

# THE ILLINOIS INSTITUTE OF ART CHICAGO

## Course Syllabus: Fashion Design

<b>Course Name:</b>	<b>FD128 Trends and Concepts in Apparel</b>	<b>Instructor:</b>	<b>Margarita Benitez</b>
<b>Department:</b>	Fashion Design	<b>Course WWW</b>	<a href="http://www.margaritabenitez.com">www.margaritabenitez.com</a> click on "Trends"
<b>Length / Hours:</b>	11 weeks, 44 hours	<b>E-Mail:</b>	<a href="mailto:mbenitez@aii.edu">mbenitez@aii.edu</a>
<b>Credits:</b>	4	<b>Time &amp; Place:</b>	Tuesday/Thursday 3:00pm-5:50pm Room 1089
<b>Term &amp; Year:</b>	Spring 2010	<b>Section(s):</b>	B

### COURSE DESCRIPTION

This course is a comprehensive study of trend forecasting, demographics and social issues that affect fashion and related industries.

### PREREQUISITES

FD100, GEN109

### REQUIRED TEXTBOOKS

FASHION FORECASTING, 2<sup>nd</sup> Edition

Evelyn L. Brannon, Fairchild Publications. ISBN # 1-56367-350-9

From Pencil to Pen Tool: Understanding & Creating the Digital Fashion Image,

Jemi Armstrong, Lorrie Ivas and Wynn Armstrong

Fairchild Publications, New York, 2005 / ISBN #1-56367-364-9

\*\*Value Pack for both books: ISBN#378-1-56367-815-8 – Available at Becks' Books

### FASHION DESIGN PROGRAM COMPETENCIES

1. Construction: graduates will have knowledge of terminology, principles, and concepts related to construction, patternmaking, draping, and other techniques used to produce garments. They will have an understanding of textiles and other products necessary to the fashion industry.
2. Technology: Graduates will demonstrate proficiency with traditional construction technology (sewing machines, sergers) and with computer assisted design software for creating fabrics, patterns, and other purposes.

3. Design: Graduates will understand and apply the principles of fashion design. They will be able to design and produce original garments. They will understand pattern drafting principles required for design and pattern development. They will be able to represent fashions on croquis and in other ways that follow industry expectations and standards.

4. Planning and problem-solving: Graduates will demonstrate an ability to analyze, formulate and implement innovative solutions related to designing and producing garments. They will demonstrate the ability to deal with problems of supply, the logistics of large-scale production, as well as how do deal with problems in individual fittings and how to adapt patterns for different fabrics.

5. Communication: Graduates will demonstrate professional oral, written, and visual communication skills and organizational skills according to industry expectations.

6. Context: Graduates will understand the broader context of their professional knowledge in relation to fashion, including design and costume history, laws and regulations, business practices, demographics, social, cultural (ethnic), psychological, forecasting, and economic theories and ideas.

7. Professionalism: Graduates will have developed an appropriate professional demeanor, an understanding of the nature and culture of the fashion industry, an understanding of the language and culture of marketing, an understanding of possible careers and career paths, and a clear understanding of professional ethics and standards

## **COURSE COMPETENCIES**

Upon completion of this course, a student should be able to

- Recognize the inter-relationship between clothing and culture.
- Examine the social, psychological, political, economic and technological influences that contribute to the development of fashion trends.
- Analyze the role clothing plays in the development of the self and examine the communicative nature of clothing and its effects on social interaction.
- Identify ways to research, analyze and understand past trends, as well as ways to apply findings to the prediction of future trends.

## **ATTENDANCE POLICY**

- STUDENTS ARE EXPECTED TO ATTEND EVERY CLASS.
- Please read the attendance policy in the catalog and student handbook.
- There are no excused absences. You are either present or absent.
- Attendance is taken in 15-minute increments.
- Students are expected to attend every class. (See section on *Attendance* in ILIA catalogue and student handbook.) In accordance with school policy, 32% absenteeism in a course will result in an "F". This equates to 14 hours of absenteeism in a 4-hour per week class and 21 hours of absenteeism in a 6-hour per week class.
- It is the student's responsibility to make sure that accurate attendance is marked whenever the student is tardy. This should be handled at the end of that particular affected class period.

## STUDENT RESPONSIBILITIES

All work turned in should be computer generated / typewritten. If you submit a disk or send an email, check and eliminate any attached viruses. Plan and print out your work in advance because last minute "computer-related" excuses will not release you from any deadlines. Always make and keep backup copies of your work.

- Attend all class sessions.
- Arrive on time for each class meeting.
- Bring the course textbook to each class, along with appropriate writing materials and required supplies.
- Read all assigned materials.
- Prepare and submit all assignments by the appropriate due dates.
- Present all work in a professional manner.
- Be prepared to discuss readings and assignments in class.
- Participate in class discussions.
- Take all tests at the schedule time.
- Responsible for all changes made to the topical outline section of this syllabus.
- All student work for this class must be picked up by the end of the 3<sup>rd</sup> week of the next quarter. If this is not done, the instructor will no longer be responsible for said work and will discard it.
- **ALL CELL PHONES MUST BE TURNED OFF DURING CLASS TIME!**

Conduct Code: Each student is responsible for adhering The Illinois Institute of Art Code of Student Conduct (as stated in the college catalog), which notes, in part, that: "The Illinois Institute of Art reserves the right to suspend or terminate any student who:

- Displays conduct detrimental to the training environment within the classrooms
- Displays conduct detrimental to the well being of fellow students and/or faculty and staff members within ILIA or at any Illinois Institute of Art sponsored activity or facility
- Causes damage to the appearance or structure of ILIA or housing facilities and/or equipment therein
- Who copies or otherwise plagiarizes the artwork or assignments/projects of other students or professionals
- Who otherwise displays conduct detrimental to his or her own academic progress or ultimate success in the field for which he or she is being educated.

## STUDENTS WITH DISABILITIES

The Illinois Institute of Art- Chicago has a special needs coordinator, Dr. Suzana Flores who organizes services for qualified students requiring reasonable accommodations. Notifying the Illinois Institute of Art- Chicago that you have a disability or special needs is optional and confidential. However, in order for the school to accommodate your needs, we need advance notice of the services you require. For more information, please contact Dr. Flores at 312-777-8616.

### **Grading / Evaluation:**

All exams and assignments must be completed satisfactory in order to pass the course. The evaluation process described below is subject to change by the instructor. Changes will be announced in class.

**Evaluation:**

Midterm Project	100 points
Final Project	150 points
3 Quizzes	200 points
Homework Assignments	195 points
Class Participation (10pts Per class)	220 points
<b>Total</b>	<b>845 points</b>
<b>Total</b>	<b>100%</b>

**Final Letter Grade Determination:**

93.0% - 100.0%	A
90.0% - 92.9%	A-
87.0% - 89.9%	B+
83.0% - 86.9%	B
80.0% - 82.9%	B-
77.0% - 79.9%	C+
73.0% - 76.9%	C
72.0% - 70.9%	C-
69.0% - 60.9%	D
59.0% and BELOW	F

**Minimum grade to pass the course**

Tentative Weekly Outline and Assignment Schedule