CAHS 2740
Aesthetics for Apparel Design
Fall 2009

Credit Hours: 4 (Lec.2; Studio 4)
Lecture and Studio: TR 8:00-10:50 AM, 302 Spidle Hall

Prerequisites: CAHS 1600
“It is the student’s responsibility to have met these prerequisites before registering for and taking a seat in this class. If it is determined at any time during the semester that these prerequisites have not been met, the student may be dropped immediately from the course rolls and will not earn credit in the course.”

Bulletin Description: Principles of aesthetics applied to apparel product development including computer aided design and other presentation techniques.

Course Objectives:
On successful completion of this course, students will be able to:
- Apply elements and principles of design in creating and critiquing apparel product lines.
- Analyze consumer preferences and fashion trends.
- Conduct design research on sources of inspiration and adapt it into color palettes, textile designs, silhouettes and styling of apparel products.
- Understand the use of Computer-Aided Design (CAD) as a tool in apparel product development, specifications, and line presentation.
- Develop the ability to draw the fashion figure and communicate apparel design details.
- Develop the ability to create flats and specification drawings for apparel products.
- Develop skills for effective visual communication using concept boards, customer profile boards, color and fabric stories, production flats, and fashion illustrations.
- Develop a personal style in illustration and presentation techniques.

Required Texts and Software:
- Studio & Lecture Notes (Available on Blackboard on the day before class: Please print).
- Adobe CS3 Design Standard Software Package loaded on personal laptops.

Other References:

COURSE POLICIES

Assigned Readings and Course Material: Students are expected to read assigned chapters or related materials prior to the day for which they are assigned and are responsible for all materials assigned in the text, even if it is not covered during class time. Exams will cover readings assigned in texts and materials covered in class. In case of absence, it is the student’s responsibility to obtain notes from a classmate.
- **Blackboard and AU Email:** Students are responsible for accessing the course Blackboard prior to each class, and reviewing and printing (where applicable) course related materials that include: studio handouts and lecture notes available prior to each class (please print); project descriptions; project grading criteria; exam reviews; and course grades.

Blackboard requirements – Internet access, Microsoft Word, and Adobe Acrobat Reader
- Blackboard address – [https://blackboard.auburn.edu/webct/entryPage.dowebct](https://blackboard.auburn.edu/webct/entryPage.dowebct)
  OR Got to: AU Home Page > Students > Blackboard > AU Access Blackboard
- Use AU username and password for logging into Blackboard.
- Please address technical questions for use of Blackboard to the OIT Helpdesk at 844-4944.

Students are also responsible for reading their AU email on a regular basis since this is an official means of communication with Auburn students. Students are expected to know the information that is sent to them via email.

- **Attendance:** Class attendance is required and roll will be taken at any time during the class. It is the student’s responsibility to sign the role for each class. Class attendance is defined as (1) attending class, (2) arriving on time, and (3) remaining for the entire class period. Hence, arriving late and leaving early will be treated as an absence. Each unexcused absence beyond two unexcused absences will lower the student’s final grade by 1%.

Based on Auburn University’s policies outlined in the *Tiger Cub*, the following constitute an excused absence (with appropriate original documentation):
- Student’s illness on the day of absence
- Serious illness or death in the student’s immediate family
- University-related trips (with prior notification)
- Religious holidays (with prior notification)
- Court subpoena (with prior notification)
- Other circumstances that constitute an emergency (determined by the instructor)

- **Notification of Absence and Makeup:**
  **Absence for classes:** Students who have missed a class due to an excused absence should provide appropriate original documentation within one week of the absence. Documentation for excused absence will not be accepted at the end of the term.
  **Absence for exams:** Students who have missed an exam due to an excused absence should notify me via email by midnight of the scheduled exam date. The exam make-up date will be scheduled within two weeks of the original exam date. A single make-up date and time will be scheduled in case more than one student has an excused absence for the exam. Students with an excused absence for the day of an exam should provide the documentation prior to the make-up exam or within one week of the absence, whichever is earlier.

  **Absence for Project Submission:** Students who have missed a project due date owing to an excused absence should submit the project on the next immediate day that they attend class and should provide appropriate documentation at the time. If the student fails to submit the documentation, the project will not be accepted since late work is not allowed for projects.
- **Exams:** The exams will be closed book and will cover material assigned in texts, lectures, and in-class activities. Class presentations and lectures will contain materials not included in the lecture notes posted online, and students will be responsible for all such material covered in class. The exams will start at the beginning of class and run for a specific duration. Students coming in late for the exam will only have the remainder of the specified duration to take the exam.

- **Projects:** Work outside of class time will be necessary to complete projects. Projects are due at the beginning of class on the dates specified in the syllabus. Projects that are not submitted at the beginning of class will have 5% of the project points taken off. No late projects will be accepted without original documentation for an excused absence.

The instructor reserves the right to decrease number of projects from those stated on the syllabus.

- **Pop Quizzes and In-Class Activities:** There will be no unannounced quizzes. However, the instructor reserves the right to administer in-class activities related to lecture or studio that are due during the same class. Students with an excused absence can make-up such activities by obtaining missed material and instructions from a fellow student. These make-ups should be submitted in the next class period.

- **Studio Policies:** As per the policy of the College of Human Sciences, food and drink are not allowed in the classrooms and labs. Cell phones should be turned off during class time. Refrain from excessive talking during class time since it is a sign of disrespect, and disrupts both the instructor and fellow students. Your conduct in class should be professional and respectful to fellow students, the TAs and the instructor.

- **Emails:** The instructor and the GTA are willing to respond to emails, except in the following circumstances: a) emails requesting lecture notes, other class materials and grades; b) information that can be found in course syllabus or on Blackboard; c) inquiries about missing class announcements and activities due to absence; d) technical questions regarding use of Blackboard (please address these questions to OIT Helpdesk at 844-9400).

- **Grades:** Grades will be posted on the course Blackboard. If a student notices a discrepancy in posted grades (from the grade on the project), it is the student’s responsibility to inform the instructor or the TA via email, within two weeks of grade posting. Grade changes will not be entertained at the end of the term.

**Special Accommodations for Students with Disabilities:**
Students who need special accommodations should make an appointment to discuss the Accommodation Memo during my office hours as soon as possible. If scheduled office hours conflict with classes, please arrange an alternate appointment time. If you do not have an Accommodation Memo but need special accommodations, contact The Program for Students with Disabilities, 1244 Haley Center, 334/844-2096 (Voice T/O). Requests for accommodations may not be made retroactively.

**Academic Honesty:**
All portions of the Auburn University Honesty Code (Title XII) found in the Tiger Cub will apply in this class. Violations of the Auburn University Honesty Code will be reported to the Academic Honesty Committee. Copying or duplicating another artist’s work constitutes “artistic plagiarism” and is not permitted. You may use such sources for inspiration and direction; however, your work should not be an exact copy of any other work.
Grading and Evaluation:

- **Exams:** The Midterm and Final Exam evaluate the students on their understanding of aesthetics and its application to textile and apparel products.
  - **Total Weight in Final Grade** 30%
    - Midterm Exam 15%
    - Final Exam 15%

- **Studio Projects:** The studio projects evaluate the apparel design and creative presentation skills of the students. Students will be provided feedback on their work-in-progress during each studio class. The completed project will be graded based on predetermined evaluation criteria that will be provided to students along with the project description.
  - **Total Weight in Final Grade** 65%
    - Project 1 – Concept & Customer Focus Boards 10%
    - Project 2 – Concept to Color & Pattern 10%
    - Project 3 – Concept to Line & Shape 10%
    - Project 4 – Concept-Based Apparel Line 10%
    - Project 5 – Designing for Body Types 5%
    - Final Project – Designing for Retail Brands 20%

- **In-Class Activities and Assignments:** These assess student understanding of studio and lecture material by reviewing completed activities and in-process project work of students from a class period. Each activity will receive a check point for submission. The students score will be determined as follows: (Number of checkpoints received/Total number of activities) x 5%
  - **Total Weight in Final Grade** 5%

- **Grading Scale***
  - A = 90% and Above
  - B = 80% - 89.999%
  - C = 70% - 79.999%
  - D = 60% - 69.999%
  - F = Below 60%

* Please Note:
  1. Final Grade will not be rounded up. For example, a student with 89.95% will receive a ‘B’ grade
  2. Each unexcused absence beyond three unexcused absences will lower the student’s final grade by 1%.

**Important Information**

- All AMDP and INDS majors must earn at least C on all required courses in the major (including the Human Sciences Core). Students will not be allowed to proceed to the next course in the sequence if they have not earned at least a C on a required prerequisite course in the major.
- Students who receive a D or F in a required course in the major will be required to repeat the course at Auburn University, earning at least a C, to satisfy the requirements of the major.
# Tentative Course Schedule

<table>
<thead>
<tr>
<th>Date</th>
<th>Studio/Lecture Topics</th>
<th>Assignment Due</th>
<th>Assigned Readings</th>
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</thead>
<tbody>
<tr>
<td>01/08</td>
<td>R Introduction to course, computer and software use</td>
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<tr>
<td>01/13</td>
<td>T <em>Project 1 – Concept and Customer Focus Boards</em> Creating concept boards - Adobe Photoshop demonstration</td>
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<td>Adobe Guide: Project 1</td>
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<tr>
<td>01/15</td>
<td>R Lecture 1 – Primer on Aesthetics</td>
<td></td>
<td>Fiore: pp. 3-24 Fiore: pp. 53-116</td>
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<td>01/20</td>
<td>T <em>Project 1 – Concept and Customer Focus Boards</em></td>
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<td>01/22</td>
<td>R Lecture 2 – Creative Design Process</td>
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<td>Fiore: pp. 267-289</td>
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<tr>
<td>01/27</td>
<td>T <em>Project 2 – Concept to Color &amp; Pattern</em></td>
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<td>Adobe Guide: Project 2</td>
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<td>01/29</td>
<td>R Lecture 3 – Design Elements: Color</td>
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<td>Fiore: pp. 119-128</td>
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<tr>
<td>02/03</td>
<td>T <em>Project 2 – Concept to Color &amp; Pattern</em></td>
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<td>Adobe Guide: Project 2</td>
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<tr>
<td>02/05</td>
<td>R Lecture 4 – Design Elements: Texture</td>
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<td>Fiore: pp. 159-176</td>
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<tr>
<td>02/10</td>
<td>T Flat Sketching (Skirts, Pants, and Shorts)</td>
<td></td>
<td>Abling: pp.385-421</td>
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<tr>
<td>02/17</td>
<td>T <em>Project 3 – Concept to Line &amp; Shape</em></td>
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<td>Adobe Guide: Project 3</td>
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<td></td>
<td>Creating computerized flats - Adobe Illustrator Demonstration</td>
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<tr>
<td>02/19</td>
<td>Lecture 6 – Design Elements: Shape</td>
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<td>Fiore: pp. 142-153</td>
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<td>Project 3 – Concept to Line &amp; Shape</td>
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<tr>
<td>02/24</td>
<td>Adding details to flats - Adobe Illustrator Demonstration</td>
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<td>Adobe Guide: Project 3</td>
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<td></td>
<td>Project 3 – Concept to Line &amp; Shape</td>
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<tr>
<td>02/26</td>
<td><strong>Midterm Exam</strong> (Fiore: Chapters 1, 3 - 6, 10) Rendering Flats – Adobe Photoshop Demonstration</td>
<td>Midterm Exam (In-Class)</td>
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<td>Project 3 – Concept to Line &amp; Shape</td>
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<tr>
<td>03/03</td>
<td>Sketching Fashion Figures (Figure Proportions, Analyzing Pose, Figure Forms and Movement)</td>
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<td>Abling: pp. 1-44 Abling: pp. 45-96</td>
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<tr>
<td>03/05</td>
<td>Lecture 7 – Complexity, Order and Novelty Sketching Fashion Figures (fashion heads, hands and feet)</td>
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<td>Fiore: pp. 227-246 Abling: pp. 97-120 Abling: pp. 52-70</td>
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<tr>
<td>03/10</td>
<td><strong>Project 4 – Concept-Based Apparel Line</strong> Sketching Garments and Garment Details</td>
<td>Project 3</td>
<td>Abling: pp.195-238</td>
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<tr>
<td>03/12</td>
<td>Lecture 8 – Principles of Design</td>
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<td>Fiore: 247-264</td>
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<td>03/17</td>
<td><strong>Spring Break</strong></td>
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<td>Adobe Guide: Project 4</td>
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<tr>
<td>03/19</td>
<td><strong>Spring Break</strong></td>
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<td>Fiore: pp. 323-346</td>
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<tr>
<td>03/24</td>
<td>Rendering Illustrations in Color – Adobe Photoshop Demonstration</td>
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<td>Project 4 – Concept-Based Apparel Line</td>
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<td>03/26</td>
<td>Lecture 9 – Body Types</td>
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<td>Fiore: pp. 347-378</td>
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<td>Project 4 – Concept-Based Apparel Line</td>
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<td>03/31</td>
<td>Lecture 10 – Abstracting Across Products within Collections</td>
<td>Project 4</td>
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<td>Project 5 – Designing for Body Types</td>
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<td>04/02</td>
<td>Lecture 11 - Fashion Trend Forecasting</td>
<td></td>
<td>Fiore: pp. 379-396</td>
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<td></td>
<td>Project 6 – Designing for Retail Brands</td>
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<tr>
<td>04/07 T</td>
<td><strong>Final Project – Designing for Retail Brands</strong></td>
<td>Project 5</td>
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| 04/09 R | **Lecture 12 – Fashion Communication**  
**Project 6 – Designing for Retail Brands** | | **Fiore: pp. 397-418** |
| 04/14 T | **Project 6 – Designing for Retail Brands** | | |
| 04/16 R | **Project 6 – Designing for Retail Brands** | | |
| 04/21 T | **Project 6 – Designing for Retail Brands** | | |
| 04/23 R | **Project 6 – Designing for Retail Brands** | | |
| 04/28 T | **Final Presentations** | Project 6 | |
| 04/30 R | **No class** – Study/Reading Day | | |
| 05/04 M | **Final Exam** (Fiore: Chapters 8-9, 12-15)  
8:00 – 9:00 AM | FINAL EXAM | |

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**Auburn University is committed to providing a working and academic environment free from discrimination and harassment and to fostering a nurturing and vibrant community founded upon the fundamental dignity and worth of all its members.**
Brief Project Descriptions

Project 1 – Concept and Customer Focus Boards (10% of final grade)
Objectives:
- Identifying a design market
- Creating a visual and written customer profile and image
- Developing a concept board for the chosen design market through thematic visual imagery
Skills and Experiences:
- Scanning, importing, editing individual images (Adobe Photoshop)
- Composing multiple images in a single page (Adobe Photoshop)
Outcomes:
- Customer Profile Board
- Concept Board

Project 2 – Concept to Color & Pattern (10% of final grade)
Objectives:
- Developing a color story and three color palettes from concept
- Developing two original textile designs from concept
- Developing colorways for textile designs
Skills and Experiences:
- Using Pantone libraries to create color palettes (Adobe Illustrator)
- Using pen tool, pattern maker tool, etc. to create textile designs (Adobe Illustrator and Photoshop)
Outcomes:
- Color stories with three color palettes
- Three textile designs with three colorways

Project 3 – Concept to Line & Shape (10% of final grade)
Objectives:
- Developing the design elements, line and shape in apparel based on concept
- Using the apparel structure and details in defining concept-based line and shape
Skills and Experiences:
- Creating flat drawings for apparel designs (Adobe Illustrator)
- Applying color/pattern to flat drawings (Adobe Photoshop)
Outcomes:
- Flats for three ensembles or five/six coordinating pieces
- Three colorways for flats

Project 4 – Concept-Based Apparel Line (10% of final grade)
Objectives:
- Applying design principles in creating an apparel line
- Adapting inspirational sources in designing an apparel line
Skills and Experiences:
- Sketching apparel designs on fashion figures
- Rendering fashion details and fabrics
Outcomes
- Inspiration Board
- Thumbnail sketches
- Three-figure fashion illustration
Project 5 – Designing for Body Types (5% of final grade)

Objectives:
- Developing apparel design recommendations based on body-shape analysis
- Applying balancing techniques in apparel design to enhance appearance of specific figure types

Outcomes:
- Written analysis of body types
- Written recommendations based on body type analysis
- Rendering apparel details in multiple views

Project 6 – Designing for Retail Brands (20% of final grade)

Objectives:
- Developing marketable apparel lines that align with chosen retail brand image
- Identifying key marketplace trends by browsing online apparel retail stores.

Skills and Experiences:
- Integrates all skills learnt through the course

Outcomes:
- Concept Board
- Customer Profile Board
- Thumbnail sketches
- Color story
- Fabric directions
- Flats for three ensembles
- Three-figure illustration

Supply List

Flat Sketching:
- Mechanical pencil with fine (B, 0.5) lead
- Staedtler/Mars plastic eraser
- Fine point black technical pens (# 005, 01, 03, 05)
- Small, inexpensive French curve
- 12-inch ruler (grid-type)

Sketching Fashion Figures:
- Mechanical pencil with fine (B, 0.5) lead
- Staedtler/Mars plastic eraser
- Fine point black technical pens (# 005, 01, 03, 05)
- 12-inch ruler (grid-type)

Paper:
- Marker paper pad (11” x 14”)
- Tracing paper pad (11” X 14”)

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Storage
- Portable Hard Drive