

**THE UNIVERSITY OF NORTH CAROLINA GREENSBORO  
THE BRYAN SCHOOL OF BUSINESS AND ECONOMICS  
DEPARTMENT OF CONSUMER, APPAREL, AND RETAIL STUDIES  
Spring 2026**

APD 244 Visual Communication for the Fashion Industry 3.0 credit hours, 4.5 contact hours  
Monday / Wednesday 9:00am-11:15am, Petty Building Room 222

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Office: 213 Stone Building. Office hours M/W 11:15am-12:15pm. Scheduling an appointment ahead is strongly advised.

## **COURSE SYLLABUS**

### **Course Description:**

Prerequisites: **grade of C (2.0) or better in CRS / APD 242.** Survey of industry methods for communicating design concepts and presenting finished products. Emphasis is on use of media and development of techniques for rendering fabrics and designs.

### **Course Objectives:**

1. To explain fashion art in order to develop realistic mental concepts of fashion images, figure stances, garment silhouettes, details, fabric textures, and drape.
2. To demonstrate control of scale, proportion, and garment construction in order to render accurate drawings of garments.
3. To develop a working knowledge of various rendering techniques and media.
4. To build a solid foundation of knowledge in drawing and rendering techniques as applied to apparel.

### **Learning Outcomes/Competencies:**

Through a variety of learning activities, the intention is for you to demonstrate your ability to:

- Illustrate a complete 2-D flat of a garment both by hand and on the computer.
- Illustrate a fashion croquis by hand.
- Render a complete 3-D fashion garment on a body.
- Understand and execute various techniques for rendering numerous types of fabric by hand.
- Demonstrate basic knowledge in using Adobe Illustrator.
- Effectively communicate your designs in a professional presentation setting.

**Text:** None required for purchase (due to Open Educational Resources (OER) Mini-Grant sponsored by the Office of the Provost and the University Libraries). Readings will be posted on Canvas.

**Required Supplies:** Ruler, sketchpad (must be 11x14" white paper for submitted assignments), tracing paper (as needed), pencils and erasers, art markers in variety of colors – preferably Copic brand (second half of the semester), ruler, black marker or pen in fine tip, storage device for computer files, other supplies as needed.

### Technology Requirements:

- Robust internet connection
- Computer or tablet with audio and microphone capabilities, camera and ability to scan work
- Latest Chrome browser recommended

### Course Regulations:

1. Dependent on your level of drawing and computer proficiency and your ability to learn skills, an average of 8-12 hours of work outside the class per week may be necessary. See *the UNC Greensboro University Catalog, Suggested Academic Workload Guidelines* (under *Course Selection*).
2. Attendance, punctuality, and productive participation are required. Absences **will** have an effect on your final grade. Two tardies &/or early departures will count as one absence. Attendance factors into your participation grade at the end of the semester. Excused absences require documentation, and an excuse is something **beyond your control**.  
\*\*Absences for religious holidays and certain university functions (like an athlete participating in a game/match) will be excused, but 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 the student has missed more than 50% of the class meetings to date and/or had three (3) successive absences – excused or unexcused.**

3. 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.
4. 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 regularly. See me during my office hours if you need assistance with missed work.
5. Assignments must be submitted on-time. Late work will not be accepted unless for an excused absence. I have tried to plan ample time for the work to be submitted on time.
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. Unannounced / "pop" quizzes may happen at any time.
8. Figure out parking and/or transportation so that you are on time to class and can remain in class the full time. If either affects your attendance and participation in class, you may be dropped from the class.

### Course Evaluation:

All work completed for this course will meet the minimum requirements of the UNCG Honor Code. All work submitted for this course must be new work, and cannot have been submitted for credit in any other course. Your grade will be based on University Guidelines; refer to *The UNC Greensboro University Catalog*. DO keep in mind that "excellent work" requires independent thinking and that to receive this grade, you must bring qualities to your work "above and beyond" those expected by this program.

## GRADING SCALE

A = 93.0-100 A- = 90.0-92.99	A = high quality work beyond stated requirements: "Excellent"
B+=87.0-89.99 B = 83.0-86.99 B-=80.0-82.99	B = quality work satisfying requirements: "Very good"
C+=77.0-79.99 C=73.0-76.99 C-=70.0-72.99	C = 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	D = minimally acceptable: "needs more effort"
F=below 60	F = unacceptable

Work that **does not meet requirements** (paper size, presentation, orientation, etc.) and/or is submitted late may not be given credit.

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

Assignments	45%
Midterm exam	15%
Design project	20%
Final exam	15%
Participation	5%

**To do well in this course:** You may need to discipline yourself to develop a habit of drawing daily. You may also need to *practice, practice, practice!*

This class is called Visual *Communication* for the Fashion Industry, and from previous coursework you should know that sketching (using pencil /paper and/or by computer) is the primary way of *communicating* design ideas.

The best way to share your design ideas and the best way to work through your ideas yourself is to draw them **well**. In this class you are charged with learning and practicing the information provided to you. Our focus is less on ideas for designs and more on ways to get your design ideas across. The ways can be learned and practiced; these include drawing proper fit and construction details on garments, illustrating fabric drape and weight within a garment, and communicating colors well. In many creative fields, students begin by studying the style of an established artist and possibly imitating that style. We will look at many different styles of drawing but the emphasis throughout the course will be a specific, generally accepted style of **fashion** drawing; in other words, we will be working on the fashion croquis basics and *not* highly stylized drawings.

### CARS Statement on Academic Integrity:

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 shall 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.

You are expected to follow the University's Academic Integrity Policy. All ideas, text, images, and other content you submit should be appropriately cited when taken, directly or indirectly, from another source. For most assignments in this course, use of generative artificial intelligence (GAI) will be treated analogously to assistance from another person. Unauthorized or unacknowledged collaboration, or the presentation of another's work as your own, is a violation of the Academic Integrity Policy. If you are unsure about whether particular uses of GAI tools may be plagiarism, cheating, or another form of academic dishonesty, please reach out to me to discuss it as soon as possible.

For APD 244: Generative AI Limited Use: The use of generative AI tools like NewArc and CoPilot will be limited to specific assignments only. Those assignments will describe how you will use GAI.

**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.

**Academic Accommodations:** UNCG seeks to comply fully with the Americans with Disabilities Act (ADA). Students requesting accommodations based on a disability must connect with the Office of Accessibility Resources and Services (OARS) in 215 Elliott University Center, (336)334-5440, oars.uncg.edu.

Students requiring accommodations for tests must initiate a conversation with me about meeting your needs no less than one week prior to the test.

**Student 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.

Bryan Faculty and students in this course are expected to adhere to the guidelines stated at this link: <https://bryan.uncg.edu/wp-content/uploads/2017/08/Faculty-and-Student-Guidelines-2018-2019.pdf>

**If you have a concern or complaint related to this course:** 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.

**Health and well-being:** Health and well-being impact learning and academic success. Throughout your time in the university, you may experience a range of concerns that can cause barriers to your academic success. These might include illnesses, strained relationships, anxiety, high levels of stress, alcohol or

drug problems, feeling down, or loss of motivation. Student Health Services and The Counseling Center can help with these or other issues you may experience. 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. For undergraduate or graduate students in recovery from alcohol and other drug addiction, The Spartan Recovery Program (SRP) offers recovery support services. You can learn more about recovery and recovery support services by visiting <https://shs.uncg.edu/srp> or reaching out to [recovery@uncg.edu](mailto:recovery@uncg.edu)

**In case we are sent away from campus for remote learning**, students will still be expected to submit their assignments. Make adequate preparations.

Your work from this course may be used on the department's social media pages.

**APD 244 Spring 2026** Course outline *\*subject to change*

	<u><b>Monday</b></u>	<u><b>Wednesday</b></u>
1/12-14	first day of class, intro, figure map	major body parts/ arms and legs
1/19-21	<i>Holiday – no class</i>	hands and feet
1/26-28	poses	Hand drawn flats
2/2-4	Hand drawn flats	Adobe Illustrator, flats
2/9-11	Adobe Illustrator, flats	Adobe Illustrator, flats <b>Quiz</b>
2/16-18	Adobe Illustrator, flats	Adobe Illustrator, flats
2/23-25	<b>Adobe Illustrator, flats Exam</b>	Heads and faces
3/2-3/4	Heads and faces	shading
3/9-11	<i>Spring break, no class</i>	
3/16-18	garments on figures	men
3/23-25	Fabric rendering	Children
3/30-4/1	Fabric rendering	Designing garments, inspiration
4/6-8	Layout considerations / presentation	Design project introduced

4/13-15	Design project	Design project
4/20-22	Design project – progress check	Design project
4/27-29	Design project	<b>Design project due</b>

Final exam due date and time: Monday May 4, 2026 by 12:00pm

Your exam will be online, available beginning May 1 and submitted to Canvas no later than noon May 4, 2026.

*March 6, 2026 is the last day to withdraw from a course without incurring a WF grade (withdraw failing).*