THE UNIVERSITY OF NORTH CAROLINA AT GREENSBORO
BRYAN SCHOOL OF BUSINESS AND ECONOMICS
DEPARTMENT OF CONSUMER, APPAREL, AND RETAIL STUDIES
SPRING 2018

CRS 242: INTRODUCTION TO DESIGN PRINCIPLES & TECHNOLOGY
Lecture: 10–11:40 a.m. (SOEB 204) • Computer lab: 12-2:15 p.m. (PETTY 224)

PROFESSOR: Dr. Trish Kemerly
   Email: twkemery@uncg.edu
   Office: 357 Stone Building
   Hours: 1–2 pm Tuesdays, 1:30–3:30 pm Wednesdays, or by appointment

REQUIRED TEXTS

COURSE DESCRIPTION
Application of the elements and principles of design to analysis of textile products and solution of design problems. Emphasis on textile product design evaluations through verbal and written communications.

LEARNING OUTCOMES:
Upon completion of this course, the student will be able to:
• Apply the elements and principles of design to evaluation, analysis and design of apparel and other textile products.
• Classify and develop textile product design projects in a professional manner.
• Design color stories, concepts boards and presentation boards comparable to those used in industry.
• Develop an appreciation of apparel and textile products as a form of aesthetics.
• Identify design and product development terms and begin to incorporate those terms into an industry vocabulary.

STUDENT RESPONSIBILITY
Each student is responsible for reading the syllabus and becoming familiar with the policies and schedule outlined within, including exam dates and assigned readings. Although every effort will be made to follow this syllabus closely, it is subject to change. You are responsible for any announcements concerning the course which are made during class, whether or not you are in attendance. Students are expected to read assignments prior to scheduled class dates. You are responsible for checking Canvas regularly to be apprised of any announcements pertaining to the course.
REQUIRED SUPPLIES
Workable computer and online connection: See http://its.uncg.edu/ for campus computer lab locations. This course has online components. The class will take place via face-to-face classroom lecture and includes a lab, online assignments, activities, quizzes and exams. The following are necessary components of this course:

- **UNCG Computer Accounts** (e.g., Canvas
- **Internet Connection**
- **Microsoft Office documents**
- **Web browser**: Both Google and Firefox can be used with Canvas.
- **Other software**: This course will use Adobe Photoshop and Adobe Illustrator. Both programs are available on campus in the computer labs. It is not required to have these programs on your personal computer, but you will have to access and use them in the computer labs. Work that is to be completed using these programs will not be accepted if it is completed using other, non-approved software packages.

SUGGESTED SUPPLIES: Students are encouraged to purchase a storage device such as a USB drive in order to have access to their work whether at home, classroom, or computer lab.

COURSE POLICIES

I. ATTENDANCE

Class attendance is expected. As outlined in the UNCG Undergraduate Bulletin:

> Regular class attendance is a responsibility and a privilege of university education. It is fundamental to the orderly acquisition of knowledge. Students should recognize the advantages of regular class attendance, accept it as a personal responsibility, and apprise themselves of the consequences of poor attendance.

Class attendance records will be monitored and excessive absences reported. The **Withdrawal Due to Class Attendance** form serves as a request to withdraw students from class due to excessive absences. Students are responsible for all material covered in class regardless of the reason for absence. This may include assigned readings, assignments, lectures and discussion, visuals, slides, videos, and handouts. Because class lectures may not be limited to readings alone, it is important that you be present. If you must be absent, arrange to get class notes from another class member. **It is assumed that you are aware of ALL relevant due dates and course requirements.** Exams missed due to an unexcused absence may **NOT** be made up.

In a regular MWF or T/TH class, I allow students to have up to three unexcused absences without it affecting your attendance grade. However, because this class meets only once a week, one absence is equivalent to missing three days in a regular class. Therefore, you are advised not to miss more than one class in the semester, or your attendance grade will drop with each additional absence. For example, 0-1 absences = 100 points, 2 absences = 80, 3 absences = 70, 4 absences = 60, and so forth. Five or more unexcused absences will result in a zero for your attendance grade, and/or you may be dropped from the course.

*Note: I reserve the right to drop a student from the course after three (3) absences.*

Excused Absences

An excused absence is limited to illness documented by a physician’s statement on original letterhead or death in the immediate family. Note: “Personal problems” are not considered grounds for an excused absence.
unless documented by a physician’s statement. Written documentation of the excused absence must be submitted to me within one week of the absence. It is your responsibility to initiate, follow-up and keep records of these procedures.

**Promptness and Attentiveness**

Class begins at 10 am. Late arrivals are unacceptable. Plan to stay the entire time. Unnecessary noise and movement is distracting to your professor and class members. Excessively late arrivals and early departures will be considered as absences. You are expected to show both courtesy and respect towards other classmates as well as the professor. This includes refraining from talking while others are speaking, and refraining from texting or talking on cell phones during class. Also, do not wear earphones to listen to music, videos, etc. during class. Excessive disruption of ANY KIND can and will result in removal from the course at ANY POINT in the semester. Simply put: don’t disrespect me, and I won’t disrespect you.

### II. EVALUATION

<table>
<thead>
<tr>
<th></th>
<th>Point Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Profile assignment</td>
<td>10 points</td>
</tr>
<tr>
<td>Quizzes (10 pts. per chapter)</td>
<td>120 points</td>
</tr>
<tr>
<td>Midterm &amp; final exam</td>
<td>300 points</td>
</tr>
<tr>
<td>Discussion leadership/article assignment</td>
<td>50 points</td>
</tr>
<tr>
<td>Photoshop &amp; Illustrator assignments</td>
<td>150 points</td>
</tr>
<tr>
<td>Final project (essay and board)</td>
<td>200 points</td>
</tr>
<tr>
<td>Attendance/participation</td>
<td>100 points</td>
</tr>
<tr>
<td><strong>Total possible points</strong></td>
<td><strong>930 points</strong></td>
</tr>
</tbody>
</table>

**Grading Scale**

Final letter grades will be determined from the percentage of points you earned out of the total possible points (930). So, for example, if at the end of the semester your total points add up to 865, then 865/950=.91, or 91% (A-). The following percent scale will be used to assign grades:

- **A+** = 100 - 97
- **B+** = 89 - 87
- **C+** = 79 - 77
- **D+** = 69 - 67
- **F** = Below 60
- **A** = 96 - 93
- **B** = 86 - 83
- **C** = 76 - 73
- **D** = 66 - 63
- **A-** = 92 - 90
- **B-** = 82 - 80
- **C-** = 72 - 70
- **D-** = 62 - 60

The UNCG Academic Integrity Policy States: “If knowledge is to be gained and properly evaluated, it must be pursued under conditions free from dishonesty. Deceit and misrepresentations are incompatible with the fundamental activity of this academic institution and will not be tolerated.” By choosing to enroll in this course and by completing the assignments, projects, examinations, etc., you are by default held to the standards of the Academic Integrity Policy, and you are subject to sanctions should you violate the policy in any manner.

UNCG seeks to comply fully with the Americans with Disabilities Act (ADA). Students requesting accommodations based on a disability must be registered with the Office of Disability Services in 215 Elliott University Center, 334-5440, [http://ods.dept.uncg.edu/](http://ods.dept.uncg.edu/), [ods@uncg.edu](mailto:ods@uncg.edu).
Make-up Exams
All students are required to take both exams during the scheduled time.

NOTE: There will be NO MAKE UP EXAM for the final exam regardless of excuse. As with any university-level course, you are expected to take the final exam during the scheduled day and time. Exams will not be given early, regardless of reason or request.

III. COURSE STRUCTURE
A variety of learning styles will be addressed in this class and are reflected in the structure of evaluation for the course. Class time will consist of a combination of lecture and class discussion as well as group and individual activities.

Exams (32%)
- The midterm and final exams will be taken and completed online via Canvas. Please note the dates of each on the course schedule below.
- Each exam will cover assigned textbook readings and concepts presented during in-class lectures leading up to the exam.
- Exam questions will be typically be multiple choice and true/false-type questions.

Quizzes (13%)
- Quizzes will be available on Canvas each week we are covering a chapter.
- They will be available from 5 pm on Monday (the day we meet for class) through 11:59 pm Sunday (the day before the next class).
- It is the student’s responsibility to remember to take each quiz online.
- You will be taking your quizzes BEFORE the next class meeting — this is to encourage class participation when we discuss the topic.

Discussion leadership (5%)
- During the semester, you will be responsible for leading one classroom discussion. Your presentation will be based on a topic that is assigned to you by your professor and must include a visual component (PowerPoint, presentation board, class handout, etc.)
- Rather than simply leading a general discussion, it is expected that you will bring a current event article to showcase how your topic encompasses industry players. The article that you select must be dated within the last five years and must be directly related to your topic.
- Your presentation will be timed and should be at least 10 minutes long with another 5 - 10 minutes of class discussion or class activity related to your topic for a total of 20 minutes.
- You are expected to participate in the discussion of articles presented by your classmates. You must be present in class each week to receive credit for a class discussion.

Photoshop/Illustrator assignments (16%)
- There will be mini-workshop sessions during some of the lab time on Adobe Photoshop and Adobe Illustrator. These mini-workshops are to aid you in developing quality outputs for the two assigned projects during the semester. You will complete several graded assignments in which you will use Photoshop and/or Illustrator.

Final project (22%)
- Guidelines for this project will be handed out separately.
Copyright Issues
Much of the work in this class will be image-based and students will likely pull images from a variety of sources. It is essential that you note the source of every image used in class assignments and projects to be in compliance with Federal Copyright laws. In addition, it is wise for you to note when the images represent your original designs and projects.

APA Style
Some of your work will require you to properly site your sources, so please use the APA format.

Late Penalty for ALL Required Assignments
Any assignment turned in late will be lowered 10 points per day late. Assignments will NOT be accepted after two weekdays. NO EXCEPTIONS.

Below it is explained how your grade will be affected if you turn in your assignments late.

<table>
<thead>
<tr>
<th>Date turned in:</th>
<th>On time (on due date at beginning of class)</th>
<th>On due date after class has started</th>
<th>On due date after class has ended</th>
<th>One day after due date</th>
<th>Two days after due date</th>
<th>After two weekdays of due date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Points deducted:</td>
<td>None</td>
<td>-3</td>
<td>-5</td>
<td>-10</td>
<td>-20</td>
<td>Not accepted</td>
</tr>
</tbody>
</table>

Example:
For an assignment worth 100 points due on Oct. 11

<table>
<thead>
<tr>
<th>Day turned in:</th>
<th>Grade starts at:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oct. 11, 10 am</td>
<td>Oct. 11, 10 am</td>
</tr>
<tr>
<td>Oct. 11, between 10:10 and 11:40 am</td>
<td>Oct. 11, after 11:40 am</td>
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<tr>
<td>Oct. 12</td>
<td>Oct. 13</td>
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<tr>
<td>Oct. 14 or after</td>
<td>100 points</td>
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</tbody>
</table>

NOTE: Projects/assignments sent through email will be deducted 5 points regardless of reason or the time that it was turned in.

IV. CANVAS
Canvas will be used throughout the semester for the following:

- **Announcements:** This is where you will find any announcements pertaining to changes in the syllabus or instructions as to emergency situations if they arise.
- **Files:** Under this heading you will find the course syllabus, class lectures, exam preparation materials, project guidelines, and other relevant materials.
- **Assignments:** See deadlines and instructions for assignments and projects.
- **Grades:** This is where you can look up your exams and assignments scores.
<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topics</th>
<th>Required Readings / Assignments</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Monday, Jan. 8</td>
<td>Lecture: Course Intro</td>
<td>Friday, Jan 12: Profile assignment due</td>
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<td></td>
<td></td>
<td>Lab: Intro to Photoshop</td>
<td>Sunday, Jan. 14: Quiz 1 due</td>
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<td>2</td>
<td>Monday, Jan. 15</td>
<td><strong>MLK Day! Class dismissed.</strong></td>
<td>Sunday, Jan 21: Quiz 2 due</td>
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<td>3</td>
<td>Monday, Jan. 22</td>
<td>Lecture:</td>
<td>Sunday, Jan 28: Quiz 3 due</td>
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<tr>
<td></td>
<td></td>
<td>• Chapter 1: About design</td>
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<tr>
<td></td>
<td></td>
<td>• Chapter 2: Line</td>
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<td></td>
<td></td>
<td>Lab:</td>
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<td></td>
<td></td>
<td>• Photoshop Activity 1 &amp; 2</td>
<td></td>
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<tr>
<td>4</td>
<td>Monday, Jan. 29</td>
<td>Lecture:</td>
<td>Sunday, Feb 4: Quiz 4 due</td>
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<td></td>
<td></td>
<td>• Chapter 3 Form and shape</td>
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<td></td>
<td></td>
<td>• Discussion leadership: Group 1</td>
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<td></td>
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<td>Lab:</td>
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<td></td>
<td></td>
<td>• Photoshop activity 3</td>
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<td>5</td>
<td>Monday, Feb. 5</td>
<td>Lecture:</td>
<td>Sunday, Feb 11: Quiz 5 due</td>
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<td></td>
<td>• Chapter 4: Texture and light</td>
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<td>• Discussion leadership: Group 2</td>
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<td>Lab:</td>
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<tr>
<td></td>
<td></td>
<td>• Photoshop activity 4</td>
<td></td>
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<td>6</td>
<td>Monday, Feb. 12</td>
<td>Lecture:</td>
<td>Sunday, Feb 18: Quiz 6 due</td>
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<td></td>
<td>• Chapter 5: Pattern</td>
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<td></td>
<td></td>
<td>• Discussion leadership: Group 3</td>
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<td>Lab:</td>
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<tr>
<td></td>
<td></td>
<td>• Photoshop activity 5</td>
<td></td>
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<tr>
<td>7</td>
<td>Monday, Feb. 19</td>
<td>Lecture:</td>
<td>No quiz for Sunday, Feb 25</td>
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<td></td>
<td></td>
<td>• Chapter 6: Color and value</td>
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<td></td>
<td></td>
<td>• Discussion leadership: Group 4</td>
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<td>Lab:</td>
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<td></td>
<td>• V-Stitcher lesson in Stone 142</td>
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<td>8</td>
<td>Monday, Feb. 26</td>
<td>No lecture (take your midterm!)</td>
<td>Midterm exam will be online this</td>
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<td></td>
<td></td>
<td>Lab: V-Stitcher lesson in Stone 142</td>
<td>week. Must be finished by Sunday,</td>
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<td>March 4, at midnight.</td>
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<tr>
<td>Week 9</td>
<td>Monday, March 5</td>
<td><strong>Spring Break:</strong> No class or lab this week! 😊</td>
<td>Sunday, March 11: Quiz 7 due!</td>
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</tbody>
</table>
| Week 10 | Monday, March 12 | Lecture:  
  - Chapter 7: Color and industry  
  - Discussion leadership: Group 5 | Sunday, March 18: Quiz 8 due |
| | | Lab:  
  - Illustrator activity 1 | |
| Week 11 | Monday, March 19 | Lecture:  
  - Chapter 8: Balance  
  - Discussion leadership: Group 6 | Sunday, March 25: Quiz 9 due |
| | | Lab:  
  - Illustrator activity 2 | |
| Week 12 | Monday, March 26 | Lecture:  
  - Chapter 9: Emphasis  
  - Discussion leadership: Group 7 | Sunday, April 1: Quiz 10 due |
| | | Lab:  
  - Illustrator activity 3 | |
| Week 13 | Monday, April 2   | Lecture:  
  - Chapter 10: Rhythm  
  - Discussion leadership: Group 8 | Sunday, April 8: Quiz 11 due |
| | | Lab:  
  - Illustrator activity 4 | |
| Week 14 | Monday, April 9   | Lecture  
  - Chapter 11: Proportion  
  - Discussion leadership: Group 9 | Sunday, April 15: Quiz 12 due |
| | | Lab:  
  - Illustrator activity 5 | |
| Week 15 | Monday, April 16  | Lecture:  
  - Chapter 12: Unity  
  - Discussion leadership: Group 10 | No lab! Work on final projects! |
| | | | |
| Week 16 | Monday, April 23  | **Final projects DUE!** | Bring projects to Dr. K’s office  
  (Stone 357) |
| | Last Day of Class | | |
| | | | |
| | | | **FINAL EXAM (online):**  
  **DUE MONDAY, APRIL 30, 2018 – 12 PM TO 3 PM** |