

Fashion Design

A Three -Year Ontario College Advanced Co-operative Education Endorsed Diploma

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The Program

Fashion Design is a three-year program providing professional career-directed training in the development, production management and marketing of apparel design. Through classroom theory, lecture, lab work, field trips and work term experience, skills are applied. Networking with industry professionals promotes future employment opportunities. Emphasis is placed on design analysis, apparel manufacturing and technology and design communications and marketing. Skills such as fashion illustration, computer-aided design, pattern-making and draping, and garment construction techniques are taught and supported by studies of textile technology, historical research, manufacturing processes and applied computerized technology in the fashion industry. The program fosters creative and independent problem solving in students, preparing them for a future in the various sectors of the rapidly changing fashion industry.

The Content

Courses include drawing, pattern making, drafting and clothing construction techniques. Hands-on sewing and tailoring is combined with textile technology, historical research, manufacturing processes and various marketing and merchandising practices.

Sample Co-op Progression Chart:

September Intake			
	Sept-Dec	Jan-Apr	May-Aug
Year 1	Academic Term 1	Academic Term 2	Work Term 1
Year 2	Academic Term 3	Academic Term 4	Work Term 2
Year 3	Academic Term 5	Academic Term 6	Work Term 3

The Outcomes

Successful completion of this program will enable the graduate to:

1. Recognize the interrelationship among designers, manufacturers, merchandisers and consumers in the domestic and international marketplace
2. Create original designs using flat pattern and draping techniques that incorporate design principles and address fitting variations for women's wear
3. Use state of the art manufacturing computer technology in the Apparel development and design process
4. Produce originally designed apparel that demonstrates an understanding of raw materials, colours, silhouettes, textures and techniques and meets industry standards
5. Source and select raw material, illustrate concepts, apply production specification and costing information and develop patterns to produce
6. Analyze the organizational functions, systems and logistics in the manufacturing and marketing of apparel
7. Apply business principles that relate to launching products, starting up a new business and planning, organizing and running a special event
8. Adapt global fashion trends from the historical, current and future perspective to produce salable designs for consumers
9. Produce and present work that meets the standards, ethics and practices of the domestic and global fashion industry
10. Apply visual communication skills that allow for creative development, design collaboration and professional portfolio development

Production Skills

- Draft patterns to size specifications for various garment categories (manual and GGT's CAD)
- Drape garments for the creation of patterns
- Analyze and correct fitting problems
- Understand garment manufacturing procedures
- Understand garment prototypes using industry techniques
- Identify and use various industrial sewing machines and pressing equipment to manufacture garments
- Recognize and apply appropriate fashion fabrics, lining, interfacing and findings
- Grade patterns to the specific sizing standards (manual and GGT's CAD)
- Create markers (using GGT's CAD)
- Create specification (tech) package
- Create sewing sequences and apply basic SAM's
- Apply Quality Control standards (inspection and testing standards)

Business of Fashion Skills

- Create detailed cost sheets for garments
- Draft a business plan
- Construct sales and marketing plans
- Apply principles in which fashion revolves and the role that economic, sociological and psychological elements play in the cyclical nature of fashion
- Foster the spirit of entrepreneurship in the development of all aspects of the apparel business
- Recognize importing, exporting, tariffs, quotas and government regulations in the context of fashion apparel
- Identify government standards and legislation
- Source fabrics, trims, sales agents and garment manufacturing (domestic and off-shore)
- Plan and execute a professional fashion show (plan for: fund raising, venue, theme, budget, model selection, promotion and publicity, music and run-way design)

Visual Communication Skills

- Create accurate technical/flat detailed drawings
- Create and maintain visual sketch books or inspirational journals
- Draw croquis for the female, male and child form
- Apply fabric rendering and fabric repeat techniques (manual and computerized)
- Illustrate design ideas both manually and through the use of Illustrator/Photoshop
- Create various visual boards required to communicate design ideas (Mood, Concept, Customer, Storyboards, Marketing boards and Line sheets)
- Develop and maintain a manual and digital portfolio
- Develop a self-branding and promotional package for industry (resume, business card and follow up letter)

Design Skills

- Design and conceptualize design ideas
- Create new theme/inspiration ideas from a variety of sources
- Visually communicate themes through: mood board, concept boards, customer collages, marketing boards, line sheets
- Design for women's wear – ages 18 – 65 with various price points – budget to designer
- Design for the following garment categories: coordinated separates, knit wear (including: intimate apparel, active wear and swim wear, jackets, coats, evening wear and accessories)
- Apply the principles of design to create new designs (for intended target markets)
- Conduct research for: target market, trends, ideas, fabrication, colour direction for design of new products
- Research past fashion trends in order to predict future fashion trends
- Apply historical research in order to develop new design ideas
- Dye, silkscreen and create simple print repeats to develop textile designs
- Select appropriate fabrication based on their textile knowledge
- Develop seasonal colour palettes by applying colour theory skills
- Plan a time line with dates for the design development cycle of a collection
- Develop and execute a line of prototype samples

