

Course Guide Book

A. Basic Information

Title of the Course: Fashion Design 1		Course Manager: Getahun Belay	
Course Code: Fdes3144		Office location: fashion design department office-304	
Module Name: Fashion Presentation		Email: belaygetahun023@gmail.com	
Credits: 5		Target Group: 3 rd Fashion design	
Activity			
	Lecture	Tutorial	Laboratory
Day	Thursday	X	Monday
Hour	3:20 – 4:40	X	2:00am-6:00am
Room	R 103		Lab

B. Course Description

In this course students will apply and deepen their knowledge of illustration, design elements and principles by developing their first portfolio. Students develop ideas based on specific direction, fabric, color etc. Sketches for garments are edited and critiqued. They will take full responsibility for their own learning by proposing and realizing a project which integrates planning, research, ideas, methods, evaluation and reflection. Emphasis is placed on integrating classicism and originality, and using fine fabrics, finishing, and construction techniques. The students will develop their own portfolios on given topics. The students have to work in teams as well as autonomous.

C. Objectives of The Course

Students will be able:

1. To develop their first portfolios
2. To take full responsibility for their project work realization
3. To organize their project self-contained
4. To improve design & illustration skills
5. To present their project work using different presentation methods
6. To work in team as well as autonomous

1. Tentative Schedule of Lecture , Laboratory and Tutorial Topics, Activities and Assignments, and Readings

Week s	Lecture Topics	Tutorial Sessions	Laboratory Session	Students activities and Assignments	Reading
1	1. Presentation 2. Design Presentation 3. Fashion presentation trend		2d experimentations Formx function		Fashion by Design – Janice Greenberg Ellinwood, 2011, p. 1 to 11, About Design
	5. The Creative Process in Fashion 6. Design Historic Movements		Board with design movements Tracing	A1 – 15%)	1 Brief, 50 Designers, 50 Solutions In Fashion Design, by Beverly massachusetts
2	4. Fashion Designer 5. Look book		Choice of Brand Choice of Muse (pictures, attitudes, body, personality)		Fashion Hierarchical Expression, Individual Expression – LIPOVETSKY, Gilli, Empire of Fashion, pag 443 Product of Design, Mike Baxter, Kindle Edition Consum-authors, Francesco Morace

3	5.5 Storytelling 7. Target Research 6.6 Persona 6.7 Muse		Muse Drawn	presentation	The End of Fashion – The Mass Marketing of the Clothing, Teri Agins, 1999. P. 11 to 22
4	7 Elements of Design 8 Principles of Design		2D Experimentations	Experiment	Fashion Design. 2002. By Jones, Jenkyn, Watson-Guptill, p 11 to 25
5	9 Elements of Design 10 Principles of Design		2D Experimentations		Fashion by Design – Janice Greenberg Ellinwood, 2011, Balance, p. 179 to 185
6	11 Elements of Design 12 Principles of Design		3D Experimentations		Fashion by Design – Janice Greenberg Ellinwood, 2011, Balance, p. 219 to 227
7	Mid exam – 20%				
8	Curriculum Vitae		Generation of Ideas	Presentation	

9	Visual Language (Grid, Typography, Gestalt)		Lab exercises		Fashion by Design – Janice Greenberg Ellinwood, 2011, Balance, p. 241 to 257
10	7.1 Visual Language 8. Fashion Portfolio		Finalization of ideas and Portfolio		
11	8.1 Visual Language 8.2 Fashion Portfolio		Finalization of ideas and Portfolio		
12/01	Seminar and submitting Project		Seminar submitting Project	Project presentation	

2. Assessment Methods

The Lecture and Lab/Practical parts of the course will each be evaluated separately for 100 % and the final marks will be arrived at by giving weights according to the hours allocated to the Lecture and Lab/Practical parts. The details are given below :

Evaluation of lecture part/weight -35%/ Evaluation of practical part/weight-65%/

Mid exam -20%	practical record-40%
Final exam -40%	practical group work-20%
Assignment1- 15%	project work-30%
Assignment2 -15%	project defence-10% then Total:100%
Quiz -10% then Total: 100%	

3. Course Policy

Class activities will vary day to day, ranging from lectures to discussions. Students will be active participants in the course. You need to ask questions and raise issues. I expect you to do all the assignments/tasks according to the time table indicated. I will give out the directions, if I find necessary, for the assignments/tasks one week prior to their due date.

Note on class attendance and participation: You are expected to attend class regularly. I will take attendance on random days during the semester to ensure the students are coming to class, and if you miss class repeatedly, your grade will be affected. I will not allow you to enter if you are late by more than five minutes. I will often ask questions during my lectures and active participation is essential.

You are responsible for all class announcements and changes. All issues discussed in class or derived from other sources (where we provided you to read) may be the subject of assignment or final exam question items. Please follow the instructions indicated at each content of your course guidebook to complete all the assignments provided whether they are to be performed individually or in group.

4. Required Reference Books

*The Empire of Fashion: Dressing Modern Democracy by*Gilles Lipovetsky

The End of Fashion – The Mass Marketing of the Clothing, Teri Agins, 1999

Fashion System – Roland Barthes

Fashion by Design – Janice Greenberg Ellinwood, 2011

Product of Design, Mike Baxter, #Kindle Edition

Marketing Management, Philip Kotler, Millenium Edition, Prentice-Hall, Inc.

Fashion Design. 2002. By Jones, Jenkyn, Watson-Guptill

Product of Design, Mike Baxter, Kindle Edition

[2] Victoria, S. 2009, *Textiles and Fabric of Africa*

Approved by:

Getahun Belay
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