Overview of textbooks published for Hungarian fashion design students

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Abstract. In this article, the author introduces two textbooks published for the Hungarian fashion design students. Textbooks Collection development and Design of fashion accessories were published by the Hungarian National Office for Vocational Training and Adult Education in 2015. The two textbooks created based on the curriculum of same name subjects were issued with a goal to create competitive, high-quality literature for the Hungarian young professionals, in their mother tongue. The overview introduces the contents of the books, presents the some content editing issues, and article announces the opinion of the peer review and introduces some sales and library statistic. The textbooks created for college, BA and MA students, and possibly will match the interest of the professionals and fashion enthusiasts too.

1. Importance of competitive literature in training of young fashion professionals
Fashion surrounds us! The World of Fashion has always been a glamorous profession, attacking thousands of young people. Every year a new generation of designers is looking for their place in this world, thus: entering an accredited institution has been always the culmination of the dreams and the fulfillment of the hopes for the talented. [1]

Fashion is a complex market with cruel rules. Development of a fashion collection created not for its own advantage, but for the benefit of the company, and designed in the spirit of sustainable development requires talented and skilled designer, who is familiar with the marketing of fashion goods. [2] Improvement of a competitive course curriculum associated with valuable literature, is a strategic goal of all national training programs and is also a goal for accredited educational institutions.

2. General intentions of the publishing office, target audience and classification of the textbooks
The existence of valuable literature in the mother tongue of the student is essential in training. Specific fashion literature is usually published in English. Literature, which deals with the process of fashion design, and development of a fashion collection has never been released in Hungarian. Since fashion design education has a significant institutional background in Hungary, the conjecture of the publisher general intention of the National Office was to fulfill this gap, creating two valuable, classified and approved textbooks in Hungarian. This last aspect was exceptionally important, however the publisher's hopes were if arousing the interest of the art-loving audience too, the proposal will definitely result in unique and successful book market products.

Two textbooks have been proposed to be published: Collection development and Design of fashion accessories. Both books were hired to write Dr. Edit Csanák, the Author of this text.
2.1. General intention of the publishing office
Complex books are rare in the book market, and notable literature is rarely accessible in the mother tongue of the student. This circumstance constitutes a serious problem during the studies. Obtainable university scripts that focus on a specific matter of the profession are usually not available in the free sale, specific texts obtainable via electronic libraries are as well accessible only to a limited number of readers. Therefore, the overall aim is to create textbooks that extensively deal (if possible) with almost all the theoretical and practical issues of fashion design, hopefully an attractive, comprehensible and valuable literature has been perceived to result, describing the content on up-to-date practical examples.

Figure 1. Covers of books Collection development (left) and Design of fashion accessories (right)

2.2. The target audience of the books
The publishing house’s intention was that the books will be used as first in college-level teaching\(^1\), as well as on the high-educational (BA and MA) courses. Since specific task has been to write popularly literature, the two books can be offered to all the readers interested in Fashion design.

2.3. Classification of the books
Books Collection development (Fig. 1 – left) and Design of fashion accessories (Fig.1 – right) were peer reviewed and pedagogical peer reviewed in more steps. They were officially classified and approved as textbooks for Higher Education use in 2014.

3. Proposal development methodology, and contents of the textbooks
Texts that cover more aspects of the design, responding to from the base to specific professional questions, providing information necessary for successful acting on the international fashion scene are not too common. Since precedent for the books did not exist the contents have been edited in more steps and were developed upon the curricula of the same name subjects, based on prominent contemporary fashion literature [3] [4], bearing in mind that the final result has to be as highly professional as easily readable.

\(^1\) This type of education is called OKJ (National Qualification Register = Accredited Educational Program) in Hungary. The courses last two years, and give higher education degree. They are organized by accredited state- and private schools.
3.1. Contents of textbook ‘Collection development’

Contents cover all the theoretical and practical questions of collection design. The text is diluted with short stories, and stimulating practical exercises. The subjects can be easily tracked to students and teachers due to the logical table of contents, and the connection with the curricula of a fashion design course. Book has 260 pages and contains 297 color illustrations. Chapters and titles of the book are as follows:

1. **The fundamentals of fashion design**: The concept of fashion, fields and areas. Mechanism, societal aspects, and influence. The vertical principle of spread vs. horizontal.

2. **The fashion industry**: Economic importance. Fields and categories of the Fashion World.

3. **Fashion trends**: The cultural and social background of the phenomena, concept, and features. International committees of style and materials fairs. Types of trend forecasting.

4. **Definition and concept of the collection**: Types of collections (based on consumer demand, concept, the manner of the performance, product type, client need, etc.) Seasonal collection: concept, function. The concept of ‘wardrobe essentials’. (Fig. 2)

![Figure 2. Illustration No. 72 in the book Collection development – Wardrobe essentials](image)

5. **Designing by type of collection**: Types of collections. Aspects of designing: womenswear collection and menswear collections (basic types of the products). Clothing worn by both sexes. Baby clothes. Underwear.

6. **Designing of a multi-product brand collection**: The importance of fashion accessories in the collection and aspects of design. Knitwear and footwear. Fur and lather in the collection.

7. **Designing of sportswear collection**: History of sportswear, product types, advanced materials. Influence of sportswear on fashion. Streetwear, casual, outdoor, and denim.

8. **Special categories**: Workwear, protective clothing, corporate clothing, uniforms, wedding wear; types, aspects of design, fabric- and manufacturing features.

9. **Product design process**: 4 stages of product development. Garment, as a product. The lifespan of textile products. The Garment Supply Chain.

10. **Framing of the concept and establishment of the requirements**: Sources of research. Experimentation. Conceptual solutions: storyboard, sketch-book, and mood-board. Trend information in practice. Requirements, market demands.

11. **The design process**: The creative process. Requirements, and differences of different type of fashion drawing: sketch, fashion drawing, fashion illustration, fashion flat.

12. **The process, conditions and aspects of prototyping**: The sampling process. Selection and procurement of raw materials. Small accessories: buttons, zippers, coat, labels, etc. Decorative elements, graphic design. Management of the collection. Development of tech-packs.

13. **Promotion of the collection**: Types of fashion photography. Preparation for photo-shooting. Types of advertising material. Methods of brand promotion, social media, online marketing.

14. **Final thoughts**: Tasks of the Fashion Designer. The lifespan of the product.
3.2. Contents of the textbook 'Design of fashion accessories'

This book – as a ‘little sister’ of the previous one, is more complex and multifaceted; no similar book can be either mentioned in the international literature. The thematic is in part related to contents of the textbook 'Collection development', and is principally based on the curriculum of the similar name subjects of the Higher Education institutions, and is based relevant foreign and Hungarian literature.

During the content editing, the correct classification of fashion details was very important, since more fashion accessories are very differently systematized in the professional literature, since the materials and technology applied for their fabrication are assorted, and each type has heterogeneous sorts and varieties! Thus, maybe the greatest value of this book – in addition to the qualitative professional content diluted with historical materials, exciting short stories, and reviews of certain moments of the fashion history, when some accessories were of special, unusual significance – is the clear classification of the add-ons.

Book has 174 pages and contains 204 color illustrations. Chapters and titles of the textbook 'Design of fashion accessories' – without the ambition to comprehensively mention all – are the following:

1. **About the fashion accessories in general**: Influence of the fashion on the accessories. Importance of fashion accessories for the fashion market. Fashion detail, as a product. The effect of the accessories on the outlook, and their significance in the shaping of clothing. (Fig. 3)

![Figure 3. Illustration No. 2 in the book Design of fashion accessories – The contribution of fashion details to the overall image](image)

2. **Anatomy of fashion accessories**: The importance of fashion accessories in formation of clothing. (Fig. 3) Sorts and types.
3. **Garment accessories**: Leather accessories. Rods and sticks. Umbrellas and sun umbrellas. Fans. Handkerchiefs.
4. **Fashion details**: Types of footwear. Scarfs, scarves, eyebrows. Ties. Hats, caps, turbans, etc. Gloves and muffins. Socks and stockings.
5. **Jewelry, watches and glasses**
6. **Design process and product design**: Accessory collections based on trend, style, and market demand. Stages of the work: information and inspiration, application of the latest trends, establishment of the criteria. Sketches, designs; 2D, 3D virtual modeling. The prototyping process.
7. **Special materials and specific technologies**
8. **The prototyping process**: The process of making a prototype of leather goods. Making fashionable textiles details of. The process of producing a prototype of shoes.
9. **The fundamentals of fashion jewelry and goldsmith**
10. **Fashion accessory presentation**: Scenes and types of presentation, methods of market introduction.
11. **Final thoughts**: Tasks of Accessory Designer. Product lifespan according to sustainability.
4. Editing challenges: Text editing issues, visual elements and graphic design

The graphic design, the typography and the page layout, the overall format of a book is as important for the reader, as its content. Visual image is vital in case of fashion design, because readers interested in such field are aesthetically and visually sensitive people; they want to see beautiful images, and attractive design.

4.1. Editing of the content: layout issues

Maintaining the official format of the accredited textbooks was a criterion. In order to it, the Office has given a template appropriate for preparation of a textbook to the author. All the contents were firstly edited in this template, which contained detail instructions according to the general formatting rules, the rhythm of the text, the content of the entire chapter, the format of the figures (illustrations).

The template has given suggestions to the author, for instance how make the text more readable by inserting short stories and curiosities. Each chapter is to be completed with feeds, and the answers to the textual ones should be at the end of the books.

![Sample page layout](image_url)

**Figure 4.** Sample page layout – Pg. 81 from the book *Design of fashion accessories*

After the revision of the draft, in order to maintain the aesthetical level the author edited the content again, wrapping the text and placing the images. The page layout should been created according to a regular format of the series of textbook of the publishing office. However, soon became clear, that the standard page layout could not be accessed and cannot be one-in-one adjusted to this specific task; usage of the template didn’t resulted the desired layout.

4.2. Image editing issues

The two books contain altogether 501 color illustrations by licensed usage of the campaign- and product images of 21 designers and 42 companies. Over 280 graphic montages have been edited in various vector graphics and raster graphics editors, and further 10 diagrams and graphs give answer to specific issues. Further 160 pictures have been canceled, changed and re-conceptualized during the work. All the illustrations have been created by the author.

Images are typically wide, breaking the text over and above, contributing to aesthetic page layout (Fig. 4). The rhythm of the images supports text memorization and helps the learning process.
5. Summary of the results, and analysis of the statistic
Peer reviewers of the books were emphasizing the value and quality, highlighting their overall contribution to the training: 'A very exhaustive, detailed analysis that encompasses almost every field of expertise. Topics integrated into tasks, are to deepen the gained abilities, encouraging students to take new ones. Quotations that capture entire chapter, and typically brilliant examples and outstanding images, make the book a pleasant read. Interesting and readable short stories enable versatile student orientation, and providing great support for the teachers.' (Judit Bányász, Textile designer, reviewer of a textbook ‘Collection development’). 'Outstanding Book! The writing style is dynamic, the structure is logical, the illustrations are interesting. The book reads with pleasure. Author of the book not only with the text but also with the pictures helps students to acquire the necessary competencies. Tasks are interesting, issues are coherent to the text of the textbook. With its look and content, the book is in line with the age of potential readers, who are already willing to become fashion designers when reading the introduction.' (Gabriella Dr. Parajné Toth, the pedagogical peer reviewer of the textbook ‘Design of Fashion Accessories’)

Both books have been declared as textbooks year 2015, and their national distribution is provided by the Library Supply Non-Profit Ltd (KELLO). Statistic statement (Hungarian National Office for Vocational Training and Adult Education, January 2018) reports about nearly 170 pieces sold. (Fig. 5)

Sales statistics of the textbooks (2016-2017)

![Diagram of sales statistics of the books Collection development and Design of fashion accessories](image)

Figure 5. Diagram of sales statistics of the books Collection development and Design of fashion accessories

Statistic statement of the University Library of Óbuda University reports about rising tendency of borrowing; both books are popular among students, and constantly are on the waiting list…

6. Conclusion
High-quality professionally literature helps the education of domestic Fashion Intelligence. The two Hungarian textbooks ‘Collection development’ and ‘Design of Fashion Accessories’, introduced in this article, were published for college and university students by the National Office for Vocational Training and Adult Education (NSZFH, Budapest), year 2015. The article attempted to draw attention to the significance of high-quality professionally literature in the education, providing insights into the chapters of book, and highlighting the complexity of writing and editing of this kind of writing.

References
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