PORTLAND FASHION INSTITUTE

PFI, LLC
P.O. Box 18147 ° Portland OR 97218 ° (503) 927-5457
Founded in 2010 Portland, Ore.

We are apparel people teaching apparel people

info@portlandfashioninstitute.com ° www.portlandfashioninstitute.com

PORTLAND FASHION INSTITUTE

COURSE CATALOG

September 2019-August 2020

Favorite Son. Graduate collection by Erich Treeby @ Fade to Light Fashion Show.

amendment of the student's education record that the student believes are inaccurate or misleading; the right to consent to disclosures of the personally identifiable information contained in the student's educational record, except to the extent that FERPA authorizes disclosure without consent; and the right to file a complaint with the U.S. Department of Education concerning alleged failures by PFI to comply with the requirements of FERPA.

Upon accreditation, PFI students can also lodge complaints in writing to ACCET complaints@accet.org, 1722 N Street NW, Washington, DC 20036, (202)955-1113

Graduation Requirements

PFI students can seek a certificate as an Apparel Designer, Technical Developer or Apparel Entrepreneur. The first term the student is enrolled to Portland Fashion Institute will be the starting date and will determine the catalog year for certificate requirements. A change in certificate or reinstatement after an absence changes the catalog and thus the certificate requirements.

To graduate with a certificate, enrolllees need to complete required courses with a minimum of 2.0 cumulative grade-point average and a graduation application.

Transcripts

Per FERPA rules, only students can request transcripts by contacting the Registrar and completing a Transcript Request form. Basic cost per transcript is $7.

Student Services

Career Services provides an annual career fair plus career planning and employment services and resources for students and recent graduates. More than 50 area employers contact Portland Fashion Institute each year to find suitable employees.

Portfolio classes include lessons on writing cover letters and résumés, interviewing techniques plus job search strategies. Events and internship opportunities further job placement opportunities. Career counselors are available to discuss career exploration and job search strategies. Resources on the job market and company information are available for student use. Job announcements are posted online. PFI does not guarantee employment.

An alumni network is available so alumni can network after they graduate.

P	F	I

Now it's your turn.

PFI students have gone on to work for apparel companies, start stores and create apparel lines that are sold across the nation. Seven have competed on Project Runway.

It's time to turn your dreams into reality.

Visit us at www.portlandfashioninstitute.com

Reinstatement
A student needs to reapply after not enrolling at PFI for four consecutive terms and can reapply the next term if denied for a current term. Those denied should contact PFI to correct missing materials and to reapply.

Student Conduct
PFI aspires to stimulate a lasting attitude of civility, social responsibility and openness in our students as well as an appreciation for our values of accountability, diversity, respect and truth. All people must treat others with dignity and respect in order for scholarship to thrive. Violations of these basic rights can subject a student to appropriate disciplinary or judicial action including removal of the student from PFI.

Unauthorized distribution of copyrighted material, including unauthorized peer-to-peer file sharing, may subject students to civil and criminal liabilities. Anyone found liable for civil copyright infringement may be ordered to pay either actual damages or "statutory" damages per Title 17, United States Code, Sections 504, 505. Willful copyright infringement can also result in criminal penalties. For more information, visit the U.S. Copyright Office website at www.copyright.gov.

A violation on PFI's Internet can result in termination of network access and/or other disciplinary action including removal of the student from PFI.

Substance Abuse
PFI maintains a drug-free workplace. As such, the unlawful manufacture, sale, delivery, unauthorized possession or use of any illicit drug is prohibited on property owned or controlled by PFI or as part of any PFI activity. Anyone coming to class under the influence is subject to discipline including dismissal. Violation of the drug-free policy may be cause for criminal prosecution by government or law enforcement agencies.

Those who suspect they may have a drug or alcohol problem are encouraged to talk to PFI for referral to its network of counselors.

Grade Scale

Letter	Number	Rating	GPA
A	95-100	Excellent	4.0
A-	90-94		
B+	87-89		
B	83-86	Good	3.0
B-	80-82		
C+	77-79	Satisfactory	
C	73-76	Fair	2.0
D+	67-69		
D	62-66	Marginal	1.0
F	<62	Failure	

Grades
This grade scale is standard for all classes. Evaluation rubric is determined by subject matter for each class and is displayed on the syllabus for the class.

Student Records
Family Educational Rights and Privacy Act of 1974, as amended, (20 U.S.C. 1232g) provides that PFI students have the right to inspect and review the student's education records within 45 days of the day PFI receives a request for access; the right to request the

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Incompletes: The instructor and PFI must approve the "I" 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 will replace the incomplete.

LOA: LOA is limited to 180 calendar days in any 12-month period. Multiple leaves of absence may be permitted provided the total of the leaves does not exceed this limit. LOA longer than that requires reapplication and reinstatement.

To initiate a request for an Incomplete or LOA, the student must fill out the appropriate form and submit it to the instructor. The instructor will obtain the required signatures and submit the completed form with final grades.

Satisfactory Academic Progress (SAP)

PFI consults quarterly with each student to check progress. This includes meetings with students not maintaining a 2.0 or "C" grade point average or the proper percentage of clock hours that allows the student to complete the program within the maximum time frame of three years. PFI with students not meeting SAP:

– Create a performance improvement plan (PIP) so the student can meet SAP by end of the following term.

– Revisits the PIP, sets a formal warning and places on academic probation those not meeting 2.0 or proper percentage of hours at the end of the following term.

– Terminates those under academic probation and still not not meeting 2.0 or proper percentage of hours during the subsequent term despite the PIP.

Students can check their grades on their Populi portal. They can appeal an instructor's grades and SAP standing in writing to PFI within two weeks of the end of the term. PFI responds within one week of receiving the appeal. The appeal must include substantiating documentation including a definitive statement from a student as to why s/he failed to meet SAP standards and what has changed in the student's situation that will allow her/him, to meet SAP standards at the end of the next SAP evaluation

PFI offers weekly open sewing and private lessons to so students can consult, turn in missing work and bring up grades.

Assignments

– Class assignments are due per each class schedule. Late work must be turned in by one week after deadline and will result in a one letter grade deduction. Contact the instructor before class end to make arrangements.

– 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.

for the entire program and shall not be entitled to any refund.
– Within 40 days after notification of such cancellation, withdrawal, termination, or completion, a written statement showing allowable charges and total payments received shall be delivered to the student by the school, together with a refund equal in amount to monies paid to the school in excess of those allowable charges.

Withdrawal Grades

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 sixth 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.

Attendance Policy. Attendance is 10 percent of your grade.

– If you know you will miss a class, contact PFI the night before (by 10 p.m. and by text) as a professional courtesy to report your absence.
– Attendance is taken at the start and end of each class period. If you arrive late, it is your responsibility to make sure you have been counted present. If you arrive late or leave early 1-14 minutes, you will be marked tardy. If you arrive late or leave early 15 minutes or more, you will be counted absent for that part of the period. Three tardies in a row deducts 10 percent of your grade.
- 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 the course. This means the student is administratively withdrawn from all courses and cannot attend classes or continue in the current quarter unless s/he successfully appeals for reinstatement.
- PFI offers weekly open sewing and private lessons to make up missed work. These sessions are comparable to what you have learned in class but they do not remove the absence.
– The minimum acceptable attendance rate per quarter is 80 percent.
– No student can miss three or more classes and expect to pass the given class.
– Students who anticipate violating the attendance policy should contact PFI immediately to discuss options.
– Students can check their attendance record on their Populi portal. Students missing two classes of a course will be notified by the Director in writing.

Incomplete/Leave of Absence

A student who, due to medical or other exceptional causes, cannot complete the required class work must document his/her situation and sign and date a written request for an incomplete grade or leave of absence (LOA).

WELCOME

Thank you for considering Portland Fashion Institute to launch and enhance your career. You'll be placed in a professional atmosphere from day one. An education here offers you a chance to develop your talent and acquire skills sought by the apparel marketplace.

PFI started business in 2002 as Portland Sewing with a beginning sewing class for four students. The business grew to add classes in intermediate and advanced sewing, tailoring, draping, design and specialty classes and apparel business. That growth was driven by demand from students, requests from area apparel companies and by suggestions from our advisory board and professional staff of teachers. These creative and practical ideas keep PFI ready to impart the demands of the working world to our students.

Today, more than 6,000 persons have passed through the classrooms at PFI. I hope the passionate faculty, friendly facilities and focused curriculum detailed in this catalog convince you that PFI should be your first choice for formal training in apparel design and business.

Sincerely,

Sharon Blair
BA, MA, PAA
Director

If cancellation occurs after classes start, refund amounts are based on your last date of attendance (LDA). When determining the number of weeks completed by you, PFI considers a partial week the same as if a whole week were completed, as long as you were present at least one day during the scheduled week. During the first week of classes, tuition charges withheld will not exceed 10 percent (10%) of the stated tuition up to a maximum of $1,000.

If cancellation or termination occurs after first week of classes and before 50 percent of the class is completed, refund will be prorated based on last date of attendance plus ten percent of the remaining funds (not exceeding $1,000), minus your application fee of $50.

After the first week and through fifty percent (50%) of the period of financial obligation, tuition charges retained will not exceed a pro rata portion of tuition for the training period completed, plus ten percent (10%) of the unearned tuition for the period of training that was not completed, up to a maximum of $1,000.

After you complete fifty percent (50%) of the period of financial obligation, PFI keeps the full tuition for that period.

For comparison, here is the:
Cancellation and Refund Policy from
Oregon's Higher Education Coordinating Commission
(OAR 715-045-0036)

– A student may cancel enrollment orally or by giving written notice to PFI.
– If cancellation occurs within five business days of the date of enrollment, and before the commencement of classes, all monies specific to the enrollment agreement shall be refunded.
– If cancellation occurs after five business days of the date of enrollment, and before the commencement of classes, the school may retain only the published registration fee. Such fee shall not exceed 15 percent of the tuition cost, or $150, whichever is less.
– If withdrawal or termination occurs after the commencement of classes and before completion of 50 percent of the contracted instruction program, the student shall be charged according to the published class schedule. The student shall be entitled to a pro rata refund of the tuition when the amount paid exceeds the charges owed to the school. In addition to the pro rated tuition, the school may retain the registration fee, book and supply fees, and other legitimate charges owed by the student.
– If withdrawal or termination occurs after completion of 50 percent or more of the program, the student shall be obligated for the tuition charged

Last day to withdraw from a course to get a W grade entered on transcript.	Wednesday, July 22, 2020, 5 pm. After this date, a WF is entered on transcript.
Finals "week".	Monday-Saturday, July 22-27
End of Summer term.	Saturday, July 27, 2020
Final grades due to Registrar's Office.	Wednesday, July 3, 2020
Grades available on Populi website.	Wednesday, August 7, 2020

ACADEMIC POLICIES

Refunds. Refunds are calculated for each student who cancels, withdraws or is withdrawn from training. Refund calculations are based on start date, last date of attendance (LDA, date of determination (DOD), charges to the student, total amount paid, weeks earned and resulting percentage of program completed. The $50 application fee is nonrefundable.

If you never attend class (no-show) or cancel this agreement prior to the class start date, all refunds are made within 40 calendar days of the first scheduled day of class or the date of cancellation, whichever is earlier.

If you do start classes, the refund due is calculated using the last date of attendance (LDA) and be paid within 40 calendar days from the documented date of determination (DOD). The date of determination is the date you gave written or verbal notice of withdrawal to PFI or the date PFI terminated you per PFI's attendance, conduct, or Satisfactory Academic Progress policy.

If you provide advanced notice of withdrawal such that the 40-day window for refund processing ends before the last date of attendance, the refund is paid within 40 calendar days from the last date of attendance.

Cancellations.

- If you are rejected for enrollment by PFI, you will get a full refund of all money paid, less your non-refundable application fee of $50.
- If PFI cancels a program subsequent to your enrollment, PFI will refund all money paid by you, less your non-refundable application fee of $50.
- If you are accepted by PFI but cancel prior to the start of scheduled classes or never attend class (no-show), you will get a full refund of all money paid, less your non-refundable application fee of $50.

How to Apply:

Go to the "Admissions" section on page 40 of this book for basic admissions requirements, instructions and applications. You may also call us at 503-927-5457, or apply online at www.portlandfashioninstitute.com

PFI maintains an inclusive* admissions policy for its certificate programs. Previous experience with sewing and design are not required for admission. Students of all skill levels are encouraged to apply. It is our belief that all students willing to make the appropriate commitment have the ability to learn professional-level skills.

Home-schooled Students

PFI welcomes and encourages home-schooled students to enroll in our certificate programs. The admissions policy equally applies to home school students who participate in a program officially recognized by the state in which they live.

Transfer Students

If you have completed previous college-level coursework, we welcome you to submit your official transcripts to PFI's Admissions Office for review for possible credit.

PFI Policies and Academic Information

This catalog is for your information only; information found in this catalog is subject to change at any time. Detailed policies and academic information are available on our website at www.portlandfashioninstitute.com

**Please note that PFI may reject any applicant who does not meet minimum requirements for entry.* *See page 40.*

ABOUT PFI

Philosophy

Trying to break into the apparel business but don't know where to start? Then you've come to the right place.

Portland Fashion Institute offers training and continuing education for apparel designers, companies and aspirants. Our goal is to enable students to become industry-proficient in clothing design, patternmaking, construction, manufacturing and product development.

The skills and principles necessary to get a job and have a career are taught by top-notch professionals who earn a living doing what they teach.

We are apparel people teaching apparel people

– PFI is a private career school owned and operated by Portland Fashion Institute, LLC; Sharon Blair, director.
– It is licensed by the Oregon Higher Education Coordinating Commission, 255 Capitol St. NE, Salem, OR 97310

Last day to drop a course and receive 100% refund.	Saturday, April 11, 2020 at 10 am. After this date, refunds are prorated.
Last day to add a class.	Saturday, April 18, 2020, 10 am.
Last day to drop a 6-week course and receive any refund.	Monday, April 20, 2020, 5 pm.
Last day to drop a 12-week course and receive any refund.	Monday, May 11, 2020, 5 pm.
Last day to withdraw from a course to get a W grade entered on transcript.	Monday, May 11, 2020, 5 pm. After this date, a WF is entered on transcript.
Memorial Day Holiday observed: No classes	Saturday, May 23-Monday, May 25, 2020
Finals "week".	Monday–Saturday, June 22-27, 2020
Final grades due to Registrar's Office.	Wednesday, July 1, 2020
Grades available on Populi website.	Wednesday, July 8, 2020

SUMMER 2020

Registration and advising begins for Summer Intensives.	Monday, June 1, 2020, at 10 am
Verification of enrollment.	Tuesday–Friday, June 23-26, 2020
Orientation for newly enrolled students	Tuesday, June 26, 2020
Classes begin Monday, July 13.	Monday, July 13, 2020, 10 am.
Last day to add a class.	Monday, July 20, 2020, 10 am
Last day to drop a 18-hour course and receive any refund.	Monday, July 20, 2020, 5 pm
Last day to drop a 36-hour course and receive any refund.	Monday, July 20, 2020, 5 pm

ACADEMIC CALENDAR

Dates subject to change. Please refer to PFI's website for the most up-to-date information: www.portlandfashioninstitute.com

Last day to drop a 6-week course and receive any refund.	Monday, January 20, 2020 at 5 pm.
Last day to drop a 12-week course and receive any refund.	Monday, February 10, 2020, 5 pm.
Last day to withdraw from a course to get a W grade entered on transcript.	Monday, February 10, 2020, at 5 pm. After this date, a WF is entered on transcript.
Finals "week".	Monday–Saturday, March 23-28, 2020
Final grades due to Registrar's Office.	Monday, March 30, 2020, at 5 pm.
Grades available on Populi website.	Monday, April 1, 2020, at 5 pm.

SPRING 2020

Orientation takes place for newly enrolled students	Friday, March 27, 2020
Registration and advising for Spring quarter	Monday, February 10, 2020 - Monday, March 23, 2020
Verification of enrollment begins.	Tuesday, March 24, 2020
Classes begin Monday, April 6, 2020	*Note:* PFI observes Memorial Day weekend Saturday, May 23, through Monday, May 25, 2020. The Spring term schedule for the 2019–2020 academic year has been adjusted to accommodate this decision.

MISSION STATEMENT

Portland Fashion Institute, LLC aims to be the best education center for apparel in the USA. Our goal is to exceed expectations while giving students a fun and rewarding experience and careers that help grow the apparel industry.

To achieve its mission PFI:

•prepares aspiring professionals in the fields of apparel design, technical development and apparel business by delivering excellent certificate programs.

•maintains an inclusive admissions policy for all persons who meet basic requirements for admission and instruction and who want apparel business, technical and design skills;

• teaches a disciplined approach to the study of design that encourages students to develop their own styles that blend their talents, technical skills and creative aspirations with professional knowledge;

• enlists a dedicated and very able faculty of career designers, business leaders and entrepreneurs who are professionals and whose success as educators comes from their ability to teach students through the wisdom and skill they have amassed through years of experience and study;

• provides a creative environment that is at once supportive and challenging and underpinned by excellent personalized teaching and support services that address the needs of students of diverse ages and backgrounds;

• promotes new business and job creation and the profitable retention of workers, which in turn strengthens the local economy and the overall health of the domestic apparel industry.

WHAT WE OFFER

Annual Fashion Show: Graduates show their collections at an annual Fall industry event that attracts buyers, press and managers from top area apparel companies. Participants walk through all steps of apparel production and marketing, including fashion styling and a photo shoot. In Spring, all students can take part in the Innovative Design fashion show that attracts leaders from Adidas, Columbia Sportswear and Nike.

Real World Projects: PFI collaborates with industry companies on projects, competitions and sponsorships.

Internships: PFI works with area apparel companies, designers and talent acquisition agencies to place seniors and graduates in paid internships and entry-level jobs.

Top Notch Facilities: PFI owns industry standard equipment for industrial sewing, pattern drafting, computer patternmaking both 2D and 3D.

Professional Faculty: All of PFI's instructors are professionals working in the fashion industry.

Last day to drop a 12-week course and receive any refund	Monday, October 14, 2019, 5 pm.
Thanksgiving Holiday observed: No classes	Thursday–Sunday November 28-30, 2019
Finals "week".	Monday–Saturday, December 2-7, 2019
End of Fall term.	Saturday, December 7, 2019
Final grades due to Registrar's Office.	Monday, December 16, 2019, at 5 pm.
Grades available on Populi website.	Monday, December 30, 2019, at 5 pm.

WINTER 2020

Orientation takes place for newly enrolled students	Friday, November 22, 2019
Registration and advising for Winter quarter	Monday, November 4, 2019 - Monday, December 16, 2019
Verification of enrollment begins.	Tuesday, December 3, 2019
Classes begin Monday, January 6, 2020	*Note:* PFI will be in session Martin Luther King Jr Day and Presidents Day.
Last day to drop a course and receive 100% refund.	Saturday, January 11, 2020 at 10 am. After this date, refunds are prorated.
Last day to add a class.	Saturday, January 18, 2020, 10 am.

ACADEMIC CALENDAR

Dates subject to change. Please refer to PFI's website for the most up-to-date information:
www.portlandfashioninstitute.com

FALL 2019

Orientation for continuing & newly enrolled students	Saturday, August 24, 2019
Registration and advising for Fall quarter	Monday, July 8 - Friday, September 6, 2019
Verification of enrollment begins.	Tuesday, September 3, 2019
Classes begin Monday, September 9.	*Note:* PFI observes Thanksgiving weekend Thursday, November 28, through Sunday, November 30, 2019. The Fall term schedule for the 2019–2020 academic year has been adjusted to accommodate this decision.
Last day to drop a course and receive 100% refund.	Saturday, September 14, 2019 at 10 am. After this date, refunds are prorated.
Last day to add a class.	Saturday, September 21, 2019, 10 am
Last day to drop a 6-week course and receive any refund.	Monday, September 23, 2019 at 5 pm.
Last day to withdraw from a course to get a W grade entered on transcript.	Monday, October 14, 2019, at 5 pm After this date, a WF is entered on transcript.

Fashion Forward photo shoot left to right: (1) Pan African Hip by Viola Horton, (2 & 4) Prynne by Cecily Holtz, (3 & 5) Chuck's Lab by Charlie Ryan Photos by Tom Boehme. MUAH by Tabiba Styles.

Transfer Policies

· Only an official transcript may be used to apply transfer credit to the student's record at Portland Fashion Institute.

· Transfer evaluations are based on the current transfer policies during the student's date of admission and will be binding for the student's entire matriculation at Portland Fashion Institute. Subsequent evaluations are not permitted unless the student changes his or her certificate program (i.e. from an Apparel Designer certificate to a Technical Developer certificate).

– Coursework from accredited post-secondary institutions will be considered for transfer if it carries the equivalent credit, prerequisites, content and level of instruction. Remedial or pre-college courses are not eligible for transfer.

– Coursework presented for transfer must be successfully completed with a letter grade of "C" or above or a grade of "pass" in a pass/ fail course.

— PFI will accept a maximum of 54 clock hours or 3 credit hours.

– Students should within five business days after acceptance to PFI make an appointment with a PFI subject matter expert and supply transcripts, grades and final projects from prior coursework. The subject matter expert will review projects and give the student a qualifications test. With a score of 95 percent or more, a student can "test out' of the given course. Each qualifications test costs $45 per exam.

– Units completed at another institution after the student has started a certificate program at Portland Fashion Institute will not be considered for transfer.

Portland Fashion Institute, LLC prohibits discrimination against its customers, employees and applicants for employment on the bases of race, color, national origin, age, disability, sex, gender identity, religion, reprisal, and where applicable, political beliefs, marital status, familial or parental status, sexual orientation, or all or part of an individual's income is derived from any public assistance program, or protected genetic information in employment or in any program or activity conducted or funded by PFI.

Any person unlawfully discriminated against, as described in ORS 345.240, may file a complaint under ORS 659A.820 with the Commissioner of the Bureau of Labor and Industries. PFI policies governing employees will be enforced in situations where instructional staff or other school personnel have been found to have engaged in discriminatory behavior.

Students aggrieved by action of PFI should attempt to resolve these problems with appropriate school officials. Should this procedure fail students may contact: Higher Education Coordinating Commission, Private Career Schools, 255 Capitol St. NE, Salem, OR 97310" After consultation with appropriate Commission staff and if the complaint alleges a violation of Oregon Revised Statutes 345.010 to 345.470 or standards of the Oregon Administrative Rules 715-045-0001 through 715-045-0210, the Commission will begin the complaint investigation process as defined in OAR 715-045-0023 Appeals and Complaints.

TUITION

Tuition Fees
$22 per clock hour

How Tuition is Billed
– Tuition is charged on a per-class basis.
– Tuition is paid quarterly for enrollment in that term's classes.
– Tuition is due upon receipt of confirmed class schedule.
– Payment plans plus financing options for veterans and workforce training are available. Visit www.portlandfashioninstitute.com/financing

Cost for certificates
– Apparel Designer: 852 clock hours+internship*$22=$18,744
– Technical Developer: 798 clock hours+internship*$22=$17,556
– Apparel Entrepreneur: 747 clock hours+internship*$22=$16,434

Additional Fees (non-refundable)
– Registration fee (one time for new students) $50
– Photo I.D. replacement fee $30

Extra Costs (approximate, depends on certificate program, student choices and where purchased):
– Books: $650 (available from online or area bookstores or to borrow from PFI Resource Center).
– Supplies: $500 (for sewing, fashion illustration, patternmaking, draping). PFI has an optional $500 supply kit for purchase.
– Equipment: $3000 (for purchase of a computer and sewing machine. Student subscription to Adobe software would cost an additional $20/month). PFI has an optional equipment fee for $500 for unlimited use of its equipment.

Registration presents you with a confirmed class audit. Your period of financial obligation is one term (one quarter or 12 weeks). You choose classes based on program guides and consultation with PFI. Each term's schedule shows tuition and lists all payments. It is sent as an addendum to the class audit.

You can cancel enrollment orally or by giving written notice to PFI. You are not required to notify PFI of cancellation or withdrawal in writing. You are not required to notify PFI of cancellation or withdrawal in person.

CERTIFICATE REQUIREMENTS

APPAREL DESIGNER

FIRST TERM

AD101	Beginning Sewing
AD103	Apparel Construction
AD128	History of Fashion
AD129	Inside the Fashion Industry
AD114	Color Theory
AD115-117	Fashion Illustration 1, 2, 3
AD118	*Digital Illustration (optional)*
AD169	Textiles

SECOND TERM

AD201 Industrial Machine Sewing
Intermediate Sewing (Choose 3):
AD211 Casual Jackets
AD212 Womens Shirts
AD213 Womens Pants
AD214 Dresses
AD215 Menswear Shirts
AD216 Menswear Pants

AD217	Knits
AD221	Patternmaking 1
AD231	Patternmaking 2
AD241-242	Draping 1 & 2
AD261	Adobe Illustrator

THIRD TERM

AD313	Activewear
AD321	Pattern Design
AD331	Pattern Knits & Stretch
AD315	Lingerie
AD317	Couture Techniques

Costume design electives:
AD318 Corset & Bustier
AD319 Petticoats

AD333	Fit & Pattern Alteration
AD335	Graphic Design

FOURTH TERM

AD410	Tailoring
AD402	Concept & Development
AD412	Advanced Pattern & Construction
AD451	Fashion Event Production

Apparel design electives (Choose 2):
AD311 Machine Knitting
AD411 Textile Design
AD413 Knitwear Design
AD414 Outerwear
AD415 Leatherworking
AD417 Couture Dress
AD418 Costume Design & Construction
AD419 Swimwear
AD420 Innovative Design
AD421 Underwear Pattern & Construction
AD422 Weaving
AD423 Sustainability Tech

Apparel business classes (36 clock hrs)
(See Apparel Entrepreneur list, p31)

AD461	Portfolio
AD490	Internship

APPAREL DESIGNER
CERTIFICATE REQUIREMENTS

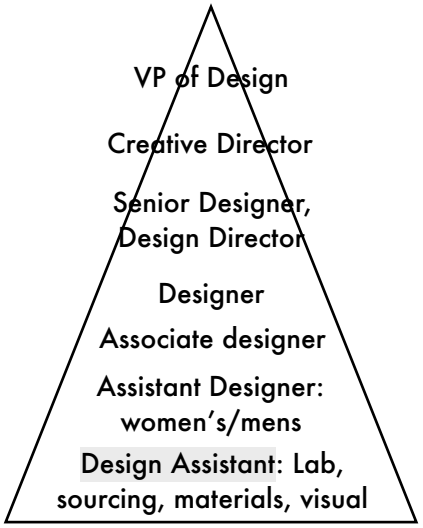
ELEMENT	CLOCK HOURS
CORE CLASSES	744
AD ELECTIVES	72
BUSINESS ELECTIVES	36
TOTAL	**852+internship**
LECTURE HRS	284
LAB HRS	568
CREDIT HR EQUIVALENT	64

Typical program length: 2 yrs
Maximum program length:3 yrs

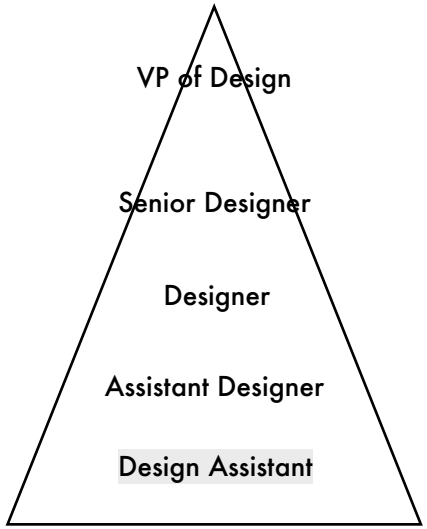
CAREER PATH

Apparel Designer

An apparel designer must have a visually arresting sketchbook and portfolio showing strength in trend research and ability to apply that inspiration into designs that reflect the company's brand and sell product.

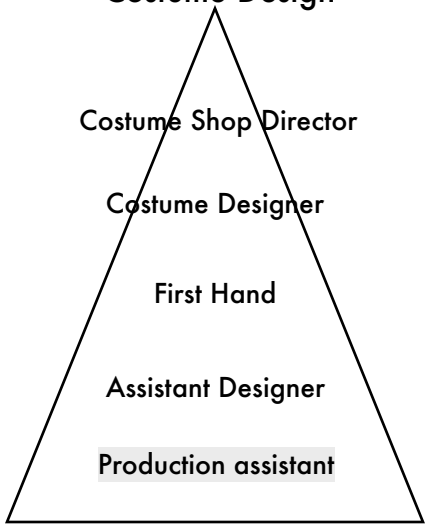


Large company



Small company

Costume Design



Here are typical career ladders for Apparel Designers.

How to Pay Tuition

– *Option #1.* To pay by credit card, you can pay online by logging onto www.portlandfashioninstitute.com and paying for individual classes 24 hours a day or by calling (503) 927-5457 during normal business hours
– *Option #2.* To pay by check please make it payable to the Portland Fashion Institute and send to: Portland Fashion Institute, P.O. Box 18147, Portland, OR 97218 To pay cash, visit Portland Fashion Institute, 2111 NE 43rd Avenue during normal business hours.
– *Option #3.* Full time certificate students have access to monthly and weekly payment plans through www.portlandfashioninstitute.com/financing
– *Option #4.* Qualified students can finance through IRCO, Workforce, AmeriCorps, VA and VocRehab. PFI accepts third party billing from employers. For details, visit www.portlandfashioninstitute.com/financing

Scholarship Program

Annual Teen Fashion Scholarship Contest. Each year, Portland Fashion Institute offers a scholarship contest to talented area high school juniors and seniors. The winner gets a scholarship covering the cost of a certificate program at PFI. For details, visit https://portlandfashioninstitute.com/events/scholarship

Changes in Tuition and Fees

Tuition and fee charges are subject to change at any time. Students are advised that the information contained in this catalog is subject to change without notice. Information in this catalog does not constitute a contract between Portland Fashion Institute and a student or applicant for admission.

Noncertificate Students, Continuing Education

PFI offers individual classes for personal enrichment. Attendance is tracked but enrollment is kept separate. Student work is not evaluated for grade; they are not aimed to prepare individuals for employment.

Students not planning to complete a certificate can enroll in classes for credit as continuing education and pay the same class and registration fees as certificate students. This includes students wanting a grade, attendance tracking plus a letter of completion for an employer. Refunds for continuing education programs follow the same policies stated on pages 50-51.

Supplies/Books

Many classes require additional supplies. Students can purchases these extra items at PFI's Supply Store. A $500 supply kit and a $500 equipment fee are available. Unopened supplies can be returned with a receipt. Text books are readily available through online and local book stores and on loan through PFI's Library.

REGISTRATION

How to Register for Classes

For certificate requirements and more course information, contact us at (503) 927-5457. You may also visit us online at www.portlandfashioninstitute.com
Students may register by any one of the following ways:
– Register in person or by phone. New students schedule a registration appointment online or by phone by contacting info@portlandfashioninstitute.com or (503) 927-5457.
– Register online. All continuing students may register, look up class schedules, and view course descriptions at www.portlandfashioninstitute.com

Registration Fees

New students pay a one-time $50 nonrefundable application fee in order to register for classes for the first time.

Students are encouraged to register as early as possible to guarantee placement in desired courses.

Students may register until the second Monday of each term.

Transfer Information

Portland Fashion Institute invites all applicants interested in receiving transfer credit from previous post-secondary institutions to submit their official transcripts for review.

How to Transfer

Transferring into PFI involves two steps:
– Complete an application to Portland Fashion Institute.
– Submit official college/university transcript(s) by mail in a sealed envelope to: Portland Fashion Institute, PO Box 18147, Portland OR 97218. PFI accepts electronic submission of official transcripts. Students sending an official electronic transcript should have it directed to info@portlandfashioninstitute.com.

COURSE DESCRIPTIONS

CORE CLASSES

AD103 -- APPAREL CONSTRUCTION
Introduction to apparel industry sewing principles and techniques. Fundamental skills as applied to the construction of a basic garment using standard sewing equipment.

AD128 -- HISTORY OF FASHION
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.

AD129 -- INSIDE FASHION INDUSTRY
Students get a complete overview of the apparel design and manufacturing industry as a whole. Learn the various aspects of apparel product development, from design inspiration to making the sale. Learn about price points and market sectors.

AD114 -- COLOR THEORY
Discover color and its implications for designers and artists. Study ideas of space and the use of color to solve spatial problems. Study color harmony and the way colors interact, as well as color qualities and combinations.

AD115 -- FASHION ILLUSTRATION 1
Students learn the proportions and techniques for sketching the nine-head figure.

AD116 -- FASHION ILLUSTRATION 2
Learn to use the latest tools of the fashion illustration trade. Use markers and pens. Add skin tones and shading giving the fashion figure definition and light. Add fabric textures and learn direction and drape. Create designs on the figure and learn layout, background and composition. Create a display board.

AD117 -- FASHION ILLUSTRATION 3
Strengthen your creative vision and complete a portfolio-worthy sketchbook. Improve research skills. Display your inspiration properly. Show how you go through the creative process ad design a story from your initial inspiration.

AD118 -- DIGITAL ILLUSTRATION
Learn to use the latest tools of the fashion illustration trade. Use a tablet and computer program to sketch digitally. Create a images suitable for projecting in a meeting, sharing online and creating an online portfolio.

AD169 -- TEXTILES
An introduction to textiles that provides a broad view of the types, development, production and use of fabrics and the impact they have on design and construction. The characteristics of different fibers, yarns, fabrics, and finishes are investigated.

AD201 -- INDUSTRIAL MACHINE SEWING
Overview of commercial sewing machines. Students learn to make apparel on the latest machines used by the industry. Students learn how to thread the machines, understand and use sewing terminology, troubleshoot problems and how to handle various types of fabric suited for each machine.

AD211 -- INTERMEDIATE SEWING: CASUAL JACKETS
Research and design considerations for an unlined jacket for womenswear. Develop a pattern for ready to wear jackets. Proper fit and construction techniques for unlined jackets.

AD212 -- INTERMEDIATE SEWING: WOMENSWEAR SHIRTS
Research and design considerations for a traditional shirt for womenswear.

Admissions Requirements

° Proof of high school completion and at least 18 years of age. Accepted documents include:

– Official transcripts from your high school and all colleges/universities attended, OR, GED, or recognized equivalency, OR, signed Home School Program Certification form and transcripts.

– Proof that you will be 18 years of age prior to starting classes, e.g., a clear photocopy of your Driver's License.

°A letter of recommendation from someone unrelated to you (e.g., teachers, counselors, or employers) who can speak to the applicant's knowledge and interest in fashion, ability to follow through on tasks and skills that would prove useful to a career in design.

° A GPA of 2.0.

° Ability to speak English and to use a computer.

°Admissions Essay (800 words; 200 per question). Write an essay containing answers to the following questions:
– What are your expectations, goals, hobbies, and special interests?
– What are your reasons for choosing PFI?
– What appeals to you about the certificate you are considering?
– What are your goals and aspirations upon graduation from PFI?

° An interview and tour of PFI.

° Completed application form from www.portlandfashioninstitute.com

° $50 application fee. We accept: Check or money order made payable to "Portland Fashion Institute" of Visa, Mastercard, and Discover credit cards. The registration fee is non-refundable and non-transferrable.

Please note that PFI may reject any applicant who does not meet these requirements for entry.

ADMISSIONS

When to Apply

– Portland Fashion Institute has rolling admissions; you may apply year-round.
– You should apply as early as possible to ensure enrollment in your first choice of classes.
– You may apply up to two years before you plan to enroll at PFI.
– Registration fee is non-refundable, and registration can not be deferred.
– Applications are accepted through the second week of the Fall, Winter and Spring terms and the first week of the Summer term.

Access Statement

Students with disabilities are invited to apply for admission to any program. PFI strongly recommends that students who are requesting accommodations for equal access to educational programs notify PFI prior to the term to ensure their needs are met in a timely manner. To be eligible for accommodations, recent documentation from a medical doctor or learning specialist is required. Consult with PFI for additional information.

How to Apply

U.S. Citizens or Permanent Residents (Green Card Holders)
If you are a US citizen or permanent resident (Green Card holder), please follow the application instructions below. If you have any questions, please contact PFI at (503) 927-5457, or e-mail PFI at www.portlandfashioninstitute.com
Step-by-step instructions for submitting your application are listed on the application form.

There are four ways to apply:

online/by phone: Visit the PFI website at www.portlandfashioninstitute.com to apply and submit your registration fee online or call (503) 927-5457 and Admissions will assist you.

by mail: Send your application and registration fee to: Portland Fashion Institute, PO Box 18147, Portland OR, 97218

in person: Visit PFI: 2111 NE 43rd, Portland OR 97232, Mon–Sat, 10 am-5pm

Confirmation

Students are notified of the results of the admission process by confirmation e-mail within 5 business days. Those denied will be told what is missing from the application and can reapply the following term.
Students can complete any one of the certificates within 2-3 years.

Develop a pattern for ready to wear women's shirts. Proper fit and construction techniques for women's shirts.

AD213 -- INTERMEDIATE SEWING: WOMENSWEAR PANTS
Research and design considerations for a woman's pants/jeans. Develop a pattern for ready to wear women's pants/jeans. Proper fit and construction techniques for women's pants/jeans.

AD214 -- INTERMEDIATE SEWING: DRESSES
Research and design considerations for dresses. Develop a pattern for ready to wear women's dresses. Proper fit and construction techniques for women's dresses.

AD215 -- INTERMEDIATE SEWING: MENSWEAR SHIRTS
Research and design considerations for a traditional shirt for menswear. Develop a pattern for a tailored man's shirt. Proper fit and construction techniques for a tailored man's shirt.

AD216 -- INTERMEDIATE SEWING: MENSWEAR PANTS
Research and design considerations for a man's tailored pant/trousers. Develop a pattern for a man's tailored pant/trousers. Proper fit and construction techniques for a man's tailored pant/trousers.

AD217 -- INTERMEDIATE SEWING: KNITS
Research and design considerations for women's or men's knitwear. Develop a pattern for a 2-way stretch garments with various stretch ratios. Proper fit and construction techniques for knitwear.

AD221 -- PATTERNMAKING 1
Draft slopers made to measurements. Start with a torso sloper that usable for dresses, jackets and coats. Create a bodice sloper for blouses and shirts. Create a sleeve sloper. Create a skirt sloper. Finish with a pant sloper.

AD231 -- PATTERNMAKING 2
Flat pattern techniques in accordance with garment trade practices. Emphasis on the manipulation of slopers to create designs from bodice, sleeve, skirt and pant slopers.

AD241 -- DRAPING 1
Students drape fabric directly on a dress form as a three-dimensional means of pattern development for women's apparel. Students learn about preparation, blocking and grainline while creating skirts and dresses.

AD242 -- DRAPING 2
Expand on techniques learned in Draping I. Learn to drape asymmetrical designs, bias and cowl necklines and knit fabric. Students create their own designs.

AD261 -- ADOBE ILLUSTRATOR
An overview of tools and techniques used by fashion designers in Adobe Illustrator.

AD313 -- ACTIVEWEAR
Students apply technical knowledge to the development of original activewear coordinate designs using knits and specialty fabrics. This course includes research, design, pattern and prototype development to achieve a perfected final sample. Garments include top (such as sports bra), bottoms (such as leggings), jacket.

AD315 -- LINGERIE
Students apply technical knowledge to develop original lingerie coordinate designs using stretch, lace, silk, bias and specialty materials. This course includes research, design, pattern and prototype development to achieve a perfected final

VIEW the schedule, prerequisites and course fees & REGISTER at www.portlandfashioninstitute.com
All classes open to continuing education and avocational registration.

COURSE DESCRIPTIONS

samples. Garments include camisole, tap pants, teddy, slip, panties, bras.

AD317 -- COUTURE TECHNIQUES
This course introduces the basics of couture sewing techniques. Students will study cutting, marking, hand sewing, construction and finishing techniques. They will produce a simple garment project.

AD318 -- CORSETS & BUSTIERS
Use couture and costume methods for creating a traditional fitted garment.

AD319 -- PETTICOATS
Use couture and costume methods for creating innumerable variations of a multilayered underskirt.

AD321 -- PATTERN DESIGN
Flat pattern techniques in accordance with garment trade practices. Emphasis on creating a pattern for a final woven garment ready for production from bodice, sleeve, skirt and pant slopers.

AD331 -- PATTERN KNITS & STRETCH
Flat pattern techniques in accordance with garment trade practices. Emphasis on creating a pattern for a final knit garment ready for production from torso sloper and from measurements and spec sheets.

AD333 -- FIT & PATTERN ALTERATION
Students demonstrate deeper understanding of how fit relates to the customer and to patternmaking and pattern alteration for various categories of garments from wovens to knits and non-stretch.

AD335 -- GRAPHIC DESIGN
Introduction to graphic design with an emphasis on processes including principles of design, grid systems, typography, and hierarchy, as they apply to apparel design and the creation of a complete visual message.

AD410 -- TAILORING
Students will work with wool, fine fabrics and entoilage to create a tailored ensemble. Costing, customer relations, design, technical development and construction techniques are emphasized.

AD402 -- CONCEPT & DEVELOPMENT
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.

AD412 -- ADVANCED PATTERN & CONSTRUCTION
Final development phase of the collection with an emphasis on finished construction and professional presentation.

AD451 -- FASHION EVENT PRODUCTION
Students will produce a fashion event featuring PFI Fashion Forward collections. Gain experience in time and budget management, publicity and promotions, merchandising, booking models/talent, musical selection, choreography, staging, lighting.

AD461 -- PORTFOLIO
Create a portfolio suitable for applying for an apparel industry job or a major fashion design school. Use it to enter competitions. Create a cohesive story around projects using a mood board, fashion illustrations and photographs of garments you've created. End class with a hard copy as well as digital version.

AD490 -- INTERNSHIP
Off-campus supervised internship at an established business related to field of study for a maximum of 90 hours.

AE -- 36 HOURS OF APPAREL BUSINESS CLASSES

LIBRARY & RESOURCES

Library
PFI Library has a extensive and well-curated collection of books, periodicals and media for every aspect of fashion design and the apparel business. A student card is all that is needed to use the library materials on site at PFI.

Equipment
With their equipment fee, qualified students have access to patternmaking equipment, industrial sewing machines, Optitex and knitting machines during business hours.

Student Services
New students are advised on a program of study upon registration. All students are assigned an advisor to assist in re-registration for future terms, class changes, progress evaluation and planning for internships and graduation. Students can also register and change classes online. Students discuss their academic progress with their advisor at least once every term. These and other regular meetings with advisors evaluate progress and help students to stay on track toward a certificate. Career Services helps place students upon graduation.

Academic Support & Classroom Services
PFI support students with special academic needs in every way possible. In addition to requesting special services, students may request general academic support for anything they wish help with, such as communication with instructors, working on grade improvement, time management or study skills.

OUR LOCATION

Portland Fashion Institute offers students a prime spot in the heart of the Hollywood District of Portland, Oregon. Apartments and extended stay hotels are within easy walking distance of PFI, along with grocery stores, restaurants, library, health services and entertainment.

Portland is widely known as the center for creativity and the makers movement. According the a recent study from Portland State University, more independent designers live and work here per capita than any other city in the United States. The proof of that is seen nationwide in such shows as *Project Runway*. Many of these designers have studied and graduated from PFI.

Students taking courses at PFI will join a vibrant community of artists and designers in the school and in the city itself. With stimulating facilities and equipment and the originality of the Portland area as a home, students can grow and bring their creative visions to life. Come study with us in Portland, the City of Roses.

Primary Site of Instruction
2111 NE 43rd Avenue
Portland, OR 97213

ELECTIVES

AD311 -- MACHINE KNITTING
Students are introduced to the process of machine knitting, including cast-on and off, basic stitches, gauge, and tension. Students build a foundation of knit structure and design by creating a notebook of knit swatches and two garments.

AD411 -- TEXTILE DESIGN
Students learn monoprinting, block printing and stamping, shibori fabric dyeing and batik painting as ways for designers to create printed fabric. Students explore technical aspects of design production. Course also includes an exploration of color theory and its practical application to surface design through studio practice, critiques and discussion.

AD413 -- KNITWEAR DESIGN
In this course, the students study fashion silhouettes and stylistic detailing as a basis for full-fashion knitwear construction in a studio format. With emphasis on shaping, patternmaking, sizing, trims, and stitch placement, as well as application of flat technical sketching and size specifications for preproduction.

AD414 -- OUTERWEAR
Research, design and apparel development of outerwear. Focus on technical fabrics and handling techniques.

AD415 -- LEATHERWORKING
Class covers all the basic information and materials students need to work with leather. Students learn the process of working with leather: pattern making, stamping, cutting, skiving, gluing, stitching, lacing and hardware installation.

AD417 -- COUTURE DRESS
Students will produce luxury wear from fine fabrics using couture techniques.

AD418 -- COSTUME DESIGN & CONSTRUCTION
Students work with theater experts to design and create a costume, adapt apparel construction skills to that of the theater, present costumes before a panel of theatrical professionals.

AD419 -- SWIMWEAR
Students will produce four swimsuits: one-piece, two-piece, maillot, competition.

AD420 - INNOVATIVE DESIGN
Students stretch the possibilities of patterning, draping, shaping, seaming, handling and manipulating fabrics to create innovative, wearable silhouettes and details.

AD421 -- UNDERWEAR PATTERN & CONSTRUCTION
Students will produce 3 bras: underwire, wireless, shapewear.

AD422 - WEAVING
Students are introduced to weaving by building a loom, learning terminology and mastering basic techniques. Students design and create with traditional and unconventional materials.

AD423 — SUSTAINABILITY TECH
Analyze all aspects of environmental apparel design. See how companies incorporate sustainability in designs through zero waste and considered waste, cyclability, reduce consumption of energy, water and chemicals and overall consumer consumption.

VIEW the schedule, prerequisites and course fees & REGISTER at
www.portlandfashioninstitute.com
All classes open to continuing education and avocational registration.

WHO WE ARE

PFI:

- **Sharon Blair**, director
- **Candice Freedman**, registrar

Advisory Board:

- **Adidas,** Saundra Pekaunas**,** senior manager, apparel
- **Columbia Sportswear**, Becca Johnson, division lead designer
- **Nike,** Heather Kinder, director technical design WHQ
- **Shibui Knits,** Darcy Cameron, owner and creative director

Contract Instructors:

Visit www.portlandfashioninstitute.com/our-instructors for biographies and details on classes taught.

- **Anne Swanson**, head patternmaker, StudioSKB
- **Annin Barrett**, textile artist, educator and researcher
- **Britta Hellquist**, couturier and tailor
- **Cathy Libnic**, graphic design manager, Nike
- **Celeste Sipes**, owner, ThunderPants USA
- **Colton Helfrecht**, owner, ColtyPDX
- **Dana Ditto**, materials & sourcing manager, Nike.
- **Daniela Caine**, designer, Nike.
- **Debra Bruneaux**, costume designer, Portland Opera
- **Eden Dawn**, fashion editor, Portland Monthly
- **Elizabeth Mollo**, fashion show producer
- **Emily Weltman**, project manager, Wieden + Kennedy
- **Jason Calderon**, owner, West Daily; sr. product developer S Group
- **Jennifer Bologna**, materials development manager, Nike.
- **Jessie Busse**, product developer, Columbia Sportswear
- **Karen Spencer**, entrepreneur educator, Mercy Corps NW
- **Kimmy Simon**, global color manager, Nike.
- **Kozet Mitchell**, co-founder, The Squad PDX
- **Lisa Silveira**, knitwear designer, Wandering Muse
- **Liza Rietz**, designer and owner, TheOnes.
- **Michelle Lesniak**, designer & Project Runway winner
- **Nancy Mitchell**, owner, E-Option accounting firm
- **Owen Schmidt**, contracts attorney
- **Phillip Padilla**, senior designer, Columbia Sportswear-
- **Rebecca Russell**, senior strategist, Wieden + Kennedy
- **Sara Poly**, trims developer, Columbia Sportswear.
- **Susan Gurney**, buyer, Mercantile
- **Valerie Furcron**, senior fit engineer, Columbia Sportswear

COURSE DESCRIPTIONS

APPAREL ENTREPRENEUR

AE304 -- SOCIAL MEDIA MARKETING
The Internet and social media have leveled the playing field for many small businesses. This class explores how a small business can implement social media to increase exposure by building content, engaging potential customers and building a brand. Students will understand the new rules of marketing and various advertising techniques to promote a business.

AE374 -- LOOK BOOKS & LINE SHEETS
Create tools for selling a clothing line to boutiques and stores. Start with flats. Use Adobe Illustrator, Photoshop and InDesign and create line art. Learn about style numbers, photo shoots and paper choices. End with a pdf ready to go to print and to create a digital look book.

AE401 -- BRANDING
Students start off by discovering the reason why their company should exist through first, the "why", then the "how", then the "what." Students explore how to develop and deliver the unique experience of a brand to build lasting and profitable relationships with current and potential customers.

AE402 -- APPAREL BUSINESS PLAN
This hands-on class walks students through writing a business plan for an apparel company. Each week, students complete different sections.

AE403 -- FASHION BUYING & MERCHANDISING
This course provides an overview of fashion apparel retailing. Students will examine forecasting and purchasing techniques and buying methods. They will produce an optimal buying or merchandising plan.

A typical Apparel Designer or Apparel Technical Developer class is one-third lecture and two-thirds hands on laboratory. A typical Apparel Entrepreneur class is one-third writing laboratory and two-thirds lecture.

PFI uses Carnegie Clock-to-Credit Hour Conversions to convert clock hours to credit hours. The conversion for quarter terms follows:

- Lecture: 10 clock hours to 1 quarter credit
- Lab: 20 clock hours to 1 quarter credit
- Internship: 30 clock hours to 1 quarter credit

Carnegie calculations may result in fractions of credit hours

A breakdown of lecture and lab hours with a comparison of clock to credit hours is given in each section on pages 13, 23 and 31.

Hands on classes are no fewer than 6 students and no more than 12 students. Student to teacher ratio is typically 8:1. Lecture classes are no more than 24 students. Student to teacher ratio is typically 15:1.

VIEW the schedule, prerequisites and course fees & REGISTER at
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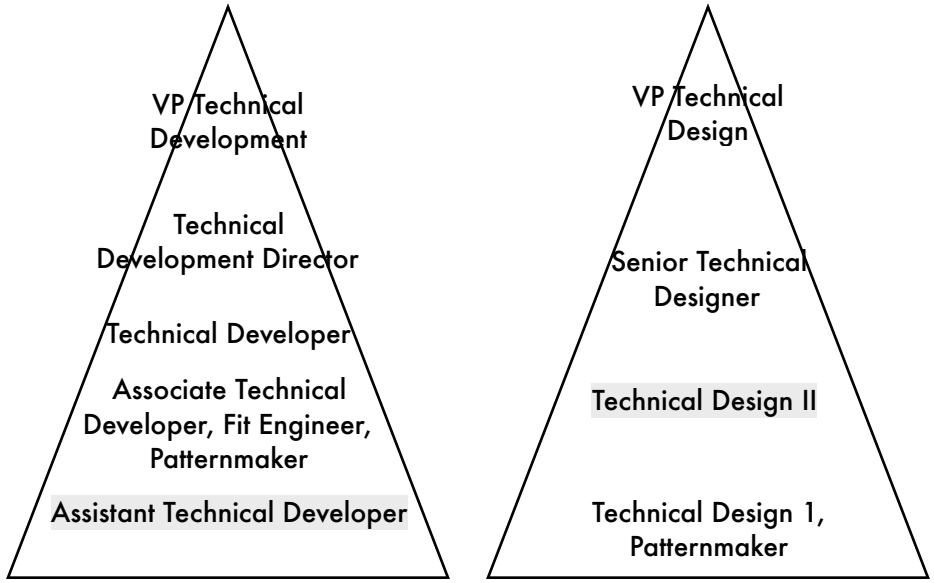
APPAREL TECHNICAL DEVELOPER

CAREER PATH

Technical Developer*

A technical developer must know textiles, trims, patternmaking, construction and fit. To get a job, a Tech Dev must know Adobe and Excel to create concept boards, flats, spec and tech packages, and a bill of materials. Project management, factory communication and problem solving skills are a plus.



Large company | Small company

Here are typical career ladders for Technical Developers.
* Technical Developer or Technical Designer may be synonymous with Product Developer

AE201 -- CONTRACTING FOR APPAREL
Students will understand the basic elements of a contract and understand what they are reading before signing a contract with a manufacturer, sales rep or buyer. Students will prepare contracts to use when acquiring services for an apparel business.

AE202 -- INTELLECTUAL PROPERTY
Learn how to protect what you know and what you've created. Discover the difference between patent, trademark and copyright. Walk through the process and cost for getting each. Find out what happens if you just put a “patent pending” or © or TM on an item without going through the process and cost.

AE203 -- WORKING WITH BUYERS
Learn how to approach stores and make a sale that will make both the seller and the buyer happy. Learn the five mistakes most designers make and how to turn it around to make a negative into a positive. Create a game plan for approaching boutiques with a product line.

AE204 -- TRADE SHOW PREPARATION
Trade shows are where you go to meet with buyers, take orders and meet sales representatives. But it can be expensive and take a chunk out of your travel budget and time. Students learn how to decide when and whether to go to a trade show, how to choose the correct show and how to prepare.

AE205 -- STRATEGIC MARKETING
Students discover and define a competitive position. This defines product, pricing, promotion and distribution strategies that are effectively integrated and compelling in the marketplace. The class concludes with a basic marketing budget to help to assure the financial viability of the brand.

AE213 -- VISUAL MERCHANDISING
Overview of how a retail shop coordinates merchandise presentations with overall design concepts, fixtures and graphic/signage components. Students develop problem-solving and project-management skills by designing a storewide promotion for an upscale retail environment. They design a logo, advertising, signage, and other graphics using digital and traditional design and production techniques.

AE301 -- FASHION FORECASTING
Students learn how fashion trends are spotted and forecasted months and years ahead. Students learn about the many tools used to spot trends before they hit the runways and store shelves. They identify sources of research, analyze past trends and apply the findings to predict future trends in fibers, fabric, color and silhouettes.

AE302 -- WEBSITE DEVELOPMENT
Create an Internet presence and website through Wordpress. Learn the foundational concepts of web programming. Build a simple webpage, style it, and add elements of interactivity.

AE303 -- PR TECHNIQUES
Get the LINE on how to get coverage from bloggers, and the news media while learning the four basic tips for visibility. By the end of the class, students learn who (and how) to contact in the media. You'll know how to look at stories from the press' point of view, how to recognize a news peg and put it first in your e-mail to your contacts.

VIEW the schedule, prerequisites and course fees & REGISTER at
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COURSE DESCRIPTIONS

AD451 -- FASHION EVENT PRODUCTION
Students will produce a fashion event featuring PFI Fashion Forward collections. Through the process of serving on production committees, the students will gain experience in time and budget management, publicity and promotions, merchandising, the booking of models/talent, musical selection, choreography and staging, lighting and set design, and other demands of a special event such as public speaking, equipment and venue rental, permitting and catering.

AD461 -- PORTFOLIO
Create a portfolio suitable for applying for an apparel industry job or a major fashion design school. Use it to enter competitions. Select a project. Create a cohesive story around that project using a mood board, fashion illustrations and photographs of garments you've created. End the class with a hard copy as well as digital version.

AD490 -- INTERNSHIP
Off-campus supervised internship at an established business relating to field of study. May enroll in up to three different internship classes for a total of 9 credit hours or enroll in a single internship for 3, 6, or 9 credits. A minimum of 90 hours is required for each 3 credits awarded.

AE101 -- HOW TO START AN APPAREL BUSINESS
Learn the basics of setting up an apparel business: How to protect a name, set up infrastructure, deal with the city, state and taxes, do business with other apparel businesses, get into textile and trade shows, find out about EIN, RN other acronyms, rules and regulations.

AE102 -- EXCEL FOR APPAREL
You must know Microsoft Excel to manage your costs, track your business and to create a spec sheet and have your garments patterned and sewn in a size run.

AE103 -- COSTING & PRICING
Discover the wholesale costs of labor and materials from fabric and notions to tools and equipment. Get the basics of everything needed in order to set up a comprehensive cost sheet that will account for all apparel expenses. Learn a costing strategy in order to plan and determine affordability before start designing a line or purchasing fabric. That will helps determine how much to charge for products and services.

AE104 -- ACCOUNTING BASICS
In this class, students learn basic accounting terms such as revenues, expenses, assets, liabilities, income statement and balance sheets. Get the basics of QuickBooks: How to set up a business with a chart of accounts, make deposits and payments, create reports and do profit and loss statements.

AE105 -- SOURCING
Students learn where to get fabric and labor. They will research where to buy locally, regionally and nationally plus the process and the pros and cons of going overseas. They will discuss duty, quota, agents and agency fees, customs, NAFTA/CAFTA/WTO and how to prepare for and attend textile markets.

AE106 -- WORKING WITH PRODUCTION
Students learn the process, language and expectations of production in order to create an effective business relationship with a key partner to apparel success.

CERTIFICATE REQUIREMENTS

APPAREL TECHNICAL DEVELOPER

FIRST TERM	
AD101	Beginning Sewing
AD103	Apparel Construction
AD114	Color Theory
AD115-117	Fashion Illustration 1, 2, 3
AD118	*Fashion Illustration 4 for Menswear (optional)*
AD128	History of Fashion
AD129	Inside the Fashion Industry
AD169	Textiles

SECOND TERM	
AD201	Industrial Machine Sewing
AD217	Knits
AD221	Patternmaking 1
AD231	Patternmaking 2
AD241-242	Draping 1 & 2
AD261	Adobe Illustrator

THIRD TERM	
AD313	Activewear
AD321	Pattern Design
AD331	Pattern Knits & Stretch
AD333	Fit & Pattern Alteration
AD335	Graphic Design
AD336	Computer Print Design
ATD361	Flats & Technical Packages
ATD381	Materials Development
ATD391	Overseas Production

FOURTH TERM	
AD402	Concept & Development
AD411	Textile Design
AD412	Advanced Pattern & Construction
ATD414	Grading & Marking
ATD421 & ATD422	Computer Patternmaking
ATD480	Product Development
AD423	Sustainability Tech
AD461	Portfolio
AD490	Internship

Apparel business classes (Choose 24 CR)
(See Apparel Entrepreneur list)

APPAREL TECHNICAL DEVELOPER
CERTIFICATE REQUIREMENTS

ELEMENT	CLOCK HOURS
CORE CLASSES	798
INTERNSHIP	90
TOTAL	**798 + internship**
LECTURE HRS	266
LAB HRS	532
CREDIT HR EQUIVALENT	57

Typical program length: 2 yrs
Maximum program length:3 yrs

COURSE DESCRIPTIONS

AD103 -- APPAREL CONSTRUCTION
Introduction to apparel industry sewing principles and techniques. Fundamental skills as applied to the construction of a basic garment using standard sewing equipment.

AD128 -- HISTORY OF FASHION
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.

AD129 -- INSIDE FASHION INDUSTRY
Students get an overview of the apparel design and manufacturing industry as a whole. Learn the various aspects of apparel product development, from design inspiration to making the sale. Learn about price points and market sectors.

AD114 -- COLOR THEORY
Discover color and its implications for designers and artists. Study ideas of space and the use of color to solve spatial problems. Look at color harmony and the way colors interact, as well as color qualities and combinations.

AD115 -- FASHION ILLUSTRATION 1
Students learn the proportions and techniques for sketching the nine-head figure.

AD116 -- FASHION ILLUSTRATION 2
Learn to use the latest tools of the fashion illustration trade. Use markers and pens. Add skin tones and shading giving the fashion figure definition and light. Add fabric textures and learn direction and drape. Create designs on the figure and learn layout, background and composition. Create a display board.

AD117 -- FASHION ILLUSTRATION 3
Strengthen your creative vision and complete a portfolio-worthy sketchbook. Improve research skills. Display your inspiration properly. Show how you go through the creative process ad design a story from your initial inspiration.

AD118 -- FASHION ILLUSTRATION 4/ MENS
Learn to use the latest tools of the fashion illustration trade to illustrate menswear. Use markers and pens. Add skin tones and shading giving the fashion figure definition and light. Add fabric textures and learn direction and drape. Create designs on the figure and learn layout, background and composition. Create a display board suitable for a portfolio.

AD169 -- TEXTILES
An introduction to textiles that provides a broad view of the types, development, production and use of fabrics and the impact they have on design and construction. The characteristics of different fibers, yarns, fabrics, and finishes are investigated.

AD201 -- INDUSTRIAL MACHINE SEWING
Overview of commercial sewing machines. Students learn to make apparel on the latest machines used by the industry. Students learn how to thread the machines, understand and use sewing terminology, troubleshoot problems and how to handle various types of fabric suited for each machine.

AD231 -- PATTERNMAKING 2
Flat pattern techniques in accordance with garment trade practices. Emphasis on the manipulation of slopers to create designs from bodice, sleeve, skirt and pant slopers.

AD241 -- DRAPING 1
Students drape fabric directly on a dress form as a three-dimensional means of pattern development for women's apparel. Students learn about preparation, blocking and grainline while creating skirts and dresses.

AD242 -- DRAPING 2
Expand on techniques learned in Draping I. Learn to drape asymmetrical designs, bias and cowl necklines and knit fabric. Students create their own designs.

AD261 -- ADOBE ILLUSTRATOR
An overview of tools and techniques used by fashion designers in Adobe Illustrator.

AD317 -- COUTURE TECHNIQUES
This course introduces the basics of couture sewing techniques. Students will study cutting, marking, hand sewing, construction and finishing techniques. They will produce a simple garment project.

AD321 -- PATTERN DESIGN
Flat pattern techniques in accordance with garment trade practices. Emphasis on creating a pattern for a final woven garment ready for production from bodice, sleeve, skirt and pant slopers.

AD331 -- PATTERN KNITS & STRETCH
Flat pattern techniques in accordance with garment trade practices. Emphasis on creating a pattern for a final knit garment ready for production from torso sloper and from measurements and spec sheets.

AD333 -- FIT & PATTERN ALTERATION
Students demonstrate deeper understanding of how fit relates to the customer and to patternmaking and pattern alteration for various categories of garments from wovens to knits and non-stretch.

AD335 -- GRAPHIC DESIGN
Introduction to graphic design with an emphasis on the rapidly-evolving role of the profession. Graphic design processes are examined, including principles of design, grid systems, typography, and hierarchy, as they apply to apparel design and the creation of a complete visual message.

AD336 -- COMPUTER GRAPHICS
Application and principles of computer graphics as a creative technological medium. Practical tutorials in the use of Illustrator CS5 and Photoshop CS5 in the creation of graphics for fashion design. Tapping into the computer as a powerful medium for designing prints, graphics and logos on fabric.

AD412 -- ADVANCED PATTERN & CONSTRUCTION
Final development phase of the collection with an emphasis on finished construction and professional presentation.

VIEW the schedule, prerequisites and course fees & REGISTER at
www.portlandfashioninstitute.com
All classes open to continuing education and avocational registration.

COURSE DESCRIPTIONS

APPAREL TECHNICAL DEVELOPER

AD103 -- APPAREL CONSTRUCTION
Introduction to apparel industry sewing principles and techniques. Fundamental skills as applied to the construction of a basic garment using standard sewing equipment.

AD128 -- HISTORY OF FASHION
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.

AD129 -- INSIDE FASHION INDUSTRY
Students get a solid picture of the apparel design and manufacturing industry as a whole. Learn the various aspects of apparel product development, from design inspiration to making the sale. Learn about price points and market sectors.

AD114 -- COLOR THEORY
Discover color and its implications for designers and artists. Study ideas of space and the use of color to solve spatial problems. Look at color harmony and the way colors interact, as well as color qualities and combinations.

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Overview of commercial sewing machines. Students learn make apparel on the latest machines used by the industry. Students learn how to thread the machines, understand and use sewing terminology, troubleshoot problems and how to handle various types of fabric suited for each machine.

AD221 -- PATTERNMAKING 1
Draft slopers made to measurements. Start with a torso sloper that usable for dresses, jackets and coats. Create a bodice sloper for blouses and shirts. Create a sleeve sloper. Create a skirt sloper. Finish with a pant sloper.

AD221 -- PATTERNMAKING 1
Draft slopers made to measurements. Start with a torso sloper that usable for dresses, jackets and coats. Create a bodice sloper for blouses and shirts. Create a sleeve sloper. Create a skirt sloper. Finish with a pant sloper.

AD231 -- PATTERNMAKING 2
Flat pattern techniques in accordance with garment trade practices. Emphasis on the manipulation of slopers to create designs from bodice, sleeve, skirt and pant slopers.

AD241 -- DRAPING 1
Students drape fabric directly on a dress form as a three-dimensional means of pattern development for women's apparel. Students learn about preparation, blocking and grainline while creating skirts and dresses.

AD242 -- DRAPING 2
Expand on techniques learned in Draping I. Learn to drape asymmetrical designs, bias and cowl necklines and knit fabric. Students create their own designs.

AD261 -- ADOBE ILLUSTRATOR
An overview of tools and techniques used by fashion designers in Adobe Illustrator.

AD313 -- ACTIVEWEAR
Students apply technical knowledge to the development of original activewear coordinate designs using knits and specialty fabrics. This course includes research, design, pattern and prototype development to achieve a perfected final sample. Garments include top (such as sports bra), bottoms (such as leggings), jacket.

AD321 -- PATTERN DESIGN
Flat pattern techniques in accordance with garment trade practices. Emphasis on creating a pattern for a final woven garment ready for production from bodice, sleeve, skirt and pant slopers.

AD331 -- PATTERN KNITS & STRETCH
Flat pattern techniques in accordance with garment trade practices. Emphasis on creating a pattern for a final knit garment ready for production from torso sloper and from measurements and spec sheets.

AD333 -- FIT & PATTERN ALTERATION
Students demonstrate deeper understanding of how fit relates to the customer and to patternmaking and pattern alteration for various categories of garments from wovens to knits and non-stretch.

AD335 -- GRAPHIC DESIGN
Introduction to graphic design with an emphasis on the rapidly-evolving role of the profession. Graphic design processes are examined, including principles of design, grid systems, typography, and hierarchy, as they apply to apparel design and the creation of a complete visual message.

AD336 -- COMPUTER GRAPHICS
Application and principles of computer graphics as a creative technological medium. Practical tutorials in the use of Adobe Illustrator CC and Adobe Photoshop CC in the creation of graphics for fashion design. Tapping into the computer as a powerful medium for designing prints, graphics and logos on fabric.

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COURSE DESCRIPTIONS

AD402 -- CONCEPT & DEVELOPMENT
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.

AD412 -- ADVANCED PATTERN & CONSTRUCTION
Final development phase of the collection with an emphasis on finished construction and professional presentation.

AD461 -- PORTFOLIO
Create a portfolio suitable for applying for an apparel industry job or a major fashion design school such as in New York or London. Use it to enter competitions. Select a project. Create a cohesive story around that project using a mood board, fashion illustrations and photographs of garments you've created. End the class with a hard copy as well as digital version.

AD490 -- INTERNSHIP
Off-campus supervised internship at an established business relating to field of study. May enroll in up to three different internship classes for a total of 9 credit hours or enroll in a single internship for 3, 6, or 9 credits. A minimum of 90 hours is required for each 3 credits awarded.

ATD361 -- FLATS & TECHNICAL PACKAGES
Continue developing skills in Adobe Illustrator by creating industry-standard technical flats, technical packs, specs and CAD drawings.

AD411 -- TEXTILE DESIGN
Students learn monoprinting, block printing and stamping, shibori fabric dyeing and batik painting as ways for designers to create printed fabric. Students explore technical aspects of design production. Course also includes an exploration of color theory and its practical application to surface design through studio practice, critiques and discussion.

ATD381 -- MATERIALS DEVELOPMENT
New product development is critical to success in textiles and apparel**.** This course provides the technical information required to understand how fiber-based products are manufactured, with a practical view of how to combine new elements such as polymers, dyes, ceramics and nanotechnology with fibers to create new products.

ATD391 -- OVERSEAS PRODUCTION
Students learn how to manage projects and production through overseas facilities. They learn how to communicate with factories and solve production issues. They set and stick to a calendar in order to get a product to market faster and reduce delivery costs. They learn how to reduce component costs while keeping research and development, design and short-run manufacturing in the United States of America. They learn how go into a partnership with an overseas manufacturer without losing control of the product**.**

CERTIFICATE REQUIREMENTS

APPAREL ENTREPRENEUR

FIRST TERM	
AD101	Beginning Sewing
AD103	Apparel Construction
AD114	Color Theory
AD115-117	Fashion Illustration 1, 2, 3
AD118	*Fashion Illustration 4 for Menswear (optional)*
AD128	History of Fashion
AD129	Inside the Fashion Industry
AD169	Textiles
AE101	How to Start an Apparel Business
AE102	Excel for Apparel Professionals
AE103	Costing & Pricing
AE104	Accounting Basics
AE105	Sourcing
AE106	Working with Production

SECOND TERM	
AD201	Industrial Machine Sewing
AD221	Patternmaking 1
AD231	Patternmaking 2
AD241-242	Draping 1 & 2
AD261	Adobe Illustrator
AE201	Contracting for Apparel
AE202	Intellectual Property
AE203	Working with Buyers
AE204	Trade Show Target & Prep
AE205	Strategic Marketing Planning
AE213	Visual Merchandising

THIRD TERM	
AD317	Couture Techniques
AD321	Pattern Design
AD331	Pattern Knits & Stretch
AD333	Fit & Pattern Alteration
AD335	Graphic Design
AD336	Computer Print Design
AE301	Fashion Forecasting
AE302	Website Development
AE303	PR Techniques
AE304	Social Media Marketing
AE374	Look Books & Line Sheets

FOURTH TERM	
AD402	Concept & Development
AD412	Advanced Pattern & Construction
AD451	Fashion Event Production
AE401	Branding
AE402	Apparel Business Plan
AE403	Fashion Buying & Merchandising
AD461	Portfolio
AD490	Internship

APPAREL ENTREPRENEUR
CERTIFICATE REQUIREMENTS

ELEMENT	**CLOCK HOURS**
CORE CLASSES	*747*
INTERNSHIP	90
TOTAL	***747+internship***
LECTURE HRS	493
LAB HRS	254
CREDIT HR EQUIVALENT	58

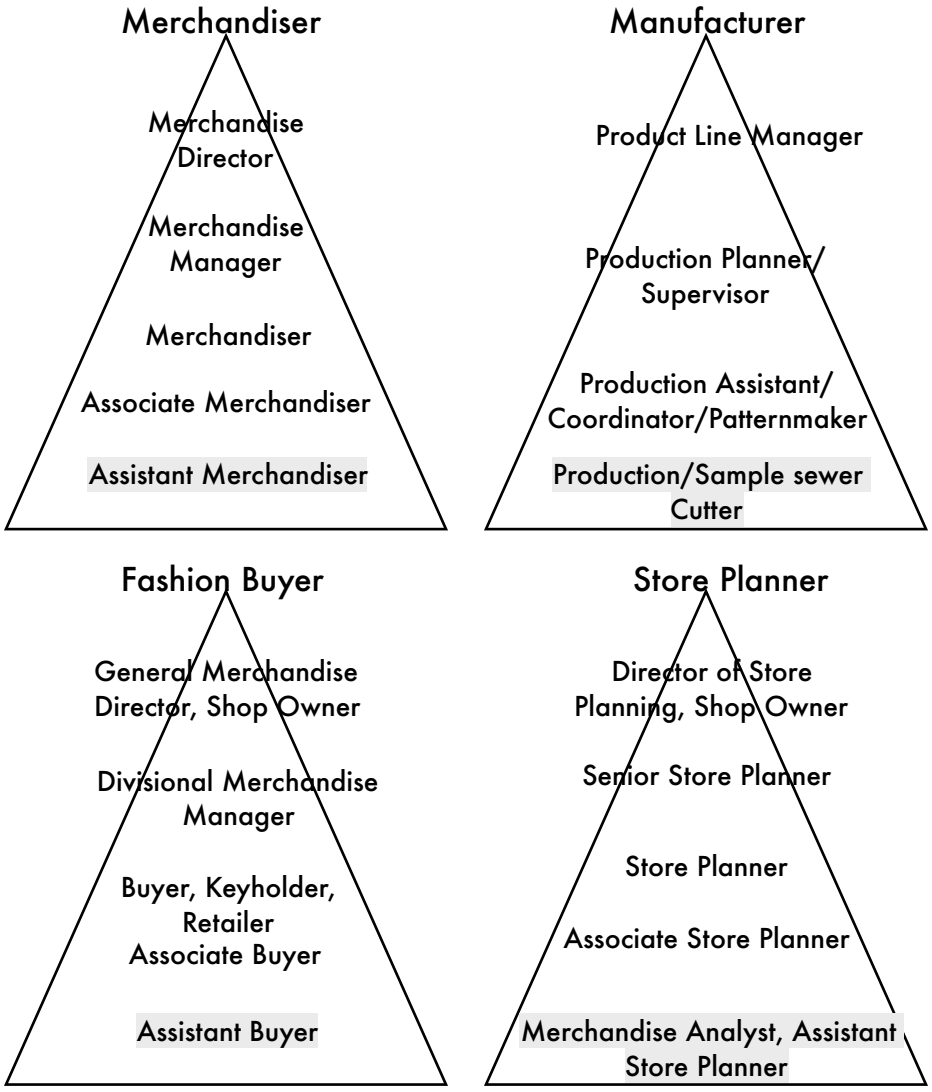
Typical program length: 2 yrs
Maximum program length:3 yrs

CAREER PATH

APPAREL TECHNICAL DEVELOPER

Apparel Entrepreneur

A successful entrepreneur knows that creating the product is 10 percent of the work, selling it is 90 percent of the work. Entrepreneurs can be manufacturers producing a line and selling it to others, a shop owner producing a line and selling it in the owner's store or a store owner selling clothes from independent designers. All need to know how a well made garment is designed and produced - as well as how to market it.



Here are typical career ladders for Apparel Entrepreneurs.

ATD414 -- GRADING & MARKING
Use slopers to learn the basic principles of changing pattern sizes: How to increase and decrease sizes and how to use vanity sizing. Apply these principles to pants, skirts, sleeves and bodices. Grade these to different sizes. Create grade rules for cardinal points. Apply to knits and wovens. Learn how to set up a marker a layout of all pattern pieces ready for cutting for best use of fabric.

ATD421 -- COMPUTER PATTERN
Learn CAD (computer-aided design) to create, manipulate and grade patterns. Use input (scan & digitize) and output (plotter & cutter) devices. Students digitize patterns, modify them, check and correct notches, armholes, necklines and seamlines, create variations and seam allowances. Students use Optitex 15 -- the same software used by Nike and many designers -- and an Algotex digitizer. Go on to learn 3D through **ATD 422** BrowZwear.

AD423 — SUSTAINABILITY TECH
Analyze all aspects of environmental apparel design. See how companies incorporate sustainability in designs through zero waste and considered waste, cyclability, reduce consumption of energy, water and chemicals and overall consumer consumption

ATD480 -- PRODUCT DEVELOPMENT
Simulation within a group setting of product development processes from concept to consumer. Students work in teams to research, design, and develop a line of clothing to "sell" to a local buyer.

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APPAREL ENTREPRENEUR