

THE UNIVERSITY OF NORTH CAROLINA AT GREENSBORO  
BRYAN SCHOOL OF BUSINESS & ECONOMICS  
DEPARTMENT OF CONSUMER, APPAREL, & RETAIL STUDIES  
FALL 2022

**CRS 242: FOUNDATIONS OF DESIGN IN THE DIGITAL ENVIRONMENT**

Lecture (both sections): Tuesdays 8–9:15 a.m. (STONE 204)

Computer lab–CRS 242-01: Tuesday, 9:30-10:45 p.m. (STONE 127)

Computer lab–CRS 242-02: Thursday, 9:30-10:45 p.m. (PETTY 222)

**PROFESSOR: Dr. Trish Kemerly**

**Email:** [twkemerl@uncg.edu](mailto:twkemerl@uncg.edu)

**Office:** 357 Stone Building

**Hours:** 9 am-11 am Mondays, 11 am-noon Tuesdays, or by appointment

**REQUIRED TEXTS**

- Ellinwood, J. (2011). *Fashion by Design*. New York, NY: Fairchild.

*Optional additional texts:*

- Faulkner, A., & Chavez, C. (2018). Adobe Photoshop CC Classroom in a Book. Adobe Press.
- Wood, B. (2018). Adobe Illustrator CC Classroom in a Book. Adobe Press.

**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)**
- **USB drive:** Files cannot be saved on school computers, so to complete the labs, you'll need a USB drive for the files I provide as exercises and to save your work for turning in.
- **Software:** This course will use Adobe Photoshop and Adobe Illustrator. Both programs are available on campus in ALL 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.

## 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 = 85 pts, 3 absences = 75, 4 absences = 65, 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

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.

## II. EVALUATION

	Point Value	Percent of grade
Profile pic on Canvas	10 points	1%
Quizzes (10 pts. per chapter)	120 points	13%
Midterm & final exam	300 points	32%
Discussion leadership	50 points	5%
Lab assignments	165 points	18%
V-stitcher web page	50 points	5%
Final project (essay and board)	200 points	22%
Attendance/participation	50 points	5%
<b>Total possible points</b>	<b>945 points</b>	<b>100%</b>

### Grading Scale

Final letter grades will be determined from the percentage of points you earned out of the total possible points. So, for example, if at the end of the semester your total points add up to 865, then  $865/930 = .93$ , or 93% (A). The following percent scale will be used to assign grades:

<b>A</b> = 100 - 93	<b>B</b> = 86 - 83	<b>C</b> = 76 - 73	<b>D</b> = 66 - 63
<b>A-</b> = 92 - 90	<b>B-</b> = 82 - 80	<b>C-</b> = 72 - 70	<b>D-</b> = 62 - 60
<b>B+</b> = 89 - 87	<b>C+</b> = 79 - 77	<b>D+</b> = 69 - 67	<b>F</b> = Below 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/>, [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.

### **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.

### **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 12 pm on Tuesday (the day we meet for class) through 11:59 pm Monday (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 with a group. Your presentation will be based on a design element/principle 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 discussion to showcase how your design element/principle encompasses current industry players. The information you share must be dated within the last five years and must be directly related to your topic.
- Your presentation should be approximately 10 minutes long with another 5 minutes of class discussion or class activity related to your topic, for a total of 15 minutes.
- You are expected to participate in the discussions presented by your classmates. You must be present in class each week to receive credit for a class discussion.

#### **Photoshop/Illustrator assignments (18%)**

- 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.

#### **V-stitcher web page (5%)**

- Guidelines for this project will be handed out separately.

#### **Term 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.

#### **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.

**TENTATIVE CLASS SCHEDULE**  
(Subject to change)

Date	Topics	Required readings & assignments
<b>Week 1</b> Tuesday, Aug. 16	Introduction and review syllabus	Read the syllabus! Seriously, do it. Monday, Aug. 22: Quiz 1 due
<b>Week 2</b> Tuesday, Aug. 23	Lecture: <ul style="list-style-type: none"> <li>▪ Chapter 1: About design</li> </ul> Lab: <ul style="list-style-type: none"> <li>▪ Photoshop Activity 1</li> </ul>	Monday, Aug. 29: Quiz 2 due Monday, Aug. 29: Profile pic on Canvas due
<b>Week 3</b> Tuesday, Aug. 30	Lecture: <ul style="list-style-type: none"> <li>▪ Chapter 2: Line</li> </ul> Lab: <ul style="list-style-type: none"> <li>▪ Photoshop Activity 2</li> </ul>	Monday, Sept. 5: Quiz 3 due
<b>Week 4</b> Tuesday, Sept. 6	Lecture: <ul style="list-style-type: none"> <li>▪ Chapter 3: Form and shape</li> <li>▪ Discussion: Group 1 (Line)</li> </ul> Lab: <ul style="list-style-type: none"> <li>▪ Photoshop activity 3</li> </ul>	Monday, Sept. 12: Quiz 4 due
<b>Week 5</b> Tuesday, Sept. 13	Lecture: <ul style="list-style-type: none"> <li>▪ Chapter 4: Texture and light</li> <li>▪ Discussion: Group 2 (Shape)</li> </ul> Lab: <ul style="list-style-type: none"> <li>▪ Photoshop activity 4</li> </ul>	Monday, Sept. 19: Quiz 5 due
<b>Week 6</b> Tuesday, Sept. 20	Lecture: <ul style="list-style-type: none"> <li>▪ Chapter 5: Pattern</li> <li>▪ Discussion: Group 3 (Form)</li> </ul> Lab: <ul style="list-style-type: none"> <li>▪ Photoshop activity 5</li> </ul>	Monday, Sept. 26: Quiz 6 due
<b>Week 7</b> Tuesday, Sept. 27	Lecture: <ul style="list-style-type: none"> <li>▪ Chapter 6: Color and value</li> <li>▪ Discussion: Group 4 (Space)</li> </ul> Lab: <ul style="list-style-type: none"> <li>▪ Illustrator activity 1</li> </ul>	Monday, Oct. 3: Quiz 7 due
<b>Week 8</b> Tuesday, Oct. 4	Lecture: <ul style="list-style-type: none"> <li>▪ Chapter 7: Color and industry</li> <li>▪ Discussion: Group 5 (Texture)</li> </ul> Lab: <ul style="list-style-type: none"> <li>▪ Illustrator activity 2</li> </ul>	

<b>Week 9</b> Tuesday, Oct 11	<b>Fall break!</b>  <b>No class or labs this week, but take your midterm online!</b>	Midterm exam will be available online this week. Must be finished by <u>Tuesday, Oct. 11</u> , at midnight
<b>Week 10</b> Tuesday, Oct. 18	No lecture today – V-stitcher lessons in Stone 127 instead	No quiz this week
<b>Week 11</b> Tuesday, Oct. 25	No lecture today – V-stitcher lessons in Stone 127 instead	Monday, Oct. 31: Quiz 8 due
<b>Week 12</b> Tuesday, Nov. 1	Lecture: <ul style="list-style-type: none"> <li>▪ Chapter 8: Balance</li> <li>▪ Discussion: Group 6 (Light)</li> </ul> Lab: Illustrator activity 3	Monday, Nov. 7: Quiz 9 due
<b>Week 13</b> Tuesday, Nov. 8	Lecture: <ul style="list-style-type: none"> <li>▪ Chapter 9: Emphasis</li> <li>▪ Discussion: Group 7 (Pattern)</li> </ul> Lab: <ul style="list-style-type: none"> <li>▪ Illustrator activity 4</li> </ul>	Monday, Nov. 14: Quiz 10 due
<b>Week 14</b> Tuesday, Nov. 15	Lecture: <ul style="list-style-type: none"> <li>▪ Chapter 10: Rhythm</li> <li>▪ Discussion: Group 8 (Color)</li> </ul> Lab: Illustrator activity 5	Monday, Nov. 21: Quiz 11 due
<b>Week 15</b> Tuesday, Nov. 22	Lecture <ul style="list-style-type: none"> <li>▪ Chapter 11: Proportion</li> <li>▪ Discussion: Group 9 (Balance)</li> </ul> Lab: Optional lab day!	Monday, Nov. 28: Quiz 12 due
<b>Week 16</b> Tuesday, Nov. 29 <i>(Our last day of class)</i>	Lecture: <ul style="list-style-type: none"> <li>▪ Chapter 12: Unity</li> <li>▪ Discussion: Group 10 (Rhythm)</li> </ul> No lab this week!	<b>Upload term projects and essays to Canvas by Wednesday, Nov. 30!</b>

**FINAL EXAM (online):  
DUE TUESDAY, DEC 6, 2022 – 8 AM TO 11 AM**