



HECOL 354

Apparel Design and Product Development 1
Department of Human Ecology
University of Alberta

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HECOL 354: Apparel Design and Product Development I
Course Outline*

Winter Term 2015

Lecture: Monday 9:00 pm – 11:50 pm

Labs: Wednesday, Friday 9:00 pm – 11:50 pm

Location: Room 110 Human Ecology Building

Instructor: Vlada Blinova
E-mail: yblinova@ualberta.ca
Office: 1-03 Human Ecology Building

Office hours: by appointment

Teaching assistant: Sarah Woodyard
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Calendar description: *3 (fi 6) (either term, 3-0-3) Principles of design and merchandising applied to apparel design and portfolio development. A creative problem-solving approach to production of a line of clothing.

Prerequisite: HECOL 254

Course Objectives:

1. identify, evaluate, and utilize a variety of sources of creative inspiration to design apparel
2. analyze and incorporate basic principles of design theory, figure type, garment design and fit, and flat pattern drafting to clothing design and production
3. analyze management principles of design, production time, cost, technical expertise, production processes, technology, and evaluate their impact on product development and manufacture
4. design and construct a limited line of garments using appropriate research methods and problem solving techniques
5. demonstrate an understanding of apparel design and production through a variety of communication techniques such as:
 - visual — fashion sketching, technical drawing, presentation boards, garment display, modeling, portfolio presentation
 - written — design abstracts, designer statements, scholarly research and analysis, portfolio development
 - oral — class discussions, studio presentations

*Policy about course outlines can be found in [§23.4\(2\)](#) of the University Calendar.

Required text:

- Aldrich, Winifred (2011). *Metric Pattern Cutting for Women's Wear*, Blackwell Publishing.
- Amaden-Crawford, Connie (2011). *A Guide to Fashion Sewing*, Fairchild Publications Inc.

Reference texts:

- Joseph-Armstrong, Helen. (2010). *Patternmaking for Fashion Design*. New Jersey, Prentice-Hall, Inc.
- Shaeffer, Clair B. (2012). *Sewing for the Apparel Industry*. Prentice Hall, Inc.
- Tain, Linda. (2010). *Portfolio Presentation for Fashion Designers*. New York: Fairchild Publications.

Assignments and grading system:

Students will be evaluated on the basis of their performance on several assignments that use a variety of skills and abilities. Each of these will be weighted in determining the final grade. Evaluation of assignments is expressed in raw marks throughout the term. Class participation and time management will be also evaluated. A final cumulative score out of 100 points is translated into a letter grade based on the University four-point grading system. Assignment of final grades is based on a *combination of absolute achievement and relative performance* in this course.

Letter grade	Grade point Value	Descriptor
A+	4.0	Outstanding
A	4.0	
A -	3.7	Excellent
B+	3.3	Good
B	3.0	
B-	2.7	
C+	2.3	Satisfactory
C	2.0	
C-	1.7	
D+	1.3	Poor
D	1.0	Minimal Pass
F	0.0	Failure

At least 50% of the project must be completed in the lab, otherwise projects may not be accepted for marking.

Projects submitted late will be penalized at 10% of the total mark for each day the project is late.

If for some reason you cannot meet the deadline, please notify your instructor as soon as possible.

Distribution of weight and due dates:

Assignment I (10% of final grade) <i>Target customer profile and mood board</i>	January 19 at 9:00 am
Assignment II (30% of final grade) <i>Skirt or pant design</i>	February 25 and 27 at 9:00 am
Assignment III (30% of final grade) <i>Shirt or blouse design</i>	April 8 and 10 at 9:00 am
Assignment IV (20% of final grade) <i>Presentation of line and portfolio</i>	April 8 and 10 at 9:30 am
<i>Time management and class participation</i> (10% of final grade)	

Class policy:

Lectures:

- Cell phones must be turned off during lectures.
- Recording of lectures and copying of slides is not permitted unless it is part of an approved accommodation plan for students with specific learning needs.
- Lecture notes will not be posted – students are responsible for taking their own notes, or obtaining them from other students in the event of a missed lecture.

Labs:

- Food or drinks are not permitted in the lab.
- Students are not allowed to admit visitors into the lab during class time and outside of class hours without specific permission from the instructor (e.g. for garment fitting, to assist with presentations, to model garments, etc.).
- The apparel design lab is available for extra work from 10:00 am till 5:00 pm on Tuesday and Thursday. Please note that this time is allocated for students' independent work on projects and instructor and TA are not available for help unless an appointment has been made.
- If you are working in the lab outside of class hours, don't leave equipment in the lab and your personal belongings unattended. Keep the lab door closed if you work alone or need to leave the lab even for a short period of time.
- If you are the last to leave the lab, ensure that all sewing equipment is turned off, irons are unplugged and water is drained from irons' water tanks, lights are turned off, and the door is closed.
- If students fail to follow the lab policy outside class hours, access to the lab will be denied.

Lockers and workstations:

- Lockers are available outside room 110. Lockers and workstations in room 110 may be signed out through the lab assistant on a first come basis.
- Locks, workstations keys and bobbins from sewing machines must be returned on the last day of classes.
- All drafting tools, sewing and pressing equipment must be returned to workstations in the end of term.
- All personal belongings must be removed from the lockers and workstations on the last day of classes.
- Students must pick up marked projects from the lab within 2 weeks after the end of term.

Code of student behaviour:

The University of Alberta is committed to the highest standards of academic integrity and honesty. Students are expected to be familiar with these standards regarding academic honesty and to uphold the policies of the University in this respect.

Students are particularly urged to familiarize themselves with the provisions of the Code of Student Behaviour (online at www.uofaweb.ualberta.ca/secretariat/studentappeals.cfm) and avoid any behaviour which could potentially result in suspicions of cheating, plagiarism, misrepresentation of facts and/or participation in an offence. Academic dishonesty is a serious offence and can result in suspension or expulsion from the University.

30.3.2(1) Plagiarism

No Student shall submit the words, ideas, images or data of another person as the Student's own in any academic writing, essay, thesis, project, assignment, presentation or poster in a course or program of study.

30.3.2(2) Cheating

30.3.2(2) a No Student shall in the course of an examination or other similar activity, obtain or attempt to obtain information from another Student or other unauthorized source, give or attempt to give information to another Student, or use, attempt to use or possess for the purposes of use any unauthorized material.

30.3.2(2) b No Student shall represent or attempt to represent him or herself as another or have or attempt to have himself or herself represented by another in the taking of an examination, preparation of a paper or other similar activity. See also misrepresentation in 30.3.6 (4).

30.3.2(2) c No Student shall represent another's substantial editorial or compositional assistance on an assignment as the Student's own work.

30.3.2(2) d No Student shall submit in any course or program of study, without the written approval of the course Instructor, all or a substantial portion of any academic writing, essay, thesis, research report, project, assignment, presentation or poster for which credit has previously been obtained by the Student or which has been or is being submitted by the Student in another course or program of study in the University or elsewhere.

30.3.2(2) e No Student shall submit in any course or program of study any academic writing, essay, thesis, report, project, assignment, presentation or poster containing a statement of fact known by the Student to be false or a reference to a source the Student knows to contain fabricated claims (unless acknowledged by the Student), or a fabricated reference to a source. **Please speak with your instructor if you have any questions or concerns about the Code, particularly as it pertains to team/group assignments, internet research and lab work.**

Equipment and supplies

Supplies provided by the instructor:

3 meters of muslin
1 roll of white tracing paper
brown paper for making blocks
serger threads of basic colours

Equipment and supplies purchased by students:

Sewing supplies

fabric shears
trimming scissors
seam ripper
metric measuring tape
dressmaker steel or brass pins
hand-sewing needles (sharps 5/10 assortment)
marking pencil or tailor's chalk
dressmaker tracing paper
threads / notions

Drafting supplies

clear gridded ruler
see-through drafting square or triangle
metric seam gauge
tracing wheel with serrated teeth
Magic™ transparent tape
mechanical pencil
eraser
2 different coloured pencils
calculator

Art supplies

paper for sketching
rubber cement/ glue stick/double-sided tape
paints, illustration markers, crayons, etc.
portfolio case (to fit 11 x 14 inch paper)
mounting board (Bristol board) f
paper scissors

HECOL 354 Proposed Class Schedule

<i>Dates</i>	<i>Lectures/Topics</i>	<i>Lab Activities</i>	<i>Readings</i>
Week 1 Jan. 5 (B2) Jan. 7 (H2) Jan. 9 (H3)	Introduction Course outline, review of assignments Standard body measurements Comparative methods of pattern design Block patterns Basic one-dart skirt draft (¼ scale) Basic pant draft (¼ scale) Basic one-dart skirt drape (1/2 scale)* Fitting techniques*	Taking body measurements Drafting for individual figures – skirt or pant draft (full scale) Test garment (muslin) Construction and fitting Distribution of lab materials, workstations, keys and lockers	(A) pp.10-15 (A) pp.80-81 (A) pp. 100-101 (A) pp. 178-179
Week 2 Jan. 12 (B2) Jan. 14 (H2) Jan. 16 (H3)	Organizing a line of clothing Dimensions of fashion Target customer Creative process and distinctive “edge” Work on target customer profile and mood board* Muslin fitting*	Muslin fitting Pattern adjustments Finish basic skirt or pant pattern Basic skirt or pant pattern due Jan. 14 and 16 at 11:50 pm	(A) pp.188-189
Week 3 Jan.19 (B2) Jan. 21 (H2) Jan. 23 (H3)	Mood board and target customer profile due Jan. 19 at 9:00 pm Concepts of pattern development in flat-pattern design Skirt and pant designs Silhouette variations, style lines and yokes Waist finishes and closures Pockets Lining Practice problems Selection of skirt or pant styles *	Selection of skirt or pant styles Production pattern development Experimental samples Students must present 10 rough sketches of skirt or pant designs appropriate for their target customer in the beginning of the lab this week. The sketches must be approved by the instructor or TA.	(A) pp. 178-180 (A) pp. 188-189 (A) pp.82-98 (A) pp.102-108
Week 4 Jan. 26 (B2) Jan. 28 (H2) Jan. 30 (H3)	Fashion product development Production process Production cost and pricing Production pattern and marking Specification sheet and cost sheet Finish production pattern*	Finish production pattern Skirt/pant production	(A-C) - refer to appropriate chapters for production methods (A)pp.31-36 (A) pp. 192-211

Week 5 Feb. 2, 4 (H2) Feb. 6 (H3)	No lecture. H2 students meet on Monday, Feb.2 for extra lab	Skirt/pant production	(A-C) - refer to appropriate chapters for production methods
Week 6 Feb.9, 13 (H3) Feb. 11 (H2)	No lecture. H3 students meet on Monday, Feb.9 for extra lab	Skirt/pant production	(A-C) - refer to appropriate chapters for production methods
Week 7 Feb.16-20	Reading week – no classes.		
Week 8 Feb. 23 (B2) Feb. 25 (H2) Feb. 27(H3)	Bodice Dart manipulation Blouse foundation Sleeve cup adjustment Fitting techniques Practice problems	Skirt / pant assignment due Feb.25 and 27 at 9:00 am Taking body measurements Blouse foundation development Muslin test garment construction and fitting	(A) pp.10-15 (A) pp.32-35 (A) pp. 38-48 (A) pp.181-187
Week 9 Mar. 2 (B2) Mar. 4 (H2) Mar.6 (H3)	Shirt/blouse designs Collar types Closures Sleeve types Sleeve designs Cuffs Muslin test garment construction and fitting* Blouse foundation pattern adjustments*	Muslin test garment fitting Pattern adjustments Finish blouse foundation pattern	(A) pp. 49-61 (A) p. 68 (A) pp. 70-73
Week 10 Mar.9 (B2) Mar.11 (H2) Mar.13 (H3)	Fashion illustration techniques Presentation techniques Sketching - shirt/blouse designs* Fashion croquis development* Finish blouse foundation pattern*	Blouse foundation pattern due March 11 and 13 at 9:00 am Selection of shirt/blouse designs and pattern development Experimental samples Students must present 10 rough sketches of shirt or blouse designs appropriate for their target customer in the beginning of the lab this week. The sketches must be approved by the instructor or TA	(A) - refer to appropriate chapters for pattern production methods

Week 11 Mar. 16,18 (H2) Mar.20 (H3)	No lecture. H2 students meet on Monday, March 16 for extra lab Finish production pattern Shirt/blouse production	Finish production pattern development Shirt/blouse production	(A-C) - refer to appropriate chapters for production methods
Week 12 Mar. 23, 27 (H3) Mar.25 (H2)	No lecture. H3 students meet on Monday, March 23 for extra lab Shirt/blouse production	Shirt/blouse production	(A-C) - refer to appropriate chapters for production methods
Week 13 Mar. 30 (H3) Apr. 1(H2)	No lecture. H3 students meet on Monday, March 30 for extra lab Shirt/blouse production	Finish shirt/blouse assignment	(A-C) - refer to appropriate chapters for production methods
April 3, 6 Easter break – no classes			
Week 14 Apr. 8 (H2) Apr. 10 (H3)		Shirt/blouse due April 8 and April 10 at 9 am Portfolio presentation, exhibition of line and critique April 8 and 10 at 9:30 am	

The above Schedule may be altered at the discretion of the instructor. Any changes will be announced in advance for your convenience.

*suggested activities (if time allows)

(A) – Aldrich, *Metric Pattern Cutting for Women’s Wear*
(A-C) – Amaden-Crawford, *A Guide to Fashion Sewing*