



Fashion Design & Creative Arts Diploma

PROGRAM OUTLINE

Brief Program Description

The Fashion Design & Creative Arts Diploma focuses on preparing students to work in a variety of settings in the fashion design, fashion business and production sector.

Career Occupation* (if applicable)

Fashion Designer, Pattern Making, Design Assistant, Production Assistant, Product Development, Technical Designer, and Fashion Retail.

Admission Requirements

- *High school graduation or equivalent or mature student status (19+)*
- *Admissions interview: in person or by Skype with the Dean or Director of Admissions*
- *Letter of Intent: describing your career goals (Minimum 250 words)*
- *English Proficiency: B2 Level (IELTS 5.5 - TOEFL 57 internet-based - 163 computer-based - FCE Exam) or equivalent (if English is not First Language and/or has no formal previous education in English)*
- *Portfolio: 8-12 art pieces created by applicant. (Should be submitted digitally)*

Learning Objectives*

Upon completion of this program the successful student will have reliably demonstrated the ability to:

- develop concepts for a fashion collection, and create mood boards and story boards to present their concepts. You will explore colour theory, define basic design principles, become familiar with fashion terminology, identify sources of inspiration, and examine the relationship between fashion, the visual arts and other design disciplines.

- learn about historical design movements and apparel trends from the Industrial Revolution to modern times and define their relevance to contemporary fashion design as they develop a fashion vocabulary, build their knowledge of fashion's relationship to historical events, and apply this knowledge to the identification of modern trends and their own creations.

- learn sewing, construction, and seam-finishing techniques

- understand basic business management through coursework, you will develop an understanding of: legal business structures; basic financial management; regulatory standards; taxation; importing and exporting; licencing, franchising, copyrights, trademarks, and patents; traditional and digital fashion retailing and sales management; record-keeping; business analytics; business plans; and business documentation using MS Word and Excel.

- sketch silhouettes, render fabrics, colour, shade, and skin tone, illustrate their fashion design ideas by hand, and execute inspiration boards.

- understand supply chain management from an ethical, sustainable perspective, as they examine: how to define a target market and USP; source and work with reliable suppliers of materials and labour; develop the contents for a professional technical specifications package; produce costing sheets; determine CPU, markup, and pricing; and identify effective distribution and sales channels.

- develop basic digital pattern making skills using Gerber AccuMark® technology.

- Become proficient in pattern making

- Develop sewing and fit construction techniques

- learn how to create fashion illustrations, flats, tech pack components and portfolio layout using Adobe Illustrator®.

- analyze and present current fashion trends, style head-to-toe looks for specific body types, select appropriate footwear and accessories, develop creative styling concepts, and learn how to work with photographers, models, makeup artists and other creative professionals.

- implement the practical steps required to: secure financing, establish strategic distribution and sales channels, develop merchandising and marketing materials; produce a fashion show; and build a brand identity.

- execute a 6-piece capsule collection; produce a tech pack for the collection; create a lookbook for the collection; and prepare a professional presentation for potential investors, buyers, and other stakeholders.



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Method(s) of Evaluation*

The course is broken up into small projects that ultimately come together to make a cohesive visual understanding of Pattern Making and Assembling Technique. Presentation format and style is determined by each student. Students will receive informal classroom feedback and written evaluations on a regular basis and at least once before 30% of the hours of instruction of the program have been provided.

Completion Requirements*

The Cut Academy will use the following grade scale to determine each student's grade through their work. Students must receive an average of 75% from all the assignments in order to pass the course.

Letter Grade	Scale (%)	Notes
A+	90.00 - 100.00	
A	85.00 - 89.99	
A-	80.00 - 84.99	
B+	76.00 - 79.99	
B	72.00 - 75.99	
B-	68.00 - 71.99	
C+	64.00 - 67.99	
C	60.00 - 63.99	
C-	55.00 - 59.99	
D	50.00 - 54.99	
I	0.00 - 49.99	Temporary
F	0.00 - 49.99	Permanent

Assignments will be graded on selected criteria per assignment:

Mood Boards

Research Report

Seam Finish Sample Book

Sewn Simple Garment

Mock Financial Report

Completed Pattern of Personal Design

6-8 Completed Fashion Illustrations

Shopping Report

Draped Project

E-Commerce Website

Sewing Project
Fashion Digital Project
Style Shoot Project
Corset
Fashion PR Project
Gerber
6-8 Piece Final Collection
Portfolio

Program Duration

Total 1680 hours
14 Weeks (280 or 540 hrs)
6 terms @ 20hr/wk = 84 weeks or 3 terms @ (40hr/wk) = 42 Weeks

Delivery Method(s)

Combined delivery (both in-class and distance)

Materials:

Books:

Patternmaking for Fashion Design (5th Edition) by Helen Joseph Armstrong
\$165.00 + TAX

The New Complete Guide to Sewing: Step-by-Step Techniques for Making Clothes and Home Accessories Updated Edition with All-New Projects and Simplicity Patterns Nov 11 2010
Reader's Digest; Updated ed. edition (November 11, 2010)

MATERIALS (\$450):

Sketchbook (9x12)
Pattern Paper
Hard White Pattern Paper (to be handed out as needed)
Form Curve 18"
Pattern Notcher
24"x24" L - Square
Tracing Wheel
Carbon Paper
Metal Ruler
18" Clear Ruler
Tape Measure
Tailors Chalk
Muslin (to be handed out as needed)
Seam Ripper
Paper Scissors
Mechanical Pencil
Vinyl Eraser
Pins
Package of Sewing Needles
Pins



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Poly Sewing Thread x 4 (all the same colour preferably white)
Binder

Program Organization*

FASHION DESIGN, ILLUSTRATION, CREATIVE DIRECTION

- *Seeing the figure as familiar shapes /proportions*
- *Breaking the figure down into simple shapes*
- *Learning about gesture drawing and proportion*
- *Fleshing out the figure*
- *Illustrating elements such as, faces, hands and feet*
- *Exaggerating the figure and creating stylization drawings*
- *Students will learn how to render the figure in color and apply a light source (shadow). Skin tones and hair rendering will be studied and executed in both realism and stylization.*
- *Live model drawing*

ILLUSTRATE A VARIETY OF ELEMENTS

- *Learning to illustrate products such as skirts, blouses/shirt, pants and jackets*
- *Developing techniques to illustrate details such as lapels, collars, closures, rushing, ruffles, drape and fabric texture*

RENDERING

- *Utilizing gouache, markers and colored pencils, students will learn to render fabrics accurately, including prints in actual scale.*
- *Rendering details on textiles such as linen, wool, satin, leather, vinyl, sequin, lace, eyelet and fur.*
- *Illustrating patterns such as houndstooth, tweed, pinstripes prints, both geometric and floral*

PRINCIPLES OF DESIGN

- *Learning about the 7 silhouettes in fashion*
- *Understanding hand, fabrics, weights, seasonality, prints and print matching*

- Practicing the 5:8 proportion and Golden Mean
- Analyzing rhythm and balance symmetrical / asymmetrical,
- Equal and unequal rhythm, continuous line movement and unity

FASHION ELEMENTS

- Recognize and identify garment styles, names, and fashion terminology
- Learn correct names and pronunciations in the fashion industry, including designers

INSPIRATION/RESEARCH

- Building a collection concept
- Learning effective types of research
- Creating a Brand Matrix and customer profile
- Developing a mood board for a collection
- Research and design for a target market/demographic.

FABRIC RESEARCH AND FABRICATING A LINE

- Researching textile trade shows (Premiere Vision)
- Understanding fabric agents and the role of sourcing
- Creating a cohesive fabric story
- Learn how to select appropriate fabrics for seasons and mood, and be able to swatch a collection

TECHNICAL SPEC DRAWING

- Create and hand render technical drawings for specification packages and line sheets
- Work from spec library to create new styles

COLLECTION DEVELOPMENT & PRESENTATION

- Learn how to bring all the elements of the fashion cycle together and create and draw a 40-piece cohesive collection specific to your own designer niche
- Students will create professional fashion drawings and learn how to create a professional layout of a 40-piece collection with technical drawings and fabrications, as well as a collection and designer statement.
- Students will present their project to peers and course instructor(s)

INTRODUCTION TO PATTERN MAKING

- Introduction to flat pattern-making methods and concepts
- Drafting basic pattern blocks – front and back bodice, waistbands, hems
- Creating dart manipulations
- Understanding components of a garment – fly zipper, kick pleats, vents, pockets
- Terminology of garment and pattern parts
- Pattern marking, labeling, and pattern sequence



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FIT AND MEASUREMENT

- Learn how to take personal measurements
- Go through a garment fitting, understanding the principles and assessing garment fit
- Learning how to measure a Mannequin
- Be able to correct fit and adjust patterns

DRAFTING

- Draft bottoms such as sleeve, skirt and pant slopers
- Create a draft for a button-up shirt pattern
- Draft a dress pattern
- Learn how to draft a flared/gored/pleated skirt patterns
- Create collars
- Be able to manipulate patterns
- Draft men's bodice sloper
- Draft kid's bodice sloper

GARMENT ASSEMBLY AND TEXTILES

- Learn how to use of equipment, maintenance, and safety
- Practice sewing techniques such as: stitches, seams, hem finishes, zipper applications, waistband applications, pleats, by creating a sample sewing book
- Practice sewing straight line, curve line and back stitch
- Learn how to construct and sew vents, pocket and lining
- Understand how to cut and prepare textiles for garment assembly
- Learn how to identify fabrics and weaves
- Understand fabric characteristics – grain and weight
- Learn how to insert different types of fusing

PATTERN MAKING PRESENTATION

- Students will create a 6-piece collection using pattern making techniques
- Students will present their project to peers and the course instructor(s).