Proposal Form For Addition And Revision Of Courses

1. Proposing College / School: College of Human Sciences
   Department: Department of Consumer Affairs

2. Course Prefix and Number: CAHS 4750
   3. Effective Term: Fall 12

4. Course Title:
   Product Development: Specialized Design
   Abbreviated Title (30 characters or less):
   Prod Dev. Adv Design

5. Requested Action:
   - [ ] Renumber a Course
   - [ ] Add a Course
   - [ ] Revise a Course

6. Course Credit:
<table>
<thead>
<tr>
<th>Contact/Group Hours</th>
<th>Scheduled Type (e.g.: Lab, Lecture, Practicum, Directed Study)</th>
<th>Weekly or Per Term? Credit Hours</th>
<th>Anticipated Enrollment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maximum Hours</td>
<td>Studio</td>
<td>Weekly</td>
<td>3</td>
</tr>
<tr>
<td>(Repeatability):</td>
<td></td>
<td></td>
<td>15</td>
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</table>

   Total Credit Hours: 3

7. Grading Type:
   - [ ] Regular (ABCDF)
   - [ ] Satisfactory/Unsatisfactory (S/U)
   - [ ] Audit

8. Prerequisites/Corequisites:
   CAHS 3750 P

9. Restrictions:
   List specific restriction in space above.
   - [ ] College
   - [x] Major
   - [ ] Standing
   - [ ] Degree

10. Course Description:
    Specialized design development concepts, techniques, and applications for target markets including children's wear, performance wear, and bridal markets.

11. May Count Either:
    (Indicate if this particular course cannot be counted for credit in addition to another)

12. Affected Program(s):
    (Respond "N/A" if not included in any program; attach memorandum if more space is required)
    | Program Type | Program Title | Requirement or Elective? |
    |--------------|---------------|--------------------------|
    | AMDP         | Apparel Merchandising, Design & Product Design              | Elective                  |

13. Overlapping or Duplication of Other Units' Offerings:
    (If course is included in any other degree program, is used as an elective frequently by other unit(s), or is in an area similar to that covered by another college/school, attach correspondence with relevant unit)
    - [ ] Applicable
    - [ ] Not Applicable
14. Justification:

Faculty assessment of the curriculum determined a gap between CAHS 3750 and CAHS 5750 in the proficiency of design students to design for apparel categories beyond traditional women’s wear where CAHS 2750/3750 focus. An entry level 4 credit hour course (CAHS 1750) was dropped from the curriculum. This 3 credit course broadens and deepens the experience of design students to specialized target markets beyond women’s wear.

(include a concise, yet adequate rationale for the addition/revision of the course, citing accreditation, assessments (faculty, graduate, and/or external) where applicable)

15. Resources:

n/a

(Indicate whether existing resources such as library materials, classroom/laboratory space, and faculty appointments are adequate to support the proposed addition/revision; if additional resources are required, indicate how such needs will be met, referencing the appropriate level of authorization -- i.e.: Dean -- where necessary; if no additional resources or shifting of resources will be necessary, respond “Not Applicable”) 

16. Student Learning Outcomes:

AMDP Program: Students will demonstrate knowledge of the network of business sectors, and types and functions of companies, textile, apparel, retail, and related industries.

AMDP: Students will understand and apply the concepts and techniques specified for textile and apparel design, development, production, and presentation.

(State in measurable terms (reflective of course level) what students should be able to do when they have completed this course)

17. Course Content Outline:

COURSE SCHEDULE

Dates Lecture Information Studio Work in Progress
Week 1:Introduction to Class
Fabric Research Visit to Opelika Sewing Center
Bridal wear research for top wedding gown designers.
Bridal Fabric Research
Week 2:Bridal Designer Power Point Presentations
Field Trip: Bridal Shop
Designing Bridal wear—Slopers, Sizing, Custom Design, Fabrics
Develop design concept
Week 3:Customizing Bridal wear
Custom Couture Techniques and Details
Patternmaking for wedding dress
Draft bridal slopers
Week 4:Pattern design—Development of custom patterns
Custom Construction—Prototype bridal gown construction
Week 5: Custom Construction—Complete halfracalbridal gown construction
Test: Bridal wear Industry and Fabrics
Halfracalbridal gown due at end of class
Week 6:Introduction to Performance Wear
Fabric Research Field Trip
Performance Fabric Research
Week 7:Designing Performance wear—Slopers, Sizing, Custom Design, Fabrics
Performance wear Power Point Presentations
Develop design concept
Week 8:Pattern design—Development of custom performance wear patterns
Custom Construction—Prototype construction
Week 9:Custom Construction—Prototype performance wear construction
Test: Performance wear Industry and Fabrics
Performance wear due at end of class period
Week 10:Introduction to Childrens wear
Fabric Research Field Trip: Kid’s Closet
Week 11: Designing Childrenswear—Slopers, sizing, custom design, fabrics
Week 12: Customizing Children’s wear—design details
Patternmaking for Children
Draft children’s slopers
Develop design concept for child’s garment
Week 13: Pattern design
Custom Construction
Develop patterns for custom design
Construction of custom design
Week 14: Custom Construction
Test: Childrenswear Industry and Fabrics
Week 15: Field Trip: Carter’s Children’s Wear Atlanta
Children’s wear design due at end of class
Final Assignment: Target market design development
Week 16: Final Presentation

(Provide a comprehensive, week-by-week breakdown of course content, including assignment due dates)

18. Assignments / Projects:

3 Exams—Covering Bridal, Performance Wear and Children’s Wear each will cover organization of the apparel category, designers, and fabrics
Projects
3 Design Projects— Bridal, Performance Wear and Children’s Wear each will involve the development of a design concept from illustration through pattern development, fabric selection, and detailed construction of prototypes
3 Industry Presentations—Each student will pick a different designer in Bridal, Performance Wear and Children’s Wear and develop a 10 minute Power Point presentation on the designer, design signature, use of fabrics and details
Final Exam—Each student will develop, illustrate, and present a concept for a targeted consumer market

(List all quizzes, projects, reports, activities and other components of the course grade — including a brief description of each assignment that clarifies its contribution to the course’s learning objectives)

19. Rubric and Grading Scale:

3 Exams @ 50 points each= 150 pts (23%)
3 Design Projects @ 100 points each= 300 pts (46%)
3 Designer Presentations @ 50 points= 150 pts (23%)
Final Exam @ 50 points= 50 pts (08%)

(List all components of the course grade — including attendance and/or participation if relevant — with point totals for each; indicate point totals and ranges or percentages for grading scale; for S/U grading, detail performance expectations for a passing grade)

20. Justification for Graduate Credit:

(Include a brief statement explaining how the course meets graduate educational standards (i.e.: rigorous standards for evaluation, development of critical thinking and analytical skills, etc.)

(Included below are standard statements regarding course policies. If necessary, a statement may be altered to reflect the academic policies of individual faculty members and/or the academic unit or department, provided that there is no conflict with the Tiger Cub, Faculty Handbook, or any existing university policy.)

POLICY STATEMENTS

Attendance: Although attendance is not required, students are expected to attend all classes, and will be held responsible for any content covered in the event of an absence.
Excused Absences: Students are granted excused absences from class for the following reasons: illness of the student or serious illness of a member of the student's immediate family, the death of a member of the student's immediate family, trips for student organizations sponsored by an academic unit, trips for university classes, trips for participation in intercollegiate athletic events, subpoena for a court appearance, and religious holidays. Students who wish to have an excused absence from class for any other reason must contact the instructor in advance of the absence to request permission. The instructor will weigh the merits of the request, and render a decision. When feasible, the student must notify the instructor prior to the occurrence of any excused absences, but in no case shall such notification occur more than one week after the absence. Appropriate documentation for all excused absences is required. Please see the Tiger Cub for more information on excused absences.

Make-Up Policy: Arrangement to make up a missed major examination (e.g., hour exams, mid-term exams) due to properly authorized excused absences must be initiated by the student within one week of the end of the period of the excused absence(s). Except in unusual circumstances, such as the continued absence of the student or the advent of university holidays, a make-up exam will take place within two weeks of the date that the student initiates arrangements for it. Except in extraordinary circumstances, no make-up exams will be arranged during the last three days before the final exam period begins.

Academic Honesty Policy: All portions of the Auburn University student academic honesty code (Title XII) found in the Tiger Cub will apply to university courses. All academic honesty violations or alleged violations of the SGA Code of Laws will be reported to the Office of the Provost, which will then refer the case to the Academic Honesty Committee.

Disability Accommodations: Students who need special accommodations in class, as provided for by the Americans With Disabilities Act, should arrange for a confidential meeting with the instructor during office hours in the first week of classes (or as soon as possible if accommodations are needed immediately). The student must bring a copy of their Accommodation Letter and an Instructor Verification Form to the meeting. If the student does not have these forms, they should make an appointment with the Program for Students with Disabilities, 1288 Haley Center, 344-2096 (V/TT).