

**[Spring 2023] CRS 242-02**  
**Technology Foundations of Design in the Digital Environment**

**<Course Information>**

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Lecture time / Location: M 12:00- 01:15 PM | Petty 222

Lab time / Location M 01:30- 02:45 PM | Petty 222

Credits: 3 Credits

**< Instructor's Information >**

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Name: Dr. Haeun (Grace) Bang

Office Location: Stone 355 / Zoom

Email: [h\\_bang2@uncg.edu](mailto:h_bang2@uncg.edu)

Office Hours: T/R 12:30–1:30 PM or by appointment

**COURSE DESCRIPTION**

Application of design principles to creative branding and marketing in the digital environment. Emphasis placed on the use of digital and/or virtual technologies such as Photoshop and Illustrator.

**COURSE OBJECTIVES / LEARNING OUTCOMES:**

1. Apply the elements and principles of design to evaluation, analysis and design of apparel and other textile products.
2. Classify and develop textile product design projects in a professional manner.
3. Design color stories, concepts boards and presentation boards comparable to those used in industry.
4. Develop an appreciation of apparel and textile products as a form of aesthetics.
5. Identify design and product development terms and begin to incorporate those terms into an industry vocabulary.

**REQUIRED TEXT**

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

**OPTIONAL/ADDITIONAL TEXTS**

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

**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

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.

## COMMUNICATION

If you have any questions or concerns about this course, please feel free to contact me via email ([h\\_bang2@uncg.edu](mailto:h_bang2@uncg.edu)). I will try my best to reply as quickly as possible, but please allow 24 hours for response to your email Monday-Friday, and additional time on the weekends. If you would like to meet with me via Zoom—even besides my office hours—email me so that we could schedule our virtual meeting. When you email me, the subject of your email should include the course number—i.e. **[CRS 242] YOUR SUBJECT**.

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## COURSE REGULATIONS

1. Attendance, punctuality, and productive participation are required. 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 1:00pm, then it is late if turned in at 1:01pm 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.

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## COURSE STRUCTURE

### **In-class Activities (7%)**

- There will be in-class activities after the lecture.
- You need to apply the knowledge that you have learned from the lectures and use your creative thinking skills to complete these activities.

### **Quizzes (12%)**

- There will be weekly quizzes available on Canvas (Please check the weekly module on Canvas).
- It will be available from Monday 5 pm (the day we meet for class) through Sunday 11:50 pm (the day before the next class).
- It is based on the lecture of the week so read the chapter and review the lecture slide before taking it.
- It is the student’s responsibility to remember to take each quiz online.

### **Photoshop & Illustrator Activities (16%)**

- There will be activities that you need to complete by using Adobe Photoshop and Illustrator.
- During the lab time, instructor will give you the demo for the activity. You need to follow the demo and complete it before your leave the lab.
- Ultimately, these activities are to aid you in developing quality outputs for the final project.

### **V-Stitcher Exercises (10%)**

- On Week 10 and 11, you will spend time to learn V-Stitcher. For these two weeks, there will be no lectures.
- You will complete two V-Stitcher exercises.

### **Exams (30%)**

- 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 multiple choice and true/false-type questions.

### **Final Project (20%)**

- There will be a final project which includes essay and design board.
- Detailed guidelines will be provided via Canvas.

## EVALUATION

**Grades will be calculated based on the following:**

	Pts	%
Attendance + Class Participation	50	(5%)
Quizzes (10 points each x 12)	120	(12%)
In-class Activities	70	(7%)
Photoshop & Illustrator Assignments	160	(16%)
V-Stitcher Exercises	100	(10%)
Mid-term Exam	150	(15%)
Final Exam	150	(15%)
Final Project	200	(20%)
<b>Total</b>	<b>1000</b>	<b>(100%)</b>

A = 93.0-100 % A- = 90.0-92.99 %	High quality work beyond stated requirements: "Excellent"
B+ = 87.0-89.99 % B = 83.0-86.99 % B- = 80.0-82.99 %	Quality work satisfying requirements: "Good - Very good"
C+ = 77.0-79.99 % C = 73.0-76.99 % C- = 70.0-72.99 %	Work satisfies requirements, shows room for improvement in quality: "Average"
D+ = 67.0-69.99 % D = 63.0-66.99 % D- = 60.0-62.99 %	Minimally acceptable: "Needs more effort"
F = below 60 %	Unacceptable: "Failure"

\* *Your progress will be checked during the class and it will affect your grade of the projects.*

\* *Grading rubrics will be uploaded to Canvas.*

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### **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. When this is required, please use the APA format. (<https://apastyle.apa.org/style-grammar-guidelines/paper-format/>)

**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](mailto: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).

**HEALTH AND WELLNESS:** Your health impacts your learning. Throughout your time in college, you may experience a range of health issues that can cause barriers to your learning. These might include physical ailments, illnesses, strained relationships, anxiety, high levels of stress, alcohol/drug problems, feeling down, or loss of motivation. Student Health Services and The Counseling Center can help with these or other issues you may be experiencing. You can learn about the free, confidential mental health services available on campus by calling 336-334-5874, visiting the website at <https://shs.uncg.edu/> or visiting the Anna M. Gove Student Health Center at 107 Gray Drive. Help is always available.

**ACADEMIC ACCOMMODATIONS:** The University of North Carolina at Greensboro respects and welcomes students of all backgrounds and abilities. If you feel you will encounter any barriers to full participation in this course due to the impact of a disability, please contact the Office of Accessibility Resources and Services (OARS). The OARS staff can meet with you to discuss the barriers you are experiencing and explain the eligibility process for establishing academic accommodations. You can learn more about OARS by visiting their website at <https://ods.uncg.edu/> or by calling 336-334-544 or visiting them in Suite 215, EUC.

NOTE: The instructor reserves the right to alter the syllabus/outline if necessary. Additional information about assignments, guest speakers and lecture topics may be given throughout the semester.

## **UNCG COVID-19 POLICIES**

As we return for spring 2023, please uphold UNCG's culture of care to limit the spread of covid-19 and other airborne illnesses. These actions include, but are not limited to:

- *Engaging in proper hand-washing hygiene*
- *Self-monitoring for symptoms of covid-19*
- *Staying home when ill*
- *Complying with directions from health care providers or public health officials to isolate if ill*
- *Completing a [self-report](#) when experiencing covid-19 symptoms or testing positive for covid-19*
- *Following the CDC's [exposure guidelines](#) when exposed to someone who has tested positive for covid-19*
- *Staying informed about the University's policies and announcements via the [covid-19](#) website*

## Tentative Weekly Course Schedule

*\*This schedule is subject to change.*

Week	Item	Topic & Assignment
1 (1/9)	<p>Lecture</p> <p>Lab</p> <p>Assignment (Due: Sunday 1/15, 11:59 pm)</p>	<p>Course Intro + Syllabus Review Chapter 1—About Design</p> <p>No Lab</p> <p>- Profile Assignment - Work Station Signup - Discussion 1</p>
2 (1/16)	<p>Dr. Martin Luther King Jr. holiday (No Lecture &amp; Lab)</p> <p>Assignment (Due: Sunday 1/22, 11:59 pm) - Quiz 1 - Read Chapter 2</p>	
3 (1/23)	<p>Lecture</p> <p>Lab</p> <p>Assignment (Due: Sunday 1/29, 11:59 pm)</p>	<p>Chapter 2 – Line - In-class Activity 1: Design with Line Drawing</p> <p>Photoshop Activity 1</p> <p>- Quiz 2 - Read Chapter 3</p>
4 (1/30)	<p>Lecture</p> <p>Lab</p> <p>Assignment (Due: Sunday 2/5, 11:59 pm)</p>	<p>Chapter 3 – Form, Shape, and Space - In-class Activity 2: Design from Shapes</p> <p>Photoshop Activity 2</p> <p>- Quiz 3 - Read Chapter 4</p>
5 (2/6)	<p>Lecture</p> <p>Lab</p> <p>Assignment (Due: Sunday 2/12, 11:59 pm)</p>	<p>Chapter 4 – Texture and Light - In-class Activity 3: Texture Observation</p> <p>Photoshop Activity 3</p> <p>- Quiz 4 - Read Chapter 5</p>
6 (2/13)	<p>Lecture</p> <p>Lab</p> <p>Assignment (Due: Sunday 2/19 11:59 pm)</p>	<p>Chapter 5 – Pattern - In-class Activity 4: Pattern in Fashion</p> <p>Illustrator Activity 1</p> <p>- Quiz 5 - Read Chapter 6</p>
7 (2/20)	<p>Lecture</p> <p>Lab</p> <p>Assignment (Due: Sunday 2/26, 11:59 pm)</p>	<p>Chapter 6 – Color and Value - In-class Activity 5: Color in Fashion</p> <p>Illustrator Activity 2-1</p> <p>- Quiz 6 - Read Chapter 7</p>

8 (2/27)	Lecture  Lab  Assignment (Due: Sunday 3/5, 11:59 pm)	Chapter 7 – Color and Industry  Illustrator Activity 2-2  - Quiz 7 - <b>Mid-term Exam</b> will be available online (Canvas) this week. Must be finished by Sunday, 3/5, 11:59 pm.
9 (3/6)	Spring Break (No Class & Lab)	
10 (3/13)	Lecture & Lab	We will spend the whole class hours to work on the V-stitcher Activity 1
11 (3/20)	Lecture & Lab  Assignment (Due: Sunday 3/26, 11:59 pm)	We will spend the whole class hours to work on the V-stitcher Activity 2  - Read Chapter 8
12 (3/27)	Lecture  Lab  Assignment (Due: Sunday 4/2, 11:59 pm)	Chapter 8 – Balance - In-class Activity 6: Balance in Fashion  Illustrator Activity 3  - Quiz 8 - Read Chapter 9
13 (4/3)	Lecture  Lab  Assignment (Due: Sunday 4/9, 11:59 pm)	Chapter 9 – Emphasis - In-class Activity 7: Emphasis in Fashion  Illustrator Activity 4-1  - Quiz 9 - Read Chapter 10
14 (4/10)	Lecture  Lab  Assignment (Due: Sunday 4/16, 11:59 pm)	Chapter 10 – Rhythm - In-class Activity 8: Rhythm in Fashion  Illustrator Activity 4-2  - Quiz 10 - Read Chapter 11
15 (4/17)	Lecture  Lab  Assignment (Due: Sunday 4/23, 11:59 pm)	Chapter 11 – Proportion  Final Exam Design Board  - Quiz 11 - Read Chapter 12
16 (4/24)	Lecture  Lab  Assignment (Due: Sunday 4/30, 11:59 pm)	Chapter 12 - Unity  Final Exam Design Board  - Quiz 12

- **Final Exam** (Available on Canvas from Monday, 5/1, Noon—3:00 PM)
- **Final Project** (Submit it to Canvas by Monday, 5/1, 11:59 PM)