

Montgomery County Community College
 ART 185 – Introduction to Fashion Design
 3-2-2

COURSE DESCRIPTION:

This course uses an examination of the historical record, current industry practice, and demonstration of apparel development processes and principles to introduce the field of Fashion Design.

Through the application of color theory, exploratory textile research, and examination of current fashion market activity, students will conceptualize and graphically execute their own ideas for collections and garments. Drawing skills will build upon those introduced in Drawing I, and will expand to allow development of the croqui, or fashion figure, which students will use as an aid to the apparel design process.

Technical fashion design terminology presented and methodology demonstrated will allow students to see how materials are incorporated into functional and aesthetically valid products that respond to the demands of the market and meet consumer desires. General fashion terminology and writing styles will be introduced and practiced.

This course is subject to a course fee.

Refer to <http://mc3edu/adm-finaid/paying/tuition/course-fees> for current rates.

PREREQUISITES:

ART 111 Drawing I

Concurrent Course Requirements

None

LEARNING OUTCOMES	LEARNING ACTIVITIES	EVALUATION METHODS
1. Produce a color concept board applying knowledge of color theory, research, and predictive marketing theory, using a hybrid of traditional hand-drawn and digital media.	Studio Work Lectures Demonstrations Assignments Library Research Internet Research	Individual and Group Critiques Portfolio Reviews
2. Produce a fabric concept board applying knowledge of color theory, textile research, and predictive marketing theory, using a hybrid	Studio Work Demonstrations Assignments Library Research Internet Research Lab Exercise Field Research	Individual and Group Critiques Portfolio Reviews

of traditional hand-drawn and digital media.		
3. Produce a concept board of an original fashion collection, refining and expanding on original color and fabric boards and incorporating a design statement, using a hybrid of traditional hand-drawn and digital media.	Studio Work Lectures Demonstrations Assignments Group Discussions Critiques Library Research Internet Research	Individual and Group Critiques Portfolio Reviews Guest Critic Review
4. Demonstrate ability to create and use a variety of crouquis figures for use in apparel design and development.	Studio Work Demonstrations Assignments	Individual and Group Critiques Portfolio Reviews Guest Critic Review
5. Demonstrate knowledge and appropriate use of garment development and assembly terminology	Studio Work Lectures Demonstrations Assignments	Short Examinations Individual and Group Critiques
6. Integrate knowledge of options for further study of fashion design as a major, or for another relevant visual arts concentration into portfolio presentation.	Studio Work Lectures Demonstrations Assignments Group Discussions Critiques Library Research Internet Research Transfer partner program visit	Individual and Group Critiques Selection of appropriate portfolio samples to meet stated goals. Portfolio Reviews Written Statement

At the conclusion of each semester/session, assessment of the learning outcomes

will be completed by course faculty using the listed evaluation method(s). Aggregated results will be submitted to the Associate Vice President of Academic Affairs. The benchmark for each learning outcome is that *70% of students will meet or exceed outcome criteria.*

SEQUENCE OF TOPICS:

1. Fashion Product Generators
 - a. Marketing Theory
 - b. Aesthetics and Original Vision
 - c. Fashion History and Fashion's Current Social Role
 - d. Industry Specific Issues

2. Workflow: Development of the Fashion Garment and the Traditional Collection Concept
 - a. Industry-specific Research
 - b. Techniques of Visualization
 - c. Technical Apparel Design and Style Generation
 - d. Materials and Techniques

3. Presentation Methods and Aesthetics
 - a. Elements and Organization of the Design Board
 - b. Relevant contemporary examples
 - c. Incorporating Personal Vision and Product Romance

4. Professional Working Methods/Options for Continued Study
 - a. Demonstrating Knowledge of Fashion Design Skills
 - b. Review of options for further study as an Fashion Design major

Required Text:

Fashion by Design, Janice G. Ellinwood, Bloomsbury/Fairchild, ISBN:9781563678486
<https://www.bloomsbury.com/au/fashion-by-design-9781563678486/>

Other learning materials may be required and made available directly to the student and/or via the College's Libraries and/or course management system. (IE: Fashion forecast publications such as *Women's Wear Daily*)

COURSE APPROVAL:

Prepared by: Cheryl Gelover, Lisa McPherson

Date: 9/5/2019

Provost or designee Compliance Verification:

Date: 2/11/2020



This course is consistent with Montgomery County Community College's mission. It was developed, approved and will be delivered in full compliance with the policies and procedures established by the College.