

ADM 1301 Introduction to Apparel Design (Fall 2015)

Class Hours & Location: M/W 4:00-5:20 pm HS 111

Dr. Su-Jeong Hwang Shin, Associate Professor

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Office Hours: T/R 9:00 am-12:00 pm (or by appointment)

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Catalogue Description. ADM 1301 Introduction to Apparel Design (3). Co-requisite ADM 1303. Overview of apparel design room practices. Emphasis on the business, art, and craft of apparel design.

Required Text. Brannon, E. (2011). Designer's guide to fashion apparel. NY: Fairchild books.

References:

Ellinwood, J. (2010). Fashion by design. NY: Fairchild books.

Tate, S.L. (2004). Inside fashion design (5th ed). NJ: Pearson Prentice Hall

Dickerson, K. (2003). Inside the fashion business (7th ed). NJ: Prentice Hall.

Davis, M. Visual design in dress. NJ: Prentice Hall.

Course Rationale. This course is a core course that is prerequisite to the advanced courses for all students majoring in apparel design and manufacturing. This course introduces students to concepts of apparel design, manufacturing and apparel business.

Goals. The goal of ADM 1301 is to help students to develop their ideas and interests in apparel design, and to understand apparel design principles and manufacturing processes in the apparel industry.

Course Objectives.

1. To understand the apparel business from design to the end products.
2. To understand the various apparel categories and specialty design categories.
3. To learn how to design and develop a line.
4. To learn about potential careers in the apparel industry.
5. To obtain competence in designing and researching trends for inspiration.
6. To gain knowledge of the apparel design principles in the aesthetics view.

Expected Learning Outcomes. Upon completion of this course, students should be able to:

1. Explain the apparel design concepts, principles, and trends.
2. Identify various apparel design categories in the apparel industry.
3. Identify potential careers in the apparel industry.
4. Demonstrate ideas for an apparel design (develop a group line).
5. Demonstrate their knowledge of how to design and develop a line in the apparel industry.

Course Culture: Instructor. As the instructor, it is my role to:

- Provide an environment for student learning regarding design and course content.
- Demonstrate and present information clearly.
- Facilitate discussion and provide constructive criticism.
- Encourage experimentation and exploration.
- Assess student work and provide feedback.

Course Culture: Students. As students, it is your responsibility to:

- Be responsible for the progress you make in this course.
- Come to every class on-time, sign the attendance and be ready to work. Set up your station before class.
- Check your TTU email on a daily basis. I will communicate with you officially via TTU email only.
- Have all required texts and materials, electronic and manual, and project work ready to use.
- Listen during lectures; refrain from internet use and text messaging. Cell phone must be turned off.
- Get notes from a fellow student if you are absent.

Attendance. Your insight and participation during discussions are a critical part of the class. You are responsible for signing the class roll. **Two absences are allowed for the entire semester, regardless of reason.** Save these for when you really need them (i.e., illness, family or personal emergencies). Every subsequent absence will result in the lowering of your final grade. Three late arrivals or early departures will equal one absence. In the case of an absence, it is the responsibility of the student to request notes from fellow classmates. **Do not** request this information from the instructor, class TA, or graduate students. Unless directed by the instructor, unauthorized use of technology in class (i.e., iPods, mp3's, computer surfing, texting, cell phone usage) will automatically be counted as an absence. Likewise, working on assignments unrelated to this course will result in an absence. Warnings will not be given.

- Each additional absence will result in 20 points off/each absence.
- Being tardy and leaving early is not acceptable. **No material to work will be counted as a tardy. Each tardy will get 10 points off.** If you are more than 20 minutes late for class, you will be counted absent. There is no grace period for tardiness – allow extra time for parking, traffic and other mishaps in order to get here on time.

Withdrawal Date. *The last day to withdraw from this course is without academic penalty is September 9, 2015. Beginning September 10, 2015, all drops count against drop limit. Last day to drop is October 26, 2015.*

DOD Statement on Safety. What to know and do to be prepared for emergencies at DOD:

- Sign up to receive TTU text messaging alerts (<https://appserv.itts.ttu.edu/EmergencyAlert/>) on your mobile phone. Keep your information up-to-date.
- Know the safe evacuation route from each of your classrooms.
- Listen for and follow instructions from TTU or other designated authorities.
- Know the emergency phone number for the TTU Police (Emergency: 9-911; non-emergency 806-742-3931)). Report suspicious activities and objects to TTU Police.

Guidelines for Student Conduct. DOD faculty play a critical role in helping to build an environment that is conducive to the academic success of our students. As you know, TTU has policies and procedures designed to create an environment conducive to academic excellence. Policies and procedures can be found in the Student Handbook and is available at: <http://www.depts.ttu.edu/dos/handbook/>. Understanding these guidelines will help you to encourage classroom behavior that does not detract from the quality of each student's educational experience. Please read the document and think about your role in promoting a University culture based on mutual respect and civility.

Department of Design Honor Code. The Department of Design (DOD) Honor Code states that *honesty, truth, and integrity are values central to its mission as an institution of higher education and as a department of design.* The Honor Code is built on the idea that a person's honor is his/her most

cherished attribute. A foundation of honor is essential to a community devoted to learning. Within this community, respect and harmony must coexist. The Honor Code is the policy of DOD that defines the highest standards of conduct in academic affairs. The Honor Code must be upheld and enforced by each member of the DOD community. The fundamental attributes of our community are honor and integrity. We are privileged to operate with this code. Faculty members, staff, and students are responsible for:

- Understanding the procedures whereby faculty handles suspected instances of academic dishonesty. Faculty, staff, and students are to report any infraction of the Honor System according to the procedures outlined in our policy.
- Developing an instructional environment that reflects a commitment to maintaining and enforcing academic integrity. Faculty should discuss the Honor Code and Part 9C of the TTU Student Hand Book at the onset of each course and mention it in course syllabi.
- Handling every suspected or admitted instance of violation of the provisions of this policy in accordance with procedures set forth in the policy.

Regarding Plagiarism. *The Department of Design recognizes that a student is guilty of a plagiarism violation if he/she “represents the work of others as the student’s own; obtains assistance in any academic work from another individual in which the student is expected to perform independently; gives assistance to another individual in a situation which that individual is expected to perform independently; offers false data in support of laboratory or field work.” The policy continues to outline specific types of violations for cheating, plagiarism, and aiding and abetting others to cheat or plagiarize. Students are expected to be familiar with this policy and adhere to it. Plagiarism may also include the direct copying of a design, either published or created, without reference to the known designer, or without the students’ proven original intent or conceptual evidence.*

Plagiarism will not be tolerated in this class. Students who knowingly or unknowingly plagiarize will be referred to the TTU Honor Council. <http://www.depts.ttu.edu/dos/handbook/conduct.php>. If found guilty of plagiarism you may receive an “F” in the course which is identified by a mark on your permanent transcript indicating a violation of the Honor Code. A second offense may be cause for expulsion from the University.

These are serious consequences which will most certainly have a direct impact upon your future. Most students plagiarize when under stress or a time deadline. Please do not be tempted. Be careful, most students know that a direct quote needs to be marked with quotation marks and cited. But also be aware that any source which you paraphrase or has been an influence on your work must also be cited. This includes written work as well as photos, drawings, websites . . .

Statement on Americans with Disabilities Act. Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990 requires Texas Tech University to provide an 'academic adjustment' and/or a 'reasonable accommodation' to any qualified individual with a physical or mental disability who self-identifies as having such. It is the student’ responsibility to contact Student Disability Services office for appropriate academic accommodations at <http://www.depts.ttu.edu/sds/currentstudents/index.php>. Faculty may not accommodate students unless they have completed the necessary paper work and requirements through this office. Reasonable classroom accommodations may be found at this site: <http://www.depts.ttu.edu/sds/accommodations.php>

- Any student who, because of a disability, may require special arrangements in order to meet the course requirements should contact the instructor as soon as possible to make any necessary arrangements. Students should present appropriate verification from Student Disability Services during the instructor's office hours. Please note instructors are not allowed to provide classroom accommodations to a student until appropriate verification from Student Disability Services has been provided. For additional information, you may contact the Student Disability Services office at 335 West Hall or 806-742-2405.

As a reminder, both faculty and students should turn off cell phones and pagers while in the classroom.

Important Dates. Important dates for the fall semester are available at:
<http://www.depts.ttu.edu/officialpublications/calendar/index.php>

Assessment. The expected learning outcomes for the course will be assessed through: Mid-term exam, In-Class design, assignments, journal sketch book, and a final project.

**All work must be presented at the assigned date and time. Work not presented or completed will receive a failing grade. Late work will not be counted or graded. No work may be re-submitted at the end of the semester for re-evaluation.*

Grade Definition:

- A** Excellent. Work and performance are clearly superior. Extensive learning is evident. The student goes well beyond assignment parameters and expectations to research and develop an independent approach, yielding unusually thoughtful work.
- B** Very Strong. Work and performance are above average. Extensive learning is evident. The student works independently and pursues a unique design agenda.
- C** Average. Work and performance are average and acceptable. Assignments completed on time and requirements met. Learning is evident.
- D** Below Average/ Inadequate. Work and/or performance are below average. Learning is inconsequential.
- F** Not Passing/Class must be repeated. Work and/or performance is inadequate. Learning is minimal or nonexistent.

Course Structure for ADM 1301 Introduction to Apparel Design. Lecture and assignments. Lectures are taken from the text and class lectures.

- Exam: There will be one exam in the mid-term. A mid-term exam emphasizes the material covered in class. Exam format may be multiple choice and short answers.
- In-class design practices and journal: In-class design practices are actual design activities based on the design principles from the text and class lectures. Journal is a design sketch book that you will develop throughout the semester, exploring design ideas and inspiration sources.
- Assignments and a final project: There will be two assignments and one final project. Assignments are written reports about apparel design and the apparel industry. A final project consists of a written report, a trend board and style sheets for a group line/collection. **All assignments and a final project are due at a specified time and no late work will be accepted.**

Late Assignments and Make-up Exams. Late assignments will be given NO credit. Only students with an excused absence (doctor's note required) will not be penalized for a late assignment. However, the assignment must be made up by the next class period following the absence, or the late policy will apply. Those who have skipped class and do not have acceptable documentation of illness or family emergency will not have this grace period. Make-up exams will only be given to students with a verified, excused absence. The exam must be made up within one week of the absence.

Course Evaluation:

Journal 10%

In-class practices 10%

Assignments 20%

Exams 30%

Final Project 30%

Total % = 100%

90% or higher =A	(100~97% =A+, 96.9~93% =A, 92.9~90%=A-)
80%-89% =B	(89.9~87% =B+, 86.9~83% =B, 82.9~80%=B-)
70%-79% =C	(79.9~77% =C+, 76.9~73% =C, 72.9~70%=C-)
60%-69% =D	(69.9~67% =D+, 66.9~63% =D, 62.9~60%=D-)
Less than 60% =F	

Criteria for Grading: Students will be evaluated on their ability to meet the course objectives based on their fulfillment of the course work.

1. Journal (100 pts):

- a. Well-organized contents (20 pts).
- b. Quality: clear about what you learned and what you did during this semester (60 pts).
- c. Quantity (20 pts).

2. In-class practices (100 pts):

- a. Neatness and format.
- b. Clear understanding about each subject matter.

3. Assignments (2 assignments x 100 pts =200 pts):

- a. Format (Typed and followed each specific requirements, APA style)
- b. Clear understanding about each subject matter.

4. Exams (300 pts)

5. Final project (300 pts):

- a. Design (100 pts)
 - Creativity/Originality
 - Quality of design
 - Design principles
 - Design structure
 - Neatness
 - Inspiration

- Design sense
- b. Group line concept (100 pts)
 - Consistency of apparel designs, colors, fabrics in a group line
 - Marketable line, understanding current trends and target consumers
 - Neatness
- c. Report (100 pts)
 - Well written report
 - Inspiration and/or design philosophy
 - Research of current trends
 - Apparel design principles
 - Concept of the group line
 - References

Total Grade (1000 pts) = 100%

Performance Level: To obtain an “A” in this course, every assignment is to be on time, and no more than two absences. Only the highest-level students will receive an “A”. Simply being present and turning in assignments does not “entitle” one to an “A”. Nor does it “entitle” one to any other passing grade. Only absolute excellence in work and a terrific attitude as well as other factors earns one an “A”. Even just to receive a passing grade will require a lot of hard work and diligence to meet the requirements of the course and the assignments. A passing grade does not mean that the project was merely completed, but that it was also deemed acceptable by the instructor and met ALL of the guidelines.

General Supply List for Class:

- Pencils (HB)/ Eraser/ Pencil sharpener
- One spiral binder sketch book (Canson or Bristol) for your journal (size: 9 x12)
- One fine line black pen for sharp outline
- Color pencils or makers
- Tracing paper to transfer silhouettes and figures
- Tape or glue stick to mount photo references
- Fabric swatches
- Fashion magazines (i.e., W or WWD)

ADM 1301 Schedule Fall 2015

Wk	Date		Lecture Topics	Reading	Due
1	Aug	24	Syllabus/Overview & Intro. Course		
		26	Concepts: Apparel Design Manufacturing	Tate 1	
2		31	Designer: A job description	Ch1 & Tate2	
	Sept	2	Inspired to Design / Source of inspiration	Ch2 & Ch3	
3	Sept	7	<i>Labor Day (No class)</i>		
		9	The Design Process: Structural Design Design Activity 1: Silhouette / Line (Bring Sketchbook and Magazines!)	Ch4	
4	Sept	14	The Design Process: Structural Design	Ch4	
		16	The Design Process: Decorative Design Activity 2: Design principles (Bring Sketchbook and Magazines!)	Ch5	
5	Sept	21	Designing the Line	Ch6	
		23	<i>How clothing is made –DVD/Discussions</i>	Ch6	
6		28	Visualizing the Customer/ Principles of Fashion	Ch7	Assignment #1 Due
		30	Illusions Design Activity 3: Visual effects (color) (Bring Sketchbook and Magazines!)	Ch8	
7	Oct	5	Designing with Fabric Design Activity 3: Visual effects (texture) (Bring Sketchbook and Magazines!)	Ch9	
		7	Shaping Fashion (Bring Sketchbook and Magazines!)	Ch10	
8	Oct	12	Review		
		14	EXAM		
9	Oct	19	Detail trims and uses Design Activity 4: Designing clothing (Bring Sketchbook and Magazines!)	Ch11	
		21	Designing Menswear	Ch12	
10	Oct	26	Children's and Specialty Apparel	Ch13 & 14	
		28	Fashion Trend Analysis		
11	Nov	2	Final project: Organizing a group line		
	Nov	4	Final project: Trend board/ Color story (Bring magazines and Color swatches!!)		Assignment #2 Due
12		9	Final project: Flats/ Designing clothing		
	Nov	11	Cont'd Design and Drawing flats (*ITAA)		
13		16	Final project: Creating style sheets		
	Nov	18	Cont'd Final project		
14		23	Review: Final project		Journal Due!!
	Nov	25	<i>Thanksgiving (No Class 11/25-11/29)</i>		
15		30	Cont'd Final project		
	Dec	2	Final Project Due!!		

ADM 1301 Assignments and Final Project

Journal (Sketch book):

Due: November 23

(Maximum Possible Points: 100 points)

This is a drawing book full of design ideas. It should contain visual ideas (sketches or drawings), written descriptions, and fabric swatches that inspire your design ideas. You should include both written descriptions and visual ideas. Include In-class design practices, AND add written descriptions, additional daily practice of designing such as visual ideas by sketching, magazine pictures of inspiration, and fabric swatches. During the class, you will learn, observe, and gain insight about apparel design. Keep them all in your journal. This journal should be started now and developed throughout the semester.

In-class “Design Activities” (Submit w/ journal):

Due: November 23

(Maximum Possible Points: 100 points)

There will be at least 4 “Design Activities” for designing clothing, applying design principles and elements. We will discuss each subject matter in class. Include all “Design Activities” that you perform for the class. Include in your journal sketch book.

Assignments: All assignments and projects are due in class on the dates given to you. Late assignments will be given NO credit.

Assignment #1: Concepts of the apparel design, designer’s role and consumer’s role

(Maximum Possible Points: 100 points)

Due: September 28

Write a report about 1) the concepts of apparel design, 2) designer’s role in manufacturing, and 3) consumer’s role in the market. You should be able to explain how clothing is made and why apparel products are distinguished from other industry goods or gallery art crafts. You should be able to explain what the designer’s role and consumer’s role are. Think about what is fashion!

* Include at least 2 references, use APA style. Points will be deducted for handwritten papers turned in. It should be typed: 2~3 pages, single space, font size 12 pts.

Assignment #2: Fashion trend research and analysis

(Maximum Possible Points: 100 points)

Due: November 4

Choose an apparel item (i.e. Jeans, dress, accessory, jacket, etc.) and search for at least 3 apparel companies (or 3 designers) for the chosen apparel item. Compare the pricing range (better/moderate/etc.), garment style, colors, fabrics, designs (e.g. elements/principles) and detail of target consumers (i.e. life style, age, sex, etc.) between the 3 apparel companies chosen. Include pictures of the apparel item, company information, websites, and references.

* Include at least 3 references, use APA style. Points will be deducted for handwritten papers turned in. It should be typed: 3~4 pages (including pictures), single space, font size 12 pts.

Final Project (Designing a Line)

Due: December 2

(Maximum Possible Points: 300 points)

You will be creating a line for your final project. It will be a group line (= collection) that has a specific theme based on fabric, color, or a particular fashion direction. For line development, you will need to create a "Trend report" and develop a line using those trends and inspirations. You may choose either spring/summer or fall 2016. You may choose from women's wear, men's wear, children's wear or select specialty categories: 1) Trend report, 2) Style board, and 3) Written description will be required for the final project:

1) Trend Report (100):

You will create a trend report that can be entered for "*Fashion Group International Competition*". It must meet ALL of the competition criteria. Trends in the form of a presentation report would be used for fashion industry presentation. The trend report should be at least 7 pages, including:

- Page 1: Cover page (Theme/Title)
- Page 2: Inspired pictures
- Page 3: Outfit fashion style trend (Include pictures and short description)
- Page 4: Fabric/textile trend (Include pictures and indicate fiber content)
- Page 5: Trend of accessories or trims (Include pictures and short description)
- Page 6: Color trend (Include color story, pictures of images)
- Page 7: Conclusive/suggestive fashion trend images.

2) Style Board (100):

You will need to develop a title, which captures the theme of your group line. The theme must be related to your trend report. In the style board, **6 garments (Front view and Back view)**, style name/ numbers, price category (e.g. better, moderate, etc.), season, and target consumer will be required for organizing your group to form a line.

3) Written description (100):

A written description paper will be required for your final project describing your inspiration of your design, your design philosophy, your target customer, and design principles/elements that you applied.

* Include at least 1 reference, text citations, use APA style. Points will be deducted for handwritten papers turned in. It should be typed: 3~4 pages, single space, font size 12 pts.

ADM 1301 Introduction to Apparel Design (Fall 2015)

Course Contract

I have read the ADM 1301 – Fall 2015 Syllabus. I understand and agree to all the policies therein pertaining to student conduct, attendance, assignments, late assignments, and the performance level that is expected of me in this course. **The co-requisites, ADM 1303 and ADM 1301 have been registered.**

* **Co-requisites:** ADM 1303 _____ (* Check if you are taking ADM 1303).

Student Signature _____ **Date** _____

Student Information:

First Name: _____

Last Name: _____

R #: _____

Classification: _____

Phone Number: _____ (Home)

_____ (Mobile Phone)

Email: _____

AGREEMENT

I give my permission for photos to be taken during class and University sponsored events, and for those photos to be used in Texas Tech University publications and websites.

Student Signature _____ **Date** _____