Proposal Form For Addition And Revision Of Courses

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

2. Course Prefix and Number: CAHS 4500

3. Effective Term: Fall 2012

4. Course Title: Portfolio Development for Apparel Designers
   Abbreviated Title (30 characters or less): Portfolio Development - Design

5. Requested Action:
   - [ ] Renumber a Course
   - [ ] Add a Course
   - [x] Revise a Course
     Current Course Number:
     Proposed Course Number:
     Type of Revision: Credit Hours

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?</th>
<th>Credit Hours</th>
<th>Anticipated Enrollment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maximum Hours</td>
<td>6, Lec. 2, Studio. 4</td>
<td>Weekly</td>
<td>22</td>
<td></td>
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<tr>
<td>Repeatability:</td>
<td>4</td>
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   Total Credit Hours: 4

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

8. Prerequisites/Corequisites:
   P/C: CAHS 3750
   Open to AMDP majors in the Apparel Design Option

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

10. Course Description:
    (20 Words or Less; exactly as it should appear in the Bulletin)
    Survey of advanced techniques in design presentation including computer-aided design and graphics software. Portfolio development in print, computer slide show, and web formats.

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? |
    |--------------|---------------|--------------------------|
    | 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
    - [x] Not Applicable
14. Justification:

This course is being revised from a 3 credit hour class with 2 Lec. and 2 studio hours to 4 credit hour class with 2 Lec. and 4 studio hours, to accommodate the addition an e-portfolio component. This addition was made a few years back, however the course credit was not changed at the time. In the years following this addition, student feedback (in course evaluations) has consistently reflected that the course requires a degree of hands-on work in the studio for the development of print, digital and e-portfolios, which merits 4 rather that 2 hours of studio time on a weekly basis.

(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:

This change does not require any additional resources.

(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:

On successful completion of this course, students will be able to:
1. Develop and present a design portfolio in print, digital, and web formats that is representative of their creative and technical skills.
2. Apply advanced techniques in design communication through the use of computer-aided design software.
3. Convey fashion ideas in realistic/stylized illustrations.
4. Develop a personal style in design communication.
5. Apply skills of effective visual communication by integrating concept boards (inspiration/storyboards), fabric boards, production sketches (flats), fashion illustrations, and photographs into portfolio layouts.
6. Photograph design work.
7. Develop strong resumes and cover letters.
8. Develop other promotional pieces such as business card, letterhead, and CD cover.

(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:

<table>
<thead>
<tr>
<th>Week 1</th>
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<tbody>
<tr>
<td>Introduction to course, supplies and portfolio cases, handouts</td>
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<tr>
<td>Discuss Logo Assignment; Readings - Tain: Chapter 1, 4</td>
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</tbody>
</table>

Lecture - Introduction to Portfolio Planning
Work on Logo Designs; Discuss Project 1 – Design Group 1; Readings - Tain: Chapter 6

<table>
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<th>Week 2</th>
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<tbody>
<tr>
<td>Lecture/Demo - Womenswear Illustration and Stylization</td>
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<tr>
<td>Logo Assignment Due; Work on Project 1 – Design Group 1; Individual meetings; Readings - Tain: Chapter 2</td>
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<th>Week 3</th>
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<tbody>
<tr>
<td>Lecture/Demo - Marker Rendering for Fashion Illustrations</td>
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<tr>
<td>Work on Project 1 – Design Group 1; Individual meetings</td>
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<table>
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<th>Week 4</th>
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<tbody>
<tr>
<td>Lecture/Demo - Digital Illustration</td>
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<tr>
<td>Work on Project 1 – Design Group 1; Readings - Adobe Guide for Digital Illustration</td>
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<th>Week 5</th>
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<tbody>
<tr>
<td>Lecture/Demo - Backgrounds and Text in Photoshop and Illustrator</td>
</tr>
<tr>
<td>Work on Project 1 – Design Group 1; Readings - Adobe Guide for Backgrounds &amp; Text</td>
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Week 6
Lecture/Demo - Advanced Textile Design
Project 1 Due; Discuss Project 2 – Design Group 2; Readings - Adobe Guide for Textile Design, Tain: Chapters - 8,9,10

Week 7
Work on Project 2 – Design Group 2

Week 8
Work on Project 2 – Design Group 2

Week 9
Lecture/Demo - Photo-editing, manipulation, and stylization in Photoshop
Project 2 Due; Discuss Project 3 – Creative/Technical Design; Readings - Adobe Guide for Photo Editing, Tain: Chapter 11

Week 10
Work on Project 3 – Creative/Technical Design

Week 11
Lecture/Demo - Creating Stylized Flats using Illustrator and Photoshop
Project 3 Due; Discuss Project 4 – Design Group 3; Readings - Adobe Guide for Stylized Flats, Tain: Chapter 7

Week 12
Guest Lecture - Writing Resumes and Cover Letters
Work on Project 4 – Design Group 3

Week 13
Lecture - Portfolio Intro Page and Promotional Material
Project 4 Due; Discuss Final Portfolio (Print, Digital, and Web); Work on Final Portfolio

Week 14
Lecture/Demo - Creating an e-Portfolio
Work on Final Portfolio; Readings - Adobe Guide for Web Portfolio, Tain: Chapter 12

Week 15
Thanksgiving break

Week 16
Lecture - Researching Companies and Customizing Portfolio
Work on Final Portfolio; Readings - Tain: Chapter 13

Final Exam Week - Final Portfolio (Project 5) Due

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

18. Assignments / Projects:

1. Final Portfolio: The objective is for students to develop and present a professional design portfolio for internship and job placement. The portfolio is developed in print, digital, and web formats and needs to be representative of creative and technical skills acquired by the student during the course of the program. Other objectives are to orally (and visually) present the portfolio to an industry audience and seek feedback for future revision, and develop other promotional material including business card, letterhead, resume, and cover letter.
   o Total Weight in Final Grade 35%

2. Projects for Developing/Reworking Portfolio Contents: The portfolio contains the following projects developed/reworked during the semester.
The objective of the projects is to apply advanced techniques in design communication to develop concept layouts (Projects 1, 2, 3, and 4); original textile designs (Project 2) and sourced fabric layouts (Projects 1, 3, and 4); stylized illustration layouts communicating apparel and accessories collections (Projects 1 and 4); technical flats layouts communicating details of apparel shape, styling, and construction (Project 2 and 4); and photographic layouts of constructed pieces (Project 3).

- Total Weight in Final Grade: 60%
  - Project 1 - Design Group 1: 15%
  - Project 2 - Design Group 2: 15%
  - Project 3 - Creative/Technical Design: 10%
  - Project 4 - Design Group 3: 20%

3. Logo Assignment: The objective is to develop 3 potential graphic identities (logos), one of which will be later used in portfolio layouts, business cards, letterheads, envelopes, portfolio website, etc. Y
- Total Weight in Final Grade: 5%

(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:
- Final Portfolio: 35%
  - Project 1: 15%
  - Project 2: 15%
  - Project 3: 10%
  - Project 4: 20%
  - Logo Assignment: 5%

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

(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 Student Policy eHandbook, 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 consult the Student Policy eHandbook 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 [Student Policy eHandbook](#) 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 accommodations are asked to electronically submit their approved accommodations through AU Access and to arrange a meeting during office hours the first week of classes, or as soon as possible if accommodations are needed immediately. If you have a conflict with my office hours, an alternate time can be arranged. To set up this meeting, please contact me by e-mail. If you have not established accommodations through the Office of Accessibility, but need accommodations, make an appointment with the Office of Accessibility, 1228 Haley Center, 844-2006 (V/TT).
Approvals

Department Chair / Head

College / School Curriculum Committee

College / School Dean

Dean of the Graduate School (for Graduate Courses)

Assoc. Provost for Undergraduate Studies (for Undergraduate Courses)

Date

Date

Date

Date

Contact Person: Dr. Carol Warfield
E-Mail Address: cwarfield@auburn.edu
Telephone: 4-1329
Fax: 4-1340