

INSIDE FASHION INDUSTRY – AD129

Instructor:	e-mail:
	Term:
Voice mail:	Total class hours: 18
Office hours:	Class meets:

Course description: Overview of the apparel industry, examining fashion's past, present and glimpse fashion's future. Students find where designers get ideas and how do they make these ideas a reality. Students research designers from each era, keep a journal and find new online and in print resources. They learn about price points and market sectors and discover a career opportunities. They learn to speak the jargon of fashion.

Course objectives: Upon completion of the class, students will:

- Understand the apparel design and manufacturing industry as a whole.
- Know the various aspects of apparel product development and marketing.
- Improve professional communication and presentation skills.
- Ingrain the habit of keeping a fashion/career journal.

Competencies being assessed. At the end of course, a student can:

- Apply appropriate apparel terminology in business situations.
- Explain the roles and functions of individuals engaged in fashion, textiles and apparel careers.

Class format: Class time is divided between lecture, research and student presentations.

Recommended text: *Fashion Design Course* by Stephen Faerm

Required supplemental materials: Laptop or tablet for taking notes and in-class research.

Career/Fashion Journal: Students keep a sketchbook/notebook. 8½" x11" or 9"x12". Composition notebooks or spiral are best. Moleskins are a nice option but pricier. Each week they add magazine clippings, notes, sketches, articles to share with co-students and peers.

Standards of conduct: Complete and on-time attendance is mandatory.

- **No student can miss three or more classes and expect to pass this class.**
- Attendance is at the beginning of each class period. If you are late, you will lose half the attendance points for the day. If you arrive late, it is your responsibility to make sure you have been counted present. If you arrive more than 15 minutes after the beginning of a part of the class period, you will be counted absent for that part of the period.
- If you are absent, you lose the attendance points for that day. If you know ahead of time that you will not be in class, make arrangement with the instructor the night *before* class (by 10 p.m. and by telephone).
- It is the student's responsibility to keep track of assignments and turn them in on time should the students miss the class or arrive late.
- Professionalism means: Turn off your cell phone. Attend the full class. Focus and follow-through during classroom work. Have respect and work well with classmates. Use the same behavior in the classroom as you would on the job in the apparel industry.

- Late work will result in a one letter grade deduction.

Labeling Policy: All student work must be turned in with the following information: Name, Course Name/Number, Instructor, Term/Date, Project/Assignment, Contact Info (phone or e-mail). Work may not be accepted for full credit without the required information. PFI cannot guarantee the return of student work that is not labeled with the required information.

Incomplete: A student who, due to medical or other exceptional causes, cannot complete the required class work must document his/her situation and submit a written request for an incomplete grade to be entered. The instructor, the academic advisor and director must approve the grade and assign a time line for the work to be completed. Incompletes must be requested and approved no later than the end of the quarter for which the incomplete is requested. To remove an incomplete, a student must complete the required course work before the next quarter commences. If a student does not comply within the time line or does not complete the work, an "F" grade, or the grade calculated by the instructor on the incomplete form, will be entered to replace the incomplete.

To initiate a request for an incomplete grade, the student must fill out an incomplete form and submit it to his/her instructor. The instructor will obtain the required signatures and submit the completed form with final grades.

Withdrawal (W/WF): The student who withdraws from a course or from the program during the first six weeks of the quarter will be assigned a "W" code for each course. The "W" code is not used in computation of the student's grade point average; however, "W" credits are counted toward total credits attempted. The student who withdraws from a course or from the program after the ninth week of the quarter will be assigned a "WF" code for each course. The "WF" code is the equivalent of a grade of "F" and is used in computing the student's grade point average.

Students wishing to withdraw from PFI must file an official status change form with the Academic Advisor.

Last day to withdraw from the class is 48 hours before class starts.

Lab Policies: Leave food and drink outside the classroom. Disciplinary action will be taken toward any student found using the equipment in an inappropriate manner. Disruptive, disrespectful, rude behavior is not tolerated.

Plagiarism: Presenting the writings, images or paraphrased ideas of another as one's own, is strictly prohibited. Properly documented excerpts from other's works, when they are limited to an appropriate amount of the total length of a student's paper, are permissible when used to support a researched argument.

Attendance Policy: Students who are absent from all scheduled classes over a 14-day period (2 weeks) are subject to automatic attendance suspension—from PFI, not just from this course. This means the student is administratively withdrawn from all courses and cannot attend classes or continue in the current quarter unless he/she successfully appeals for reinstatement. Students who anticipate violating the attendance policy should contact the academic advisor immediately to discuss options such as withdrawing from PFI or navigating the appeals process.

Picking up Work: Please pick up your work no later than the first Friday of the following quarter. If you cannot retrieve your work by this date please make arrangements with me. All work not picked up by this date will be recycled.

Students with Disabilities: It is PFI policy not to discriminate against qualified students with a documented disability in its educational programs, activities or services. If you have a disability-related need for adjustments contact the academic advisor.

Evaluation:

Attendance/Professionalism	10 %
Presentations	10%
Team presentation/Homework B	20%
Final quiz	10 %
Homework A	10 %
Homework C	10 %
Homework D	10 %
Homework E	10%
Notebook	10 %
TOTAL	100 %

Grade Scale

Letter	Number	Rating
A	95-100	Excellent
A-	90-94	
B+	87-89	Good
B	83-86	
B-	80-82	
C+	77-79	Satisfactory
C	73-76	Fair
C-	70-72	
D+	67-69	Marginal
D	62-66	
F	<62	Failure

COURSE CALENDAR

This syllabus is subject to change at the instructor's discretion.

WEEK/DATE	TOPIC	ACTIVITY	ASSIGNMENTS
1/	Introductions. Goals and Objectives. Overview of apparel industry	Bring supplies to every class. LECTURE: • Trend cycles IN CLASS RESEARCH: • Comparison shopping	Research trend cycles (see handout A). Write a report on cycles and comparison shopping and be ready to discuss it in next week's class.
2/	Fashion cycle: Apparel product development	PRESENTATIONS: • Share homework LECTURE & IN CLASS RESEARCH: • Business of Fashion	See handout B. Form a team: - Develop a concept, decide on a theme and entitle your product line. - Complete a customer profile and inspiration board. - Develop and illustrate the designs. - Present your line to the class on week 5 Research current events in fashion (handout C) write a report and be ready to discuss it in next week's class.
3/	Retailing: Fashion and the consumer	PRESENTATIONS: • Share homework LECTURE & IN CLASS RESEARCH: • Using current events, draw a theme and create an inspiration board (handout D). • Comparison shopping	Bring to class: - A poster board (11"x17") - Rubber cement, glue stick or tape - Scissors - Plenty of magazines or tear sheets - Fabric swatches
4/	Fashion design and concept boards	IN CLASS RESEARCH: • APD teams meet to prepare for presentations next week.	

<p>5/</p>	<p>Project briefs</p>	<p>PRESENTATIONS:</p> <ul style="list-style-type: none"> • Team presentations on Apparel Product Development <p>LECTURE:</p> <ul style="list-style-type: none"> • Keeping focus on the customer. <p>IN CLASS RESEARCH:</p> <ul style="list-style-type: none"> • Demographics and psychographics 	<p>Create a project brief based on APD presentations and additional research (handout E) write a report and be ready to discuss it in next week's class</p>
<p>6/</p>	<p>Apparel marketing</p>	<p>PRESENTATIONS:</p> <ul style="list-style-type: none"> • Share homework <p>LECTURE:</p> <ul style="list-style-type: none"> • Apparel marketing. • Merchadising & development • Cross functional partnerships <p>IN CLASS DISCUSSION:</p> <ul style="list-style-type: none"> • Getting product to market. Questions/ topics discussed and answered. <p>FINAL QUIZ</p>	<p>Notebooks, homework due at end of class. Returned 1 week after class</p>