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 2770
   3. Effective Term: Spring 2015

4. Course Title: Computer-Aided Design for Apparel
   Abbreviated Title (30 characters or less): CAD for Apparel

5. Requested Action:
   - Renumber a Course
     Current Course Number: 3740
     Proposed Course Number: 2770
   - Add a Course
   - Revise a Course
     Type of Revision:

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): 4
   6  Lec. 2, LLB/LST. 4  weekly  4  20

   Total Credit Hours: 4

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

8. Prerequisites/Corequisites:
   Pr. CADS 1600 and 2740

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

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

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 in AMDP, Apparel Design Option | required |
    | major        | BS in AMDP, Merchandising Option | 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:

In line with the curriculum change proposed for CADS 2740 - Illustration Techniques for Apparel, to be offered in fall semesters, we are proposing a curriculum change that would have students take CADS 2770, Computer-Aided Design for Apparel, in the following semester to allow for sequential skill-building related to computer-aided design communication. To accomplish this without adding a new course, we propose that the existing illustration elective, CADS 3740 be converted to 2770, increasing it to four credit hours and changing it to a requirement rather than an elective. The adjustment from the 3000 to 2000 level reflects the sophomore level at which the CAD content has been taught for more than a decade. Moving from three to four credit hours allows for the addition of a needed content component that currently does not have good coverage in the program. That content is technical CAD for pattern-making. It offers an important skill set that will be applied by students in their junior and senior years (particularly in CADS 4800 and 5750) and is regularly used in the companies to which many of our students go as interns and graduates. Additionally, this technical aspect of CAD is one criterion that the program does not meet well in the AAFAC accreditation standards. Together, these curriculum changes will give students the opportunity to master both sets of skills (hand-illustration and a more broadly encompassing computer-aided design communication) in separate courses offered during consecutive semesters prior to successfully integrating them in CADS 4500 - Portfolio Development for Apparel Design in the subsequent Fall semester. Making 2770 a requirement reflects the feedback and input that we get from interns, graduates, and industry partners.

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

Week 2
In-class 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
In-class work on Project 2 – Textile Design and Colorways

Week 5
Creating digital flats - Adobe Illustrator Demonstration
Begin Project 3 – Womenswear Digital Flats Project 2
ASSIGNMENT DUE - Project 2

Week 6
Rendering Flats – Adobe Photoshop Demonstration
In-class work on Project 3 – Womenswear Digital Flats

Week 7
In-class work on Project 3

Week 8
Digital Illustration - Adobe Photoshop and Illustrator Demonstration
Begin Project 4 – Womenswear Digital Illustration
ASSIGNMENT DUE - Project 3

Week 9
In-class work on Project 4 – Womenswear Digital Illustration

Week 10
SPRING BREAK

Week 11
CAD/Gerber: Intro & Measure menu: Assignment 1
ASSIGNMENT DUE - Project 4

Week 12
CAD/Gerber: Piece Menu: Assignments 2 & 3

Week 13
Begin Final Project – Designing for Retail Brands
CAD/Gerber: Line Menu: Assignment 4

Week 14
In-class work on Final Project – Designing for Retail Brands
CAD/Gerber: Points Menu: Assignment 5

Week 15
In-class work on Final Project – Designing for Retail Brands
CAD/Gerber: Points Menu and Plotting: Assignments 6 & 7

Finals Week
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)
2. Project 2 – Textile Design & Colorways
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

3. Project 3 – Womenswear Digital 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 Digital 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 (Adobe Illustrator)
- Rendering fashion details and fabrics (Adobe Illustrator and Photoshop)
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
CAD/Gerber Assignments:
1. Set up a CAD file, make a notch table, and make a notch table.
2. Mirror pieces for fold line, flip pieces; add seam allowances; and measure lines.
3. Split and merge selected pieces.
4. Execute design changes in existing pieces and create new pieces.
5. Manipulate existing pieces to create variations.
6. Develop new piece from scratch and the make changes to it.
7. Plot pattern adjustments.

(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>Project</th>
<th>Description</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project 1</td>
<td>Concept &amp; Customer Focus Boards</td>
<td>10%</td>
</tr>
<tr>
<td>Project 2</td>
<td>Textile Design and Colorways</td>
<td>10%</td>
</tr>
<tr>
<td>Project 3</td>
<td>Womenswear Flats</td>
<td>10%</td>
</tr>
<tr>
<td>Project 4</td>
<td>Womenswear Digital Illustration</td>
<td>10%</td>
</tr>
<tr>
<td>Final Project</td>
<td>Designing for Retail Brands</td>
<td>20%</td>
</tr>
<tr>
<td>CAD Assignments 1, 2, 4, &amp; 6</td>
<td></td>
<td>4.8% each</td>
</tr>
<tr>
<td>CAD Assignments 3, 5, &amp; 7</td>
<td></td>
<td>3.6% each</td>
</tr>
<tr>
<td>In-Class Activities</td>
<td></td>
<td>10%</td>
</tr>
</tbody>
</table>

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).
Approvals

Department Chair / Head
Carol L. Warfield
2/19/14

College / School Curriculum Committee
Dean

College / School Dean
Susan Hubbard
2/19/14

Dean of the Graduate School (for Graduate Courses)

Assoc. Provost for Undergraduate Studies (for Undergraduate Courses)

Contact Person: ____________________________ Telephone: ____________________________
E-Mail Address: ____________________________ Fax: ____________________________