

Fashion Design and Apparel Technology Department
West Valley College

INTRODUCTION TO FASHION DESIGN and **THE APPAREL INDUSTRY**

Course: Introduction to Fashion Design

Units: 3

Pre-requisites: None

Grade Type: Letter Grade or Credit/No Credit Option

Time: T/TH 10:55-12:20 PM

Location: AAS 48

Instructor: Sally Aitken

Office: AAS 47

Office Hrs: Check schedule of office door

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SYLLUBUS---FALL 2004

Welcome to the Fashion Design and Apparel Technology Department and the Introduction to Fashion Design!. This course will acquaint you with the wide variety of careers available in the fashion industry—and in related industries as well. This class will explore the factors influencing fashion cycles and fashion change and explain the process of design development and apparel production. While information specific to the fashion industry is presented in depth, the information you learn in this class can be applied in to the design of any product made from fabric. Requirements for successful employment in the apparel industry will be discussed and students will explore a career area of interest to them personally. This course is West Valley College Certificate applicable and A.A./A.S. Degree applicable.

COURSE INFORMATION:

Introduction to Fashion Design meets Tuesday and Thursday for a total of 3 hours and 20 minutes of lecture per week. Plan to spend 4-6 hours/week outside of class completing weekly reading and periodic short assignments that reinforce the lecture material.

This course is primarily lecture with small group and large group activities. Instruction is supplemented with visits from industry professionals as guest speakers and field trips when possible.

COURSE OBJECTIVES: At the end of this course, you will be able to:

1. Identify the factors influencing the development of the fashion industry.
2. Identify the factors that effect consumer fashion demand and promote fashion change.

3. Recognize fashion cycles and explain their influence on the fashion industry.
4. Explain the global influences on fashion.
5. List the major fashion centers and explain the significance of each.
6. Describe the stages in the fashion design, manufacturing and wholesale marketing process.
7. Explain the impact of computers in the design of apparel and textiles, manufacturing of apparel, marketing/sales of fashion.
8. Analyze the operation of both large and small apparel businesses.
9. Identify career opportunities in fashion design, apparel manufacturing and auxiliary area of the soft goods industry as well as the skills and training necessary for these careers.
10. Describe their interests and skills in relation to a career in fashion design.

SCANS Skills

In 1991, the US Secretary of Education conducted a survey of the skills needed for success in the work place. This survey, the SCANS report (Secretary's Commission on Acquiring Necessary Skills) found American students lacked the basic skills for success in a number of key areas. As a result, SCANS skills have become a focus of education across the nation.

1. Allocate time.
2. Allocate human resources through group work.
3. Work as a team member, exercise leadership and negotiate to reach agreement.
4. Work with people from culturally diverse backgrounds.
5. Acquire, evaluate, interpret and communicate information and use computers to process information.
6. Understand organizational systems as they relate to the organization of an apparel firm.
7. Improve reading, writing, listening and speaking skills.
8. Think creatively and make decisions.
9. Learn and reason.
10. Exercise individual responsibility, increase self esteem, sociability, self-management and integrity.

COURSE PREREQUISITES: There are no prerequisites for this course. However, if you cannot read and write at the college level or if English is your second language, you may have difficulty with the work in this course. If you are unsure of your skill levels, you should go through the assessment process described in the Schedule of Classes or take advantage of the many College support services available.

TEXT and MATERIALS: The text for this class is Fashion, From Concept to Consumer, Seventh Edition, Frings, Gini.

You will need to bring your text and paper and pencils to class each day.

Supplemental Materials:

1. **Course outlines** and copies of the **in-class presentations** have been placed on

Reserve in the WVC library. There is no charge to use these materials, but a WVC Student ID card is needed to check them out. There is a copy machine available in the library if you need to make copies of any of the supplemental materials.

2. **Terminology tapes** are available for this class. The term tapes are based on terms from the text *Fashion, From Concept to Consumer*. You may listen to the tapes in the AV section of the library or take blank cassette tapes to the AV desk and an attendant will make a free copy for you to take with you. There are a total of four 90-minute tapes.
3. **Hard copies of the terms and definitions** on the term tapes is available for purchase in the WVC library.
4. Many resources you may wish to use are available on the **Internet**. If you need access to the Internet or need to use a computer for coursework, you may use the Technology Center located in the AAS building. You will need to bring your student ID to the Technology Center for registration. You may also access the Internet and get writing assistance in the CAW (Computer Assisted Writing Lab) in the Library.

PARTICIPATION:

Your success in this class depends on your willingness to put effort into your work. You are expected to participate in all large and small group activities, exercises and discussions. Participation will help you understand the subject matter and will be considered when determining your final grade.

Participation involves:

- **Paying attention.** Take notes, ask questions and take responsibility for your own learning.
- **Working with others in group activities:** A chain is only as strong as its weakest link. Don't drag your team down by refusing to get involved.
- **Attending class regularly.** If you aren't here, you can't learn.

Throughout the course, you are encouraged to bring in information and examples that relate to the subject matter and which can be shared with the class.

HOMEWORK: You can expect regular homework. College policy requires a minimum of 2 hours of outside work for every hour of lecture. Therefore you can expect 6 hours of outside work per week from this class. Plan your time accordingly.

Assignments for the entire semester are outlined on the Course Outline provided the first day of class. It is your responsibility to ensure you understand the assignments and turn them in on time. If you do not understand an assignment, don't wait till the last minute to ask questions!!

- 1 **Late work is not accepted.** Each lesson relates to the current lecture topic so keeping up with the work is essential to your success in this course. Absence is not an excuse for failing to complete assignments on time. You may fax or e-mail assignments if you are unable to attend class. (Both fax and e-mail date and time stamp the items so no late work is acceptable!)
- 2 At times, assignments may be changed from what appears on your assignment sheet. If you miss a class, it is **your responsibility** to get the assignment and

- handouts from a fellow student.
- 3 Assignments must be word processed, double spaced, on white paper with an appropriate font. **I will not accept hand written assignments.** If you need access to access the Internet or a computer, you may use the equipment in the Technology Center by showing you Student ID. You may also access the Internet and get writing assistance in the CAW (Computer Assisted Writing Lab) in the Library.

Reading assignments are outlined on your course outline. They should be read **before you come to class** in order to get the maximum benefit from the information.

ATTENDANCE: You are expected to attend each class and to arrive on time. Roll is taken at the beginning of class.

- 1 **Late arrival:** Class starts promptly at 10:55 AM. However, if something unexpected happens, it is better to come late than not at all. Since tests and quizzes are given at the beginning of class, late arrival will have a negative impact on your grade. If you are late repeatedly or disrupt class with your tardiness, I have the right to drop you from the course.
- 2 **Absence:** If you are absent from class for any reason, it is your responsibility to contact a fellow student to obtain any missed handouts, notes or assignments. If you are **absent 3 consecutive weeks without contacting me**, you will be **dropped** from the class.
- 3 **Arranged absences:** If you know you will miss a class, please let me know as soon as possible. To obtain my assistance, please identify **in writing** the date you will miss, the reason for the absence and your proposed timeline for making up any missed work.
- 4 **Emergencies:** If you have an emergency, become ill, have a death in the family, etc. you should notify me **immediately**. I can be reached by 24 hour voice mail at 741-2003. Show me the same courtesy as you would show your employer.

QUIZZES AND EXAMS: Scheduled tests appear on the course outline. There will also be a variety of unannounced pop quizzes. **Exams and pop quizzes can not be made up if missed.** As per College policy, Final Exams may not be given early for any reason.

GRADING: This course is offered for a letter grade or for Credit/No Credit. To receive credit, you must pass the course with a grade of “C” or better. A grade of “D” or “F” will result in No Credit for the course.

The grade book is always open to you. Accumulated points are placed on a curve to determine final grades. The top score in the class will be bench marked at 100%. Do not count on extra credit assignments to make up for missed work.

90% += a grade of "A" : your work was excellent in all areas and consistently surpassed all elements of the assignment/course.

80% += a grade of "B" : your work was very good, complete, consistent, and exceeded the minimum objective of the assignment/course.

70% += a grade of "C" : your work met the minimum objectives of the assignment/course.

60%+ = a grade of "D" : your work was not enough to fulfill the assignment/course objectives.

50% += a grade of "F" : you failed to do the assignment or failed to meet the minimum level of the course objectives.

EVALUATION:	POINTS
Participation	50
Test 1	50
Test 2	50
Projects	75
Final Exam	100
Terminology Quizzes	<u>50</u>
Total	375

RESPONSIBILITY: It is my responsibility to facilitate your learning and create an appropriate learning environment. It is your responsibility to take advantage of the opportunity to learn.

- 1 **Respect:** There will be discussion periods almost every class. During these discussion we will all respect each other's opinions-even if we do not agree with them. Generally, these sessions will be conducted on a voluntary basis; however, I reserve the right to call on students or to request an individual to refrain from speaking if I feel they are preventing others from speaking,
- 2 **Courtesy:** Out of courtesy to others, you are expected to **turn off your cell phone** when you enter the classroom. Cell phones may not be used during class for any reason. Failure to comply with this will result in two warnings followed by expulsion from class.
- 3 **Cheating:** Cheating, plagiarism or knowingly furnishing false information are causes of disciplinary action by the College and will result in a failing grade for this course. (School policy 5.8.19.1.) I reserve the right to assign seats during examinations.

CONTACTING THE INSTRUCTOR: Please contact me directly at the phone and email listed on the first page. Do not contact the Secretary in the Division Office unless there is an emergency.

- 1 Please respect office hours. Individual appointments are available upon request.
- 2 My mailbox is located in the Division Office. Information by be picked up or dropped off during the normal Division Office hours. Call 741-2013 to check

hours.

SAFETY ISSUES: In the case of fire, earthquake, bomb threat or other emergency evacuation, you are to exit the building through the loading area and meet in Parking Lot 3 (by the buss stop). **Do not leave without checking in with me!!!. Doing so may require personnel to risk their safety searching the building for you.**

It is recommended that you carry a small flashlight in your backpack or purse and bring it to each class session.

Please note the following telephone numbers:

Life threatening emergency--regular phone.....911
Life threatening emergency--campus phone.....9-911
Student health services on campus.....2222
Safety escort service.....2092
Nearest public phone.....outside main lobby of AAS building

SUPPORT SERVICES:

A variety of support services exist on the WVC campus to assist students who need career counseling, academic help, financial aid, tutoring or who are in educational transition or who have physical, emotional or learning disabilities. Check with the Career Program Center in AAS 35 or consult your class schedule for a list of telephone numbers.

West Valley College makes reasonable accommodations for persons with documented disabilities. College materials will be available in alternate formats (Braille, audio, electronic format, or large print) upon request. Please contact the Disability and Educational Support Program at (408) 741-2010 (voice) or (408) 741-2658 (TTY) for assistance.

IMPORTANT DATES: I hope you enjoy this class and stay to the very end, but if you decide to drop this course, **you must** file a drop slip at the admissions office. **FAILURE TO DO SO MAY RESULT IN A FAILING GRADE!**

Sept. 11 Last day to **drop** a class without a “W” (refund)
Sept. 17 Last Day to drop a class with out a “W” (no refund)
Nov. 19 Last day to **drop** a class with a “W”
Sept. 11 Last day to add a semester length class
Dec. 15-21 Final Exams
Jan. 10, 2005 Final grades available online or by phone at 741-2400