MERCER
COUNTY COMMUNITY COLLEGE

COURSE OUTLINE

Course Number	Course Title	Credits
FAS 120	**Introduction to Fashion Industries**	**3 credits**

Hours: Lecture/Lab/Other	Co- or Pre-requisite	Implementation Semester & Year
1 Lecture/ 4 Lab Hrs	**FAS105**	**Fall 2022**

Catalog description:

Coordinated with Introduction to Fashion Studies, emphasizes the development of color stories, concepts, and fabrications. The study includes exploration of visual sensitivity, mastering fashion terminology, developing original design concepts, as well as storyboard compiling and design research.

General Education Category:
Not GenEd

Course coordinator:
Kay Lindsay, Assistant Professor of Fashion
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Required texts/other materials
Fashion by Design
by Janice G. Ellinwood
ISBN-10: 1563678489
ISBN-13: 9781563678486

Course Student Learning Outcomes (SLO):

Upon successful completion of this course the student will be able to:

1. Develop Visual sensitivity by observing their environment. [Supports ILG #1, 6, 8, 9 & 11; PLO # 1,2,4,5]

2. Demonstrate an understanding of fashion design terminology. [Supports ILG #1, 2,4,6,8, 9 & 11; PLO # 1,2,4,5]

3. Identify the principles of design. [Supports ILG #1, 6,8, 9 & 11; PLO # 1,2,4,5]

4. Analyze fashion color theory and develop a color story. [Supports ILG #1, 6,8, 9 & 11; PLO # 1,2,4,5]

5. Create a Mood Board. [Supports ILG #1, 6,8, 9 & 11; PLO # 1,2,4,5]

6. Develop Original design concepts through research. [Supports ILG #1, 6,8, 9 & 11; PLO # 1,2,4,5]

7. Execute and describe trend-conscious styling in a group environment. [Supports ILG #1, 6,8, 9 & 11; PLO # 1,2,4,5]

Course-specific Institutional Learning Goals (ILG)

Institutional Learning Goal 1. Written and Oral Communication. Students will communicate effectively in both speech and writing.
Institutional Learning Goal. 6. Humanities. Students will analyze works in the fields of art, music, or theater; literature; philosophy and/or religious studies; and/or will gain competence in the use of a foreign language.
Institutional Learning Goal 8. Diversity and Global Perspective: Students will understand the importance of a global perspective and culturally diverse peoples.
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Institutional Learning Goal 9. Ethical Reasoning and Action. Students will understand ethical issues and situations.
Institutional Learning Goal 11. Critical Thinking: Students will use critical thinking skills to understand, analyze, or apply information or solve problems.

Program Learning Outcomes for Fashion Design (PLO)

1. Apply computational skills relevant to the fashion and retail industries.
2. Demonstrate knowledge of the fashion industry from concept to consumer.
3. Use the principles of marketing to perform duties required of entry-level fashion merchandising/marketing positions.
4. Develop an appreciation for style and product quality.
5. Communicate and present ideas in both written and oral formats.
6. Demonstrate customer service and management techniques applicable to the fashion industry.
7. Understand how the global economy and international events affect domestic business decisions.

Units of study in detail – Unit Student Learning Outcomes:

Unit I **The Fashion Designer's Eye: [Supports Course SLOs #** 1-4|

Learning Objectives
The student will be able to:

1. Understand the principles of design.
2. Identify effective use of color and color theory applications.
3. Develop visual literacy by applying these concepts to individual experiences and observation.

Unit II **The Fashion Designers World** **[Supports Course SLOs # 1,2,4,5,6]**

Learning Objectives
The student will be able to:

1. Answer questions about design terminology and language.
2. Explore how designers find inspiration via technological resources.
3. Build an inspiration or mood board using current, global, and historic fashions.
4. Name industry sources of inspiration.
5. Develop individual design plans.

Unit III: **The Fashion Designer's Studio** **[Supports Course SLOs # 1-7]**

Learning Objectives
The student will be able to:

1. Define and identify fashion trend forecasting.
2. Differentiate several types of fashion materials and their relevance to product development and collection building.
3. Demonstrate ability for artistic consensus via group work and projects.

UNIT IV: **The Business of Creativity** **[Supports Course SLOs # 1,2,6,7]**

Learning Objectives
The student will be able to:

1. Describe how designers build brand-conscious yet original collections.
2. Create a color story based on researched market demographic information.
3. Participate in creative collective decision-making.
4. Isolate potential customers for a market-specific collection.
5. Name current trends in styling and how they are product specific.

Unit V: Fashion Presentation **[Supports Course SLOs # 1-7]**

Learning Objectives
The student will be able to:

1. Draft a one-page fashion collection proposal that expresses their design vision while describing marketability.
2. Execute a professional, full-sized Mood Board that combines visual research with personal creative vision and marketability.
3. Communicate how the Mood Board and collection proposal support personal and product vision.
4. Describe and display styling techniques that echo the collection.

Evaluation of student learning:
Evaluation of student learning: [Evaluates SLOs #1-7]
Achievement of the course objectives will be evaluated by the following tools:
• Participation in all weekly discussions
• Chapter Projects
• Midterm Project
• Final Project
• Research Project

	% of Grade
Participation with all weekly projects and discussions	20%
Assignments and Chapter Project	50%
Midterm Project/Exam	10%
Final Project	10%
Research Project	10%
Total	**100%**