

- I. **Logistics:**  
University of the Incarnate Word  
FADS 3335: Technical Line Development  
Spring 2016  
**Instructor:** Dr. Melinda K. Adams  
**Office:** JB 212  
**Phone:** 805 -- 1204  
**Email:** madams@uiwtx.edu  
**Class Meetings:** TR 10:30 – 1:15 PM, JB 232  
**Office Hours:** M 11AM - 3 PM; TR 1:30 – 3PM or **by appointment.**

## II. Overview of the Course:

A. **Course Description:** Study and application of process for creating mass-market private-label apparel lines. This includes the use of industry-appropriate computer applications and will combine merchandising and design techniques in order to gain a more complete understanding of the apparel industry.

B. **Course Outcomes:** Upon completion of the course the student will be able

- ❖ To use industry-appropriate computer applications
- ❖ To create garment flats and/or technical drawings
- ❖ To create specification packages
- ❖ To execute pre-costing, sourcing, and research processes
- ❖ To design and build a line through the initial stages

C. **Course Requirements:**

- ❖ Attend class regularly and on time
- ❖ Demonstrate Proper use of Adobe creative suite programs
- ❖ Demonstrate Knowledge of how to create flats and/or technical drawings
- ❖ Demonstrate Ability to create specification packages
- ❖ Demonstrate Use correct processes for pre-costing, sourcing, & research processes
- ❖ Demonstrate Ability to work as part of a group to design and build a line
- ❖ Keep up with class lectures
- ❖ Successfully complete course projects & assignments

D. **Assessment Methods:**

The course requirements will be assessed by: Projects, assignments, classroom activities, and continuous interaction with students.

## III. Course Texts/Supplies/Materials

A. **Course Texts:** Required: Myers-McDevitt, P.J. (2011). *Apparel Production Management and the Technical Package*, Bloomsbury Publishing, New York, NY.  
Bryant, M.W. & DeMers, D. (2006). *The Spec Manual* 2<sup>nd</sup> Edition, Bloomsbury Publishing, New York, NY.

B. **Supplies:**

- USB to save work
- Other items as necessitated by projects

## IV. Class Meeting Schedule

*All classes you are to bring your textbooks, USB, and syllabus.*

Tentative Schedule  
MM= Apparel Production Management and the Technical Package  
SP= The Spec Manual

Day	Topic	Readings	Assignments Due
1/12	Syllabus/Course overview/What do you remember?		
14	File types, resolution, file/document size, Intro to Illustrator, workspace, tools, objects		<b>Homework #1</b>
19	Tools, objects, pts, fills, drawing, shaping	MM Chp. 14	
21	Spec sheet	SP Chp. 3- 7	<b>Homework #2</b>
26	Spec sheet	MM Chp. 9	
28	Illustrator sheet		<b>Homework #3</b>
2/2	Illustrator sheet	MM Chp. 2	
4	Costing		<b>Homework #4</b>
9	Costing		
11	Photoshop basics		<b>Homework #5</b>
16	Photoshop, patterns & fabric swatches	MM Chp. 10	
18	Fabric sheet		
<b>23 - 25</b>	<b>No Class work on Fabric sheet</b>	MM Chp. 7	
3/1	Technical package	MM Chp. 8	<b>Homework #6</b>
3	Design sheet		
8	Design sheet	MM Chp. 11	
10	Component sheet		<b>Homework #7</b>
<b>14-18</b>	<b>Spring break</b>		
22	Component sheet	MM Chp. 12	
24	Label/Packing Sheet		<b>Homework #8</b>
29	Label/Packing Sheet	MM Chp. 13	
31	Detail/Construction Sheet		<b>Homework #9</b>
4/5	Detail/Construction Sheet		
7	Detail/Construction Sheet		
12	Final Project or Review of markers & grading		<b>Homework #10</b>
14	Final Project /trend boards		
19	Final Project		
21	Final Project		
26	Final Project		
28	Final Project		
<b>5/3</b>	<b>Final Presentation*** 10:45 AM – 12:45PM</b>		<b>Final</b>

\*\*\* You must be present at the Final exam/project presentation or you will fail the class. \*\*\*

V. Grading Activities, Criteria and Guidelines

A. Evaluation:

Grading Criteria	Percentage
• Homework	40%
• Quizzes	30%
• <u>Final Presentation</u>	<u>30%</u>
Total	100%

## B. Grading Scale

Students will be evaluated on their ability to meet the course objectives based on their fulfillment of the class projects and assignments.

Grade	% Range		Grade Points
	Low	High	
A	92.50%	100%	4.00
A-	89.50%	92.40%	3.70
B+	86.50%	89.40%	3.30
B	82.50%	86.40%	3.00
B-	79.50%	82.40%	2.70
C+	76.50%	79.40%	2.30
C	69.50%	76.40%	2.00
D+	66.50%	69.40%	1.70
D	62.50%	66.40%	1.00
D-	59.50%	62.40%	0.07
F	59.40%		0.00

**Assignment Policy:** All assignments and projects are due at the beginning of class on the dates given. No assignments or projects will be accepted after the beginning of class on the assigned date.

All projects and assignments must be original. They cannot be re-used from another class. There will be a sign-in sheet for each assignment and projects. These are used to record receipt of the assignment as well as the date and time of the receipt. This is a separate page from the attendance sheet. This is for your protection as well as the instructor's. *It is your responsibility to sign your assignment in.*

**Late Assignments:** LATE ASSIGNMENTS WILL NOT BE ACCEPTED. All assignments are due at the beginning of class unless otherwise noted in the syllabus. **Only students with an excused absence (doctor's note required) will not be faulted for a late assignment. However, the assignment must be made up by the next class period following the absence, or the late policy will apply.** Those who have skipped class and do not have acceptable documentation of illness or family emergency will not have this grace period. Their assignments will be graded as late regardless of the absence.

**NOTE:** You are responsible for any changes to the project/assignment specifications made orally in class. Please pay attention when projects are being reviewed, ask ahead of time if you want to get started early and find out if you missed anything when absent.

**Performance Level:** To obtain an "A" in this course, the student must maintain accuracy. In addition, every project is to be on time, with no more than 2 absences. Only the highest-level students will receive an "A". Simply being present and turning in assignments does not "entitle" one to an "A". Nor does it "entitle" one to any other passing grade. Only absolute excellence in work and a terrific attitude as well as other factors earns one an "A". Even just to receive a passing grade will require a lot of hard work and diligence to meet the requirements of the course and the assignments. A passing grade does not mean that the project was merely completed, but that it was also deemed acceptable by the instructor and met ALL of the guidelines.

### Course Policies:

Read the assignments before coming to class. The reading assignments, lecture discussions and projects are intended to complement each other. This course, as with most fashion courses, is extremely rigorous, and if you are current with your reading you will get more out of your class time. Ask questions. Chances are if you are confused, so are others. At times you all will be confused, so maintain your sense of humor.

The syllabus presents the anticipated schedule, however the time schedule is not written in stone. Although I expect to keep to the dates in general, I like to allow some flexibility. The raising of questions during class time is welcomed and encouraged. If I don't have the answer to your question I will try to obtain it within a reasonable period of time. I hope that each of you will share your experiences and knowledge with the class. If any instructions or assignments are not clear, please ask me about them so that I can clarify any potential problems for all students in the course.

- C. **Assignments:** When reviewing the homework or projects, please pay attention. If repetitive questions are asked, I will refer you to the previous answer. There will also be a FAQ tab in Blackboard for you to post your questions about homework and projects. Please post questions here instead of emailing me. Chances are that if you have a question, others may as well. It is in everyone's effort to have one place to review answers to questions on projects and homework.

- **Homework:** There are 10 homework assignments that will be completed during the semester. They are meant to help you better understand the tasks that we are learning in this class. The assignments will assist you in better understanding Adobe Illustrator, Adobe Photoshop and how to use these programs to create the required pieces of a tech-pack. Each assignment is explained in detail in Blackboard. You will turn each assignment in Blackboard and bring a hard copy to class on the due date unless otherwise instructed.
- **Quizzes:** There will be random quizzes throughout the semester. Quizzes will be completed in Blackboard. You will have one week from the date posted to complete each quiz. The quizzes will be over information in the book and as part of the lecture portion of the class.
- **Final Project:** In groups of merchandising & product development students, each will develop a mini-line of 6 looks to match the target customer assigned. This line will be further developed and produced in Product Development 1 & 2. For this project, you will need to research your target customer and trends for the chosen season. You may use a combination of clip art from the CD included with your text and illustrator to create technical illustrations for specs. You may use illustrator, hand illustrations, or clip art from the text CD for sketch or photo section of sheets. As a group, you will put together a complete tech-pack for your mini-line. The tech-pack will include the following for each garment: design sheet, illustration sheet, fabric sheet, component sheet, label/packing sheet, detail/construction sheet, and spec sheet. The group will present this mini-line the day of the final. The final presentation will also include a trend board that explains who your target customer is and the reasoning into the fabric and color choices for the season and price point. See Blackboard for further instructions and the grade sheet.

## VI. Participation, Punctuality and Attendance

### Special Note:

As the fashion industry is one of the most competitive career areas in the U.S., it is essential to develop professional habits and strong work ethics early in order to significantly increase your chances of success. Among these habits are attendance, punctuality, honesty, integrity, completing all work entirely and on time, respect for others and enthusiasm for your work. As such, many of the course policies reflect these and are set to engrain these habits into your way of life as early as possible, making you a much more employable person.

### Attendance Policy for Studio Classes:

Attendance and participant in this class is mandatory. In addition to maintaining the appropriate average in any class, **ATTENDANCE WILL AFFECT THE FINAL GRADE IN THE FOLLOWING WAYS:**

As this class meets only twice a week, students are allowed 2 absences from this course during the semester. **Each** additional absence will result in the loss of 10% from your final course average. (Department Policy).

### Absences and Tardies:

An Attendance Sheet will be located at the front of the classroom. After the official beginning of class the sheet will be marked and all subsequent signatures will be considered tardy. ***It is YOUR responsibility to sign in – not the instructor's.*** Students that are in class, but did not sign in are still considered absent. A copy of the sign in sheet will be posted in Blackboard under the Check your attendance tab. The sheets will be posted once a week. Review this before you email me to find out when you were absent.

Three tardies equal one absence. If a student misses more than 15 minutes of class they are considered ABSENT regardless of whether it is at the beginning, during or at the end of class. If you leave within the last 15 minutes, but before you are dismissed, you are tardy.

**ALL absences count regardless of being excused or unexcused. However, an excused absence will allow you to make up missed work, whereas an unexcused absence does not.** An excused absence is defined as a verified illness, family emergency, religious observance, or University-sponsored event. A doctor's

note is required for an illness to be excused. Notice of funeral or some other form of official documentation is needed for family emergencies. ALL UNDOCUMENTED ABSENCES are unexcused.

**Documentation:** All excused absences must be accompanied by proper documentation within **ONE WEEK** of the student's return from his or her absence. If documentation is not provided within one week, the absence will count as unexcused.

**Officially Approved Trips:**

The University of the Incarnate Word Catalog states that the person responsible for a student missing class due to a trip should notify the instructors of the departure and return schedule in advance of the trip. The student may not be penalized and is responsible for the material missed. **Remember: This still counts as an absence. It just means you are allowed to make up your work within the pre-arranged amount of time.**

**Religious Observances:**

A student who is absent for the observance of a religious holy day will be allowed to complete the assignment scheduled for that day within one week of the absence. Prior notification to the instructor is requested.

**Remember this still counts as an absence, however, students are allowed to make up work within the pre-arranged amount of time.**

**B. Class Participation:** Attendance and participation in all classes is expected and required. Obtain items on the supply list that you do not already own by the second class session and bring to every class.

**Disability statement:** The University of the Incarnate Word is committed to providing a supportive, challenging, diverse and integrated environment for all students. In accordance with Section 504 of the Rehabilitation Act – Subpart E and Title III of the Americans with Disabilities Act (ADA), the University ensures accessibility to its programs, services and activities for qualified students with documented disabilities. For more information, contact the Student Disability Services Office: **Location** Administration Building – Room 105 **Phone** (210) 829-3997 **Fax** (210) 829-6078 [www.uiw.edu/sds](http://www.uiw.edu/sds)

**Academic honesty statement:** The highest standards of academic honesty are expected in the course. Forms of academic dishonesty include, but are not limited to cheating, plagiarism, counterfeit work, falsification of academic records, unauthorized reuse of work, theft, collusion. See the student handbook for definitions and procedures for investigations of claims of academic dishonesty.

**UNIVERSITY OF THE INCARNATE WORD  
FASHION MANAGEMENT CODE OF CONDUCT**

In the spirit of the Sisters of Charity of the Incarnate Word and the mission of this University, the fashion department has accepted as its charger for the 2015-2016 academic year, the pursuit of the value of respect; personal, departmental and universal. We intend to implement this value by

- Treating each other with courtesy
- Attempting to recognize the divine in each one of us
- Recognizing the dignity of each individual

The Incarnate Word of God teaches us to treat ourselves, our peers, our superiors, and our community with thoughtful consideration. Thoughtfulness in our words and actions can do much to create a positive and successful learning environment.

**NB: The following rules are in addition to the University of the Incarnate Word Student Code of Conduct published in the student handbook, available in the Student Activities Office.**

## **CLASSROOM AND LAB USE:**

Students are to respect the rights of others by treating faculty and classmates with respect. They are to respect the property of others and to use departmental supplies and equipment carefully.

In addition, please

- **READ AND KEEP YOUR SYLLABUS**
- No food or drink in the sewing or computer labs
- No portable music devices during class without the expressed consent of the teacher
- No sleeping in class
- Students should refrain from any unnecessary disruptive talking during class (faculty encourage an open environment in which everyone has the right to express their own opinions and ideas). However, everyone should be able to do so without having to talk over any of their peers in order to be heard
- Turn off cell phones, pagers, PDA phones in classrooms
- No portable video game systems during class
- No laptops unless they are part of the on-going lesson
- No working on unrelated topics in class
- No walking in front of the teacher while they are teaching
- Only students enrolled in the class may be in the classroom during class
- No late work
- Departmental supplies are for in-class work

## **ACADEMIC HONESTY STATEMENT**

The highest standards of academic honesty are expected in the course. Forms of academic dishonesty include, but are not limited to cheating, plagiarism, counterfeit work, falsification of academic records, unauthorized reuse of work, theft, collusion. See the student handbook for definitions and procedures for investigations of claims of academic dishonesty.

### **Forms of Academic Dishonesty (including but not limited to):**

- Cheating on tests, examinations or other class or laboratory work
- Involvement in plagiarism (appropriation of another's work and the unacknowledged incorporation of that work in one's own written work offered for credit)
- Counterfeit work, including turning in as one's own, work which was created, researched or produced by someone else
- Falsification of Academic Records- knowingly and improperly changing grades on transcripts, grade sheets, electronic data sheets, class reports, projects, or other academically related documents
- Unauthorized reuse of work- turning in of the same work to more than one class without the consent of the instructors involved
- Theft- unauthorized use or circulation of tests or answer sheets specifically prepared for a given course and as yet not used or publicly released by the instructor of the course, or theft of completed tests
- Collusion- involvement in collusion (unauthorized collaboration with another person in preparing course work)
- Facilitating Academic Dishonesty – intentionally or knowingly helping or attempting to help another to violate a provision of the code of academic integrity

### **GRADING OF GARMENTS (and Assignments/Projects)**

- Garments (Assignments/Projects) must be entirely completed to be graded
- Grading will be based on quality according to the rubrics (specifications) for each construction course
- The student will have to have a **C** or better to proceed to the next level in the fashion degree plan
- No late work or extra credit will be accepted
- IPs will only be issued in extreme circumstances

**NB: The student will have to earn a C or better to proceed to the next level in the fashion degree plan.**

**FADS 3335: TECHNICAL LINE DEVELOPMENT  
Student Agreement**

I \_\_\_\_\_ have read the FADS 3335–Spring 2016 Course Outline & Fashion Management Code of Conduct. I understand and agree to all the policies therein pertaining to student conduct, classroom use, attendance, assignments, late assignments, and the performance level that is expected of me in this course.

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Student Signature

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Date

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Phone number/cell phone

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Email – Print clearly