

TXMI 4220
APPAREL LINE DEVELOPMENT AND PRESENTATION
FALL 2009

INSTRUCTOR: Dr. YOO-KYOUNG SEOCK
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OFFICE HOURS: T & TH 10:45 a.m.-12:15 p.m., 2:00-4:45 p.m.
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COURSE DESCRIPTION

With an introduction and application of design and aesthetic principles in merchandising, the concepts and methods by which apparel manufacturers and retailers create their brand-name merchandise for their target customers; the development of products, merchandising presentation and promotion, based on aesthetics theory will be discussed.

COURSE OBJECTIVES

Upon successful completion of this course, the student will be able to:

1. Understand aesthetics of apparel products and apply them to the development of apparel products and merchandising presentation.
2. Understand consumer socio-cultural and psychological factors that influence aesthetic preference.
3. Apply elements and principles of design to the development and analysis of aesthetics of apparel products and environments.
4. Understand merchandising process from production to product presentation

TOPICAL OUTLINE OF THE COURSE

The concept of ready-to wear
Apparel line development process
Fashion Trend Forecasting
Aesthetic aspects of apparel
Factors influencing aesthetic evaluation
Visual elements of design
Principles of design

COURSE READINGS:

Karen M. Guthrie, & Rose J. Regni (2006). Perry's Department Store: A Product Development Simulation. New York, NY: Fairchild Publications.

Additional Readings

Burns, L. D., & Bryant, N. O. (2002). The Business of Fashion: Designing, Manufacturing and Marketing (2nd ed.). New York, NY: Fairchild Publications, Inc.

Keiser, S. J., & Garner, M. B. (2008). Beyond Design: The Synergy of Apparel Product Development (2nd ed.). New York, NY: Fairchild Publications, Inc.

Frings, G. S. (2005). Fashion from Concept to Consumer (8th ed.). Upper Saddle River, NJ: Pearson Education, Inc.

Fiore, A. M., & Kimle, P. A. (1997). Understanding Aesthetics for the Merchandising & Design Professional. New York, NY: Fairchild Publications.

Magazines (fashion and non-fashion), catalogs, trade publications, newspapers, advertisements, and so on.

COURSE POLICIES

Attendance

Mandatory attendance is required for the class in order to fully understand the materials and participate in the class activities. If you miss the class **more than 5 times** throughout the semester, you will receive **one lower letter grade for each additional absence** (e.g., A → A-; A- → B+; B+ → B, etc.). No excuse will be accepted (exceptions for those are in university athletic team, celebrate special religious holidays, extreme medical problems or family situations).

Class Activities

During the semester, you will conduct **8 in-class activities** (5 points for each activity) for the topic that you learned in the lecture. No make-up activities will be allowed if you miss these activities.

Exams

There are **2 exams** during this semester (100 points for each exam). The exam dates are listed on the class schedule sheet. You will choose one of the days for each exam given on the class schedule at your convenience. No make-up exams will be given.

Written Assignments

There are **2 written assignments** in the class during the semester (20 points for each assignment). The assignment must be typed, double-spaced, size 12 font, 1-inch margins on all sides and secured with a staple or paper clip. The due dates for these are listed on the class schedule sheet. No late submission will be accepted.

Drawing Assignments

There are **3 drawing assignments** (20 points for each assignment) in this class. The due dates for these are listed on the class schedule sheet. All assignments are due at the beginning of the assigned class period. No late submission will be accepted.

Final Project & Presentation

In this class, you will conduct a collaborative team project. The team members will be decided at your preference (4~5 members). You will also give a group presentation at the end of the semester. Detailed description for the team project and presentation guideline will be handed out at the beginning of the semester. **Final Project, saved on a CD or flash drive, is due on the presentation day.** Mandatory attendance is required on PT day.

*The instructor reserves the right to alter assignments, evaluation criteria, and the grading scale to meet the needs of the class and/or work within time constraints. The instructor will announce any changes in the number of exams or assignments in class.

Plagiarism:

All academic work submitted to satisfy course requirements is expected to be the student's own, original work. When a student submits work, claiming it as his or her own, but in fact has borrowed it from another person, the student is guilty of plagiarism. Plagiarism includes reproducing someone else's work, whether it be published article, chapter of a book, a paper from a friend or some file, or whatever. Plagiarism also includes the practice of employing or allowing another person to alter or revise the work that a student submits as his/her own... Students can discuss assignments among themselves or with an instructor, or tutor, but when the actual work is done, the student, and the student alone must do it. (p. 91-92). The penalty for plagiarism is a grade of F for the course. The student may also be suspended, dismissed or expelled from the University.

GRADE COMPONENTS

Attendance (if missing more than 5)	One lower letter grade for each additional absence
2 Exams (100 points each)	200 points
8 In-class Activities	40 points
5 Assignments: 20 pts each	100 points
Final Project (including PT board & Peer Evaluation)	150 points
Final Project Presentation	50 points
Attendance on Final PT day (mandatory)	One lower letter grade for the absence

Total Points	540 points

GRADING SCALE

100 – 94 % A
93 – 90 % A-
89 – 87 % B+
86 – 84 % B
83 – 80 % B-
79 – 77 % C+
76 – 74 % C
73 – 70 % C-
69 – 67 % D+
66 – 64 % D

63 – 60 % D-
59 – 0 % F