

GRAP 2799 Fashion Range Development

Assignment 3B: Individual Course Reflection

A. Your Journey

In completing Fashion Range Development course, I have improved and develop skills on many areas. As the course revolves around group projects on all the assignments, it helps motivated me to be more precise in time management as it involves other people. I have always tried to manage balancing between working on the assignments, other courses, social life, and work commitment. The guest speakers on each week have been eye opening to all the different roles in the fashion industry and how important each and every one of them. It was exciting to hear all the stories that they experienced working in the industry and all the steps that they undertake for them to be in that position.

Considering all the assignments were group project, communication and shared responsibilities are the key aspects in having a smooth and well-managed process. One thing I appreciate the most is being able to do the groupwork in person. Reflecting back to how hard it was to communicate remotely during the pandemic, it was undeniably easier to reach an agreement and be on the same page in the projects. I am heavily grateful to be working in the assignments with wonderful individuals, that together we can compromise in reaching shared goal. We have been opened to each other ideas and opinions that can help the project to improve. The group has been cooperative and considerate during all assignments.

On the first assignment, we were asked to complete a microcred with a topic centre around constructive conversation. From this microcred, I learned a lot into becoming an engaging conversationalist and improving communication skills. The second assignment focused on surveying the target market of the retailer and creating initial design for the collection. We were assigned to come up with our own survey questions that can further shape the perspective of our target market from various aspects that we are trying to figure out. My team and I were able to review the survey results attentively and translating it into the collection. While analysing the survey results, it gives me a greater knowledge on how important it is to gain insights from consumers in order to provide a targeted and polished collection to the market. On every part of the assignments, we presented our work to the industry partner, Caprice, and after each session we were getting constructive feedback. The frequent need to present in front of a lot of people highly improve my English public speaking, as it is my second language coming from overseas. The feedback given were opening my eyes into the abundant details that needed to be put in consideration while creating a collection.

Overall, therefore, I feel that this course has significantly give me an understanding in the process of developing a well-targeted collection that cohesive with the retailer's and industry partner's vision and values.

B. Skills Development Reflection

My team members and I have been very cooperative during the projects. We have helped each other out on different aspects. As we worked on the projects, the main skills that I felt have improved were written communication skills, problem solving, public speaking and being a team player.

Written communication skills

The project required three written reports to translate our research, designs, and decision for the collection. As English is my second language, the requirement to write reports forces me to be able to interpret my thinking and words as concise as possible in an academic sense.

Problem solving

As we push through with our initial collection, we were faced with multiple problems that resulted in a setback. Each one of us often brainstormed ideas to find solutions and alternatives to the problems we were having.

Public speaking

Presentation played a big role in the project. On every assignment, we presented the progress of our collection in a room full of not only my course mates, but also representatives from the industry partner. It highly motivates me to confidently speak with the appropriate tone and manner.

Team player

The project was done by four individuals with different perspectives, ideas and schedules. I learned to compromise and find the middle ground whenever we come to a disagreement. As we had different parts that we need to work on, I ensured that I carry out my responsibilities first and then offer to help others out.