing across the university. The team mark of 15, with the viva of 5 you hold in the Presentations & Viva week and your own quizzes and assignments 10, makes the sessional 30 of the hundred. Where your course falls outside a team's eight, you mark that student's **lens note** on this same sheet instead.

FOUR STANDING RULES

The window. The file goes in between Sat 12 and Wed 16 December, and the whole window is on time; nothing is accepted after Wednesday 16 December. **Individual adjustment.** You may move one member up to two marks above or below the team mark on the evidence of the viva and the team charter, with a one-line reason in the comment box. **Moderation.** The convener samples three files per block and will ask you to re-mark, with them present, if your marks sit three or more (out of 15) away from the other courses on the same file. **One or two enrolled members.** Where your course marks a Folio for one or two enrolled members of the team, mark their named sections; integration (2) asks whether the section belongs to the Folio, not whether the Folio holds together; no ±2 on a one-member marking.

The 15 marks

CRITERION	MAX	WHAT YOU ARE LOOKING FOR	AWARDED
Substance in this course's dimension	6	Does the part this course marks actually work? Is it right, complete and at the level expected of this year?	
Evidence and method	3	Is the claim supported? Was the method appropriate, followed, and reported honestly?	
Integration with the team's file	2	Does this part fit the rest of the work, or does it sit beside it? Is the file one document or five stapled together?	
Presentation and professionalism	2	Is it legible, cited, complete and handed in on time, in the form asked for?	
Revision and response to feedback	2	Did the draft change after the session-10 review, and can the team say why?	
Total	15		

TEAM NUMBER

COURSE MARKING THIS SHEET

COMMENT TO THE TEAM

COURSE TEACHER

DATE

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Bands

BAND	DESCRIPTION
13–15	**Professional. Could be handed to the client**, the customer or the community as it stands. Reasoning is explicit and the evidence supports every claim.
10–12	Sound. Complete, correct and defensible, with gaps that are visible but not damaging.
8–9	Adequate. The work exists and meets the brief, but is thin in evidence, craft or integration.
5–7	Weak. Incomplete, or complete but not supported. Would need substantial rework to be usable.
0–4	Not submitted, or so far short of the brief that it cannot be assessed.

The dimensions in this block

Each course marks only its own row. The wording below is the same as the one printed in that course's outline, so a student reading their outline and a teacher reading this sheet are looking at the same sentence.

CODE	COURSE	DIMENSION MARKED — 15 MARKS	TEACHER
GFFM325	**Fashion Marketing and Merchandizing**	**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.	Iqra Mushtaq
GFPM435	**Basic Pattern Making**	**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.	Saad Qamar
GFTD431	**Textile & Print Design 1**	**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.	Maashal Salman
GFBI323	**Basic Illustration**	**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.	To be assigned

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CODE	COURSE	DIMENSION MARKED — 15 MARKS	TEACHER
GFCB444	**Retail Consumer Behvior**	**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.	Dr. Emad ul Karim
GFDE326	**Principles of Design & Elements**	**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.	To be assigned
GFVD436	**Virtual Design 1**	**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.	To be assigned
GFEF691	**Costume & Avant-garde Design**	**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.	Saad Qamar
GFET692	**Dying & Print Technique**	**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.	Aliya Dittu
GFPD683	**Portfolio Development**	**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.	Mishel Asif
GFPJ672	**Fashion Research Project**	**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.	Abel Emmanuel / Iqra Mushtaq

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CODE	COURSE	DIMENSION MARKED — 15 MARKS	TEACHER
GFIT312	**Introduction to Textile**	**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.	Mashaal Salman Nosherwani
GFFD314	**Foundation Drawing**	**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.	Not Available
GFIF311	**Introduction to Fashion**	**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.	Tasneem Abdulla
GCFE673	**Field Experience**	**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.	Aliza Moiz