Proposal Form For Addition And Revision Of Courses

1. Proposing College / School: Human Sciences
   Department: Consumer and Design Sciences

2. Course Prefix and Number: CADS 2740  3. Effective Term: Fall 2014

4. Course Title: Illustration Techniques for Apparel
   Abbreviated Title (30 characters or less): Illustration for Apparel

5. Requested Action:
   - [ ] Renumber a Course
   - [ ] Add a Course
   - [ ] Revise a Course
   - Current Course Number:
   - Proposed Course Number:
   - Type of Revision: hrs; content

6. Course Credit:
   Contact/Group Hours |
   Scheduled Type (e.g.: Lab, Lecture, Practicum, Directed Study) |
   Weekly or Per Term? |
   Credit Hours |
   Anticipated Enrollment

   Maximum Hours (Repeatability): 3
   5 | Lec. 1, AAB. 4 | weekly | 3 | 20

   Total Credit Hours: 3

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

8. Prerequisites/Corequisites:
   Use "P:" to indicate a prerequisite, "C:" to indicate a corequisite, and "P/C:" to indicate a prerequisite with concurrency.
   Pr. CADS 1740

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)
    Creative approach to illustrating apparel through the use of varied media and development of illustrative style appropriate for portfolio presentations.

11. May Count Either:
    - [ ] Program Type
    - [ ] Program Title
    - [x] Requirement or Elective?
    (Indicate if this particular course cannot be counted for credit in addition to another)

12. Affected Program(s):
    (Respond "NA" if not included in any program; attach memorandum if more space is required)

<table>
<thead>
<tr>
<th>Program Type</th>
<th>Program Title</th>
<th>Requirement or Elective?</th>
</tr>
</thead>
<tbody>
<tr>
<td>major</td>
<td>BS in AMDP, Apparel Design Option</td>
<td>required</td>
</tr>
<tr>
<td>major</td>
<td>BS in AMDP, Merchandising Option</td>
<td>elective</td>
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</tbody>
</table>

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:

CADS 2740 (old course name - Design Communication: CAD & Illustration) was revised two years ago to include hand illustration techniques for apparel design in combination with the computer-aided design techniques for presentation already in the course. Feedback from seniors completing their required internships was a major factor in making that revision. Students wanted an earlier introduction to hand illustration to have more time to develop the skills through application in more of their design courses, just as they had been doing with the CAD skills first developed in the old 2740. The revised version was taught for the first time in Fall 2013. Student evaluations (formal and informal) indicate that learning two new and distinct sets of design communication skills within one course was overwhelming. The instructor responsible for the course found that teaching students to master two different sets of skills (hand-based and computer-based design communication) within a one semester course was much more challenging than anticipated. Successfully integrating the skills to use these two very different mediums requires more time than allowed in a four credit studio course in a single semester. We are proposing curriculum changes that will allow students to learn these distinct skills in two separate courses over consecutive semesters (CADS 2740 - Illustration Techniques for Apparel in the Fall and CADS 2770 - Computer-Aided Design for Apparel in the Spring) to allow for sequential skill-building. The curriculum changes will give students the opportunity to master both sets of skills in separate courses prior to successfully integrating them in CADS 4500 - Portfolio Development for Apparel Design in the subsequent Fall semester. The proposal includes reducing the credit hours for 2740 from four to three as a reflection of the credit hours currently assigned to the 3740 Illustration course; 3740 is being proposed for change to 2770 and an increase to four credit hours. Thus, there is no net change in the total credit hours for these two courses. In sum, this proposed curriculum change will meet the need for an introduction to and concentration on hand illustration and CAD techniques in the sophomore year. Additionally, by separating CAD skills into a course following 2740, time will be provided to add (in 2770) an important component on technical pattern-making content that is not now covered.

(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:

Current faculty will teach 2740 and 2770, as is now the case with 2740 and 3740. The Department already has the software packages for all CAD components, including the design communication and the technical pattern-making.

(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:

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 Fashion Illustration
Discussion of syllabus and supplies

Week 2
Sketching the Female Croqui Figure - Basics of Proportions
Assignment 1 - Two B&W croqui figures working from tear sheets using pencils of different weights
Sketching the Female Croqui Figure - Analyzing Poses
Assignment 2 - Two B&W croqui figures working from tear sheets using pencils of different weights

Week 3
Stylizing the Croqui Figure
Assignment 3 - Three B&W stylized figures using pencils of different weights
Draping the Croqui Figure
Assignment 4 - Two B&W draped illustrations of womenswear using pencils of different weights

Week 4
Marker Rendering - body and head
Assignment 5 (from Text) - p. 35 # 1, 2 and p. 205 # 1, 6, 7
Marker Rendering - apparel
Assignment 6 (from Text) - p. 158 # 2, 3, 4, and p. 240 # 3

Week 5
Marker Rendering - fabrics
Assignment 7 - Illustrate the works of two fashion designers representing the following types of fabrics - glamour fabrics with complex construction, striped fabrics
Markers + Color Pencils
Assignment 8 - Illustrate the works of two fashion designers representing the following types of fabrics - fall fabrics with knits/sweaters, printed fabrics

Week 6
Introduction to Watercolor Brushwork
Assignment 9 - TBD
Introduction to color, glazing technique, wash technique, combining washes and glazes
Assignment 10 - TBD
Discuss Project 1 - Womenswear Design & Illustration

Week 7
In-class work on Project 1

Week 8
In-class work on Project 1

Week 9
Project 1 Due
Sketching Menswear - Basic Proportions and Pose Analysis
Discuss Project 2 - Menswear Design & Illustration

Week 10
In-class work on Project 2

Week 11
In-class work on Project 2

Week 12
Project 2 Due
Sketching Childrenswear - Basic Proportions and Pose Analysis
Discuss Project 3 - Childrenswear Design & Illustration
Week 13
In-class work on Project 3

Week 14
THANKSGIVING BREAK

Week 15
In-class work on Project 3

Finals Week
Project 3 Due

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

18. Assignments / Projects:

1. Assignments - The course will include 10 assignments related to the lecture/demonstration for each class. Description of each assignment is provided in the week-by-week course content outline above.

2. Project 1 - The purpose of this project is to design and illustrate a women’s wear line of knit and fall fabrics.
   Specific objectives:
   - Identifying a design market/price point
   - Developing a concept board for the chosen design market through thematic visual imagery
   - Developing a color story from concept and selecting fabrics and materials
   - Developing the design elements based on concept in a line of apparel
   - Developing 2D flat drawings of front and back views of garment structure, trims, and details including external seam and stitch details
   - Communicating apparel looks as stylized illustrations
   - Incorporating concept mood and attitude in illustration through choice of poses, layout and background

3. Project 2 - The purpose of this project is to design and illustrate a line of Menswear apparel.
   Specific objectives:
   - Researching menswear trends for concept, color and fabrication, silhouettes and shape directions
   - Developing menswear trend board inclusive of color story and fabric selection
   - Developing menswear apparel line based on trend research on silhouettes and shape
   - Developing 2D flat drawings of front and back views of garment structure, trims, and details including external seam and stitch details
   - Communicating apparel looks through creative illustrations

4. Project 3 - The purpose of this project is to design and illustrate a line of childrenswear apparel.
   Specific objectives:
   - Researching a specific age-group and category of children’s wear
   - Developing consumer/inspiration board based on category research and selecting fabrics and trims appropriate to category
   - Developing children’s wear apparel line based on category research
   - Developing 2D flat drawings of front and back views of garment structure, trims, and details including external seam and stitch details
   - Communicating apparel looks through creative illustrations

(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:

<table>
<thead>
<tr>
<th>Assignment/Project Weight in Final Grade</th>
<th>Attendance 10%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assignments 30%</td>
<td></td>
</tr>
<tr>
<td>Project 1 – Womenswear Design &amp; Illustration 20%</td>
<td></td>
</tr>
<tr>
<td>Project 2 – Menswear Design &amp; Illustration 20%</td>
<td></td>
</tr>
<tr>
<td>Project 3 – Childrenswear Design &amp; Illustration 20%</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong> 100%</td>
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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, 844-2096 (V/TT).