

One Sheet – Collaborative Communication Creativity for Large Student Cohorts

Vincent Patterson¹ and Anna Mangas²

¹ Manchester Fashion Institute at Manchester Metropolitan University, V.Patterson@mmu.ac.uk

² Manchester Fashion Institute at Manchester Metropolitan University, A.Mangas@mmu.ac.uk

ABSTRACT

The proposed workshop concept stemmed from exploring the pedagogical challenges and solutions associated with facilitating effective communication and participation within large student cohorts, particularly within the context of group work. A One Sheet folding publication project has been developed as a methodological intervention to tackle the dichotomy between fostering a cohesive group dynamic and preserving individual student agency and voice in a group setting.

The proposed workshop for IFFTI 2025 is designed to showcase the utility of the One Sheet publication tool. The workshop aims to examine its application as an assessment tool, and a mechanism for generating ideas, project mapping, and a narrative construction aid. To achieve this understanding, the workshop will incorporate simulated group exercises to actively engage with these themes. Through hands-on practice, participants will gain first-hand experience in leveraging One Sheet within a specified context and produce a Forming Futures publication.

INTRODUCTION

The One Sheet folding publication was used by a 126-student cohort of BA Fashion Promotion students in 2023. Broken into smaller groups (28 x 4-6), students were tasked to create a narrative-driven, community-focused, and socially conscious publication for a live client (New Balance), while deliberately eschewing the explicit or visual mention of the brand itself. This approach served a dual purpose; to engage students in authentic storytelling and necessitate the creation of an innovative and compelling publication. All within the constraints of one large sheet of paper. By confining the project to a single large sheet of paper, the exercise imposed a strategic limitation that streamlined choices and applications, thereby structuring the project within clear boundaries.

The constraints of working within defined confines catalysed creativity and enthused visual communication skills among the students. The methodology demonstrated that such structured limits could enhance group formation, functionality, and enable individuals to contribute uniquely to a collective narrative. Furthermore, it allowed the

production of a physical output through digital and analogue means. The outcomes generated reveal that working under structured limits can amplify resourcefulness and creative potential.

The interplay between visual communication and pedagogy

The One Sheet approach encourages students to move beyond traditional academic boundaries, fostering collaboration to achieve a common goal. The tangible outcome is a one-page folded zine (A2 size); this medium enables students to express their collective vision and apply theoretical concepts practically, reinforcing learning through active participation. This project exemplifies an experiential learning model, enhancing student comprehension and retention (Kolb, 1984). By engaging students in collaborative projects that culminate in the production of tangible artefacts, we can facilitate a deeper understanding of branding and narrative construction while simultaneously enriching the educational experience through practical application.

Discourse surrounding ethical equilibrium between digital and physical communication tools within the fashion ecosystem

Students must develop digital design skills to create publications and understand production processes, including material selection, printing costs, and resource availability. They need also to consider how readers interact with visual communication, focusing on format, colour, shape, size, typography, and imagery (visual hierarchies). The shift from digital to physical enhances understanding of reader engagement strategies and prompts consideration of sustainability, information and technology access. Recognising these realms fosters an informed perspective on ethical practices in the evolving fashion industry (Fletcher & Grose, 2012; Niinimäki & Armstrong, 2013).

The goal of the original project was to equip students with a holistic approach to publication design, balancing aesthetics with ethical imperatives. Focusing on digital fluency and physical production offers a comprehensive educational experience attuned to the challenges of contemporary fashion communication. The workshop outline below builds on the case study example and will act as a pedagogical experiment for a different cohort – academics. The workshop will further test the One Sheet approach in practice and consider its potential use beyond an assessment format. The paper size will be reduced from A2 to A3 to allow for rapid prototyping and publication creation.

WORKSHOP PLAN

Duration: 1 hour 30 minutes

Materials needed:

- A3 sheets of white paper
- Post-its
- Pens, pencils, markers
- Scissors, glue sticks
- Magazines and printed matter for collage materials
- Digital devices (optional for research)

Workshop objectives

1. Explore the interplay between visual communication and pedagogy.
2. Understand the balance between digital and physical communication tools in fashion visual communication.
3. Develop skills in creating narrative-driven publications.
4. Foster collaboration and individual creativity within a group setting.

Introduction (5 minutes)

Welcome and Overview - introduction to Vincent and Anna and the workshop's theme and objectives. Mention poster also being shown at the conference.

Workshop Activity: One Sheet folding publication (15 minutes)

- Concept explanation – Vincent and Anna to discuss the One Sheet publication tool in terms of pedagogical application and industry relevance. Discuss its purpose, benefits and highlight its role in fostering collaboration and individual creativity.
- Case study - present the findings of the New Balance project as an example of a narrative-driven publication, group work enabler and authentic assessment tool.
- Brief the focus of the workshop theme 'Forming Futures'. Participants will apply the One Sheet zine methodology in practice. Working in small groups, participants will create a unique publication that considers how they want fashion to be in the near future (five years' time). This could be realistic or theoretical in nature. The zine may form a manifesto or set out a vision and relate to both practice and / or pedagogy. The zine should use the sequential format to unveil an expanding narrative, culminating in a central poster image that communicates the core message of the zine.

Brainstorming (15 minutes)

- Organise participants into groups of three.
- Brainstorm - each group discusses ideas for their zine. Use post-it activity to encourage rapid ideation and identify key words and messaging. Encourage

groups to think about their specialisms, interests and decide on focus of the zine's storytelling.

Practical zine creation (30 minutes)

Design and content creation - groups create their zines using the materials provided.

Groups should focus on:

- Narrative construction - develop an expanding and compelling story that aligns with the theme, Forming Futures.
- Visual communication - using images, words and layout to achieve effective communication.
- Ethical considerations - reflect on the fashion contexts of sustainability, social agendas and digital innovation to inform content direction.

Facilitator support – Anna and Vincent to circulate the room to provide guidance, give feedback and answer questions.

Presentation and feedback (20 minutes)

- Each group presents their zine to the rest of the participants, explaining their concept and design choices.
- Facilitators and participants provide constructive feedback.

Reflection and concluding discussion (10 minutes)

- Group discussion - reflect on the workshop experience, discussing what participants learned about collaboration, narrative construction and storytelling through the One Sheet approach.
- Future applications - discuss how participants can apply these skills in their pedagogy and practice. Summarise future developmental opportunities.
- Conclude the session – evaluate how the session has provided a comprehensive and engaging workshop experience for participants, guiding them to explore a range of topics through collaborative and creative zine-making. Summarise key takeaways and closing remarks.

REFERENCES

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