
Practical Exercise 18

Objectives:

1. To provide an opportunity of experiential learning for the students through a **field visit to a local market**.
2. To enable understanding of the importance of local market survey as a way to understand design trends and consumer preferences.
3. To inculcate the habit of noticing and recording current fashion trends through quick sketches and/or photography.

Material Required:

1. Notebook
2. Pen, pencil

Procedure:

1. The teacher will identify a local market or fair in the vicinity. He/she must be familiar with the shops and nature of merchandise of the identified market.
2. The students will be briefed on the objectives and procedures of the exercise.
3. The teacher will accompany the students on the market visit for guidance and monitoring.
4. While the market visit will provide an opportunity to view and record general trends, the class should pay special attention to trends in garments, shoes and other accessories. This may include:
 - i. Brief notes.
 - ii. Quick sketches and/or photographs.
5. Compile and present the information on sheets/notebook for submission to the teacher.
6. Share the experience and information with the entire class.

Observation and Discussion:

1. In what ways do field visits/market visits help to learn about different products on display in shops/stalls?
2. Do field visits/market visits help to correlate prior classroom learning of design and fashion trends with experiential learning?
3. Does experience sharing in class generate collaborative learning?