

COURSE SYLLABUS

COURSE TITLE: Image Design with Digital Technology II	TERM & YEAR: Fall 2009
COURSE NUMBER & SECTION: AD235 – Section A	TIME & PLACE: Tues / Thurs 6:00pm to 8:50 pm Main 1035 (Tues) // 1095 (Thurs)
INSTRUCTOR: Margarita Benitez	ADVISING LOCATION: Room 1082
ADVISING HOURS: Office hours by Appointment	OFFICE PHONE: 786-200-1101 (cell)
NUMBER OF QTR HOURS: 4 credit hours/44 contact hours (lecture)	EMAIL: mbenitez@aii.edu

Course Pre-Requisites:

Course Description (as stated in the catalog):

Students do a focused study in their area of expertise or interest using CAD design software. Students will learn the same software that is used in accessory production but in this class it will be more in depth than in **Image Design with Digital Technology I**. Students are asked to build up industry level speed while developing their own textile and surface designs in repeat on the computer. Students will produce Portfolio quality work in their Focus Area.

Required Textbook:

THE ULTIMATE FASHION STUDY GUIDE: THE DESIGN PROCESS, 1st Edition
Victoria Hunger. ISBN # 978-0-9794453-1-6

Recommended Software books:

Photoshop CS4, Volume 1: Visual QuickStart Guide. Elaine Weinmann / Peter Lourekas
Photoshop CS4, Volume 2: Visual QuickStart Guide. Elaine Weinmann / Peter Lourekas
Illustrator CS4: Visual QuickStart Guide. Elaine Weinmann / Peter Lourekas
InDesign CS4: Visual QuickStart Guide. Elaine Weinmann / Peter Lourekas

Course Objectives:

Upon completion of this course the student will be able to:

1. Collect sources to be used as design inspiration
2. Utilize appropriate terms and technology when creating accessory designs.
3. Utilize the internet for design research
4. Develop skills in Adobe Photoshop/Illustrator/InDesign
5. Present work in a professional manner
6. Perform techniques such as image and color manipulation, as well as surface design
7. Create technical sketches that are readable and set to professional standards.
8. Develop designer habits, such as that of keeping a concept/sketch book.

Program Objectives:

Fashion Accessory Design

Technical:

Graduates will demonstrate skills in Adobe Photoshop, Illustrator and InDesign as well as knowledge of Microsoft Powerpoint.

Technology:

Graduates will demonstrate the ability to use common industry software including software used for pattern making; grading; marker making; design software; and common office software such as word processing, spreadsheets, etc.

Critical Thinking:

Graduates will make connections between world events and trends in the apparel industry, as well as apply the implications of current events to business trends as they affect apparel design.

Design:

Graduates will develop and present a concept for a line through which they will demonstrate their knowledge of fashion history and its impact on current trends as well as show their sketching, illustration, and technical abilities.

Professionalism:

Graduates will demonstrate their ability to apply professional standards and business concepts related to accessory design, including the ability to work collaboratively and present concepts to clients, through the presentation of their work to an audience of colleagues and other professionals.

Attendance:

- Attendance is critical to your success!
- **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.**
- **AGAIN - 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 3rd week of the next quarter. If this is not done, the instructor will no longer be responsible for said work and will discard it.

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

Plagerism Policy: ALL WORK WILL BE CHECKED FOR PLAGIARISM!!!

If you are found to have plagiarized, you will receive a "0" for that assignment AND you will be reported to your department director.

PLAGIARISM CAN BE GROUNDS FOR EXPULSION!!!

"Plagiarism is the use or close imitation of the language and thoughts of another author and the representation of them as one's own original work." – Wikipedia.com

Assignment Policy: All work is due by the assigned date. **NO LATE WORK IS ACCEPTED!!!**

Make-up work Policy: Fashion department policy states that if a student is absent, they have until the beginning of the following class period to make up the work. No work will be accepted after one additional class period. Late work with not documented excuse will be marked down a full letter grade. Prior arrangements can be made; see me to do so.

Exam Policy: Exams are in the forms of projects. Each assignment will serve as an exam.

Materials and Supplies:

- Sketchbook
- Note book, pens and other classroom supplies.
- Computer USB drive – Minimum 1GB

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:

Class Participation/Attendance	100 pts.
Sketch/Concept book	100 pts
Trend Research Book**	200 pts.
Inspiration/Mood Board	150 pts.
Merchandising Board	150 pts.
Technical Sketch Board	150 pts.
Color Illustrated Croquis Board	150 pts.

Total Points Possible 1,000 pts. * All point totals are subject to change *

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	Minimum grade to pass the course
59% & BELOW	F	

Other Policies:

- The policy in this class will be consistent with all the policies and procedures of The Illinois Institute of Art – Chicago.
- All work in this course should reflect your own efforts. Group collaboration is encouraged, however you must clearly demonstrate personal competence and individual expression in what you submit to be graded. Plagiarism, copying or cheating on homework, projects or exams will result in failure of the course.
- The Illinois Institute of Art-Chicago has a special needs coordinator, Jamey DiVietro, 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 Jamey DiVietro at 312-777-8616.
- **Please turn off all cell phones and pagers during class.**
- ***NO TEXTING OR PHONE CALLS IN THE CLASSROOM! Please do this outside of class. You will be asked to leave class and be counted absent from the time you are not present in class.***

The Design Process (P. 144 – Putting it all together)

Step 1. Defining Target market and Customer Profile - Know your Customer

- Target Customer/ Market Groups (P.16 ~ 33)
(P. 56 ~ 65)
(P. 34 ~ 54)

Step 2. Design Line and Season

- Seasons & Delivery dates (P.13)
- Categories (P. 56 ~ 65)
- Items, Ensembles, Groups & Collections (P. 139 ~ 143)
- Identify Season & Formulate the Group (P. 146)

Step 3. Developing Concept

- Inspiration (P. 122, 123)
- Themes (P. 124)
- Creativity (P. 125)

Step 4. Developing Season's Color Palette & Fabric Story

- Color: Color as an Element (P. 116 ~ 119)
Color stories, Color ways (P. 136 ~ 138)
- Fabric: Fabric as an Element (P. 120)
Buying, Price, Content & Properties (P. 134 ~ 137)
- Accessory Parts and Details (P. 70 ~ 96)
- Notions and Trim (P.97, 99)

Step 5. Sketch and Designs

- Thumbnail sketches (P.148 ~ 150)
- Accessory Parts & Details (P. 70 ~ 96)
(P. 66 ~ 69)

Step 6. Plug In & Fill Gaps (P. 151)

Step 7. Review and Finalize

Step 8. Develop Presentation Package

- Technical Flat Drawing (P.156 ~ 160)
- Illustration – Styling-Photography (P. 161 ~ 176)
- Presentation Board (P. 177 ~ 192)

➤ Other information on the text book; Sourcing: P. 193 ~ 198