



maisie hocking

Maisie Hocking

30060959

Professional Portfolio



Mood boards and concept boards



- These mood boards helped me focus on a concept, as well as creating a starting point for my research and focal point for my final year .



Contextual and material Research

consumer & reasoning

I saw athlete on fire running towards me after attack, neighbour tells BBC

Rise in reports of violence against women on transport

Joint mortgages being used as 'weapons' for domestic abuse in 'hidden crime', charity warns

Mother whose abusive ex-partner broke her hand leads campaign to change law over access to children

Ex-politician seen beating his wife to death in CCTV footage - sparking outrage in Kazakhstan

visualising and educating about violence against women.

news reports not headlining the full story

Performative piece (not to be worn as ready to wear)

combining modern day issues with a retelling of medusas infamous story.

At the start of my final year i wanted to use resin and alternative materials to create my political and social protest. However this research bought me to realise the problem with this idea, and i decided to go another route with my collection. This route was to use lycra and body sculpting fabrics, other than resin.

SKETCHES AND EXPERIMENTS

- resin
- clear
- fabric manipulation
- Sculpturing
- initial colour scheme
- Sculptural garment
- elegant
- ridged
- exenutates female form


Materials and Products:

- Serengeti Fabric Bronze | Terry... £30.08 Terrys +£5.99 delivery
- Zebra Textured Velvet Black a... £5.64 DZD +£6.99 delivery
- EPODEX Epoxy Resin Set for... £39.99 Epodex UK +£5.99 delivery
- Epoxy Resin Kit 32oz/948ml -... £16.99 Amazon.co.uk +£4.49 delivery


- # Contextual and material Research

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SKETCHES AND EXPERIMENTS




• Shankar
• diff. wear poses
• different sizes
• exposure to formal body



• Shankar
• create active shape
• add cushion
• add padding (curves)
• add hyperplastic



• Sculptural garment
• elegant
• ridged
• exenutates female form



EPODEX Epoxy Resin Set for...
£39.99
EpoDEX UK
+£5.99 delivery

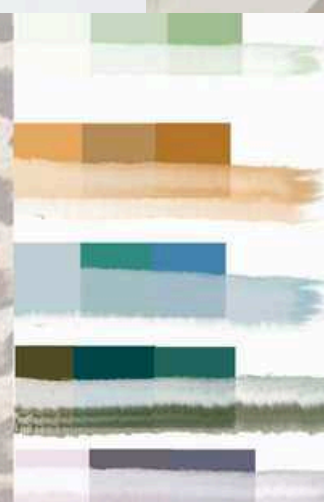
Craft Resin Deep Pour...
£26.99
Craft Resin UK
+£4.99 delivery
★★★★★ (14)

EPODEX Epoxy Resin &...
£29.99
EpoDEX UK
+£5.99 delivery



Crystal-Clear Craft Resin...
£24.99
Craft Resin UK
+£4.99 delivery
★★★★★ (820)


By Google

- resin
- clear
- fabric manipulation
- Sculpturing




• initial colour scheme





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Bronze | Terry...

£30.08

Terrys

+£5.99 delivery



**Zebra Textured
Velvet Black a...**

£5.64

DZD

+£6.99 delivery

★★★★★ (9)

Trans



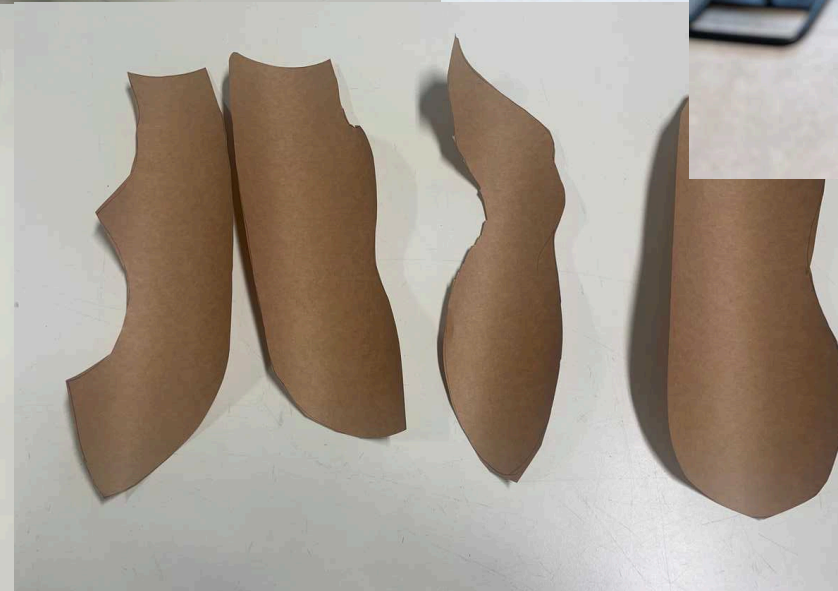
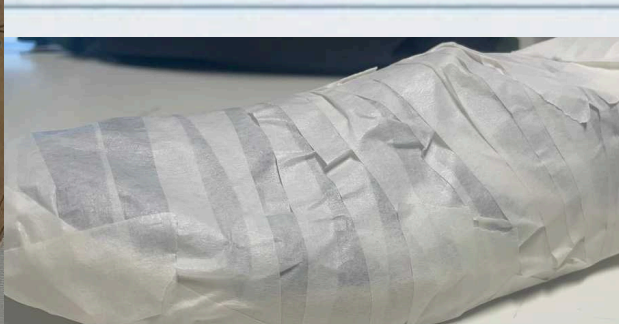
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Amazon.co.uk
+£4.49 delivery
£26.14/1kg

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Fabric & material rial experimentation

- Experimentation helped me realise which fabrics were best for my collection, depending on the thickness and strength of the material

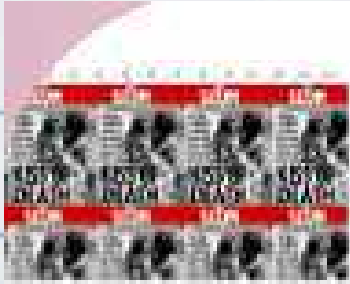


Colour pallets & testing

- Colour boards and planning were really important to my collection, as i needed it to look like a classic newspaper, with a mix of animal print to bring the 2000s era to life within my garments. After multiple colour boards i concluded the main colours will be; Red, White, Black and Beige



Fabric sourcing



Repeat
Pattern
Fabric
Lycra Matte
140gsm,
Order byt,
Fabric Size
Unit, Print
Width:1.35,
Print
Length:0.75,
Uneven
scissor cut
(free),
Pattern
Type:Basic,
Pattern
Dimension(W
x H):34 cm x
46.37 cm
FAB14052623
Days to
despatch:1-2

- After researching more fabrics, i chose to use TiaKnigh.co.uk and Contrado.com to supply my fabrics, which were fleece and Lycra



Printed Shiny Swimwear Nylon Lycra 4 Way Stretch Fabric

Quantity:

-	4	+
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Velboa Soft Plush Faux Fur Interior Decor Fabric- Animal Designs

Quantity:

-	6	+
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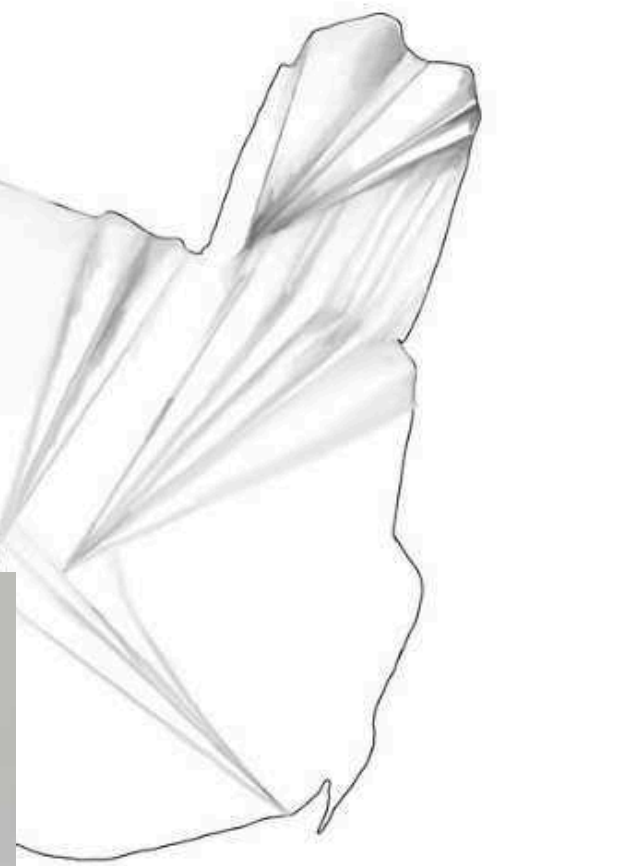
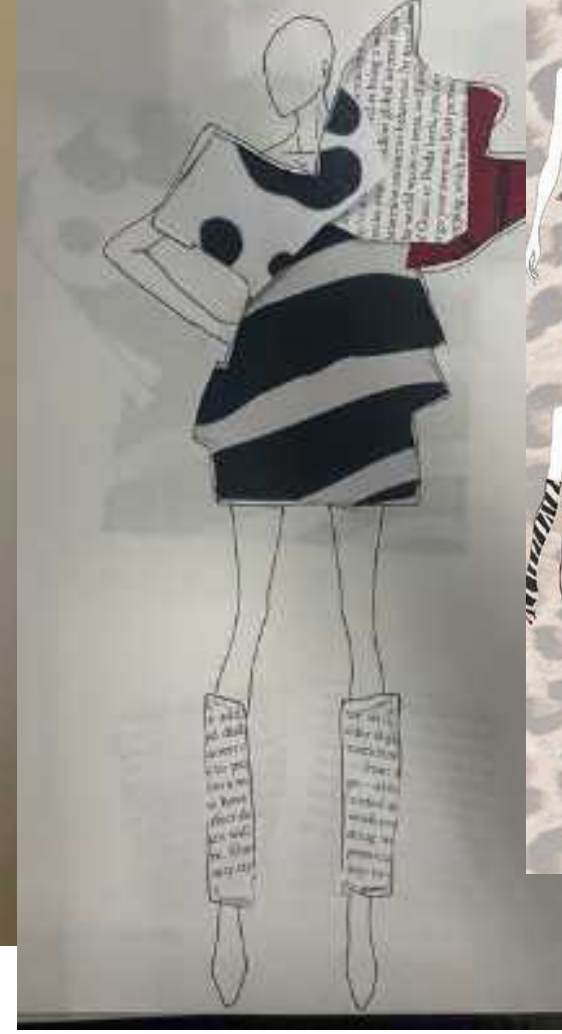


Polar Fleece Anti Pilling Washable Soft Fabric- NEW Zebra SQ612 WHITEBK

Quantity:

-	6	+
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Design development



Design development

- My design development consisted of physical paper experiments and digital illustrations. This process helped with the aesthetics of my collection as well as choosing which tabloid to focus on.



Clo 3D



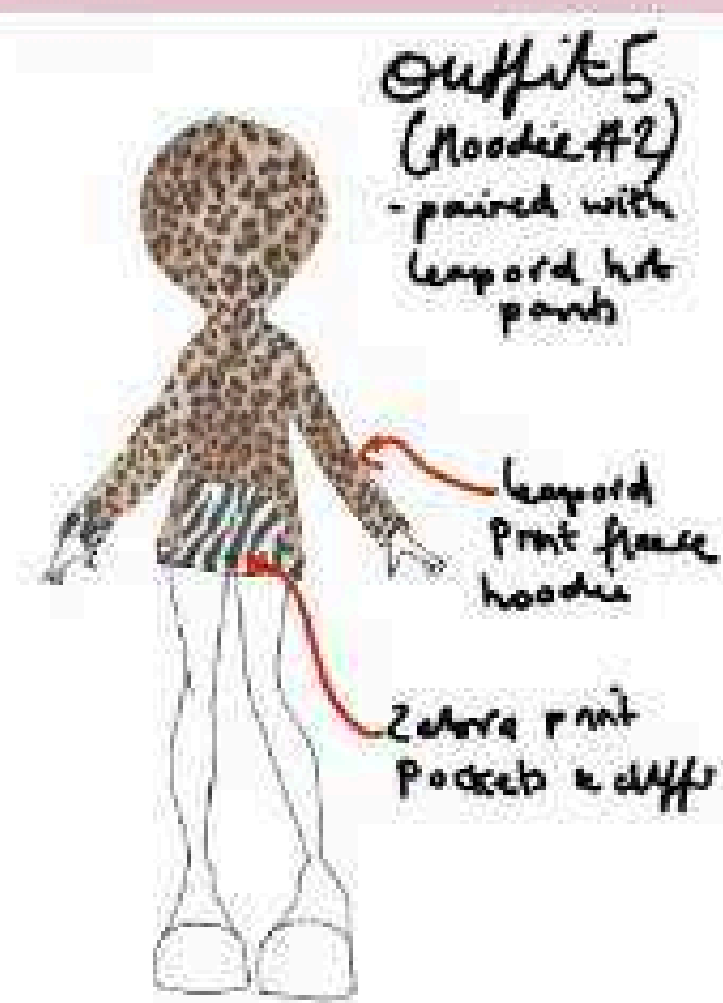
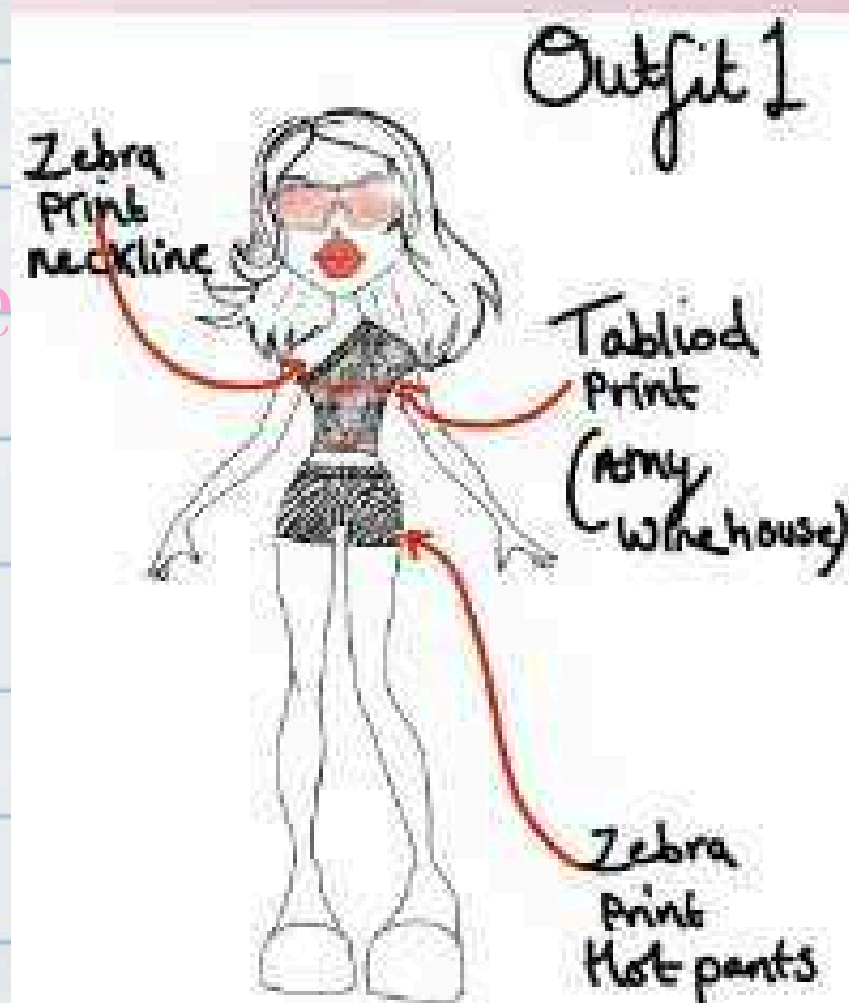
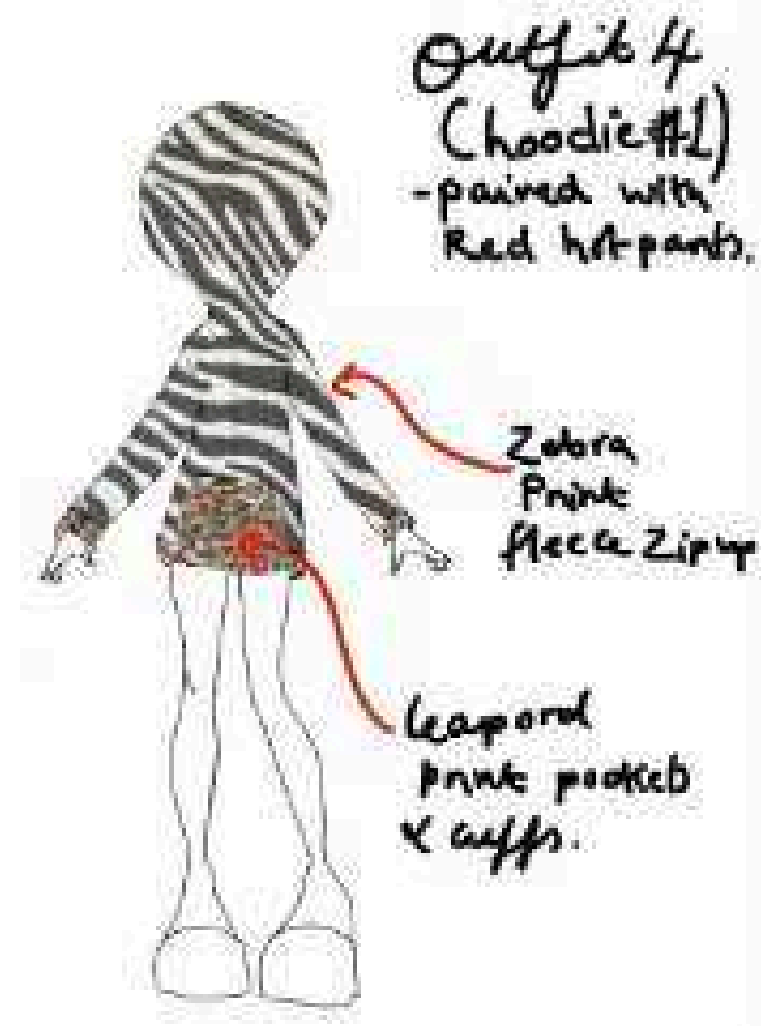
- The Clo 3D process, helps me visually as well as helping me gain knowledge about perspectives and fittings.

It also helps me decide which garments i want to alter and add before making the physical collection.

Final Lineup

- To display my final line up, i chose to use pro create and a Bratz doll as my model, to bring the 2000s aesthetic into my illustrations.

These illustrations also help me visualise and create ideas of how i want to final outcome to look and feel.

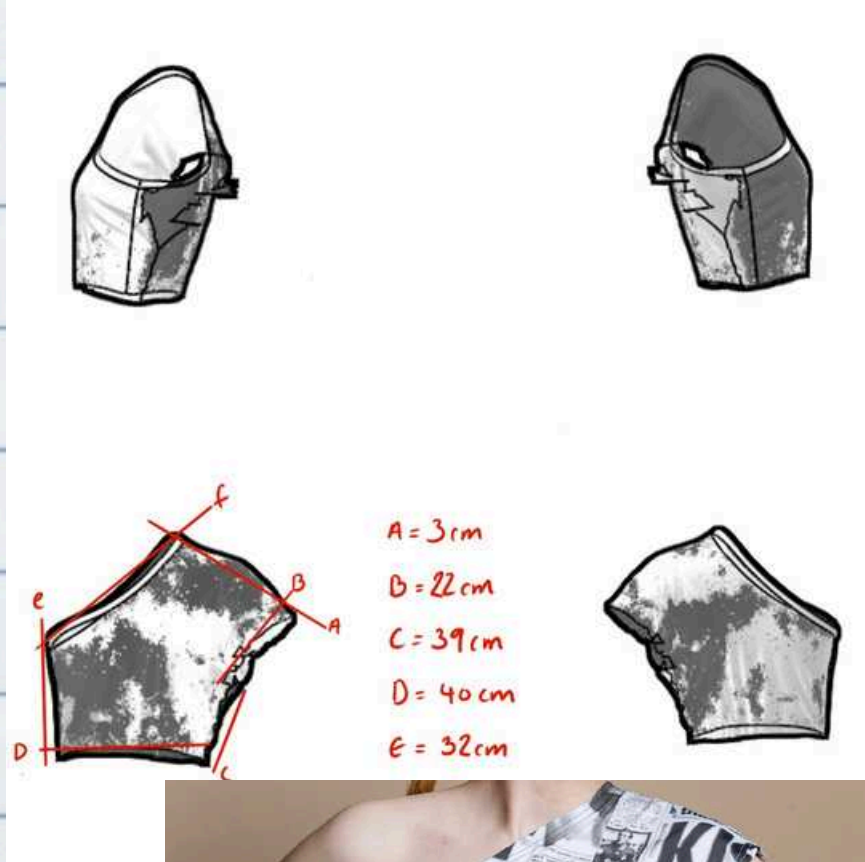


Tech sheets & looks



Garment Tech Sheet		ONLY FILL THE YELLOW CELLS - GREY WILL CALCULATE AUTOMATICALLY																																																																					
Collection:	Poisoned ink																																																																						
Garment Name:	Zip hoodie																																																																						
Style Number:	1																																																																						
Sample Size	38																																																																						
Technical Drawings		Front		Back				Side																																																															
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Section:	Poisoned ink																																																										
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Style Number:	1																						
Sample Size	38																						
Technical Drawings	Front	Back	Side																				
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Garment Tech Sheet		ONLY FILL THE YELLOW CELLS - GREY WILL CALCULATE AUTOMATICALLY																													
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Garment Name:	Slip dress																														
Style Number:	1																														
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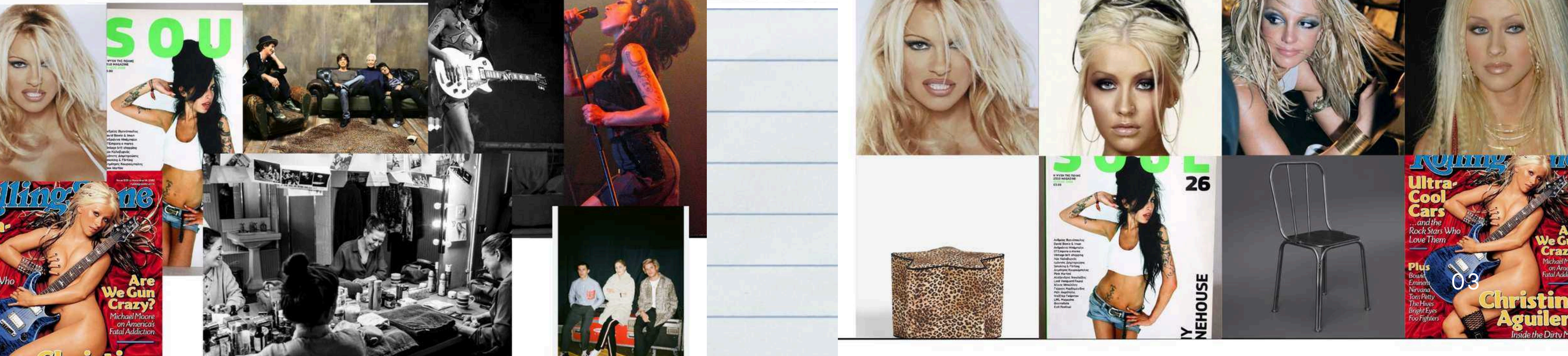
- On the previous 3 pages, it shows the Tech packs and technical drawings which go with each full outfit.

Although this part of the design process isn't my strongest, it helps finalise and find errors in my garments, and shows how and where to fix them.

- These moodboards help plan and organise my ideas of the photoshoots and lookbook.

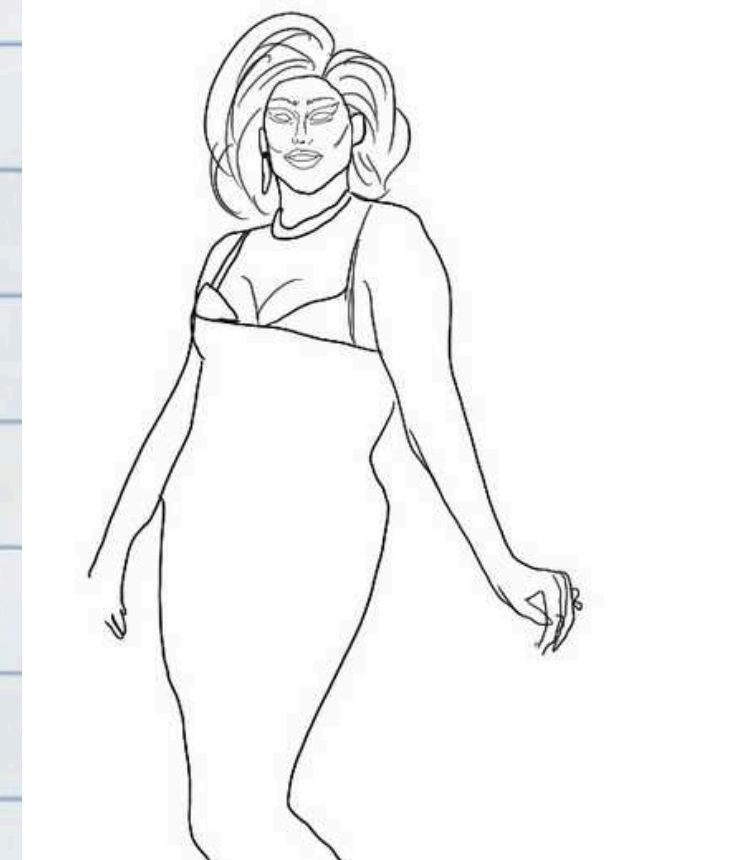
-
- Poisoned ink**
Studio Photoshoot mood board
- board
- studio

poses and vibe of the shoots





Photoshot Illustrations



- Over all the process and development of this collection has inspired me to find my creative voice, and using that to focus and discuss modern and political issues.
- my design is a protest about the unfair treatment of women in the media and the double standards we still face today.

Credits

- Iona Bennett - model & makeup
- James Thomas(EVVO LUCIAN)- model
- Maisie Hocking - model & designer
- Libby Baker - Location photographer
- The Golden Cross - Location
- USW - Studio
- USW - light and camera equipment
- Kian Swainston - Studio photographer
- Joanne Terrar-Young - lecturer
- Fiona Howells - Lecturer
- Torunn Kjolberg - Lecturer
- Susan James - technician