FD 364
Fashion Design
3

Collection and Portfolio Development

CALENDAR DESCRIPTION:

In this advanced course, students design and develop a collection of apparel for a specialized market of their choice. The course covers advanced theories and practical applications in design, collection, and portfolio development, with emphasis placed on the student’s technical and creative skills. Students explore the components of a cohesive collection and apply their findings to reflect the needs of a specific market. Through concepts and techniques learned in previous courses, students will be addressing specific design problems, linking production plans to FD 384. A professional portfolio will be compiled to include a unified body of work, and the complete collection will be presented to a panel of industry professionals for analysis and critique.

PREREQUISITES: FD 263
COREQUISITES: FD 382 & FD 384
PRE or COREQUISITES:
SYNONYMOUS COURSE(S):
(a) Replaces: FD 264
(b) Cross-listed with:
(c) Cannot take:

TOTAL HOURS PER TERM: 56

TRAINING DAY-BASED INSTRUCTION:
Length of course:

STRUCTURE OF HOURS:

Lectures: 20 Hrs
Seminar: 6 Hrs
Laboratory: Hrs
Field experience: Hrs
Student directed learning: 20 Hrs
Other (specify): Practice/ Critiques 10 Hrs

OTHER:
Maximum enrolment: 20
Expected frequency of course offerings: Once per calendar year (every semester, annually, every other year, etc.)

WILL TRANSFER CREDIT BE REQUESTED? (lower-level courses only) Yes No
WILL TRANSFER CREDIT BE REQUESTED? (upper-level requested by department) Yes No
TRANSFER CREDIT EXISTS IN BCCAT TRANSFER GUIDE: Yes No

Course designer(s): Deanna Devitt
Department Head: Deanna Devitt Date approved: Sept. 26, 2008
Supporting area consultation (UPACA1)
Curriculum Committee chair:
Dean/Associate VP: Eric Davis Date approved: November 7, 2008
Undergraduate Program Advisory Committee (UPAC) approval Date of meeting: November 21, 2008
LEARNING OUTCOMES:
Upon successful completion of this course, students will be able to:

- Develop a cohesive collection, through independent research, concept development, textile selection, and merchandising for a specific market.
- Combine the complex stages of planning, developing, and marketing an apparel line to a specific market.
- Research fashion trends and forecasting in relation to market needs.
- Create original designs by applying advanced design fundamentals of colour theory and textile knowledge.
- Develop analytical skills required to critically assess complex design problems and develop creative solutions.
- Design and develop a professional portfolio, using a variety of layout and presentation formats that best reflect employer expectations.
- Select a variety of materials appropriate for the inclusion of a portfolio.
- Generate enhanced technical drawings and illustrations for portfolio and board layouts, using a variety of computer software.
- Develop effective sales and marketing materials.
- Defend and support product concepts, clearly and professionally, through research and exploration when making presentations.
- Critically evaluate their work based on suggestions and recommendations by peers and industry professionals.

METHODS: (Guest lecturers, presentations, online instruction, field trips, etc.)
Lecture, problem solving exercises, and presentations. Peer critique, independent research, and exploration will be emphasized. Field trips and guest lecturers will be used when available.

METHODS OF OBTAINING PRIOR LEARNING ASSESSMENT RECOGNITION (PLAR):
- Examination(s)
- Portfolio assessment
- Interview(s)
- Other (specify):

PLAR cannot be awarded for this course for the following reason(s): there are 2 co-requisite courses to this course

TEXTBOOKS, REFERENCES, MATERIALS:
[Textbook selection varies by instructor. An example of texts for this course might be:] 
Apparel Product Design and Merchandising strategies
Tain, Linda, Portfolio Presentation for Fashion Designers Fairchild Publisher (Latest edition)
Reference materials: annual subscription to a magazine, Style magazine, Fashion Trend material – View, Textile Report
Other resources: Internet – WGSN, WWD

SUPPLIES / MATERIALS:
Portfolio book and pages (min size 11" x 14")
Sketch book
General art supplies and markers
Poster board/ foam board
Notebook / lined paper
**STUDENT EVALUATION:**

[An example of student evaluation for this course might be:]

- **Design projects** 20%
- **Line research, planning, design, and development** 30%
- **Line portfolio** 30%
- **Line and portfolio presentation** 20%

To successfully complete this course, punctuality and regular attendance is essential. 10% per day will be deducted for late assignments, up to a maximum of 3 days, then a mark “0”% may be assigned.

**COURSE CONTENT:**

[Course content varies by instructor. An example of course content might be:]

- **Planning the season from concept to consumer**
  - Market
  - Seasons
  - Release dates

- **Target Market /Market Research**
  - Market research and services
  - Consumer market analysis - customer profile
  - Trend research and forecasting

- **Product Development**
  - Concept/theme
  - Searching for design solutions: inspirational sources
  - Explore design components and style development for a variety of markets
  - Application of design principles, colour theory and textile knowledge, when designing for a specific market.
  - Selecting and developing fabrics: fabric and trim selection

- **Merchandising the Final Product**
  - Deadlines
  - Product line structure - carryovers, core, fashion forward
  - Evaluating Prior seasons best sellers

- **Design a ‘line’ or collection of clothing containing 20 coordinating outfits, minimum of two, to be taken to completion. All appropriate written and visual materials to be included and presented to a sales panel.**

- **Advanced Product costing - Markups and wholesale prices**

- **Finalizing the Product Line**
  - Story boards and line sheets

- **Sales and Marketing**
  - Process of selling the line - market centers, show rooms, fashion weeks
  - Designers presentations

- **Portfolio Development**
  - Organization and contents
  - Use of technology in portfolio development
  - Formatting presentation materials and layouts

- **Revise and Enhance Presentation and Research Techniques.**
  - Formal and informal presentations to peers and industry representatives