[Fall 2019] APD 310 Portfolio Development for Apparel Design

<Course Information>
- Class Days & Time: M/W 8:00 am–10:15 am
- Classroom: Eberhart 160
- Credits: 3 Credits

<Instructor's Information>
- Name: Dr. Haeun (Grace) Bang
- Office Location: Stone 355
- Office Phone: 336-256-0271
- Email: h_bang2@uncg.edu
- Office Hours: M/W 10:30 am – 11:30 am or by appointment

<TA's Information>
- Name: Mon Thu Myin
- Office Location: Stone 361
- Office Phone: 
- Email: manyin@uncg.edu

PREREQUISITES: APD 244, APD 252

FOR WHOM PLANNED: Required junior-level course in the Apparel Design concentration of Consumer, Apparel, and Retail Studies degree.

COURSE DESCRIPTION
Development of a professional design portfolio that will emphasize investigation of specific apparel markets, target customers, seasons and fabrications, and various illustrative techniques.

STUDENTS' LEARNING OUTCOME: Upon successful completion of this course, students will be able to:
- Effectively communicate apparel designs professionally, demonstrating skill with various media and an understanding of aesthetics
- Design cohesive groups of apparel within specific parameters such as season, target customer, pricing category, and market
- Investigate and report on the creative process and aesthetic of influential designers and apply the knowledge when creating original designs

REQUIRED TEXTS
  (Related Website: https://www.adobeforfashion.com/)
**REGISTRATION:** It is the student's responsibility to ensure proper enrollment in classes. You are advised to review your official class schedule during the first week of the semester to ensure proper enrollment. Should you determine an error in your class schedule, correct it with your advising office.

**REQUIRED SUPPLIES**
Sketchpad, pencils and erasers, storage device for computer files, fabric swatches, and other supplies as needed.

**COURSE REGULATIONS:**
1. Attendance, punctuality, and productive participation are required. **Remember your attendance is worth 10% of your total grade** so absences will have an effect on your final grade. **Four or more absences will result in a reduction of two letter grades from the final course grade** (e.g. an A in the course would become a C). **Five absences will result in an F for the course.** Two tardiness &/or early departures will count as one absence.

   Students will not be penalized for absence during the semester due to unavoidable or legitimate circumstances. **The following reasons justify absences and makeup requests and must be documented:** (a) illness certified by a physician (b) death of parent, sibling, or grandparent (proof of funeral attendance must be supplied), (c) participation in religious observances with advance instructor notification (d) participation, certified by the Office for Student Affairs, in University approved co-curricular activities. **Students are expected to notify me at least two weeks prior to the planned absence and work due may be expected to be turned in before the planned absence.**

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

2. Students are expected to attend class with all materials needed for the assignment at hand and with any relevant homework. As failure to come with materials and/or homework results in no meaningful work being done, it will be treated as an unexcused absence. Class time is to be used for current assignments.

3. If a student misses a class, it is the student’s responsibility to get the assignment from Canvas or a fellow student. It is also the student’s responsibility to get notes on missed demonstrations. Demonstrations will not be repeated. Class time will not be spent catching up students who miss class - it is not fair to take that time away from the students who attend.

4. **Assignments and projects will not be accepted late, nor will they be accepted incomplete. (To clarify - if an assignment is due at 8:00am, then it is late if turned in at 8:01am and will not be accepted.)** Exceptions will only be made for students with documented emergency excuses. When a student misses an assignment due date because of an emergency, the student should show the instructor what work has been done on the due assignment upon returning to class - in other words, don't come back to class empty handed.

5. Dependent on your level of apparel construction and computer proficiency and your ability to learn skills, an average of 6-12 hours of work outside the class per week may be necessary.

6. Turn cell phones to “manner mode” or off while in class and refrain from texting or talking on them during class. Do not wear earphones to listen to music, audio, etc. during class.
7. **ALL construction MUST BE DONE ENTIRELY BY THE STUDENT WHO SUBMITS THE WORK.**
The instructor reserves the right to refuse to accept work that has not been observed as significantly constructed in class. Appropriate sanctions for offenders include failing the assignment, failing the course, or recommended expulsion.

Grades will be calculated based on the following:

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
<th>Total Points</th>
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</thead>
<tbody>
<tr>
<td>Attendance</td>
<td>10%</td>
<td>100 points total</td>
</tr>
<tr>
<td>In-class activities (10 activities / 20 points each)</td>
<td>20%</td>
<td>200 points total</td>
</tr>
<tr>
<td>Digital Portfolio (Website) Development</td>
<td>25%</td>
<td>250 points total</td>
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<tr>
<td>(First draft: 100 pts/ Final draft: 150 pts)</td>
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<tr>
<td>Project 1</td>
<td>20%</td>
<td>200 points total</td>
</tr>
<tr>
<td>Project 2</td>
<td>25%</td>
<td>250 points total</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
<td><strong>1,000 points total</strong></td>
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*Your progress will be checked during the class and it will affect your grade of the projects.*

*Grading rubrics will be uploaded at Canvas.*

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage Range</th>
<th>Description</th>
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<tbody>
<tr>
<td>A</td>
<td>93.0-100 %</td>
<td>High quality work beyond stated requirements: “Excellent”</td>
</tr>
<tr>
<td>A-</td>
<td>90.0-92.99 %</td>
<td>Quality work satisfying requirements: “Good - Very good”</td>
</tr>
<tr>
<td>B+</td>
<td>87.0-89.99 %</td>
<td>Work satisfies requirements, shows room for improvement in quality: “Average”</td>
</tr>
<tr>
<td>B</td>
<td>83.0-86.99 %</td>
<td>Minimally acceptable: “Needs more effort”</td>
</tr>
<tr>
<td>B-</td>
<td>80.0-82.99 %</td>
<td>Unacceptable: “Failure”</td>
</tr>
<tr>
<td>C+</td>
<td>77.0-79.99 %</td>
<td>High quality work beyond stated requirements: “Excellent”</td>
</tr>
<tr>
<td>C</td>
<td>73.0-76.99 %</td>
<td>Quality work satisfying requirements: “Good - Very good”</td>
</tr>
<tr>
<td>C-</td>
<td>70.0-72.99 %</td>
<td>Work satisfies requirements, shows room for improvement in quality: “Average”</td>
</tr>
<tr>
<td>D+</td>
<td>67.0-69.99 %</td>
<td>Minimally acceptable: “Needs more effort”</td>
</tr>
<tr>
<td>D</td>
<td>63.0-66.99 %</td>
<td>Unacceptable: “Failure”</td>
</tr>
<tr>
<td>D-</td>
<td>60.0-62.99 %</td>
<td>Unacceptable: “Failure”</td>
</tr>
<tr>
<td>F</td>
<td>below 60 %</td>
<td>Unacceptable: “Failure”</td>
</tr>
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**SPECIAL NEEDS:** 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/, ods@uncg.edu.

**CARS DEPARTMENT STATEMENT ON ACADEMIC DISHONESTY:** The UNC-Greensboro 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 shall not be tolerated.” By choosing to enroll in this course and by completing the assignments, project, quizzes, examinations, etc., you are by default held to the standards of the Academic integrity Policy, and you are subjected to sanctions should you violate the policy in any manner.

**CARS DEPARTMENT STATEMENT ON STUDENT CONDUCT AND COMPLAINT BEHAVIOR:** The Department of Consumer, Apparel, and Retail Studies (CARS) expects that all students enrolled in the CARS major will behave professionally and in a manner that reflects positively on the department, the school, and the university. This expectation applies to conduct within CARS
courses, when working at internship sites, and attending events where students are acting as representatives of the CARS program.

Complaints pertaining to a specific course must first be brought up with the instructor. Per the UNCG University Catalog, if a student wishes to appeal an assigned grade, the student should first discuss the concerns with the instructor. If desired, the student may further appeal to the department head, the dean of the school or college, and the provost, in that order. See the University Catalog for further details on Grade Appeals.

UNIVERSITY COPYRIGHT POLICY AND STUDENT CODE OF CONDUCT: Selling class notes for commercial gain or purchasing such class notes in this or any other course at UNCG is a violation of the University’s Copyright Policy and of the Student Code of Conduct. Students also understand that enrollment in this course grants consent for their work to be selected for inclusion in college or departmental publications (online or in print). Your instructor may select to use your work to represent her/his skills as an instructor in a teaching portfolio (online or in print).
<table>
<thead>
<tr>
<th>W 1</th>
<th>MON</th>
<th>WED</th>
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| 8/21 | Course intro  
**Intro to Digital Portfolio Development**  
**In-class activity 1-1:** Post two fashion-related portfolio websites to Canvas  
(10 pts)  
Due: 8/26 (Mon) 8:00 am |

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<tr>
<th>W 2</th>
<th>MON</th>
<th>WED</th>
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| 8/26 | Adobe Photoshop for apparel design  
- Basic tools  
- Image manipulation  
**In-class activity 1-2:** Create fashion collage  
(10 pts)  
Due: 9/4 (Wed) 8:00 am | 8/28 | Adobe Photoshop for apparel design  
- Rendering  
- Patterns  
**In-class activity 2:** Basic T-shirts rendering  
Due: 9/4 (Wed) 8:00 am  
Adobe Illustrator Chapter 1, 2, and 3 |

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<tr>
<th>W 3</th>
<th>MON</th>
<th>WED</th>
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<tbody>
<tr>
<td>9/2</td>
<td>Labor Day holiday (no class)</td>
<td>9/4</td>
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</table>

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<thead>
<tr>
<th>W 4</th>
<th>MON</th>
<th>WED</th>
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</thead>
</table>
| 9/9 | Adobe Illustrator for apparel design  
- Basic Flat drawing 1  
**In-class activity 3:** Draw basic bodice & Add basic sleeves  
Due: 9/16 (Mon) 8:00 am  
Adobe Illustrator Chapter 1, 2, and 3 | 9/11 | Adobe Illustrator for apparel design  
- Basic Flat drawing 2  
**In-class activity 4:** Alter neckline and sleeve length & Add stitches  
Due: 9/16 (Mon) 8:00 am  
Adobe Illustrator Chapter 4 |

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<thead>
<tr>
<th>W 5</th>
<th>MON</th>
<th>WED</th>
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</table>
| 9/16 | Adobe Illustrator for apparel design  
- Advanced Flat Drawing 1  
**In-class activity 5:** Draw button, collar & cuffs  
**Draw basic shirt flat (F&B)**  
Due: 9/23 (Mon) 8:00 am  
Adobe Illustrator Chapter 5 | 9/18 | Adobe Illustrator for apparel design  
- Advanced Flat Drawing 2  
**In-class activity 6:** Draw skirts & blazer  
Due: 9/23 (Mon) 8:00 am  
Adobe Illustrator Chapter 6 |

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<thead>
<tr>
<th>W 6</th>
<th>MON</th>
<th>WED</th>
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</table>
| 9/23 | Adobe Illustrator for apparel design  
- Advanced Flat Drawing 3  
**In-class activity 7:** Draw zipper, pocket, button holes / Draw basic jeans  
Due: 9/30 (Mon) 8:00 am  
Adobe Illustrator Chapter 8 | 9/25 | Adobe Illustrator for apparel design  
- Patterns  
**In-class activity 8:** Create various patterns  
Due: 9/30 (Mon) 8:00 am  
Adobe Illustrator Chapter 9 |
<table>
<thead>
<tr>
<th>Date</th>
<th>Assignment</th>
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</table>
| **W 7 9/30** | Adobe Illustrator for apparel design - Figure drawing (croqui, face, hair)  
*In-class activity 9: Draw 3 croquis of different poses (add faces & hair)*  
Due: 10/7 (Mon) 8:00 am  
Adobe Illustrator Chapter 7 and 10 |
| **10/2** | Adobe Illustrator for apparel design - Tech-pack/layout  
*In-class activity 10: Complete tech-pack/Add background & layout*  
Due: 10/7 (Mon) 8:00 am |
| **W 8 10/7** | Workday for project 1  
**Intro to Project 1**  
Begin your research and decide the company. Let Dr. Bang know your decision before you leave the class! |
| **10/9** | Workday for project 1  
- Begin target market research & trend analysis  
**Digital Portfolio Draft Due (100 pts)**  
(Upload to Canvas until 8:00 am)  
**HW: Submit the summary of your research, problem statement and design plan (Due: 10/16 Wed 8:00am)** |
| **W 9 10/14** | Fall Break (no class) |
| **10/16** | CARS advising day (no class) |
| **W 10 10/21** | Workday for project 1  
- Confirm your design plan w/ Dr. Bang  
- Begin developing your moodboard  
**HW: Upload your moodboard draft to Canvas (Due: 10/28 Mon 8:00am)** |
| **10/23** | Workday for project 1  
- Create your design boards (illustrations and flats)  
- Add backgrounds & layouts |
| **W 11 10/28** | Dr. Bang is away for attending the ITAA Annual Conference (no class) |
| **10/30** | Fieldtrip (no class) |
| **W 12 11/4** | **Project 1 Presentation**  
- PPT format (5 mins)  
You need to submit to Canvas:  
- PPT slides  
- Moodboard (both .psd and .jpg)  
- Design board (both .ai and .jpg)  
(They must be uploaded until 8 am) |
| **11/6** | Workday for project 2  
**Intro to Project 2**  
- Set your target market and begin your research on your market segment |
| **W 13 11/11** | Workday for project 2  
- Develop problem statement & design criteria |
| **11/13** | Workday for project 2  
- Create your brand’s logo  
- Create your moodboard |
| **W 14 11/18** | Workday for project 2  
- Develop your design lines  
- Begin creating your design boards (illustration & flats) |
| **11/20** | Workday for project 2  
- Keep working on your design boards  
- Don't forget to work on your digital portfolio too! |
<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
</table>
| W15   | 11/25  | Workday for project 2  
- Keep working on your design boards  
- Don’t forget to work on your digital portfolio too! |
|       | 11/27  | Thanksgiving holiday (no class)                                       |
| W16   | 12/2   | Workday for project 2  
- Keep working on your design boards  
**Project 2 Presentation—DAY 1**  
- Half of the class will present their works  
- PPT format (7 mins) |
|       | 12/4   | **Project 2 Presentation—DAY 2**  
- PPT format (7 mins)  
You need to submit to Canvas:  
- PPT slides  
- Moodboard (both .psd and .jpg)  
- Design board (both .ai and .jpg)  
- Final digital portfolio website (link)  
**All of them must be uploaded to Canvas until 8 am!** |

*This schedule is subject to change.*