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**PALAZZI FLORENCE ASSOCIATION FOR INTERNATIONAL EDUCATION  
FLORENCE UNIVERSITY OF THE ARTS  
FAST - SCHOOL OF FASHION AND ACCESSORY STUDIES AND TECHNOLOGY (FT)**

DEPARTMENT OF FASHION DESIGN AND TECHNOLOGY

**COURSE TITLE: APPAREL DESIGN**

**COURSE CODE: FTFDAD320**

3 Semester Credit

### **1. DESCRIPTION**

This course offers a solid foundation in the fundamentals of basic construction, draping techniques, alterations and fitting techniques for apparel. The emphasis of the course is on the importance of proper fit and craftsmanship. Students develop and construct design concepts in muslin and soft fabric on the dress form.

### **2. OBJECTIVE**

This course aims to provide students with a precise overview of apparel design, focusing on the skills required to realize a personally designed garment - cutting, construction and fitting. Basic sewing and tailoring skills will be taught and by the end of the course students will be able to:

- Recognize different types of construction and use them on a garment
- Understand multi-featured patterns and alter them for new creations
- Make a garment for the final project using the sewing and cutting techniques learned during the course
- Present a basic portfolio that will display the sampling of work done
- Understand the process to make a properly fitted garment

### **3. REQUIREMENTS**

There are no requirements for this course, although a Fashion Designer Studio class experience is preferred.

- Lectures are held in English.
- Individual study of the notes, the readings, the handouts etc. at home is required after every lecture, at least on a weekly basis. On your lecture schedule, you will receive information on each meeting's readings: a good pre-reading activity of the

material is highly recommended to better follow in-class explanations.

- Students will be asked to research, read and study often at the School Library. Please make sure you are familiar with it (know how it works, opening and closing times, facilities, etc.) from the very start of the course.
- For the material you will need to type, please check the school computer facilities.
- No eating and drinking are allowed in class. (only water)
- It is forbidden to drink alcohol at school.
- No headphone is allowed in class: the instructor and students will decide together the music to listen to.
- At all times, cell phones must be turned off (both during lectures and visits).

#### **4. METHOD**

The course is taught through practical demonstrations, which students will then repeat. Through observation, hands on participation, individual design projects, site visits and group critiques, students will learn about apparel design and construction. Group critiques and class discussion on case studies will enrich student knowledge of the subject by comparing projects and opinions.

This course requires that students participate in class activities. This means that they must contribute to class by relating their experiences, asking questions, and making comments appropriate to the topics being discussed. Students must take notes on techniques being taught, these must be conserved and studied outside of class time as questions on the subject matter may come up during the exams. Each student must complete the work outside of class time so that they do not fall behind or slow down the class as a group. Since participation plays a role in your final grade, it is essential that you complete all assignments in the time allocated.

#### **5. TEXT BOOK – FURTHER READINGS – INTERNET RESOURCES**

##### **TEXT BOOK**

Sue Jenkyn Jones. *Fashion Design*. Lawrence King Publishing, London, 2005.

*Julie Cole, Sharon Czachor. Professional Sewing Techniques for Designers*, Bloomsbury, 2009

Additional readings:

Alderich, Winifred. *Metric Pattern Cutting for Women's Wear*. Oxford: Blackwell Publishing, 2008.

*Riedgelman. 9 Heads: A Guide to Drawing Fashion*. Nine Heads Media, 2012

These textbooks can be purchased in Florence at PAPERBACK EXCHANGE, in Via delle Oche 4/red, in the Duomo area.

In case the book is not available it can be ordered. Please let the bookshop assistant know that you are a FUA student and the name of the professor of this course.

It might take a few days to receive the ordered book but be aware that you must hold a copy of the book by the second week of the semester. Each student must provide the text book for the successful completion of the course.

Further material, handouts and notes will be eventually available to the students on line upon instructions of the professor.

A copy of this textbook is available in the school library for reference.

## **5. VISITS – TRIPS**

Recommended visits:

- Galleria degli Uffizi: Please go see “La Primavera”, Sandro Botticelli
- Galleria del Costume inside Pitti Palace
- Museo Capucci inside Villa Bardini, Costa San Giorgio, 2.
- Museo Ferragamo

## **6. MATERIAL LIST**

The following shared materials will be provided by the school:

- Scissors for paper and cloth
- Long rulers at least 50 cm
- Squares
- Curved rulers (hip rule and armhole rule)
- Pins
- Needles + tracking thread
- Pattern making paper Muslin (medium weight)
- Light cloth
- Black tape 5mm
- Sewing and overlock machines + threads
- Needles for machine
- Tracing wheels + tracing paper
- Tape measure
- Boning, metal spiral and plastic
- pliers
- cutters
- metal eyelets
- press e matrices
- string
- fabric to fulfill the final project
- basic sketching material

### **Extra materials:**

Students need to bring to class for personal use:

- Sketch block
- extra sketching material
- USB flash drive
- personal camera

## **7. ADDITIONAL FEES**

Course fees cover all course related activities and support the instructor's teaching methodologies. Books costs are not included in the fee. Students will be informed of the payment of these fees by the instructor on the first day of class. Course fees are not refundable.

In addition, students may be required to leave a **deposit** for equipment (the Sewing Kit) that will be loaned to them during the semester. The deposit will be returned at the end of the course, provided the equipment is returned in the same condition it was loaned.

## **8. EVALUATION – GRADING SYSTEM**

### Semester

- 10% Attendance
- 20% Participation
- 25% Midterm
- 20% Assignments, Prototypes and Final Project (presentation)
- 25% Final Exam

### Short session

- 10% Attendance
- 30% Participation
- 30% Assignments, Prototypes and Final Project
- 30% Final Exam

A = 93-100 %, A- = 90-92%, B+= 87-89%, B = 83-86%, B-=80-82%, C+ = 77-79%, C=73-76%, C-=70-72%, D = 60-69%, F= 0-59%, W = Official Withdrawal, W/F = Failure to withdraw by the designated date.

## **9. ATTENDANCE – PARTICIPATION**

Academic integrity and mutual respect between instructor and student are central to our academic policies. This is reflected in the attendance policy. Class attendance is mandatory and counts towards the final grade.

Two delays will be considered as one absence. It is always the student's responsibility to know how many absences they have in a course.

After the **first absence**, your attendance and participation grade will be impacted. Please note that missing certain field trips may count for more than one absence. After the **third absence**, the instructor may lower the final grade by one letter grade. (Example: Final grade average 90% A - will become a B – on the grade report).

**After the fourth absence, you will receive an automatic failure. Students with excessive absences will be asked to withdraw with a W (if before the deadline) or leave the course with a WF.**

It is the student's responsibility to know how many absences they have in a course. If you are in doubt, talk to your instructor!

### **Late Arrival and Early Departure**

Arriving late or departing early from class is not acceptable. Two late arrivals or early departures or a combination will result in an unexcused absence. Travel is not an exceptional circumstance.

**Travel (or delays due to travel) is NEVER an excuse for absence from class.**

**Participation:** it counts for 20% of the final course grade. A positive grade in participation will be the result of cooperation during group work, being

responsible in class, taking care of sewing and overlock machine and of working tools, respect of sewing laboratory rules.

Students are responsible for all work missed on the day of their absence and responsible to be ready for the next class meeting. Being excused does not excuse the students from any work that was due in the class missed or from completing assignments for the next class meeting.

## **10. EXAMS – PAPER**

The course includes prototype study and a final garment project. Students will work on practical exercises as well as creative interpretations. They will also practice researching, drawing, pattern making, sewing, and garment construction. The information learned through the course will be reviewed and applied into the assignments, prototype, midterm exam, final exam and final project.

**Remember that the dates of the exams cannot be changed for any reason, so please organize your personal time accordingly.**

### **Midterm exam:**

Format: Written exam. In-class essay question.

### **Final exam:**

Format: the final exam is divided in two parts:

Part I: Practical Demonstration

Part II: Open answers questions. Students will have to answer with concise explanations, main ideas, key words, names, etc.

**Prototypes** consist of the construction of specific sewing techniques and garment try-outs to prepare for the Final Project.

**Assignments:** At the end of most classes an assignment (homework) will be given for students to complete before the next lesson. Assignments count towards the final grade together with Prototypes. The assignments will be focused on research and design. If at least two thirds of the assignments are not turned in, the grade related to assignments will be F corresponding to 0 points.

**Final Project:** The Final Project will consist in creating a personal finished garment project, from the initial inspiration, its pattern and construction of it. The Final Project will be presented with a final rendering of finished product.

## **11. LESSONS**

### **Lesson 1**

Lesson	Introduction to the course; introduction to the class syllabus. Mono thematic overview of Western and European Fashion 1940's to 1960's. Overview of basic sewing and garment construction techniques.
Objective	In this hands-on course students are requested to be open to

	fashion stimuli, and through the study of past and present fashion design excellence, they are requested at this stage to start brainstorming on an apparel design project, composed by an outfit prototype and a rendered sketch.
Assignment	Fashion Design, Pg. 18-24 (Context and Timeline of Fashion) The instructor will give students assignments based on the course bibliography and reading from the textbook.

## Lesson 2

Lesson	Mono thematic overview of Western and European Fashion 1970's to present. Finalize in class with individual instructor assistance, the final garment idea. Those students who have already taken pattern making and draping classes will be encouraged to use their own models or to create new ones, while for those who do not have this confidence the patterns will be provided in collaboration with the instructor
Objective	Each student must work on the concept of a final project, on a given theme. By the next class the student will present a clear sketch of a personal project inspired by the case study.
Assignments	Fashion Design, Pg. 24-34 (Use and Language of Fashion) Fashion Design, Pg. 24-34 (The Project) 9 Heads, (garments and accessories templates to work on the Final Project sketching). The instructor will give students assignments based on the course bibliography and reading from the textbook.

## Lesson 3

Lesson	Open Class discussion: each student will present the final project sketches. Each student will be receiving individual assistance in order to create a consistent project.
Objective	Finalize the final project using class discussion and input of the Professor. For next class based upon research, try to decide on the fabric/s involved in the project.
Assignments	The instructor will give students assignments based on the course bibliography and reading from the textbook.

#### Lesson 4

Lesson	Open class: Analysis of the sketches in order to understand what techniques and construction are required; this will offer the chance to explore the various approaches involved in apparel design sewing techniques and constructions.
Objective	Through this discussion, students will be offered the chance to explore, just like in a real Atelier, the various techniques involved in apparel design: sewing and constructions techniques, designing, pattern making and tailoring skills.
Assignments	Fashion Design, Pg. 170-176 (Inspiration, Personal Creativity and Style)

#### Lesson 5

Lesson	The class starts approaching patterns, the class starts to work on canvas prototypes, each student on his\her final project with the help of the instructor.
Objective	Understand how to import a creative concept onto a three-dimensional project, through the properly fitted prototypes.
Assignments	Fashion Design, Pg. 139-155 (Pattern making and Draping). The instructor will give students assignments based on the course bibliography and reading from the textbook.

#### Lesson 6

Lesson	The class starts to work on the construction involved in assembling the prototypes, with individual guidance of the instructor.
Objective	How to read the pattern, how to place it on canvas and how to cut fabric accordingly. Sewing and constructions techniques are involved.
Assignments	Fashion Design, Pg. 156-161 (Cutting, Sewing and Tailoring). The instructor will give students assignments based on the course bibliography and reading from the textbook.

#### Lesson 7

Midterm	For semester students only: midterm exam For short session students: N/A
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#### Lesson 8

Break	For semester students only For short session students: N/A
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## Lesson 9

Lesson	Evaluate how to construct garments, how to piece them together, deepening the understanding of how each fabric performs.
Objective	Students are encouraged to continue assembling personal garment individually but as a group, receiving constant support and guidance by the instructor.
Assignments	Professional Sewing Techniques for Designers, Pg. 28-32 (Seams).  The instructor will give students assignments based on the course bibliography and reading from the textbook.

## Lesson 10

Lesson	Fitting phase, how to obtain the right fitting in consistence with initial idea, by correcting any eventual mistake on the basic pattern.
Objective	Students are encouraged to achieve the designer look both in volumes and finishings, fitting the garments on mannequin/model, adopting the necessary alterations on the pattern.
Assignments	Fashion Design, Pg. 163-165 (Fit and garment Presentation) Professional Sewing Techniques for Designers, Pg. 202-215 (Eye for GoodFit).  The instructor will give students assignments based on the course bibliography and reading from the textbook.

## Lesson 11

Lesson	Discussion of canvas prototype. Start cutting fabric and work on the final project applying the correct sewing and construction techniques discussed in class with instructor.
Objective	Each student will be working for his/her own project yet creating occasion for the whole class to learn from each project. Participation is encouraged at all times for the classmates' projects.
Assignments	Professional Sewing Techniques for Designers, Pg. 23-26 (Patterns).  Professional Sewing Techniques for Designers, Pg. 32-44 (Layout and Cutting Fabric).  The instructor will give students assignments based on the course bibliography and reading from the textbook.



### Lesson 12

Lesson	Evaluation of fabric prototype with professor, discussing alterations and corrections that may need to be made.
Objective	Each student will be working for his/her own project yet creating occasion for the whole class to learn from each project. Participation is encouraged at all times for the classmates' projects.
Assignments	Professional Sewing Techniques for Designers, Pg. 215-220 (Fitting Alterations).  The instructor will give students assignments based on the course bibliography and reading from the textbook.

### Lesson 13

Lesson	Final exam review. Guidelines on the evaluation parameters for visual and verbal communication skills in presenting the final project. Garments must be pressed and well styled on mannequins.
Objective	Review what is expected by the students in terms of visual and oral presentation skill, in order to deliver a professional work that translates into a successful exam grade.
Assignments	Fashion Design, Pg. 177-182 (Presentation, Critique and Assessment).  The instructor will give students assignments based on the course bibliography and reading from the textbook.

### Lesson 14

Lesson	Presentation of Final Project
Objective	Develop communication skills and present your final project to your instructor and peers.
Assignments	Study for the final exam.  The instructor will give students assignments based on the course bibliography and reading from the textbook.

### Lesson 15

Topic	Final Exam
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