

**F**

Fashion

# Fashion Design

## DIPLOMA PROGRAM

QUARTER 1

QUARTER 2

QUARTER 3

QUARTER 4

QUARTER 5

QUARTER 6

CC112

Fundamentals of Design

FD110

Fashion Illustration

FD210

Concept Development

FD260

Trends and Forecasting

FD370

Final Collection Concept

CC110

Drawing

FM102

Introduction to Fashion Marketing

FD180

Product Development

FD280

Apparel Evaluation and Construction

FM304

Website Development

FD372

Final Collection Production

CC115

Colour Theory

FD130

Textiles Fundamentals

FD211

Digital Illustration for Fashion

FD320

Design Studio: Women's Wear

FD321

Advanced Sewing Techniques

CC133

Digital Imaging

FD190

History of Fashion

FD240

Fundamentals of Patternmaking

FD241

Intermediate Patternmaking

FD340

Computer Patternmaking

FD341

Computer Patternmaking II

FD104

Survey of the Fashion Industry

FD124

Fundamentals of Construction

FD224

Intermediate Construction

FD324

Advanced Construction

FD250

Draping

FD300

Professional Development and Portfolio

4  
Patternmaking  
Courses

12 credits

+

15  
Applied  
Courses

45 credits

+

10  
Production  
Courses

30 credits

+

1  
Website Design  
Course

3 credits

=

TOTAL  
90 CREDITS

**The Art Institute of Vancouver®**

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### QUARTER 1

#### CC112 FUNDAMENTALS OF DESIGN

Students will explore, identify and implement basic visual design principles and elements. Concept development processes and material manipulation will be used in combination with design principles to create effective and appropriate visual compositions.

**Credits: 3**

#### CC110 DRAWING

This is a fundamental drawing course in which students will explore various methods of applying line, shape, form, shading, proportion, framing and perspective to develop drawings that communicate reality and imagination.

**Credits: 3**

#### CC115 COLOUR THEORY

The creative process is introduced using the visual elements of additive and subtractive colour and the basic principles of design. This course explores theories regarding physical perception, psychology, and design aspects of colour. A variety of concepts, materials and techniques are used in class to investigate the aesthetic and psychological principles of design and colour.

**Credits: 3**

#### CC133 DIGITAL IMAGING

Students develop basic image manipulation skills in a raster-based computer environment.

**Credits: 3**

#### FD104 SURVEY OF THE FASHION INDUSTRY

This course is an overview of the fashion industry, including design, production, and marketing. Students examine the process of production from the development of textiles to the strategies of retailing.

**Credits: 3**

### QUARTER 2

#### FD110 FASHION ILLUSTRATION

Students further explore techniques of fashion illustration for design communication. Life drawing is included.

**Credits: 3**

#### FM102 INTRODUCTION TO FASHION MARKETING

Students examine the basic principles of marketing, integrating the concepts of consumer motivation with modern marketing strategies and planning.

**Credits: 3**

#### FD130 TEXTILES FUNDAMENTALS

Students study natural and manufactured fibers, their production, uses and characteristics.

**Credits: 3**

#### FD180 PRODUCT DEVELOPMENT

Students take products from concept to marketplace researching material markets and analyzing trends for development of private label merchandise. Prototypes are developed, and manufacturing and budgetary issues are analyzed. Technical garment drawings are emphasized.

**Prerequisites:** CC133 Digital Imaging and FD104 Survey of the Fashion Industry  
**Credits: 3**

#### FD124 FUNDAMENTALS OF CONSTRUCTION

Students demonstrate a working knowledge of basic garment construction methods in a laboratory setting.

**Credits: 3**

### QUARTER 3

#### FD210 CONCEPT DEVELOPMENT

Specialty design areas are explored through research, analysis and forecasting. Advanced design skills are applied through hand-rendering skills. This course includes the production of concept boards for finished portfolio boards as well as construction of sample garments.

**Prerequisites:** CC133 Digital Imaging, FD104 Survey of the Fashion Industry, and FD110 Fashion Illustration  
**Credits: 3**

#### FD190 HISTORY OF FASHION

Students analyze and research historic, national and cultural themes in costume and fashion from ancient to modern times.

**Credits: 3**

#### FD211 DIGITAL ILLUSTRATION FOR FASHION

With a concentration on website and catalogue development, students will also explore other forms of non-store retailing such as direct mail and multi-level marketing.

**Prerequisite:** CC133 Digital Imaging  
**Credits: 3**

#### FD240 FUNDAMENTALS OF PATTERNMAKING

Students analyze garment designs and apply basic flat pattern techniques in accordance with industry standards.

**Corequisite:** FD210 Concept Development  
**Prerequisite:** FD124 Fundamentals of Construction  
**Credits: 3**

#### FD224 INTERMEDIATE CONSTRUCTION

This course further explores construction techniques in a laboratory setting. Students use patterns and details to produce garments.

**Prerequisite:** FD124 Fundamentals of Construction  
**Credits: 3**

### QUARTER 4

#### FD260 TRENDS AND FORECASTING

This course is a comprehensive study of trend forecasting, demographics, and social issues that affect fashion and related industries.

**Prerequisites:** CC133 Digital Imaging and FD104 Survey of the Fashion Industry  
**Credits: 3**

#### FD280 APPAREL EVALUATION AND CONSTRUCTION

Students analyze construction techniques and standards used in the ready-to-wear market. Research develops skills in specifying, assembly and finishing.

**Prerequisites:** FD130 Textile Fundamentals and FD180 Product Development  
**Credits: 3**

#### FD320 DESIGN STUDIO: WOMEN'S WEAR

In a laboratory setting, students design and construct apparel and accessories for the women's markets. All specialty areas are analyzed.

**Prerequisites:** FD130 Textile Fundamentals, FD180 Product Development, FD224 Intermediate Construction, and FD240 Fundamentals of Patternmaking  
**Credits: 3**

#### FD241 INTERMEDIATE PATTERNMAKING

Students analyze garment designs and apply advanced flat pattern techniques in accordance with industry standards.

**Corequisite:** FD320 Design Studio: Women's Wear  
**Credits: 3**

#### FD324 ADVANCED CONSTRUCTION

Students continue to refine and expand their knowledge of construction creating their own patterns for tailored pieces

**Prerequisite:** FD224 Intermediate Construction  
**Credits: 3**

### QUARTER 5

#### FD372 FINAL COLLECTION CONCEPT

This course provides students the opportunity to develop and implement their own thesis project from concept to completion. Advanced concepts in designing a collection of marketable apparel will be covered. Students will be instructed in developing a design work board for a specific target market and selecting the most marketable ideas for the collections.

**Credits: 3**

#### FM304 WEBSITE DEVELOPMENT

This course introduces students to the theory and practice of web design, interface design, interactivity and the competing theories on 'good' and 'bad' web design. This course also shows you a variety of web sites and web design styles and how to critically evaluate a web site. Students will learn to create effective web sites with maximum browser compatibility.

**Prerequisite:** FD211 Digital Illustration for Fashion  
**Credits: 3**

#### FD321 ADVANCED SEWING TECHNIQUES

Further exploration of drafting and construction techniques, including tailoring and advanced sewing techniques. Students design and draft patterns and details to produce an outerwear garment that includes alternatives to fur or exotic skins, using sustainable materials.

**Prerequisites:** FD320 Design Studio: Women's Wear and FD324 Advanced Construction  
**Credits: 3**

#### FD340 COMPUTER PATTERNMAKING

This course will be an introduction to the Gerber system management and will develop the basic knowledge skills regarding the software. Students will learn how to input existing patterns and take a general look at the computer-aided design process including alterations, creation, grading and marker marking. This course will focus on the set up of tools and tables the system uses in order to give the student a basic understanding of how Gerber works.

**Prerequisite:** FD240 Fundamentals of Patternmaking  
**Credits: 3**

#### FD250 DRAPING

Students are exposed to the methods and principles of 3D pattern draping allowing for the expression of design concepts.

**Prerequisite:** FD241 Intermediate Patternmaking  
**Credits: 3**

### QUARTER 6

#### FD371 FINAL COLLECTION PRODUCTION

This course provides students with the opportunity to continue to implement their own apparel line. Students will construct a collection using industry standards.

Collections will be assessed by a panel to determine eligibility for the Fashion Show.

**Prerequisite:** FD370 Final Collection  
**Concept Credits: 9**

#### FD341 COMPUTER PATTERNMAKING II

This course will develop basic computer pattern drafting techniques using Gerber software. Students will learn how to apply various combinations of the functions in PDS to get the desired results on the patterns being manipulated. Students will also take an in-depth look at the manual pattern grading and learn how to grade basic blocks by hand on hard paper.

**Prerequisite:** FD340 Computer Patternmaking  
**Credits: 3**

#### FD300 PROFESSIONAL DEVELOPMENT AND PORTFOLIO

This course focuses on the refinement of professional skills and the completion of the portfolio. Students will be prepared for the business environment and the transition into an applied arts profession. Emphasis is placed on the concepts of professionalism and an overall understanding of self-marketing in the field. Professional development tools are presented, including resume and cover letter writing, networking and interviewing skills. The final portfolio focuses on students' individual strengths.

The work should reflect students' uniqueness and ability to meet demanding industry standards.

**Prerequisite:** Permission of the Academic Dire  
**Credits: 3**