



Department of Human Ecology  
University of Alberta

## HECOL 354: Apparel Design and Product Development I

Course Outline\*  
*Winter Term 2017*

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**Lecture/Lab:** Monday/Wednesday 9:00 pm – 11:50 pm

**Location:** Room 110 Human Ecology Building

**Instructor:** Vlada Blinova

E-mail: [vblinova@ualberta.ca](mailto:vblinova@ualberta.ca)

Office: 1-03 Human Ecology Building

**Office hours:** by appointment

**Teaching assistant:** Mary Glasper

E-mail: [mglasper@ualberta.ca](mailto:mglasper@ualberta.ca)

**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) January 25 at 9:00 am  
***Target customer profile and mood board***

**Assignment II** (30% of final grade) March 1 at 9:00 am  
***Skirt or pant design***

**Assignment III** (30% of final grade) April 12 at 9:00 am  
***Shirt or blouse design***

**Assignment IV** (20% of final grade) April 12 at 9:30 am  
***Presentation of line and portfolio***

***Time management and academic participation*** (10% of final grade)

## **Class policy:**

- food or drinks are not permitted in the lab
- cell phones must be turned off during the lecture time
- audio or video recording, digital or otherwise, of lectures, labs, seminars or any other teaching environment by students is allowed only with the prior written consent of the instructor or as a part of an approved accommodation plan. Student or instructor content, digital or otherwise, created and/or used within the context of the course is to be used solely for personal study, and is not to be used or distributed for any other purpose without prior written consent from the content author(s).
- due to the nature of the course, lectures will not be posted on eClass – students are responsible for taking their own notes, or obtaining them from other students in the event of a missed lecture.
- students are not allowed to admit visitors into the lab during class time and outside class hours without specific permission from the instructor (e.g. for garment fitting, to assist with presentations, to model garments, etc.).
- students are responsible for cleaning their work stations and putting all equipment away after each lab. Insure that all sewing equipment is turned off and cleaned, machine attachments are properly stored inside of the attachment compartment, bobbin case is in place, irons are unplugged and water is drained from irons' water tanks, table surface is cleaned from fabric scraps, loose threads and pins
- Cell phones must be turned off during lectures

## **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.

## **Project pick up:**

- 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](http://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:*

2 meters of muslin  
white tracing paper for drafting and tracing  
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)  
paper scissors