BERGEN COMMUNITY COLLEGE
BUSINESS, ARTS & SOCIAL SCIENCES
Fashion Apparel Design (FAB)

Departmental Policy Syllabus

FAB-250 Design Capstone/E-Portfolio

Course & Section:

Instructor:

Credits: 4 | Lecture [3.00], Laboratory [3.00]   **Email:**
Prerequisites: FAB-212, 213, 230   **Office Hours:**
                                                             Classroom:

Co-requisites: ART-197, 231

COURSE DESCRIPTION

This course integrates all previous coursework into a final capstone project. Students will design and present two completed garments as part of a final 10-piece women's apparel collection based on current trends, including the technical specifications needed for production. In addition, students will prepare an e-portfolio of their collection.

STUDENT LEARNING OUTCOMES
After successfully completing all course activities, the student will be able to:

1) Communicate personal design aesthetic and approach to design using two and three-dimensional design techniques.
2) Use manual skills and design technologies to present both creative and technical aspects of collection, along with a successful sales pitch.
3) Design, construct and style three completed women's garments.
4) Identify sustainable design elements within collection.
5) Develop an e-portfolio that successfully markets personal skills to secure placement in a bachelor's degree program or employment.

MEANS OF ASSESSMENT
Students will be assessed through a variety of methods, including:

1) Assignments
2) Capstone Project & Presentation
3) E-Portfolio

REQUIRED TEXTBOOK & RESOURCES

Angel, Samata; **Fashion Designer's Resource Book**, A&C Black, 2013
      ISBN-13: 978-1408170892

Gehlhar, Mary; **The Fashion Designer Survival Guide,** Rev Edition, Kaplan, 2008.
      ISBN-13: 978-1427797100

SUGGESTED RESOURCES

WGSN.com
WWD.com

Meadows, Toby, **How to Set Up and Run a Fashion Label,** Laurence King, 2012

Tutoring Center
    The tutoring center is located in L-125. Telephone: (201) 447-7489 and online at:
    http://www.bergen.edu/tutoring/
Writing Center
    Available in person room L-125 and online: http://www.bergen.edu/library/learning/write/
Library
    The library has a number of textbooks, databases, multimedia and aids in its regular and
    reserve holdings, which may be used as a reference. In addition to the resources mentioned
    above students should be encouraged to make full use of the Sidney Silverman Library (in
    person and online at http://www.bergen.edu/library/.

RESEARCH, WRITING & EXAMINATION REQUIREMENTS

Assignments
Students will responsible for designing a 10-piece women's apparel collection, including
sketches, documentation of research and inspiration, technical and production specifications,
including cost, and a corresponding marketing plan. Two garments from this collection will
then be fully designed and constructed.

Capstone Project & Presentation
Students will present a "sales pitch" for their full collection, along with their two fully
constructed garments to the class, mimicking a tradeshow or showroom presentation. In
addition, student's work will be put on display for the college to view.

E-Portfolio
Students will develop a professional profile on the online portfolio platform Behance.net. Their final collection will be then be prepared and uploaded for presentation online.

COURSE CONTENT
This course will cover the following units of study:

UNIT 1: Students will further develop concepts, inspirations and designs from previous courses. Instructors will provide one-on-one help to students to hone these concepts into a ten-piece collection and complete three pieces from the collection for presentation. Instruction will be provided in how to properly develop and communicate a coordinated collection. Additionally, skills such as trending forecasting, product development, sourcing and costing, sustainability and marketing will be reinforced.

UNIT 2: Students will learn the basics of creating a professional design portfolio online, using Behance.net. Students will learn how to develop a proper mission statement, bio and headshot. Additionally, students will learn to create and edit a digital version of their collection that will be placed on Behance.net.

UNIT 3: Students will learn the basics of communicating and promoting a fashion collection. Emphasis will be placed on creating a successful sale's pitch and supporting materials, such as line sheets and ad campaigns. Finally, students will learn how to style their collection for presentation, using mannequins and/or live models.

GRADING POLICY

Collection Project 40%
Design Project & Presentation 40%
E-Portfolio 20%

GRADING SCALE

90-100%	A	70-75%	C
86-89%	B+	60-69%	D
80-85%	B	0-59%	F
76-79%	C+		

BCC ATTENDANCE POLICY

All students are expected to attend punctually every scheduled meeting of each course in which they are registered. Attendance and lateness policies and sanctions are to be determined by the instructor for each section of each course. These will be established in writing on the individual course outline. Attendance will be kept by the instructor for administrative and counseling purposes.

FAB ATTENDANCE POLICY

Class participation and in-class work are key to succeeding in fashion apparel design. Three or more absences will result in a full letter grade drop for this course. Six or more absences will result in an automatic failing grade.

COURSE OUTLINE

Week 1:
Class Introduction. Review of previous coursework and discussion on current fashion trends and industry innovations. Introduction of capstone project and expectations. Review and critique of student's work in preparation for construction.

Week 2-5:
Students work in-class on sketching, conceptualizing and merchandising a 10-piece women's apparel collection. Reinforcement of sustainable design techniques, including recycling and up-cycling. One-on-one instructor guidance.

Week 6:
Review and critique of student's work and identification of three garments that will be fully constructed. Field trip to store to identify and purchase materials.

Week 7-11:
Students work in-class on constructing their three chosen garments. One-on-one instructor guidance.

Week 12-13:
Marketing, advertising, promotion, with focus on creating E-Portfolio profile on Behance.net.

Week 14:
Styling collection, sales pitch and presentation. Final collection uploaded to Behance.net.

Week 15:
Collection Presentations.

Note to Students: This Course Outline and Calendar is tentative and subject to change, depending upon the progress of the class.