Proposal Form For Addition And Revision Of Courses

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

2. Course Prefix and Number: CAHS 2740
   3. Effective Term: Fall 2012

4. Course Title: Design Communication: CAD and Illustration
   Abbreviated Title (30 characters or less): CAD and Illustration

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

6. Course Credit:
   Contact/Group Hours
   Maximum Hours (Repeatability): 4
   Scheduled Type (e.g.: Lab, Lecture, Practicum, Directed Study)
   Weekly or Per Term? Credit Hours Anticipated Enrollment
   - Lecture and Lab
     Weekly 4 30
   Total Credit Hours: [ ]

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

8. Prerequisites/Corequisites:
P: CAHS 1740
   AMDP major-Design Option or Departmental Approval

9. Restrictions: List specific restriction in space above.
   □ College □ Major □ Standing □ Degree

10. Course Description:
    Exploration of computer-aided design software and illustrative techniques that facilitate apparel design and communication during product development in the apparel industry.

11. May Count Either: □ or □ (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? |
    |--------------|---------------|-------------------------|
    | Major        | BS-AMDP, Apparel Design Option | Required |

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
Revising the course content will allow focusing this course to design communication, which reflects the revised title and bulletin description. This change will enable the integration of content from a current elective course (CAHS 3740) into this required course. Internship assessments have indicated that AMDP students majoring in the apparel design option require the knowledge of illustration techniques covered in CAHS 3740. The separation of the design theory into a new course (CAHS 1740) will allow for this integration without affecting the total credit hours of the original CAHS 2740 course. Also, since this revised CAHS 2740 course will be restricted to students enrolled in the Apparel Design option, it can be offered once instead of twice a year. This curriculum change will have the following impact on course offerings -- three offerings of two courses (CAHS 2740 and 3740) will be reduced to two offerings of two courses (CAHS 1740 and 2740).

**15. Resources:**

This curriculum change will reduce the demand for limited computer lab resources in the building by reducing the offering of the lab-intensive course (CAHS 2740) from a two-semester to a one-semester model.

**16. Student Learning Outcomes:**

- **Product Knowledge:** Students will understand and apply the concepts and techniques specified for textile and apparel design, development, production, and presentation.

- **Process Knowledge:** Students will understand the process of planning, designing, producing, procuring, pricing, and controlling textile, apparel, or related product lines.

- **Analytical Skills and Critical Thinking:** Students will demonstrate visual analysis skills in relation to understanding fashion change and critiquing designs.

*(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:**

- **Week 1**
  - Introduction to course, computer and software use
  - Creating concept boards - Adobe Photoshop demonstration
  - Begin Project 1 – Concept and Customer Focus Boards

- **Week 2**
  - Work on Project 1 – Concept and Customer Focus Boards

- **Week 3**
  - Creating textile motifs and patterns – Adobe Illustrator and Photoshop Demonstration
  - Begin Project 2 – Textile Design and Colorways
  - ASSIGNMENT DUE - Project 1

- **Week 4**
  - Creating colorways and adding texture – Adobe Photoshop Demonstration
  - Work on Project 2 – Textile Design and Colorways

- **Week 5**
  - Hand Flat Sketching (Skirts, Pants, and Shorts)
  - Hand Flat Sketching (Tops, Dresses, and Jackets)
  - Begin Project 3 – Womenswear Flats Project 2
ASSIGNMENT DUE - Project 2

Week 6
Creating digital flats - Adobe Illustrator Demonstration
Work on Project 3 - Womenswear Flats

Week 7
Rendering Flats - Adobe Photoshop Demonstration
Work on Project 3 - Womenswear Flats

Week 8
Sketching Croqui Figures (Figure Proportions, Analyzing Pose, Figure Forms and Movement)
Stylizing the Croqui Figure
Begin Project 4 - Womenswear Illustration
ASSIGNMENT DUE - Project 3

Week 9
Sketching Fashion Figures (fashion heads, hands and feet)
Sketching Garments and Garment Details
Work on Project 4 - Womenswear Illustration

Week 10
Marker Rendering - body and head
Marker Rendering - apparel
Work on Project 4 - Womenswear Illustration

Week 11
Marker Rendering - fabrics
Rendering Illustrations Digitally - Adobe Photoshop Demonstration
Work on Project 4 - Womenswear Illustration

Week 12
Begin Final Project - Designing for Retail Brands
ASSIGNMENT DUE - Project 4

Week 13
Work on Final Project - Designing for Retail Brands

Week 14
THANKSGIVING BREAK

Week 15
ASSIGNMENT DUE - Final Project Presentation

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

18. Assignments / Projects:

1. Project 1 - Concept and Customer Focus Boards
   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

2. Project 2 - Textile Design & Colorways
   Objectives:
1. Developing a color story and three color palettes from concept
2. Developing two original textile designs from concept
3. 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

3. Project 3 – Womenswear Flats

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

4. Project 4 – Womenswear Design and Illustration

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

5. Final Project – Designing for Retail Brands

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

6. In-Class Activities: 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.

19. Rubric and Grading Scale:
- Project 1 – Concept & Customer Focus Boards - 15%
- Project 2 – Textile Design and Colorways - 15%
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:  NA

(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, subpoenas 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, 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 SSA 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, 1298 Haley Center, 844-2808 (VTI).