

# Bachelor of Design in Fashion Design

DEGREE PROGRAM



LaSalle College  
Vancouver

QUARTER 1	QUARTER 2	QUARTER 3	QUARTER 4	QUARTER 5	QUARTER 6	QUARTER 7	QUARTER 8	QUARTER 9	QUARTER 10	QUARTER 11	QUARTER 12
BFD111 Fashion & Creative Industries	BFD121 Textile Science	BFD131 Portfolio Development	BFD211 History of Fashion	CST100 Cultural Theory	BFD231 Trend Analysis & Forecasting	BFD311 Textile Manipulation	BFD321 Advanced Textiles & Technologies	BFD331 Practicum Preparation	BFD411 Practicum	BFD422 Capstone Collection I: Ideation	BFD431 Professional Development
BFD112 Fashion Illustration	BFD122 Concept Development in Fashion	BFD132 Fundamentals of Fashion Design	BFD213 3D Exploration Draping II	SUS100 Fundamentals of Sustainable Design	BFD232 Product Development	BFD312 Costuming for Film, TV & Stage	BFD322 Technical Design for Fashion	BFD332 Responsible Innovative Design		BFD432 Styling & Promotion	
BFD113 Drafting I	BFD133 Drafting & Sewing II	BFD123 3D Exploration Draping I	BUS102 Fashion Marketing	BFD223 Women's Tailoring	BFD233 Production Processes	BFD313 Computer-Aided Drafting	BFD323 Pattern Grading & CAD	BFD333 Product & Quality Management		BUS424 Global Sourcing & Trade	BFD433 Capstone Collection II: Realization
BFD114 Sewing I		BUS124 Computer Applications	PHL101 Critical Thinking	MTH102 Research Methods		Liberal Studies Elective 2				CST220 Globalization & Cultural Differences	
ENG101 Rhetoric & Composition	ENG103 Academic Writing	ART100 Survey of Art & Civilization	Liberal Studies Elective 1	BUS134 Business Communications	BUS234 Creative Design & Management	RS299 Field Research	BUS314 Consumer Behaviour	BUS334 Brand Management		BFD413 Menswear	Liberal Studies Elective 3

10 Knowledge Building/ Employment Dev Courses <hr/> 36 credits	+	9 Design Thinking & Application Courses <hr/> 30 credits	+	12 Production & Management Courses <hr/> 54 credits	+	8 Business Courses <hr/> 24 credits	+	12 Liberal Studies Courses <hr/> 36 credits	=	TOTAL 180 CREDITS
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# Bachelor of Design in Fashion Design

## COURSE DESCRIPTIONS

### QUARTER 1

#### BFD111 FASHION & CREATIVE INDUSTRIES

Students will explore career opportunities in the entire global fashion industry textile and apparel supply chain from concept to post-consumer considerations. Students will analyze the role of a designer in fashion and related creative industries as responsible decision makers who question the impact of their decisions throughout the global supply chain. They will examine the different sectors of the industry, the key players involved and be personally involved in professional networking.  
*Credits:* 3

#### BFD112 FASHION ILLUSTRATION

Students will develop skills in observation, figure drawing, morphology, graphic procedures and visual presentation using a range of drawing techniques. Students will illustrate the fashion figure in stylized 9-heads-tall proportions to serve as a foundation for developing and presenting fashion and costuming design ideas and apply movement, lighting, shadow and various fabric reproduction techniques.  
*Credits:* 3

#### BFD113 DRAFTING I

Students will draft custom-fitted basic pattern blocks used in the assembly of garments. Within the pattern blocks, they will develop shapes, style lines, pleats, pockets and other details. Students will create garment patterns and sew prototypes of these patterns in Sewing I.  
*Credits:* 3

#### BFD114 SEWING I

Students will develop fine motor skills necessary in using basic industrial sewing machines by applying industrial principles in assembling garment prototypes from patterns created in Drafting I. Using industrial manufacturing terminology and procedures, they will develop production plans for assembling garments.  
*Credits:* 3

#### ENG101 RHETORIC & COMPOSITION

Writing is done for a purpose - to solve a problem, call for action, propose a solution, or create awareness - and in this course students will consider their purpose for writing to state, develop, organize, and support an argument or position. This course emphasizes the critical arts of reading, writing, reflection, and discussion with an introduction to rhetoric, composition and informal logic of the English language. The overall aim of this course is to enhance cognitive abilities and improve communication practices.  
*Credits:* 3

### QUARTER 2

#### BFD121 TEXTILE SCIENCE

Students will investigate the origin and characteristics of raw materials used in the production of textiles related to apparel. They will demonstrate the various processes used to transform fibres into fabrics and determine how the choice of fibre and yarn production and finishing applications affect the performance, sustainability and end use of fabrics. Students will observe and distinguish between the various visual and tactile natures of fibres and fabrics on the market and how they relate to consumer needs. Students will also observe fibre and fabric properties through basic textile testing in the context of the anticipated performance of a fabric.  
*Credits:* 3

#### BFD122 CONCEPT DEVELOPMENT IN FASHION

Students will use the design thinking process for creating fashion or costuming concepts. They will apply analytical skills with a sense of empathy in response to the demands and requirements of a variety of end users, including those that may be underserved. They will design, test and modify selected concepts to ensure that their ideas match the interests of their selected market through the development of creative documentation and presentations. Consideration will be given to the role of the designer as a responsible corporate social decision maker.  
*Prerequisite:* BFD112 Fashion Illustration  
*Credits:* 3

#### BFD133 DRAFTING & SEWING II

Students will produce patterns for garments using standard sizing, taking into account the characteristics of the fabrics used and garment assembly principles. They will consider alternative perspectives and attempts to deal with fabric waste through fabric optimization. Students will develop operations plans in accordance with industry standards to produce prototypes to further develop their skills in executing the assembly of various garments in an efficient manner and solving pattern and garment production problems.  
*Prerequisites:* BFD113 Drafting I, BFD114 Sewing I  
*Credits:* 6

#### ENG103 ACADEMIC WRITING

The key purposes of this course are to help students improve their academic writing capabilities and to help students prepare for writing in post-secondary education and professional settings. Emphasis will be placed upon crafting the best form of expression for specific audiences and purposes. As students gain confidence with the vocabulary of language analysis and rhetorical strategy, the more features of style and argument they will recognize and use.  
*Prerequisite:* ENG101 Rhetoric & Composition  
*Credits:* 3

### QUARTER 3

#### BFD131 PORTFOLIO DEVELOPMENT

This course focuses on the development of professional skills required to establish a creative method for documenting the creative process and works produced. Emphasis is placed on the concepts of professionalism with an understanding of how to self-market their creative identity. Professional development tools are introduced to assist in developing strategies around documentation and necessary self-editing skills required to be a successful professional designer.  
*Credits:* 3

#### BFD132 FUNDAMENTALS OF FASHION DESIGN

Students will demonstrate the use of basic elements and principles of design as they relate to fashion used in communicating between a design team and retail buyers. They will translate fashion concepts into a variety of visual representations integrating elements and principles of design that represent harmonized design principles. Students will use influential designers' collections as a source of inspiration.  
*Prerequisite:* BFD122 Concept Development in Fashion  
*Credits:* 3

#### BFD123 3D EXPLORATION – DRAPING I

Students will use draping techniques to demonstrate the integration of three-dimensional components into various garment styles while working directly on an industrial dress form, and transfer the drapes into industry standard patterns. They will apply draping techniques to explore the fit of the garments, develop an eye for proportion and balance, and solve problems in order to make necessary modifications. Students will create a digital reference of their work, which will provide design concepts and a visual record portraying the stages of development in a variety of draped techniques.  
*Prerequisites:* BFD113 Drafting I, BFD114 Sewing I, BFD133 Drafting & Sewing II  
*Credits:* 3

#### BUS124 COMPUTER APPLICATIONS

Students will demonstrate the use of Microsoft® Office in preparing documents and business presentations. They will demonstrate the use of Adobe® Creative Cloud – Photoshop, Illustrator and InDesign to create fashion representations and fabric reproductions. Computer application skills developed in this course will be applied to future courses throughout the program.  
*Credits:* 3

#### ART100 SURVEY OF ART & CIVILIZATION

Students will explore visual, cultural and artistic expressions from a global perspective on the origin and purpose of art as a shared visual medium used to express ideas about human experience and the world around them. They will identify leading artistic styles and important art and design movements of different historical periods. Art works will be studied in the context of the pertinent religious, socio-economic, political and cultural developments (including theatre) of each period.  
*Prerequisite:* ENG101 Rhetoric & Composition or ENG103 Academic Writing  
*Credits:* 3

### QUARTER 4

#### BFD211 HISTORY OF FASHION

Students will analyze and interpret fashion phenomena in relation to various contextual factors: historical, social, economic, religious, political, technological, ecological and cultural, and their impact on the evolution of contemporary dress. Students will analyze and interpret the relationships between past and current fashion trends and important art and design movements as reflected in the cyclical nature of fashion and the varying influences of prominent figures and fashion designers.  
*Prerequisites:* ART100 Survey of Art & Civilization  
*Credits:* 3

#### BFD213 3D EXPLORATION – DRAPING II

Students will work in an atelier/studio style environment suitable for custom design and fit, and costuming. They will create various elaborate garment styles while exploring the draping possibilities of various textiles. They will research and apply more advanced draping techniques to verify the fit and fall of prototypes, validate proportion and balance and solve problems in order to make necessary modifications, along with demonstrating aesthetic appreciation, manual dexterity and an understanding of the logic behind garment structure in communicating their vision.  
*Prerequisites:* BFD123 3D Exploration Draping I, BFD133 Drafting & Sewing II  
*Credits:* 3

#### BUS102 FASHION MARKETING

Students examine the basic principles of marketing, integrating the concepts of consumer motivation with modern marketing strategies and planning. Students will investigate the importance that marketing plays in the fashion world by studying basic marketing strategies both inside and outside the fashion industry.  
*Credits:* 3

#### PHL101 CRITICAL THINKING

Students will identify and develop skills, processes, and techniques to become effective learners. They will analyze and evaluate ideas and theories, as well as learn to apply creative and critical techniques to problem solve, make decisions and evaluate the media.  
*Credits:* 3

#### LIBERAL STUDIES ELECTIVE I

*Credits:* 3

### QUARTER 5

#### CST100 CULTURAL THEORY

This course will examine how cultural phenomena shape our world and how, in turn, we shape it. Questions will be raised such as: what is the relationship between high and pop culture; how does culture embody power, gender, race and class; and how does material culture make us who we are? Students will look for answers to these questions in areas such as social and cultural criticism, literature, urban planning, architecture, fashion, advertising, popular culture and personal experience.  
*Prerequisite:* ENG101 Rhetoric & Composition  
*Credits:* 3

#### SUS100 FUNDAMENTALS OF SUSTAINABLE DESIGN

Students will examine fundamentals and leading issues and innovations associated with social, economic, and ecological sustainability. They will explore and debate ethical and sustainable movements across a variety of design fields to provide insight into emerging research, trends, practices, standards and associations. Students will consider the impact of ethical and sustainable design planning and adapt it to design concepts related to their field of study.  
*Credits:* 3

#### BFD223 WOMEN'S TAILORING

Students will develop more advanced pattern drafting and sewing skills in the production of more complex patterns for tailored garments. They will select an underserved women's market to design and produce a tailored outfit. Students will focus on styling and fit appropriate to their chosen market.  
*Prerequisites:* BFD133 Drafting & Sewing II, BFD213 3D Exploration Draping II  
*Credits:* 3

#### MTH102 RESEARCH METHODS

Students will explore user-centred and participatory research techniques for human-centred design in developing an ability to conduct insightful qualitative and quantitative research based on scientific and responsible design principles. They will examine how to use information and data collection resources including library, Internet, journals, government sources, interviews, and trend reports. Students will formulate questions and execute a range of primary and secondary research processes aimed at achieving strategic objectives.  
*Credits:* 3

#### BUS134 BUSINESS COMMUNICATIONS

Students will explore communication theories and traditional and new communications channels that facilitate successful marketing, promotional and business activities. They will analyze and practice applying a range of communication techniques and employ a variety of technologies in order to deliver information in the workplace and to consumers and the media.  
*Prerequisite:* ENG101 Rhetoric & Composition or ENG103 Academic Writing  
*Credits:* 3

### QUARTER 6

#### BFD231 TREND ANALYSIS & FORECASTING

Students will utilize and build on their previous exploration of the influence of technological advancements and socio-economic, cultural and economic factors on fashion trends in the development of fashion concept proposals. They will identify the top trends affecting contemporary fashion, as well as predict trends which are new directions in fashion and determine their impact on products geared towards anticipating customer's wants and needs. Students will develop their verbal and visual presentation skills and analytical receptiveness to professional audience reactions in order to satisfy the audience of the merits of their message.  
*Prerequisites:* MTH102 Research Methods, BUS134 Business Communications  
*Corequisites:* BFD232 Product Development, BFD233 Production Processes, BUS234 Creative Design & Management  
*Credits:* 3

#### BFD232 PRODUCT DEVELOPMENT

Students will work in a team using creative and leadership strategies explored in Creative Design & Management to apply human-centred marketing theory and the design thinking process to explore and define a target market and the characteristics of a knit street wear collection. They will visit a variety of selected stores and boutiques to study the clientele served by each and collect further data to analyze and synthesize in creating a knit collection for the customers they want to reach. Students will also develop a professional presentation to show their collections to potential buyers. Prototypes for the collection will be produced in Drafting & Sewing II.  
*Prerequisites:* BFD122 Concept Development in Fashion, SUS100 Fundamentals of Sustainable Design  
*Corequisites:* BFD231 Trend Analysis & Forecasting, BFD233 Production Processes, BUS234 Creative Design & Management  
*Credits:* 3

#### BFD233 PRODUCTION PROCESSES

Students will explore the various types of manufacturing environments, production sewing systems, developments in production equipment and technology and finishing processes used in the apparel industry. They will work as a production team using creative and leadership strategies explored in Creative Design and Management to coordinate, supervise production and evaluate prototype and sample production activities. Students will manipulate pattern blocks to produce prototypes and samples of garments designed for a mini knit collection in Product Development, and provide the appropriate fabric and level of quality at the price range expected for the specific target market. They will maintain a process journal, and assess how the production team was affected by its design decisions and its performance as a team.  
*Prerequisite:* BFD133 Drafting & Sewing II  
*Corequisites:* BFD232 Product Development, BUS234 Creative Design & Management, BFD231 Trend Analysis & Forecasting  
*Credits:* 6

#### BUS234 CREATIVE DESIGN & MANAGEMENT

Students will explore the concepts of creativity, creative thinking, creative process and various creativity techniques used in the generation of ideas and problem solving in both product development and business management. They will use innovative approaches and develop leadership skills in the management of teams collaborating on creative projects. Students will realize their own ideas for breakthrough products by motivating individuals and groups to cooperate on the design and manufacturing processes and managing workplaces that are socially, economically and environmentally responsible. Students will experience the interplay of knowledge and skills between this course and team projects in Product Development and Production Processes.  
*Prerequisite:* MTH102 Research Methods  
*Corequisites:* BFD231 Trend Analysis & Forecasting, BFD232 Product Development, BFD233 Production Processes  
*Credits:* 3

### QUARTER 7

#### BFD311 TEXTILE MANIPULATION

Students will transform fabric surfaces to express their creative vision in the world of Textile Manipulation. They will further explore fibre science and experiment with dye and pigments and their impact on the environment, print techniques, surface embellishments and fabric manipulation techniques. Students will also research and apply aging techniques to fabrics for costuming for film and stage. Techniques developed in this course can be applied to Costuming for Film, TV & Stage and other future design courses to create unique and original fabrics.  
*Prerequisite:* BFD232 Product Development, BFD121 Textile Science  
*Corequisite:* BFD312 Costuming for Film, TV & Stage  
*Credits:* 3

#### BFD312 COSTUMING FOR FILM, TV & STAGE

Students will explore the key principles and professional practices of costuming in the film, television (called Motion Picture Arts in BC), music video and stage industries. They will analyze and interpret the role that costume plays in persuasively moving the audience toward understanding the characters and determine how to source and research ideas for costumes. They will investigate how to gain entry and work successfully in the field of costuming.  
*Prerequisite:* BFD232 Product Development  
*Corequisite:* BFD311 Textile Manipulation  
*Credits:* 3

#### BFD313 COMPUTER-AIDED DRAFTING

Students will be introduced to the features of the Gerber Garment Technology® software program that is used to maximize the production process in the creation of industry standard pattern making. They will digitize existing pattern blocks into the system and generate pattern modifications using the tool of the computer-based Pattern Design System® (PDS). They will explore how avatars for fitting and pattern drafting have advanced fit analysis. A portfolio of digital patterns will be compiled for future reference.  
*Prerequisite:* BFD233 Production Processes  
*Credits:* 3

#### LIBERAL STUDIES ELECTIVE II

*Credits:* 3

#### RS299 FIELD RESEARCH

Students develop an understanding of career opportunities by researching workplace dynamics in their chosen industry.  
*Credits:* 3

### QUARTER 8

#### BFD321 ADVANCED TEXTILES & TECHNOLOGIES

Students will build on their previous knowledge and application of textiles through research analysis and synthesis of textile industry-related issues and innovations such as sustainability and environmental factors, global textile sourcing practices, trade agreements, labelling requirements, specialized textile finishes, fabric care, smart fabrics, and other new technologies in relation to their impact on textile and apparel design, production and marketing. They will also interpret consumer trends and end use practices, and their effect on textiles and technology to propose textile choices for specific applications and end users.  
*Prerequisites:* BFD121 Textile Science, SUS100 Fundamentals of Sustainable Design  
*Credits:* 3

#### BFD322 TECHNICAL DESIGN FOR FASHION

Technical design is the fitting and analyzing of garments, and the creation of a Technical Design packet (tech pack). Using sketches and prototypes from a previously developed collection whereby the fit and style are perfected to meet the design and fit expectations of the targeted market, students will develop a complete technical specification design package for each selected garment. The tech packs will contain all of the information to be communicated to a factory on how to produce the garments exactly as required. Students will use computer drawing and spreadsheet software to develop the sketches and create charts for the required information.  
*Prerequisite:* BFD232 Product Development  
*Corequisite:* BFD323 Pattern Grading & CAD  
*Credits:* 3

#### BFD323 PATTERN GRADING & CAD

Students will generate a size range of patterns by manually grading standard-size block patterns into larger and smaller sizes. They will demonstrate their pattern drafting and grading abilities using apparel industry specific software, and will explore the use of body scanning technology to improve fit of garments. Computer-based markers (pattern piece layouts on fabric) will be produced from student-generated graded patterns.  
*Prerequisite:* BFD313 Computer-Aided Drafting  
*Corequisite:* BFD322 Technical Design for Fashion  
*Credits:* 6

#### BUS314 CONSUMER BEHAVIOUR

Students will build on the foundation established in Research Methods in accessing current industry methods for measuring and analyzing fashion consumers' purchasing patterns and brand preferences in a diverse and fragmented global market. They will isolate market categories, consider the internal and external influences that motivate consumer decision-making, interpret the reasons for these decisions, including consumer use practices, ethics and attitudes towards socially responsible consumption, and apply them to design and business decisions.  
*Prerequisite:* MTH102 Research Methods  
*Credits:* 3

### QUARTER 9

#### BFD331 PRACTICUM PREPARATION

Students will carry out a practicum search to secure a practical work experience opportunity with an apparel design company or creative industry. They will research potential career opportunities in the fashion and creative industries and use a SWOT analysis to identify an appropriate personal career path. Students will research companies offering practicums to decide which employers best fit their goals. They will produce customized resumes, cover letters and a portfolio, practice interview techniques and develop awareness of practicum procedures and human relations in the workplace.  
*Prerequisite:* Completed program course work to the end of Quarter 8  
*Credits:* 3

#### BFD332 RESPONSIBLE INNOVATIVE DESIGN

Students will demonstrate and expand on many of their abilities acquired during their studies in the program by creating and managing an innovative, ethical and sustainable collection in a team environment. They will take responsibility as designers for developing a design proposal that represents a collection that has efficient sizing for a range of body types and minimizes fabric waste in the marker making process; represents their team's interpretation of the needs of the selected target market; expresses their vision of the next new fashion trends; and provides concrete solutions for reuse of the garment post-consumer. Students will generate tech packs for selected pieces from the mini collection. The prototypes and garment samples for the selected pieces will be produced in Product & Quality Management.  
*Prerequisites:* BFD322 Technical Design for Fashion, SUS100 Fundamentals of Sustainable Design  
*Corequisite:* BFD333 Product & Quality Management  
*Credits:* 3

#### BFD333 PRODUCT & QUALITY MANAGEMENT

Students will work in teams in the production of garments selected from the collection created in Responsible Innovative Design. Once the patterns are perfected, students will grade patterns and make markers using an apparel industry CAD system. With an emphasis on process, minimization of fabric waste and quality, students will explore and apply organizational and creative management skills in the development of a production schedule that respects working conditions, planning constraints and addresses all deadlines. They will monitor their work-in-progress to ensure that the intended quality to meet the requirements of the target market is being met and problems resolved as they arise.  
*Prerequisite:* BFD323 Pattern Grading & CAD  
*Corequisite:* BFD332 Responsible Innovative Design  
*Credits:* 6

#### BUS334 BRAND MANAGEMENT

Students will critically analyze the key components of brand strategy and important trends in brand management in applying current theories and techniques to develop creative brands and position brand messages across communication channels. They will analyze and compare brands in order to interpret how businesses use brand identity to differentiate themselves from market competitors and communicate their ethics and value propositions to consumers. Students will practice creating and presenting a brand strategy for a preselected collection or for their collection designed in Responsible Innovative Design.  
*Prerequisite:* BUS314 Consumer Behaviour  
*Credits:* 3

### QUARTER 10

#### BFD411 PRACTICUM

Students will demonstrate and test their acquired knowledge and skills in a professional setting related to the fashion or creative industries. They will operate and function as an employee in one or more departments of a fashion business or creative industry while contributing to the growth and success of the company. Students will further develop their creativity, critical and design thinking skills, maturity, and ability to observe, listen, communicate and participate in the workplace as they finalize their career plan and promote employment possibilities. At the end of the practicum, students will submit a written report demonstrating how they achieved the learning outcomes of the course.  
*Prerequisite:* Completed program course work to the end of Quarter 9  
*Credits:* 9

#### BFD413 MENSWEAR

In this specialization course in menswear, students will design both structured and unstructured clothing for the often underserved menswear market. Having already mastered producing apparel for women's wear, they will broaden their skill-set to create more complex patterns, manually and digitally, for the male form.  
*Prerequisites:* BFD223 Women's Tailoring, BFD333 Product & Quality Management  
*Credits:* 6

### QUARTER 11

#### BFD422 CAPSTONE COLLECTION I: IDEATION

Students will push the boundaries of what is accepted as the norm or status quo in developing a global fashion collection that represents a gap in the market, is innovative and considered ahead of the curve, or create a costuming collection for a creative industry. They will cultivate their own image as a designer by working independently, while integrating industry practices with courses taken from inside and outside the discipline. Students will develop an independent design proposal that balances responsibility and creativity with sale ability. They will conduct research and experimentation sufficient for a professional presentation as a senior project. The design proposal will form the basis for writing a business plan and defended in a presentation to faculty, peers and industry executives in Entrepreneurship during their final quarter. Students will produce key pieces from the collection in Capstone Collection I – Realization to stylize, photograph and present in their professional portfolio.  
*Prerequisites:* BUS334 Brand Management  
*Corequisite:* BUS424 Global Sourcing & Trade  
*Credits:* 6

#### BUS424 GLOBAL SOURCING & TRADE

Students will analyze and synthesize the steps associated with domestic and global sourcing decisions prevalent in the fashion industry to determine the competitive advantages of importing and exporting and the impact on social change and community sustainability. Through the use of case studies, they will apply vocabulary and business management skills that will allow them to operate within various distribution channels in an efficient and competitive manner. Students will assess the impact of Canadian government rules and regulations, codes of conduct for sourcing raw materials, production services and fashion goods, as well as documentation and costs involved in the import/export business on responsible decision making within the global supply chain.

*Corequisite:* CST220 Globalization & Cultural Differences, BFD422 Capstone Collection I: Ideation  
*Credits:* 3

#### CST220 GLOBALIZATION & CULTURAL DIFFERENCES

Students will explore cultural theories and insights that can influence the conduct of international business and identify the leading theories of different world cultures. They will research and compare global business practices of organizations from different cultures and address major issues relative to conducting global business, including the various forms of communication, ethics, sustainability and marketing techniques used by businesses and consumers worldwide.

*Prerequisites:* ENG103 Academic Writing, CST100 Cultural Theory  
*Corequisite:* BUS424 Global Sourcing & Trade  
*Credits:* 3

#### LIBERAL STUDIES ELECTIVE III

*Credits:* 3

### QUARTER 12

#### BFD431 PROFESSIONAL DEVELOPMENT

Students will examine and reflect on their identity as a designer in planning their career in the field of fashion design. They will reassess career options and employment opportunities in the field and use a SWOT analysis and other tools to formulate an appropriate personal career path. Students will enhance their skills in business communication and explore presentation techniques in developing a professional online e-portfolio to market themselves, and that represents their best work. The work should reflect students' uniqueness and ability to meet industry standards, including process, to demonstrate their personal aspirations and accomplishments.  
*Prerequisites:* BFD131 Portfolio Development, BFD411 Practicum, BFD422 Capstone Collection I: Ideation  
*Corequisites:* BFD432 Styling & Promotion, BFD433 Capstone Collection II: Realization, BUS434 Entrepreneurship  
*Credits:* 3

#### BFD432 STYLING & PROMOTION

Students will stylize fashion or costuming looks for photo shoots, magazines, lookbooks, commercials and fashion shows or events. They will choose techniques for creating a mood and feeling using clothing, accessories and props to convey their ideas and will source products and locations, work with a team, practice set etiquette, networking and working with photographers and clients. Students will plan and carry out a promotional event (fund raiser, fashion show, product launch, exhibition, pop-up shop, trunk show, community event, excerpt from a play, entertainment video etc.). They will work as a team to brainstorm and generate a step-by-step action plan to attain project objectives, stylize the product presentation and manage a variety of communication tools.

*Prerequisites:* BFD411 Practicum, BFD422 Capstone Collection I: Ideation  
*Corequisites:* BFD431 Professional Development, BFD433 Capstone Collection II: Realization, BUS434 Entrepreneurship  
*Credits:* 3

#### BFD433 CAPSTONE COLLECTION II: REALIZATION

Students will utilize theoretical and practical skills developed throughout the program to work independently and to a high standard in the production of garments selected from the collection created in Capstone Collection I: Ideation. They will apply organizational skills in the coordination of production activities for prototypes and samples based on manufacturing standards for a global market. They will monitor their work-in-progress to ensure that the intended quality is being met and problems resolved as they arise.  
*Prerequisites:* BFD411 Practicum, BFD422 Capstone Collection I: Ideation  
*Corequisites:* BFD431 Professional Development, BFD432 Styling & Promotion, BUS434 Entrepreneurship  
*Credits:* 6

#### BUS434 ENTREPRENEURSHIP

Students will generate a plan based on their design proposal in Capstone Collection I: Ideation that outlines an entrepreneurial business model and management strategy for starting and growing a fashion or costuming venture. They will implement steps required to prepare an ethical and sustainable entrepreneurial business plan, conduct market analysis in order to determine alternative and innovative business opportunities, review legal guidelines, and investigate various sources for funding and investment. They will validate the proposal's feasibility in consultation with members of the business community.

*Prerequisites:* BFD411 Practicum, BFD422 Capstone Collection I: Ideation  
*Corequisites:* BFD431 Professional Development, BFD432 Styling & Promotion, BUS433 Capstone Collection II: Realization  
*Credits:* 3

*\*\*Where no prerequisite is provided, none is required.*

*\*Course descriptions describe the learning opportunities that are provided through the classroom and coursework. It is each student's responsibility to participate in the activities that will lead to successfully meeting the learning outcomes.*



# FASHION DESIGN KIT

price: \$800.00

- |                                      |          |                                    |          |
|--------------------------------------|----------|------------------------------------|----------|
| 1. Newsprint Pad .....               | 10413401 | 26. Kroma Paint Set of 8.....      | 10466650 |
| 2. 24" Vary Form Curve .....         | 10410028 | 27. Mid Point Tracing Wheel .....  | 10411193 |
| 3. Art Bin .....                     | 10460139 | 28. Paint Tray.....                | 10413197 |
| 4. Bent Tweezers.....                | 10413210 | 29. Paint Brush.....               | 10471951 |
| 5. Bobbin Case .....                 | 10410592 | 30. Palette Knife .....            | 10411292 |
| 6. Bobbins (5) .....                 | 10410608 | 31. Paper Marker Pad (14x17) ..... | 10430651 |
| 7. Canvas Paper Pad.....             | 10430552 | 32. Paper SketchBook (9x12) .....  | 10412367 |
| 8. Chalk White (1) .....             | 10436417 | 33. Pattern Notcher .....          | 10412398 |
| 9. Colour Pencil Set of 24.....      | 10460290 | 34. Pattern Shears .....           | 10412404 |
| 10. Construction Paper Pad .....     | 10412251 | 35. Pencil Sharpener .....         | 10412886 |
| 11. C-Thru Dress Maker Ruler.....    | 10412800 | 36. Pigment Liner Pen Set .....    | 10431788 |
| 12. Drawing Pencil Set of 6.....     | 10412657 | 37. Pins Straight .....            | 10412701 |
| 13. 10" Shears Fabric Scissors ..... | 10412824 | 38. Portfolio .....                | 10410547 |
| 14. Fade-Out Marker.....             | 10443743 | 39. Scissors .....                 | 10452462 |
| 15. Foot Left Zipper.....            | 10410882 | 40. Seam Ripper .....              | 10412831 |
| 16. Foot Regular .....               | 10410905 | 41. Sewing Needles 80/12 Reg ..... | 10412848 |
| 17. Foot Right Zipper .....          | 10410899 | 42. Sewing Needles 90/14 Ball..... | 10412855 |
| 18. Hand Sewing Needles .....        | 10443149 | 43. Sewing Scissors.....           | 10472026 |
| 19. HB Lead .5mm.....                | 10434055 | 44. Tape Measure (Fabric).....     | 10413067 |
| 20. Foot Invisible Zipper.....       | 10416457 | 45. Thread Black .....             | 10413142 |
| 21. L-Square Metric .....            | 10419120 | 46. Thread White .....             | 10417744 |
| 22. Lumocolor Perm. (4. Med).....    | 10441244 | 47. Vinyl Eraser.....              | 10410837 |
| 23. Markers Bright Set.....          | 10430293 |                                    |          |
| 24. French Curve Set of 4 .....      | 10410912 |                                    |          |
| 25. Mechanical Pencil .....          | 10455920 |                                    |          |



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