

## PURPOSE OF STUDY

The central idea of this project started with the question “What does fashion mean to me?” I was interested in providing insights into understanding individuals who are willing to commit their lives to fashion design. I approached this idea by creating a documentary. The video explores the meaning of fashion from the perspective of young fashion designers as they reflect on the source of their passion and the uncertainty of their futures. Young designers represent the transition from scholar to professional and can be a source of inspiration for those still in school. I want to show this critical period in the young designers’ lives when they are refining their work and mastering skills to accomplish their goals.

## RATIONALE AND SIGNIFICANCE

Clothing is a visual presentation that signals who we are. It instantly communicates to others how you identify yourself. Appearance is our identity; aspiration is our individuality. Our individuality sets us apart from others and embodies our passion. This project showcases young designers’ personal views of fashion and how it has shaped their identity and appearance. It also explores the relationship of their work to their ideas on how humans should dress and how they translate those ideas into a unique design style. The goal for this documentary is to provide valuable insights to future design students and an intriguing look into this creative field they are considering.

## METHODOLOGY

Current fashion design students at the University of the Incarnate Word and an alumni answered a series of questions in one-on-one settings. Principle photography began during Fall 2014 and ended in early Spring 2015. The final form is a short documentary illustrating the design opinions and thoughts of young designers.

## CONCLUSIONS

Designers think of themselves as artists, and their chosen medium is fashion. Clothing is an expressive outlet that allows designers to create tangible, wearable ideas that elicit emotional responses similar to artwork. After analysis of the interviews, a main theme expressed by all of these designers is their aspiration to achieve greatness in their chosen path. All of them chose their career path out of love and appreciation for art and craftsmanship; and ultimately, the designers desire the happiness gained through the creative process.

KOSSLA VEASNA | MENTOR: DR. MELINDA K. ADAMS | VEASNA@STUDENT.UIW.TX.ED  
UNIVERSITY OF THE INCARNATE WORD  
SAN ANTONIO, TEXAS

# DESIGNER DIALOGUE

*A FILM BY KOSSLA VEASNA*