

AD402 -- CONCEPT & DEVELOPMENT [online]

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

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

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

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

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

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

Prerequisites: Flats & Techs (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 Adobe CC with mouse required from day 1
- USB device (2 GB recommended)
- Sketchbook to collect and collate ideas, inspiration, and sketch.

For online classes

-- To take part, you need a laptop or desktop computer with (at least) 2G of memory and a 1Ghz processor (any computer bought in the last five years should be fine).

-- For bandwidth, you must have at least 0.5 Mbits/second upstream and 1 Mbits/second downstream. To check bandwidth use, <https://speedtest.net/>.

-- For browsers, we recommend Google Chrome, Mozilla FireFox or Microsoft Edge.
-- For audio, we strongly recommend using a headset. A headset will ensure that others can hear your voice clearly and you don't cause echo or background noise for others. You do not need to buy an expensive one -- any basic headset with a built-in microphone will work. A laptop with a built-in webcam and microphone will be sufficient as well if you're in a quiet area.

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

- 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.

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.

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.

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.

Before class starts: Become familiar with PFI's online Intranet, Populi. As an enrollee, your online orientation began with enrollment. You received a Populi username and password. You attended a student orientation session before the term started with instructions on how to log into Populi and your class. By two weeks before class starts, your instructor will load the class roster, syllabus, calendar, lessons, files and your first class assignment. By one week before your class starts, you are sent a reminder of log-in instructions and directed to go online to test your system then read the syllabus and first assignment and to download the first assignment. At this time, make sure you are completely set up and ready to work on your first day of class.

Help desk: Contact PFI's registrar, PFI's distance learning manager or Populi's 24/7 help desk (877) 476-7854, support@populiweb.com

Evaluation:

Attendance/Professionalism/Participation	10 %
Colorways & fabric story	10 %
Mood board	10 %
Visual Line plan	10 %
Sketches & croquis illustrations	20%
Midterm review	20%
Collection flats /final presentation	20 %
TOTAL	100 %

Grade Scale

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

COURSE CALENDAR. 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. Terminology. Process. Goals and Objectives Trends	Bring supplies to every class. LECTURE: Overview of entire design process. Collecting and collating ideas. Where to find inspiration. Website resource list IN CLASS RESEARCH: Trend research: Color, fabric, silhouette	Collect images for inspiration. Practice layouts in sketchbook Start on trend boards for presentation
2/	Composition & color theory	PRESENTATIONS: Share homework LECTURE: Color theory and seasonal colors. How to make a good, interesting composition. Putting your vision in to words. Where to get color swatches IN CLASS RESEARCH: Composition & color theory	Work on color trends, gather color samples for presentation. Edit trend boards. Bring in piece of favorite clothing
3/	Mood and concept board	PRESENTATIONS: Share homework LECTURE: Difference between mood & concept boards and their purpose CLASSWORK: Create mood and concept boards.	Work on mood and concept boards for presentation.

		Edit sketches. Learn the value of sharing. Discuss what is working, what is not. Decided what is too much and what needs more. Refine sketch details: Does the proportion look right. Check the movement of fabric chosen	
4/	Colorways and fabric story	PRESENTATIONS: Share homework LECTURE: Choosing fabrics. Learn basics of making a fabric story. Trim-how important it is to choose the right zipper etc. Analyze piece of favorite clothing-stitches, trims, fabric. Beginning sketches. Where to get fabric swatches. CLASSWORK: Colorways and fabric story. Finalize mood board and title/verbiage around collection.	Work on colorways, gather fabrics for presentation. Refine fabric story. Begin sketching.
5/	Progressions	PRESENTATIONS: Share homework LECTURE: Progressions: sketches & illustrations How to create a good presentation board. Importance of professionalism and clear point of view. Choosing a hairstyle, shoe, bag for your collection LAB: Work on sketching, progressions.	Complete presentation boards.
6/	Refining Concepts – Reduce to amplify!	MID TERM PRESENTATIONS (2HR TOTAL): Share assignments – BE BRIEF. BE BRILLIANT LECTURE: Refining the concept and content – REDUCE! Translating feedback into action/revision CLASSWORK: Translating feedback! Planning next steps. Taking next steps. 1:1 work time	Generate additional sketches to create other solutions to the given problem. Are there any details that need to be amplified/called out?
7/	Introductions. Terminology. Process. Goals and Objectives.	Bring supplies to every class. LECTURE: Refining the concept and content CLASSWORK: Evaluating and refining the customer PRESENTATIONS: Initial visual line plan with purpose, customer, trends, silhouettes, fabrics and colorways	Generate additional sketches to create other solutions to the given problem.
8/	Refining the initial line plan	CRITIQUE: Share homework LAB: Work on progressions	Revise line plan based on feedback.
9/	Refining progressions	CRITIQUE: Share homework LAB: Revise line plan	Revise line plan based on feedback
10/	Line plan presentation	CRITIQUE: Share homework LAB: Revise line plan	Create final line plan based on feedback
11/	Illustrations to flats	PRESENTATIONS: Share homework	Create portfolio piece from

		LECTURE: Examples of portfolios. Digital portfolios. What to include LAB: Create flats. Create presentation boards.	presentation board
12/	Final review	PRESENTATIONS: Presentation board and portfolio piece.	Presentation board reviewed and returned by end of class