

Evaluation proforma

Faculty/Directorate	HWB
Department/area	Sport
Project title	3D imaging technology in fashion design
Project lead name	Simon Choppin
Contact email	s.choppin@shu.ac.uk
Other project team members	Alice Bullas Chuang-Yuan Chiu Lee Harding Nathan Jones Tom Figures
Abstract including action research (or other project), working hypothesis, info from theory of change, change which is anticipated etc. (Around 250 words)	Technology from research centres should be used to enhance teaching and learning. Fashion design students will use 3D-imaging technology (developed by the Centre for Sports Engineering Research) to explore design in new ways. A video presentation, created with students, will demonstrate the potential of this collaboration to different teaching teams.
How students are being involved	An entire fashion design cohort was involved in this project, a PhD student delivered taught sessions to the students and facilitated sessions with the 3D capture equipment.
How project is being evaluated	The project was to be evaluated following a social media campaign led by a video produced by marketing. However, significant delays with production of the video has meant that evaluation could not be completed before the students left for the summer.

<p>Key things What's worked well? Have you achieved what you set out to do? If not why not? What have been the Highlights?</p>	<p>The delivery of the project was very effective. We had a great collaboration with the fashion team who managed to secure a high-profile project with a leading sports brand. Initially we had engaged with Tom Figures, a technician who was going to film and produce an associated video for the project. Unfortunately it was felt that we should use existing University resource (the marketing department) to take on the production of the video. Therefore it could distributed more widely and would be 'on-brand'. This was a great mistake in the project as we lost control of the process and it was very difficult to communicate with the marketing team.</p>
<p>Barriers</p>	<p>Sheffield Hallam University Marketing Time pressures and difficulties in securing time resource within a research centre.</p>
<p>Enablers</p>	<p>All the other team members who worked hard and effectively</p>
<p>Replicability, transferability, scalability</p>	<p>I believe that the model of taking technology or individuals embedded in University research centres and exposing them to teaching teams could be replicated and made more widespread across the university (and in domains that are less obvious such as this one). However the difficulties in prioritising this activity, in making the partnerships easy to establish and easy to implement might mean it is harder to establish in practice.</p>
<p>Any other comments</p>	