FASH A260: FASHION DESIGN/PRODUCTION PROCESS

Item	Value
Curriculum Committee Approval Date	10/04/2023
Top Code	130300 - Fashion
Units	3 Total Units
Hours	54 Total Hours (Lecture Hours 54)
Total Outside of Class Hours	0
Course Credit Status	Credit: Degree Applicable (D)
Material Fee	Yes
Basic Skills	Not Basic Skills (N)
Repeatable	No
Open Entry/Open Exit	No
Grading Policy	Standard Letter (S)

Course Description

This course guides students through the design and production process, spanning from initial ideation to the final product's realization. Participants will gain an understanding of the sequential design phases, encompassing conceptualization, costing, production methodologies, and assembly techniques, culminating in the creation of a tangible product. PREREQUISITE: FASH A180 or FASH A183 and FASH A150 and FASH A155 and FASH A255. Transfer Credit: CSU.

Course Level Student Learning Outcome(s)

1. Create advanced conceptual designs, logos, and storyboards to effectively communicate design ideas.
2. Apply garment costing, production scheduling, procurement, assembly, and labeling skills in the completion of a comprehensive fashion project.

Course Objectives

- 1. Define and explain key merchandising concepts integral to the apparel production process.
- 2. Understand and apply design thinking methodologies to identify and solve real-world problems, fostering a user-centric approach to product development.
- 3. Demonstrate the ability to develop sophisticated conceptual designs, logos, and storyboards that effectively convey design ideas.
- 4. Understand the significance of sustainable design practices and how to minimize environmental impact during both design and production phases.
- 5. Outline and describe all stages involved in the production of a garment, from concept to distribution.
- 6. Analyze and assess the advantages and disadvantages of both domestic and imported production methods within the fashion industry.
- 7. Compile a comprehensive resource directory encompassing goods, services, suppliers, and manufacturers relevant to apparel production.
- 8. Develop and create a well-structured production schedule aligned with industry calendars, considering production stages and timelines.
- 9. Calculate and determine the costing of garments, accounting for materials, labor, overheads, and market positioning.
- 10. Identify and explain the functions of specific equipment used in various stages of apparel design and production.
- 11. Demonstrate familiarity with labeling laws and regulations governing garment information and safety compliance.
- 12. Develop teamwork and communication skills by working in multidisciplinary groups to simulate real-world design and production scenarios.
- 13. Apply the learned concepts to successfully design, plan, and execute a complete fashion project, showcasing practical integration of knowledge.

Lecture Content

Introduction to Apparel Manufacturing Overview of options in the apparel manufacturing industry Understanding the design-to-production lifecycle Importance of integrating design and manufacturing considerations Case studies highlighting successful design-to-production transitions Sales Tools, Networking, and Industry Interaction Introduction to sales tools and techniques Navigating industry calendars and events Selecting garments based on market demand and trends Building a network within the fashion and apparel industry Design Thinking and Ideation Exploring sources of design inspiration Introduction to fabrics, prints, and their impact on design Developing conceptual designs that resonate with the target market Understanding merchandising strategies and aligning design with market demands Understanding the importance of logo development and branding Introduction to interior and exterior labels and trims Sustainability in Design and Production Importance of sustainable design and manufacturing practices Designing for disassembly, recycling, and reduced environmental impact Review of environmentally conscious products and their life cycles Visualizing Design Concepts Introduction to mood board development, flats, and illustrations Creating design sheets, cut tickets, matrices, and cost sheets Understanding garment specifications and detailed costing breakdowns Evaluating manufacturers' costs, wholesale prices, and retail prices Production Handover Developing line proposals and preparing for production handovers Understanding the corporate structure, especially the production department's role Analyzing the advantages and disadvantages of imports vs. domestic manufacturing Garment Design and Functional Preparation Refining conceptual designs based on functional requirements Selecting appropriate fabrics, colors, and sourcing options Fine-tuning the class project with attention to style details and costing Production Process and Quality Control Transitioning from design to production department Understanding production scheduling and student responsibilities Sourcing and purchasing piece goods from a resource directory Exploring sources and contracting options through a field trip Product Development and Manufacturing Exploring 1st sample development and its role in production Hands-on experience with sample product construction Developing product specifications for consistent production Introduction to production pattern, grading, and marker making Garment Assembly, Quality Control, Packaging Distribution Garment cutting techniques: self, contrast, interfacing, and findings Understanding the assembly process, including interior and exterior labels Implementing quality control measures throughout production Exploring packaging techniques and requirements Understanding shipping and distribution processes Final Analysis Conducting a comprehensive garment analysis for quality assessment

Final student evaluations and project presentations Creating a student resource directory for industry-related information

Method(s) of Instruction

- Lecture (02)
- DE Live Online Lecture (02S)
- DE Online Lecture (02X)

Instructional Techniques

Instructional Techniques 1. Lecture/group discussion 2. Instructor feedback 3. Demonstration of tools and materials 4. Problem solving assignments 5. Field trips and guest lecturers 6. Product Creation

Reading Assignments

Readings from textbook related to design to production standards, manufacturing processes. 1-2 hours per week.

Writing Assignments

A series of critiques of design process, team work execution, materials and manufacturing development and product production. Presented in writing and through oral presentation based on criteria listed in course/assignment rubric. 2-3 hours per week.

Out-of-class Assignments

Applied design ideation demonstrating proficiency through concept, development, design development, and production. 2-3 hours per week.

Demonstration of Critical Thinking

Problem solving exercises, skills demonstrations, reading and writing assignments, storyboard development, team evaluation of production process.

Required Writing, Problem Solving, Skills Demonstration

Reading/writing assignments, storyboards, design ideation, terminology and resource directory

Eligible Disciplines

Fashion and related technologies (merchandising, design, production): Any bachelor's degree and two years of professional experience, or any associate degree and six years of professional experience.

Textbooks Resources

1. Required Keiser, Sandra, et al. Beyond Design. , 5th ed. Bloomsbury USA, 2022