



Department of Human Ecology
University of Alberta

HECOL 354: Apparel Design and Product Development I

Course Outline*
Winter Term 2022

Lecture (asynchronous): eClass

Lab (in-person): Monday and Wednesday 9:00 am – 11:50 am

Location: Room 110 Human Ecology Building

Instructor: Vlada Blinova
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Office: 1-03 Human Ecology Building

Teaching Assistant: Patricia Siferd
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Office hours: by appointment

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 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 apparel product development and manufacture
4. design and construct a lower torso garment (skirt or pants) 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.

Excellent:	A+	4.0	Outstanding: The student has demonstrated an extraordinary grasp of the course content and performance reflects creativity and innovation, in addition to a high level of analytical ability.
	A	4.0	Excellent: The student has demonstrated superior understanding of the course content and a high level of analytical ability.
	A -	3.7	Student has demonstrated superior understanding of the course content, but has not shown the same level of analytical ability as students receiving an A.
Good:	B+	3.3	The student has demonstrated a sound understanding of course material, with superior understanding being evident in some topics.
	B	3.0	The student has demonstrated a uniformly sound understanding of course material.
	B-	2.7	The student has demonstrated a generally sound understanding of course material, but there are some areas in which depth of understanding is limited.
Satisfactory:	C+	2.3	The student has demonstrated adequate awareness of course content with sound understanding of some topics.
	C	2.0	The student has demonstrated adequate awareness of all of the central dimensions of the course.
	C-	1.7	The student has demonstrated adequate awareness of most central dimensions of the course, but lacks knowledge of one or two topics.
Poor:	D+	1.3	The student has demonstrated a lack of knowledge in one or more of the central dimensions of the course, and has very superficial understanding of most topics.
Minimal Pass:	D	1.0	The student’s performance is only minimally acceptable due to a lack of understanding of several central dimensions of course content.
Failure:	F	0.0	The student has demonstrated a lack of knowledge of most of the course content.

At least 50% of each stage of the design 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 (20% of final grade) <i>Target customer profile and mood board</i>	Feb. 7 at 9:00 am
Assignment II (35% of final grade) <i>Skirt or pant design</i>	Apr. 6 at 9:00 am
Assignment III <i>Portfolio</i> (20% of final grade)	Apr. 6 at 9:00 am
Assignment IV (15% of final grade) <i>Presentation of portfolio and garment design</i>	Apr. 6 at 9:15 am

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

Class policy:

- all students are required to wear non-medical cloth or disposable masks (wearing N95 masks would be ideal) at all times and follow good hygiene. Avoiding physical contact, you will be minimizing your risk. Please wash your hands and use hand sanitizer before and after you take a bathroom break, or as necessary. If you have any questions or concerns about safety protocols, don't hesitate to ask your instructor or TA.
- following AHS guidelines, students should stay home if they are showing any symptoms of COVID-19.
- due to the uncertain nature of the term during the Covid-19 pandemic, a blended component will be introduced to the course structure. Lectures will be delivered asynchronously and all labs will be held in-person.
- pre-recorded lectures and other class materials will be posted on e-Class a week ahead of the in-person topic discussion. Students must review the lecture slides, take notes, and do the required reading prior the lab day outlined in the course schedule.
- 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).
- food or drinks are not permitted in the lab; cell phones must be turned off during the lab time.
- for safety and security reasons, students are not allowed to admit visitors into the lab during class time or outside class hours.
- when your lab is over, ensure that all sewing equipment is turned off, machine attachments are properly stored inside of the attachment compartment, irons are unplugged, and all fabric scraps, tape, loose threads, and pins are collected from the table surface. Your sewing machine, iron, and ironing board will stay on a top of your table – all equipment and work surfaces will be disinfected after each lab.

Workstations:

Workstations in room 110 will be signed out through the instructor or teaching assistant on a first come basis.

Each student will be sharing their workstation with a student from another course section. All students are required to check their sewing and pressing equipment in the beginning of each lab and notify course instructor or teaching assistant about equipment malfunction/damage, or any missing parts.

Students must use their equipment in a safe and careful manner to maintain its working condition. The Department will ask students to pay for the repair or replacement of the equipment or equipment parts lost or broken because of mishandling and/or not following the lab rules and instructions.

Examples of the replacement cost for equipment/parts most often damaged or lost by the students:

Sewing machines

- Plastic bobbin - \$1.00
- Plastic hook cover, spool pins and holders - \$10.00 each
- Presser foot - \$25.00
- Foot control cord- \$25.00
- Any other damage caused by inappropriate use of the sewing equipment that requires repair at the specialized facility may cost \$80.00 and up.

Irons

Irons are often dropped on the floor if not placed on the iron rest properly or positioned upright on the ironing board surface or work table. It is not safe to use irons after they fall. The replacement cost for an iron can be up to \$80.00.

On the last day of class:

- all sewing and pressing equipment must be checked and left at your workstation
- all personal belongings must be removed from workstations
- bobbins from sewing machines must be returned to the instructor

Students must pick up all marked projects (garments and binders) after the end of term, otherwise the projects will be disposed of. The pick-up day and schedule will be announced by the instructor.

Equipment and supplies:

The following sewing tools and supplies must be 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
fabric / threads / notions

Drafting supplies

clear gridded ruler (metric)

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

Art supplies

paper for sketching
rubber cement/ glue stick/double-sided tape
paints, illustration markers, crayons, etc.
portfolio case 11" x 14" (e.g. Itoya Art Profolio® Evolution IEV1211, can be purchased from DeSerres)
mounting board (Bristol board)
paper scissors

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 <http://www.ombudservice.ualberta.ca/en/CodeofStudentBehaviourIssues.aspx> 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 your creative assignments, internet research and lab work.

