

of traditional hand-drawn and digital media.		
3. Produce a concept board of an original fashion collection, refining and expanding on original color and fabric boards and incorporating a design statement, using a hybrid of traditional hand-drawn and digital media.	Studio Work Lectures Demonstrations Assignments Group Discussions Critiques Library Research Internet Research	Individual and Group Critiques Portfolio Reviews Guest Critic Review
4. Demonstrate ability to create and use a variety of crouquis figures for use in apparel design and development.	Studio Work Demonstrations Assignments	Individual and Group Critiques Portfolio Reviews Guest Critic Review
5. Demonstrate knowledge and appropriate use of garment development and assembly terminology	Studio Work Lectures Demonstrations Assignments	Short Examinations Individual and Group Critiques

will be completed by course faculty using the listed evaluation method(s). Aggregated results will be submitted to the Associate Vice President of Academic Affairs. The benchmark for each learning outcome is that *70% of students will meet or exceed outcome criteria.*

SEQUENCE OF TOPICS:

1. Fashion Product Generators
 - a. Marketing Theory
 - b. Aesthetics and Original Vision
 - c.
 - d. Industry Specific Issues

2. Workflow: Development of the Fashion Garment and the Traditional Collection Concept
 - a. Industry-specific Research
 - b. Techniques of Visualization
 - c. Technical Apparel Design and Style Generation
 - d. Materials and Techniques

3. Presentation Methods and Aesthetics
 - a. Elements and Organization of the Design Board
 - b. Relevant contemporary examples
 - c. Incorporating Personal Vision and Product Romance

4. Professional Working Methods/Options for Continued Study
 - a. Demonstrating Knowledge of Fashion Design Skills
 - b. Review of options for further study as an Fashion Design major

Required Text:

Fashion by Design, Janice G. Ellinwood, Bloomsbury/Fairchild, ISBN:9781563678486
<https://www.bloomsbury.com/au/fashion-by-design-9781563678486/>

Other learning materials may be required and made available directly to the student and/o

forecast publications such as *Women's Wear Daily*)

COURSE APPROVAL:

Prepared by: Cheryl Gelover, Lisa McPherson

