

AD402 -- CONCEPT & DEVELOPMENT

Instructor:	e-mail:
	Term:
Voice mail:	Total class hours: 36
Office hours:	Class meets:

Course description: Create a fashion collection. Experience the process from beginning like a pro. Learn how to make mood boards, keep a sketchbook, and where to look for inspiration. Design for a specific customer. Choose fabrics, trims and colors. Critique work to define, edit and refine the collection.

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

- Develop and analyze creative concepts from initial idea as thumbnail sketches
 - Develop and use critical thinking in the design process.
 - Develop an awareness of concept building using the visual and written word.
- Articulate and defend concepts
 - Apply the design process to specific goal-focused problem solving.
 - Explore nontraditional design options.
 - Integrate design concepts, materials and skills.
- Analyze and apply the critical thinking process to the design challenges of specific problems.
 - Demonstrate illustration skills.
 - Develop visual literacy, through exploring the principles and techniques of visual communication.
 - Demonstrate active and reflective listening skills
 - Present one-on-one and to groups
 - Develop the ability to critique
 - Follow oral and written directions
- Determine appropriate research, concepts, materials, tools and media.

Competencies being assessed. At the end of the course, a student will know how to:

- Create progressions to create a cohesive line that reflects the company's vision.
- Generate designs that take into consideration practical details plus ecological, environmental, sociological, psychological, technical and economic trends and issues.
- Devise a cohesive line based on best concept and product development practices.

Prerequisites: Adobe (AD261), Fashion Illustration 2 (AD117)

Class format: Class time is divided between lecture, research and student presentations. Students will work on designs in and out of the classroom. Students will participate in critiques and share their work and ideas openly.

Required supplemental materials:

- Apple/PC laptop loaded with CS4 or above. Mouse or tablet required day 1!!
- USB device (2 GB recommended)
- Sketchbook to collect and collate ideas, inspiration, and sketch.
- Tracing paper and pencils; finished croquis.

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/Participation	10 %
Colorways & fabric story	10 %
Mood board	10 %
Visual Line plan	10 %
Sketches & croquis illustrations	20%
Midterm review	20%
Collection flats /final presentation	20 %
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. Terminology. Process. Goals and Objectives Trends	Bring supplies to every class. LECTURE: Overview of entire design process. Collecting and collating ideas. Where to find inspiration. Website resource list IN CLASS RESEARCH: Trend research: Color, fabric, silhouette	Collect images for inspiration. Practice layouts in sketchbook Start on trend boards for presentation
2/	Composition & color theory	PRESENTATIONS: Share homework LECTURE: Color theory and seasonal colors. How to make a good, interesting composition. Putting your vision in to words. Where to get color swatches IN CLASS RESEARCH: Composition & color theory	Work on color trends, gather color samples for presentation. Edit trend boards. Bring in piece of favorite clothing
3/	Mood and concept board	PRESENTATIONS: Share homework	Work on mood and concept boards for

		<p>LECTURE: Difference between mood & concept boards and their purpose</p> <p>CLASSWORK: Create mood and concept boards. Edit sketches. Learn the value of sharing. Discuss what is working, what is not. Decided what is too much and what needs more. Refine sketch details: Does the proportion look right. Check the movement of fabric chosen</p>	presentation.
4/	Colorways and fabric story	<p>PRESENTATIONS: Share homework</p> <p>LECTURE: Choosing fabrics. Learn basics of making a fabric story. Trim-how important it is to choose the right zipper etc. Analyze piece of favorite clothing-stitches, trims, fabric. Beginning sketches. Where to get fabric swatches.</p> <p>CLASSWORK: Colorways and fabric story. Finalize mood board and title/verbiage around collection.</p>	<p>Work on colorways, gather fabrics for presentation.</p> <p>Refine fabric story. Begin sketching.</p>
5/	Progressions	<p>PRESENTATIONS: Share homework</p> <p>LECTURE: Progressions: sketches & illustrations How to create a good presentation board. Importance of professionalism and clear point of view. Choosing a hairstyle, shoe, bag for your collection</p> <p>LAB: Work on sketching, progressions.</p>	Complete presentation boards.
7/	Introductions. Terminology. Process. Goals and Objectives.	<p>Bring supplies to every class.</p> <p>LECTURE: Refining the concept and content</p> <p>CLASSWORK: Evaluating and refining the customer</p> <p>PRESENTATIONS: Initial visual line plan with purpose, customer, trends, silhouettes, fabrics and colorways</p>	Generate additional sketches to create other solutions to the given problem.
8/	Refining the initial line plan	<p>CRITIQUE: Share homework</p> <p>LAB: Work on progressions</p>	Revise line plan based on feedback.
9/	Refining progressions	<p>CRITIQUE: Share homework</p> <p>LAB: Revise line plan</p>	Revise line plan based on feedback
10/	Line plan presentation	<p>CRITIQUE: Share homework</p> <p>LAB: Revise line plan</p>	Create final line plan based on feedback
11/	Illustrations to flats	<p>PRESENTATIONS: Share homework</p> <p>LECTURE: Examples of portfolios. Digital portfolios. What to include</p> <p>LAB: Create flats. Create presentation boards.</p>	Create portfolio piece from presentation board
12/	Final review	<p>PRESENTATIONS: Presentation board and portfolio piece.</p>	Presentation board reviewed and returned by end of class

