Course Description
An intensive studio and lecture course focusing on the applications of graphic design in fashion and related fields, 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 the work of influential designers, art & creative directors and artists who have made an impact on this dynamic and rapidly moving industry. Studio projects include inspiration / mood boards, marketing collateral (hang tags, ad concepts/collaborations, etc.) prototype garment/accessory, and lookbook/poster 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 Requirements
Proficiency in Adobe Illustrator and Photoshop or other similar design software options is assumed, software will not be taught in this course. Lynda.com is available for tutorials. Other than required PowerPoint slide presentations, digital output is entirely optional in this course. Experiment and choose your preferred mode of communication for your ideas and designs!

Readings and Supplementary Materials
*Couture Graphique: Fashion, Graphic Design & the Body* by José Teunissen
*Art/Fashion in the 21st Century* by Mitchell Oakley Smith et al
*Graphic Design for Fashion* by Jay Hess & Simone Passtorek
*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
*Pattern Magic* by Tomoko Nakamichi
Print in Fashion by Marnie Fogg, 2006
Suggested articles/further details of class topics will be provided as topics are introduced.

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 brands and products. 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 legacy brand, with collateral elements, which will be presented as the midterm project. The second half of the course is devoted to each student’s individual 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

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Details to be Provided</th>
<th>Points</th>
<th>% of Grade</th>
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</thead>
<tbody>
<tr>
<td>Design Journal (DJ)</td>
<td></td>
<td>100</td>
<td>20</td>
</tr>
<tr>
<td>Midterm Design Project</td>
<td></td>
<td>150</td>
<td>30</td>
</tr>
<tr>
<td>Final Design Project</td>
<td></td>
<td>175</td>
<td>35</td>
</tr>
<tr>
<td>Participation</td>
<td></td>
<td>75</td>
<td>15</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td>500</td>
<td>100</td>
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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 class.

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/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, if 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. Written work must be spell-checked and all research sources must be cited.
Grading Timeline
Design journals will be reviewed regularly according to the provided schedule, with feedback given. Midterm projects will be evaluated promptly, within one week of the midterm presentations. Final presentations will be evaluated within a week of the end of the final exam period.

Additional Policies
Students must attend all class meetings to get the full impact of the course. Students are responsible for all assignments, including homework, class work, critiques, presentations, demos, readings, and archiving work. Protocols established by the University for the ongoing COVID – 19 pandemic will be updated as the situation changes, and must be followed. As of the start of the semester, face coverings are required indoors and eating/drinking in classrooms is not permitted since it would involve mask removal. The cleaning and maintenance schedules for shared classroom spaces have been enhanced and air filtration/circulation systems have been upgraded where necessary.
https://we-are.usc.edu/wp-content/uploads/2021/08/2021-Fall-Guide.pdf

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 and it is the student’s responsibility to provide additional tools and materials as needed to complete projects. Some materials will be provided and some tools/equipment will be available for in-class use.

DES313 is a lecture, discussion, demonstration, lab and studio-based class: Attendance is crucial since information given via lectures or exchanged in a group discussion, critique, or workshop setting may not be imparted through handouts or notes. More than 2 absences may result in a lowered grade, more than 4 may result in failure. Class starts promptly: Tardiness or early leaving from class counts toward absence. 2 tardies or early departures equal one absence.

Being attentive, present, and participating in activities is crucial for success in the class. Please refrain from texting, phoning, etc. during class time. If there is a compelling reason such as personal or family emergency, please let the instructor know that you must monitor your device. During studio working sessions, headphones may be used while working as long as the instructor has indicated that it is an appropriate time. There will be a 10 - 15 minute bio break halfway through class, to allow restroom visits and quick snacks. Please don’t bring food or drinks into the shared workspace.

Communication with your instructor 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 instructor at the start of the semester. Please, please do not wait for the “crunch” to share your situation.

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

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic/Assignments</th>
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<tbody>
<tr>
<td>Week 1</td>
<td></td>
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<tr>
<td>Tuesday</td>
<td>Aug 24                             Topic: Introductions, syllabus, design philosophy, what is the purpose of fashion? Trends and ideas, zeitgeist, materials and sustainability, your personal aesthetic, Choose designer for MT project and discuss research component. Guidelines for developing your Design Journal. ASSIGNMENT: Get supplies: Design Journal, Drawing Materials, etc.</td>
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</table>
Week 2
Tuesday  Aug 31  Topic: “Conscious Fashion:” Leaders in Sustainable Design and Production, Ubiquitous Waste, Textile Innovation; Fabrications: Substance, structure, Surface. DJ 1
ASSIGNMENT: Trash to Treasure: Original Fabrication, and continue mask.

Thursday  Sept 2  3PM meet at California African American Museum Sanford Biggers Codeswitch. Topic: Analyzing customer profile, market & category of chosen designers. Graphic details of legacy brands, developing a cohesive graphic look using color, pattern repeat. Bring Trash to Treasure fabrication materials to class, and continue mask.

Week 3
Tuesday  Sept 7  Topic: Fashion history continued, a look at logo design. Sewing Lab, basic shapes. DJ 2* *Report on CAAM Field Trip
ASSIGNMENT: 2nd Design Journal entry, Fabrication due Thursday 9/9

Thursday  Sept 9  Topic: Fashion Industry: Trends and market projections, season, color, Inspiration & consumer demand to your product design and graphics. DJ 3

Week 4
Tuesday  Sept 14  Topic: Designer Research PowerPoint Presentations

Thursday  Sept 16  Topic: Fashion communication using illustration, sketching, spec drawings and croquis flats DJ 4

Week 5
Tuesday  Sept 21  Guest Speakers: ReWeave LA
ASSIGNMENT: Report due Thursday 9/23

Thursday  Sept 23  Topic: Design Collaborations from Schiaparelli + Dali to Target + many. In class group collab exercise. *Report on ReWeave LA

Week 6
Tuesday  Sept 28  Topic: Hands On: Construction 2D to 3D: Translating flats & specs into garments and accessories. DJ 5*

Thursday  Sept 30  Topic: Hands On: Prototype designs, garment construction, sewing lab. DJ 6

Week 7
Tuesday  Oct 5  Midterm Project Presentations

Thursday  Oct 7  Midterm Project Presentations

Week 8
Tuesday  Oct 12  Topic: Final Project Requirements and discussion, examples of past projects Theme Development using your personal aesthetic.
Thursday Oct 14  Fall Recess
Week 9
Tuesday Oct 19  Topic: Your Personal Brand: Customer, Purpose, Elevator Speech presentations

Thursday Oct 21  Preliminary Sketches, Logo Design and Graphic Identity, DJ 7

Week 10
Tuesday Oct 26  Sewing lab

Thursday Oct 28  Surface design lab

Week 11
Tuesday Nov 2  Topic: Prototype development for final project: DJ 8
Deconstruction/Reconstruction Draping - Basic Garment, Skirt, Top, etc.

Thursday Nov 4  Topic: Continuation of Draping, Transfer to Pattern

Week 12
Tuesday Nov 9  Topic: Line Development - Pattern and Sewing

Thursday Nov 11  Topic: More Branded Elements - Surface Design, Fabric Embellishment Detail Treatments

Week 13
Tuesday Nov 16  Topic: Review all Collection Elements: Lookbook, social media plan DJ 9

Thursday Nov 18  Topic: Review all Collection Elements, Present Design Journals

Week 14
Tuesday Nov 23  Topic: Finalizing Presentation

Thursday Nov 25  Thanksgiving Break

Week 15
Tuesday Nov 30  Final Project Presentations

Meeting 28  Dec 2  Final Project Presentations

Date: For the date and time of the final (project pickup) for this class, consult the USC Schedule of Classes at 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. Other
forms of academic dishonesty are equally unacceptable. See additional information in SCampus and university policies on scientific misconduct, policy.usc.edu/scientific-misconduct.

**Support Systems:**

*Counseling and Mental Health* - (213) 740-9355 – 24/7 on call
studenthealth.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
Free and confidential 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) 740-9355(WELL), press “0” after hours – 24/7 on call
studenthealth.usc.edu/sexual-assault
Free and confidential therapy services, workshops, and training for situations related to gender-based harm.

*Office of Equity and Diversity (OED) - (213) 740-5086 | Title IX - (213) 821-8298*
equity.usc.edu, titleix.usc.edu
Information about how to get help or help someone affected by harassment or discrimination, rights of protected classes, reporting options, and additional resources for students, faculty, staff, visitors, and applicants.

*Reporting Incidents of Bias or Harassment* - (213) 740-5086 or (213) 821-8298
usc-advocate.symphlicity.com/care_report
Avenue to report incidents of bias, hate crimes, and microaggressions to the Office of Equity and Diversity | Title IX for appropriate investigation, supportive measures, and response.

*The Office of Student Accessibility Services (formerly DSP)* - (213) 740-0776
https://osas.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 Campus Support and Intervention* - (213) 821-4710
campussupport.usc.edu
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
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, 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) 442-1200 – 24/7 on call
dps.usc.edu
Non-emergency assistance or information.