ATD374 -- LOOK BOOKS & LINE SHEETS*

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

Course description: Create tools for selling a clothing line to boutiques and stores both in-store and on-line. 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.

Course objectives: Upon completion of the class, students will:
- Gain experience working with a professional photographer and styling their own photo shoot.
- Learn various photography techniques for photographing their clothing line on a professional model, on a dress form, and flat lay.
- The pros and cons of doing it yourself or hiring someone to help you with photography, logos, and branding.
- How to create a dynamic lookbook that showcases their clothing line to market it to potential buyers.
- How to engage with directly with customers online and create a following with social media.

Competencies being assessed. At the end of the course, a student will know how to:
-   Write sales materials that take into account the facts needed and the time constraints of buyers

Prerequisites: Concept & Development (AD402), Flats & Technical Packages (ATD361)

Class format: Class time is divided between demo and supervised workshop time. Each class ~1.3 hours lecture, 1.7 hours lab.

Required supplemental materials:
-   Apple/PC laptop loaded with CS6 or above
-   USB device (2 GB recommended)
-   Sketchbook to collect and collate ideas, inspiration and sketches

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.

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 %
Art direction and photo shoot	20 %
Line sheet	20 %
Look book	20 %
On-line presence	30%
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. Each class: LECTURE (1.3 hrs) & LAB (1.7 hrs)
This syllabus is subject to change at the instructor's discretion.

WEEK/DATE	TOPIC	ACTIVITY	ASSIGNMENTS
1/	Introductions and orientation	***Bring supplies to every class.*** **Lecture:** • What goes into a producing professional branding and photography for a lookbook or social media. • What you should expect to pay the professionals you hire such as models, photographers, and graphic designers. • What you can do yourself. • An inspiration session with examples of fashion photography, lookbooks, logos. **Lab**: • Students bring their own cameras and pieces from their collections so they can gain practice taking their own photographs. • Basic lighting techniques, composition and photo editing are covered so students can practice taking their own photos that they can use to promote their brands .	**Homework** Students hone their photography skill on their own time with a few set assignments.
2/ NOTE: 8+ hours	Editorial photo shoot day	**LAB:** • Students work with professional photographer and models on set and have their clothing photographed. • Students divided into two groups, so while one group is waiting for the photographer they can work on their own photographs.	• Students use Adobe skills to make line drawings of all looks. Using skills from business classes, they set style names, style numbers, size range, fabrics, wholesale price and delivery dates. • Once the photographer processes the photos, they are sent to the instructor and students to start curating.
3/	Photoshop & InDesign work session	**LAB**: Create look books and line sheets suitable for printing hard copy and posting/sharing online.	• Finish look book & line sheet

4/	Social Media workshop	**LECTURE & LAB:** Using the photos from booth shoots, students learn how marketing their clothing brand on social media using channels like Instagram and Facebook with the potential to connect their brand to customers around the world. Students learn how to interact with customers on social media platforms by engaging them with their brand's story by using photographs, video and written content. They learn how to find the right key words and hashtags to describe their business like slow fashion or sustainability to attract the right customers, gain followers and make sales. Students learn how to connect their websites to Instagram to make direct sales, run ads, and do giveaway campaigns	• Send look book & line sheet electronically. • Send link to Facebook & Instagram pages.