

STUDY PLAN

Curricular component: Exclusive Course (X) Common Axis () Universal Axis ()		
Course: Design		Thematic Core:
Name of Curricular Component: Fashion Design		Code of Curricular component:
Workload: 4 hours per week	(x) Classroom (x) Laboratory () EaD	Stage: 5 and 6
Menu: Studies on contemporary fashion phenomenon. Application of fashion fundamentals to the development of textile and clothing products in line with technological, market and business variables. Development of creative processes for fashion products and their forms of representation and showcases.		
Conceptual Objectives	Procedural Objectives and Skills	Attitudinal Objectives and Values
Classify the fashion phenomenon and its social attributions. Identify and distinguish the different areas of activity of a fashion and textile designer. Analyze market constraints and the cultural and innovation influences in the fashion market.	Develop creative concepts that can be applied in the fashion and textile market. Research fashion information and creative references in an effective way to be applied in the development of fashion and textile products and businesses. Plan product collections. Create presentations of collection concepts. Graphically represent fashion and textile products. Make models of fashion and textile products. Develop fashion innovation business plans.	Raise awareness of the social role of fashion and its construction of material and historical culture. Be aware of the insertion of culture-fashion as the driving force of contemporary consumer society and the designer's responsibility in this scenario.

Program content:

- Discussion and understanding of the fashion phenomenon and fashion system
- Research and creative processes in fashion;
- Interrelations of fashion with contemporary culture and sustainability
- Development of fashion, textile and clothing projects
- Fashion market, product display, branding for fashion
- Representation and Graphic Presentation of fashion, textile and clothing projects;
- fashion business principles

Methodology:

To achieve the proposed objectives following the lesson planning, 20% will be classes exhibitions and the remaining 80% will be occupied by the development of the proposed project, research, processes of creation, development and implementation of the projects.

Use of resources to understand the proposals, such as lectures with partners, text reading, field visits.

Evaluation criteria:

The evaluation will consist in monitoring the development of the project and the participation of students in the classroom. The coherence and quality of the proposal will be evaluated in relation to the objectives of the discipline, design quality and presentation of the proposals.

Assignments:

N1

A -25/02 (peso 4)

B- 18/03 (peso 6)

$N1 = (Ax4+Bx6) / 10$

N2

F- 29/04 (peso 4)

G- 20/05 (peso 6)

$N2 = (Fx4+Gx6)/10$

NF

03/06

$MF = (2N1 + 3N2 + 5AF) / 10 + P$

Basic Bibliography:

SEIVEWRIGHT,S; Sorger, R. **Research and Design for Fashion**. London: Bloomsbury Visual Arts, 2007.

SORGER, R.; UDALE, J. **The Fundamentals of Fashion Design**. London: Thames&Hudson, 2006.

MCKELVEY, K; MUNSLOW, J. **Fashion Design: Processes, Innovation and Practice**. West Sussex: Wiley, 2012

Complementary Bibliography:

FASHIONARY. **Fashionpedia: The Visual Dictionary of Fashion Design.** Fashionary International Limited, 2016

SZKUTINICKA, B. **Technical Drawing for Fashion (Portfolio Skills).** London: Lawrence King, 2010

EDWARDS, B. **Color: A course in mastering the art of mixing color.** New York : Penguin, 2004.

Course Coordinator:

Signature

Unit Director:

Signature