

## DES-313 Graphic Design in Fashion (4) Spring 2019

TTH 3-5:40pm

**Location:** HAR 117

**Instructor:** Penny Collins and Helene Reiner

**Office:** Watt 104

**Office Hours:** 5:45 - 6:45 pm after class by  
appointment

**Contact Info:** [pecollin@usc.edu](mailto:pecollin@usc.edu)  
[hreiner@usc.edu](mailto:hreiner@usc.edu) ??

**Normal email response is within 48 hours**



**IT Help:** Roski IT Services, Watt Hall 116

**Hours of Service:** M-F 9am to 5pm

**Contact Info:** Hayk Avetisyan ([havetisy@usc.edu](mailto:havetisy@usc.edu)) 213-821-1414

### Course Description

An intensive studio and lecture course focusing on the applications of graphic design in fashion and related fields. This lecture and workshop course will focus on the fashion field and graphic design applications in that industry. The class will offer an insight into the role of graphic design in apparel design, fashion marketing, branding and advertising, photography, exhibition design/visual merchandise presentation, and editorial/publication design. Students will be introduced to influential designers, art & creative directors and artists who have made an impact on this dynamic and rapidly moving industry. Studio work includes producing inspiration / mood boards, marketing collateral (hang tags, ad concepts/collaborations, etc.) prototype garment/accessory, and publication design through traditional and digital means.

### Learning Objectives and Outcomes

The value of students' graphic design / art / photography /sculpture /painting /drawing /ceramics /printmaking / intermedia / and critical studies backgrounds will be recognized, examined and utilized via the various aspects of fashion design and marketing. Computer skills are as important as a maker's hand. Fine Art's figure drawing gracefully eases into fashion illustration for advertising. Sculpture underpins what is the core of draping /tailoring on the human form. Photography's ability to create a mood while capturing a fashion image defines a fashion brand. The painter's canvas can become a textile design. Textiles and ceramics inform the making of accessories and product lines.

**Prerequisite(s):** DES 102.

**Recommended Preparation:** DES 203

### Technological Proficiency and Hardware/Software Required

Proficiency in Adobe Illustrator and Photoshop is assumed, software will not be taught in this course.

## Readings and Supplementary Materials

Suggested articles/further details of class topics will be provided as topics are introduced.

Recommended books include:

*Couture Graphique: Fashion, Graphic Design & the Body* by José Teunissen

*Art/Fashion in the 21st Century* by Mitchell Oakley Smith et al

*Behind Collections: Graphic Design and Promotion for Fashion Brands* by Victionary

*Graphic Design for Fashion* by Jay Hess & Simone Pasztorek

*Fashion: A Definitive History of Costume and Style* Smithsonian D K Penguin Random House

*Portfolio Presentation for Fashion Designers* by Linda Tain, 4th edition, Bloomsbury

*Research and Design* by Simon Seivewright, 2007, Bloomsbury Academic

*Pattern Magic* by Tomoko Nakamichi

## Description and Assessment of Assignments

The first half of the course will concentrate on information gathering and skill building, combining lecture/slide presentations focused on the fashion design industry and its history with studio-based demonstrations of techniques utilized in the development of fashion brand and product. Each student is responsible to keep a design journal which will function as a record of creative development. Each student will design a small collection for a chosen existing brand, with collateral elements, which will be presented as the midterm project. The second half of the course is devoted to each student's personal design aesthetic and the creation of an original brand concept, collateral materials, and prototype products. The outcomes will be assessed with grading rubrics for each project.

## Grading Breakdown

Assignment	Points	% of Grade
Weekly Design Journal	125	25
Midterm Design Project	125	25
Final Design Project	175	35
Participation	75	15
<b>TOTAL</b>	500	100

## Grading Scale

Course final grades will be determined using the following scale

A	95-100
A-	90-94
B+	87-89
B	83-86
B-	80-82
C+	77-79
C	73-76
C-	70-72
D+	67-69
D	63-66
D-	60-62
F	59 and below

## **Work in Class**

Always be prepared to work by bringing any tools or materials needed to proceed with your projects, and always bring your design journal to every class, both Tuesdays and Thursdays.

## **Supply List: See Handout**

## **COURSE REQUIREMENTS & GRADING**

### **Grading**

Projects will be evaluated based on their adherence to given guidelines, attention to craft and overall appropriateness. Initiative, progress and follow through will also be considered. Both giving and receiving feedback is crucial to success in the class; therefore, the class participation grade is based on active involvement in class and critiques. Missed presentations may not be made up, and late projects will lose one full letter grade for each class meeting they are late. For each unit of in-class contact time, the university expects two hours of out of class student work per week over the semester.

### **Assignment Submission Policy**

It is the student's responsibility to clearly identify their work with their name, the project name, and date. Assignments are to be submitted in person in class and are due at the beginning of the class period, and, when indicated, submitted on Blackboard at My USC. All homework and assignments must be submitted on time. Late assignments will lose one full letter grade for each CLASS MEETING day they are late. All written work must be spell-checked and all RESEARCH SOURCES MUST BE CITED.

### **Grading Timeline**

Design journals will be reviewed bi-weekly, with feedback given. Midterm projects will be evaluated promptly, within one week of the midterm presentations. Final presentations will be evaluated within one week of the end of final exam period.

### **Additional Policies**

Overview: Students MUST attend all lectures and presentations to get the full impact of the course. Students are responsible for all assignments, including homework, in class work, critiques, presentations, demos, readings, process and archiving work.

All assignments, rubrics, handouts, and project guidelines will be posted on Blackboard and referenced in class. It is the students' responsibility to obtain information from Blackboard, as well as any missed work and information if absent.

Students must have access to a copier, computer, printer, digital camera/smartphone or other means of documenting work. Resource materials: It is the student's responsibility to provide additional tools and materials as needed to complete projects. DES313 is a lecture, discussion, and studio-based class: It is crucial for students to attend class since information given via lectures or exchanged in a group discussion, critique, or workshop setting may not be imparted through handouts or notes. Students must attend class to succeed in the course. More than 2 absences will result in a lowered grade, more than 4 will result in failure. Class starts promptly: Tardiness or early leaving from class counts toward absence. 2 tardies or early departures equal one absence.

Communication with your instructors is critical. If you require accommodations for a special circumstance as outlined in the Support Services and Programs section of this syllabus, it is essential that you inform your instructors at the start of the semester. Please do not wait for the "crunch" to share your situation.

The format of the course is lecture, group critique, class discussions, demonstration and lab. Being attentive, present, and participating in activities is required for success in the class. If there is a compelling reason such as personal or family emergency, please let the instructor know that you must monitor your device. Otherwise, please refrain from texting, phoning, etc., during class time. During studio working sessions, individual headphones may be used to listen to music while working as long as the instructor has indicated that it is an appropriate time. There will be a 10 minute bio break halfway through class, to allow restroom visits and quick snacks. Please don't bring food or drinks into the workspace.

## Course Schedule

**Important Note:** For the benefit of the learning process, dates and topics may be subject to change.

<b>Week</b>	<b>Date</b>	<b>Topic/Assignments</b>	<b>Due</b>
<b>Week 1</b>			
Meeting 1	Jan 8 (P+H)	<b>Topic: H+P = Introductions - Design Philosophy - 2019 Trends</b>	
Meeting 2	Jan 10 (P)	<b>Topic: 20th-21st Century Historic Designers</b>	
<b>Week 2</b>			DJ-1
Meeting 3	Jan 15 (H)	<b>Topic: 20th-21st C Period Looks that Lead to Graphic Appeal; Customer Profile, Market, Category; DP &amp; your Logo Design; Developing your Design Journal</b>	
Meeting 4	Jan 17 (P)	<b>Topic: Exploring 21st C Innovative Fabrications; Modes of Sustainable Production</b>	
<b>Week 3</b>			DJ-2
Meeting 5	Jan 22 (H)	<b>Topic: 20 Key Trends, Market Projections, Season, Color, Consumer Demand; Inspiration &amp; Application to your Fashion Graphics and Design</b>	
Meeting 6	Jan 24 (P)	<b>Topic: 21st c Look Good, Feel Good, Fashion with a Conscience, Celebrity Fashion Brands, Collectible Fashion</b>	
<b>Week 4</b>			DJ-3
Meeting 7	Jan 29 (H)	<b>Topic: Illustrating the Contemporary Fashion Croquis</b>	
Meeting 8	Jan 31 (P)	<b>Topic: Fashion Illustration History through the Lens of Vogue Magazine 1940s</b>	
<b>Week 5</b>			DJ-4
Meeting 9	Feb 5 (H)	<b>Topic: Textile Innovation; Fabric Selection &amp; Details</b>	
Meeting 10	Feb 7 (P)	<b>Topic: Experimental Fabrication Development</b>	
<b>Week 6</b>			DJ-5
Meeting 11	Feb 12 (H)	<b>Field Trip 1: Innovative Textiles Collection</b>	
Meeting 12	Feb 14 (P)	<b>Topic: Sustainability and Technology in Fashion</b>	
<b>Week 7</b>			DJ-6
Meeting 13	Feb 19 (H)	<b>Topic: Designing a Branded Collection: Developing a Cohesive Look; Pattern &amp; Repeat, Color, Contrast; Engineering Placement; Textile Innovation</b>	
Meeting 14	Feb 21 (P)	<b>Field Trip 2: Historic Dress Collection</b>	

<b>Week 8</b>			DJ-7
Meeting 15	Feb 26 (H)	<b>Topic: Finalizing All Elements Midterm Presentations</b>	
Meeting 16	Feb 28 (P)	<b>Finalizing Midterm Presentations</b>	
<b>Week 9</b>			
Meeting 17	Mar 5 (H)	<b>Midterm Project Presentations</b>	
Meeting 18	Mar 7 (P)	<b>Midterm Project Presentations</b>	
<b>Week 10</b>	<b>March 12 &amp; 14</b>	<b>No Class - Spring Break</b>	
<b>Week 11</b>			DJ-8
Meeting 19	Mar 19 (H)	<b>Topic: Theme Development; Guest Speaker - Fashion Graphic Artist</b>	
Meeting 20	Mar 21 (P)	<b>Topic: Your Brand: Customer, Preliminary Sketches, Logo Design and Graphics, Deconstruction/Reconstruction Project</b>	
<b>Week 12</b>			DJ-9
Meeting 21	Mar 26	<b>Topic: Draping - Basic Garment, Skirt, Kimono Top, etc.</b>	
Meeting 22	Mar 28	<b>Topic: Continuation of Draping, Transfer to Pattern</b>	
<b>Week 13</b>			DJ-10
Meeting 23	Apr 2	<b>Topic: Branded Elements - Surface Design, Fabric Painting, Detail Treatments, etc.</b>	
Meeting 24	Apr 4	<b>Field Trip 3: Graphics, Signature Print, Pattern and Repeat</b>	
<b>Week 14</b>			DJ-11
Meeting 26	Apr 9	<b>Topic: Review all Collection Elements</b>	
Meeting 28	Apr 11	<b>Topic: Line Development - Pattern and Sewing</b>	
<b>Week 15</b>			DJ-12
Meeting 29	Apr 16	<b>Topic: Finalizing Presentation</b>	
Meeting 30	Apr 18	<b>Topic: Finalizing Presentation</b>	
<b>Week 16</b>	DTA	<b>Final Project Presentations</b>	

Date: For the date and time of the final for this class, consult the USC *Schedule of Classes* at [classes.usc.edu/](http://classes.usc.edu/).

## Statement on Academic Conduct and Support Systems

### Academic Conduct:

Plagiarism – presenting someone else’s ideas as your own, either verbatim or recast in your own words – is a serious academic offense with serious consequences. Please familiarize yourself with the discussion of plagiarism in SCampus in Part B, Section 11, “Behavior Violating University Standards” [policy.usc.edu/scampus-part-b](http://policy.usc.edu/scampus-part-b). Other forms of academic dishonesty are equally unacceptable. See additional information in SCampus and university policies on scientific misconduct, [policy.usc.edu/scientific-misconduct](http://policy.usc.edu/scientific-misconduct).

### Support Systems:

*Student Health Counseling Services - (213) 740-7711 – 24/7 on call*  
[engemannshc.usc.edu/counseling](http://engemannshc.usc.edu/counseling)

Free and confidential mental health treatment for students, including short-term psychotherapy, group counseling, stress fitness workshops, and crisis intervention.

*National Suicide Prevention Lifeline - 1 (800) 273-8255 – 24/7 on call*  
[suicidepreventionlifeline.org](http://suicidepreventionlifeline.org)

Free and confidential emotional support to people in suicidal crisis or emotional distress 24 hours a day, 7 days a week.

*Relationship and Sexual Violence Prevention Services (RSVP) - (213) 740-4900 – 24/7 on call*  
[engemannshc.usc.edu/rsvp](http://engemannshc.usc.edu/rsvp)

Free and confidential therapy services, workshops, and training for situations related to gender-based harm.

*Office of Equity and Diversity (OED) | Title IX - (213) 740-5086*  
[equity.usc.edu](http://equity.usc.edu), [titleix.usc.edu](http://titleix.usc.edu)

Information about how to get help or help a survivor of harassment or discrimination, rights of protected classes, reporting options, and additional resources for students, faculty, staff, visitors, and applicants. The university prohibits discrimination or harassment based on the following protected characteristics: race, color, national origin, ancestry, religion, sex, gender, gender identity, gender expression, sexual orientation, age, physical disability, medical condition, mental disability, marital status, pregnancy, veteran status, genetic information, and any other characteristic which may be specified in applicable laws and governmental regulations.

*Bias Assessment Response and Support - (213) 740-2421*  
[studentaffairs.usc.edu/bias-assessment-response-support](http://studentaffairs.usc.edu/bias-assessment-response-support)

Avenue to report incidents of bias, hate crimes, and microaggressions for appropriate investigation and response.

*The Office of Disability Services and Programs - (213) 740-0776*  
[dsp.usc.edu](http://dsp.usc.edu)

Support and accommodations for students with disabilities. Services include assistance in providing readers/notetakers/interpreters, special accommodations for test taking needs, assistance with architectural barriers, assistive technology, and support for individual needs.

*USC Support and Advocacy - (213) 821-4710*  
[studentaffairs.usc.edu/ssa](http://studentaffairs.usc.edu/ssa)

Assists students and families in resolving complex personal, financial, and academic issues adversely affecting their success as a student.

*Diversity at USC - (213) 740-2101*  
[diversity.usc.edu](http://diversity.usc.edu)

Information on events, programs and training, the Provost’s Diversity and Inclusion Council, Diversity Liaisons for each academic school, chronology, participation, and various resources for students.

*USC Emergency - UPC: (213) 740-4321, HSC: (323) 442-1000 – 24/7 on call*

[dps.usc.edu](https://dps.usc.edu), [emergency.usc.edu](https://emergency.usc.edu)

Emergency assistance and avenue to report a crime. Latest updates regarding safety, including ways in which instruction will be continued if an officially declared emergency makes travel to campus infeasible.

*USC Department of Public Safety - UPC: (213) 740-6000, HSC: (323) 442-120 – 24/7 on call*

[dps.usc.edu](https://dps.usc.edu)

Non-emergency assistance or information.