

# El Paso Community College

## Syllabus

### Part II

## Official Course Description

<b>SUBJECT AREA</b>	<u><b>Fashion Technology</b></u>
<b>COURSE RUBRIC AND NUMBER</b>	<u><b>FSHD 2343</b></u>
<b>COURSE TITLE</b>	<u><b>Fashion Collection Design</b></u>
<b>COURSE CREDIT HOURS</b>	<u><b>3    2    :<!--    2</b--></b></u> <b>Credits   Lec    Lab</b>

### I. Catalog Description

Advanced concepts in designing a collection of marketable apparel. Instruction in developing a design work board for a specific target market and selecting the most marketable ideas for the collection. Emphasis on resource development, fabric selection, estimating wholesale costs, and initial pattern and garment production. **(2:2). Lab fee.**

### II. Course Objectives

- A. Unit I. Fashion Research and Analysis
  - 1. Identify the importance of research in identifying customers' wants and needs
  - 2. Read, evaluate, summarize, and present articles from the Internet and technical and trade papers.
  - 3. Evaluate the use of market studies and fashion forecasts to forecast trends.
  - 4. Evaluate the use of fashion research and analysis in forecasting trends.
  - 5. Analyze economic and fashion trends.
  - 6. Analyze net bookings and sales histories.
  - 7. Identify and research sources.
  - 8. Evaluate vendor performance in terms of profitability, styling, timing, reliability, and quality.
  - 9. Shop the competition.
  - 10. Utilize fashion terminology as it relates to the design and selling of merchandise.
  
- B. Unit II. Product and Design Development
  - 1. Explain and present the important elements and principles of design and their application to line development.
  - 2. Apply the design principles of line, balance, proportion, rhythm, emphasis, texture, and pattern in making clothing design choices.
  - 3. Describe the mechanics of the creation and production of fashion commodities from the viewpoint of the designer and retailer.
  - 4. Contrast line development by item or by group and compare marketing mix to the target market.
  - 5. Define and research a target market and determine its needs.
  - 6. Identify garment attributes.
  - 7. Assess customer sizing and monitor sizing requirements.
  - 8. Perform ratio analysis.
  - 9. Create an image.
  - 10. Create a style at a price point.

11. Research and maintain “hang with” competitiveness, e.g., fit, market position, price.
  12. Interpret the color wheel and develop a sense of style and color in order to forecast color trends.
  13. Develop a color story and exhibit a sense of color.
  14. Determine and select appropriate fabric, trim, and labels.
  15. Sketch and develop prototype garments.
  16. Prepare presentations, develop themes, and create logos, slogans, and tag lines.
  17. Develop, create, and present creative and neat presentation boards, both manual and computerized.
  18. Demonstrate initiative, time management skills, organizational skills, follow-through, decision-making skills, and team work as they apply to the development of a line of apparel.
  19. Describe the process of creating a sample garment.
  20. Maintain a business website.
  21. Meet deadlines.
- C. Unit III. Apparel Production
1. Evaluate and explain the costing of a garment.
  2. Describe, in order, the steps in garment production and estimate total time on task.
  3. Calculate Standard Allowed Minutes (SAM)
  4. Evaluate the various types of contracting.
  5. Discuss the uses of computers in manufacturing.
  6. Identify and locate sources of production.
  7. Explain the importance of quality control.
  8. Demonstrate a working knowledge of apparel manufacture.
  9. Perform math operations such as fractions, decimals, and percentages as they relate to estimates, costing, and markon.
  10. Prepare requisitions, sample requisitions, and quality control forms.
  11. Develop and organize a garment line, including work flow charts, work sheets, cost sheets, colors, fabrics, and markets.
  12. Determine freight, warehousing, and fulfillment costs
  13. Determine the contractual relationships between manufacturer and retailer.
  14. Utilize fashion terminology as it relates to the production of merchandise.
  15. Discuss space constraints on manufacturing floors and the resultant use of equipment.
- D. Unit IV. Fashion Development
1. Delineate the major changes in American lifestyles since the Industrial Revolution.
  2. Evaluate the influence of lifestyle on fashion.
  3. Outline major changes in the fashion industry.
  4. Catalog and characterize the major designers of the past 150 years.
  5. Use the Internet to research product and company information.
- E. Unit V. Consumer Demand
1. Discuss the influences of economics, politics, technology, marketing, and sociology on consumer demand and merchandise buying trends.
  2. Examine the effects of consumer demand on fashion.
  3. Define buyer motivation and develop branding techniques.
  4. Categorize fashions according to classifications, styling, sizing, and price points.
  5. Develop and maintain a filing system for garment classifications.\
- F. Unit VI. International and Domestic Fashion Centers
1. Identify the international and national fashion centers and locate resources.
  2. List the names of well-known international fashion creators.
  3. Describe the growth in importance of the prêt-à-porter.
  4. Explain the reasons for French fashion leadership.

5. Explain the reasons for the importance of New York as a fashion center.

### **III. THECB Learning Outcomes (WECM)**

1. Create a work board of clothing designs for a specific segment of the fashion clothing market.
2. Analyze and determine fabrics and estimate wholesale and retail costs for collection garments.
3. Produce patterns from a standard size sloper and sample garments for a portion of the collection garments.
4. Document resources suitable for a professional fashion designer.

### **IV. Evaluation**

- A. Grade percentages for determining course grades may be devised by the individual instructor.

- B. Grading Scale:

A = 93 - 100

B = 83 - 92

C = 73 - 82

D = 68 - 72

I = INCOMPLETE

W = WITHDRAWN

F = BELOW 68

### **V. Disability Statement (Americans with Disabilities Act [ADA])**

EPCC offers a variety of services to persons with documented sensory, mental, physical, or temporary disabling conditions to promote success in classes. If you have a disability and believe you may need services, you are encouraged to contact the Center for Students with Disabilities to discuss your needs with a counselor. All discussions and documentation are kept confidential. Offices located: VV Rm C-112 (831-2426); TM Rm 1400 (831-5808); RG Rm B-201 (831-4198); NWC Rm M-54 (831-8815); and MDP Rm A-125 (831-7024).

### **VI. 6 Drop Rule**

Students who began attending Texas public institutions of higher education for the first time during the Fall 2007 semester or later are subject to a 6-Drop limit for all undergraduate classes. Developmental, ESL, Dual Credit and Early College High School classes are exempt from this rule. All students should consult with their instructor before dropping a class. Academic assistance is available. Students are encouraged to see Counseling Services if dropping because exemptions may apply. Refer to the EPCC catalog and website for additional information.

### **VII. Title IX and Sex Discrimination**

Title 9 (20 U.S.C. 1681 & 34 C.F.R. Part 106) states the following "No person in the United States shall, on the basis of sex, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any educational program or activity receiving Federal financial assistance." The Violence Against Women Act (VAWA) prohibits stalking, date violence, sexual violence, and domestic violence for all students, employees and visitors (male and female). If you have any concerns related to discrimination, harassment, or assault (of any type) you can contact the Assistant to the Vice President for Student and Enrollment Services at 915-831-2655. Employees can call the Manager of Employee Relations at 915-831-6458. Reports of sexual assault/violence may also be reported to EPCC Police at 915-831-2200.