Third Semester - Fashion Design

Course Code	Course Title	Credit Hours	Pre – Requisite
FSHN270	Textile laboratory	4.0	None
FSHN272	Textile materials for fashion	4.0	None
ARCH201	Technical Drawing II :Introduction to CAD	3.0	ARCH101
FSHN281	Fashion design studio I	3.0	DSN103
ENG201/ENG_201	English for research purposes	3.0	ENG102
		17.0	

Fourth Semester - Fashion Design

Course Code	Course Title	Credit Hours	Pre – Requisite
FSHN251	Fashion design I	3.0	None
FSHN261	Fashion design history I	3.0	None
FSHN232	Fashion digital studio	3.0	None
FSHN271	Apparel construction I	3.0	None
CDS213	3D Design Visualization Studio	3.0	CDS101
MKT201/MKT201a	Marketing I	3.0	None
		18.0	

Fifth Semester - Fashion Design

Course Code	Course Title	Credit Hours	Pre – Requisite
FSHN351	Fashion design II	4.0	FSHN251
FSHN381	Fashion design studio II	3.0	FSHN281
FSHN355	Apparel design I : Flat Pattern	4.0	FSHN271
FSHN371	Apparel construction II	3.0	FSHN271
FSHN362	Fashion design history II	3.0	FSHN261
FSHN341	Production Planning	3.0	None
		20.0	

Sixth Semester - Fashion Design

Course Code	Course Title	Credit Hours	Pre – Requisite
FSHN382	Fashion design studio III	3.0	FSHN381
FSHN356	Apparel design II : Draping	3.0	FSHN355
FSHN331	Computer-aided Apparel design	3.0	FSHN355
FSHN365	Culture and Historical Costumes	3.0	FSHN362
FSHN385	Apparel supplements	3.0	None
Elective DSN 1	Refer to List of Elective Design (D/S Electives)	3.0	None
		18.0	

Seventh Semester - Fashion Design

Course Code	Course Title	Credit Hours	Pre – Requisite
FSHN443	Fashion merchandising and buying	3.0	None
FSHN441	Lifestyle marketing strategies	3.0	MKT201
FSHN405	Graduation project I	6.0	Senior Standing
DSN451	User interaction techniques in design	3.0	None
Elective 1	Refer to list of Electives : Humanities and Social Sciences(H/S Electives)	3.0	ENG101
		18.0	

Eighth Semester - Fashion Design

Course Code	Course Title	Credit Hours	Pre – Requisite
FSHN406	Graduation project II	6.0	FSHN405
FSHN444	Forecasting fashion & apparel trends	3.0	FSHN443
DSN455	Product branding	3.0	MKT201
Elective DSN 2	Refer to List of Elective Design (D/S Electives)	3.0	None
		15.0	
Total		141.0	

- Fashion Design Units Specifications:

- FSHN270 - Textile Laboratory

- Laboratory methods and procedures employed in studying properties of textile fabrics as related to serviceability, comfort, and appearance.
- The aim of this unit is to provide an understanding of the specification of textile fabrics including the standard methods of evaluating textile performance and meaning of fabric specifications

- FSHN272 - Textile Materials for Fashion

- In this unit students will classify textile fibres, and evaluate the effect of their physical, mechanical and chemical properties on textile products, suggest proper end uses of the fibres considering their favorable and unfavorable properties, the student would recognize common fibre, yarn and fabric types and develop an ability to match fabrics to their specifications.
- The aims of this unit are to build a knowledge of textile specific terminology, to provide knowledge of the chemical and physical features of the principal textile fibres and filaments and their functional groupings, to develop a critical understanding of the principles of fabric structures and resultant physical properties, to develop an appreciation and understanding of the relationships between textiles processing history and its resultant properties, and to instill a critical awareness of current developments and trends in textiles and textile manufacturing techniques.

- ARCH201 - Technical Drawing II :Introduction to CAD

- This unit is a lab-based unit that teaches students how to design using CAD as a drawing tool, achieve, and present their designs and creativity concept.
- Unit Module has 3 directions for different students :
- One: for interior and cinema & theatre design students, it can help them in creating and editing plans, elevations and sections.
- Second: for graphic design students, it can help them in making designing patterns and geometrical illustration concept easily and open new way in creativity.
- Third: for fashion design students, it can help them in designing pattern and shapes to reflect geometrical concept in their designs.
- It aims to use CAD effectively in geometrical designs and technical drawing, design & create (geometric patterns –shapes), measure and draw interior(plans - elevations –sections),present (designs-drawing) using colors & hatching and related stuff.

- FSHN281 - Fashion Design Studio I

- In this unit students will analyze a variety of products while developing experimental approaches to research and the design process in order to grow confidences and develop creativity. They will develop presentation techniques with the intent of building a professional portfolio of work.
- The aims of this unit are to focus understanding on basic products, from a commercial/ technical, and conceptual/experimental standpoint, to offer different perspectives on the approach to design; to develop a basic understanding of market levels, various sectors and target markets helps students position their products, to develop more professional presentation techniques.

- **FSHN251 - Fashion Design I**

- In this unit students will learn how to create original sketches in major areas of design using methods of two-dimensional representation. The unit emphasizes the development of individual style and examines sources of inspiration
- The aim of this unit is to develop an understanding of the holistic nature of the design process, to introduce the principles of designing for Fashion, and to build on the skills of Fashion communication and design board presentation.

- **FSHN261 - Fashion Design History I**

- This unit introduces how to understand fashion from a historical and contextual viewpoint. It will introduce fashion as a cultural phenomenon that will enable you to develop an analytical approach to contemporary fashion. In this unit, basic terminology and forms of historic dresses will be explained from primitive cultures to the beginning of 20th century with an understanding of the importance and use of historical research in design practice.
- To understand the basic terminology and forms of historic dress through ages from primitive cultures to the beginning of 20th century as a core element.
- To understand cultural, social and artistic structure of the specified period.
- To provide critical analysis of the sociological and cultural movements in historical fashion with an understanding of the importance and use of historical research in design practice.

- **FSHN232 - Fashion Digital Studio**

- In this unit students will be introduced to the techniques, processes and commercial applications of digital-imaging for the fashion industry and in particular fashion marketing. They will develop a working knowledge of basic and intermediate techniques and create visuals and texts, using Adobe Illustrator and Photoshop. They will also explore how fashion uses visual communication and image for marketing its product.
- The aims of this unit are to enable students to communicate effectively using the digital image as a medium, to allow students to demonstrate an ability to collate a broad spectrum of visual references, and

to introduce the process of promoting of fashion image for particular market.

- FSHN271 - Apparel Construction I

- In this unit, students will learn the basic techniques of garment construction, and create samples and a simple garment. Students will develop an understanding of garment manufacturing, and learn to differentiate between good and poor quality in terms of construction
- To investigate, analyses and apply appropriate garment assembly methods.
- To develop the knowledge and skills of students on sewing machines, sewing techniques and garment construction.
- To develop the creativity of students enhancing their knowledge about the methods of garment production.
- To improve students' material knowledge and encourage them to use their knowledge properly.

- CDS213 - 3D Design Visualization Studio

- This unit covers all concepts relating to 3D form as well as related special issues. The unit will introduce the key skills and professional knowledge needed to creative development, the built environment and the elements within it. Students will learn how to design real as well as virtual objects, products.
- Model making, both analogue and digital, is an important part of this unit. Students are encouraged to experience materials and processes, and to question the relationship between form and function. The unit also examines ethical practice and the role of design in sustaining natural and social environments.
- Working in parallel with 2D visualization, this unit aims to develop the students' creative thinking and to enhance their imagination capabilities through 3D practice. It also aims to explore the students 'awareness of the values of both Form and space throughout a number of workshops and studio practice as well as introductory sessions in 3D digital Design.

- FSHN351 - Fashion Design II

- In this unit students will be students introduced to textile and fabric development. The students develop individual design sensibilities while using real-world design problems for content. The student then engages in individual and collaborative design work, which is fabricated in the apparel studio.
- The aim of this unit is to introduce the principles of commercial practice in the development of fashion design ideas for a specific product and market

- FSHN381 - Fashion Design Studio II

- In this unit students will explore apparel styles and garment construction through draping, sewing, and pattern drafting. This course works in tandem with Concept Development. Juniors learn to execute three-dimensional design concepts using draping and pattern drafting.

- The aims of this units are: to interpret design drawings into a capsule collection of 2 outfits, to develop an independent investigation of advanced pattern cutting and garment assembly techniques and processes to realize design ideas, and to develop further skills in flat pattern cutting and modelling to interpret ideas from 2 d into 3 d.

- FSHN355 - Apparel Design I : Flat Pattern

- In this unit students will be able to manipulate different darts and increase or decrease any pattern proportions. The course trains the student in the development of advanced pattern and fitting problems.
- To develop a creative and experimental approach to the development of fashion products to create contemporary fashion garments
- To develop the students ability to analyse products from the following perspectives – design, context, fabric, pattern, construction.

- FSHN371 - Apparel Construction II

- This Unit is designed to develop and add to the Apparel construction principles gained in the module "Apparel Construction 1".
- The Unit will provide the students with a fuller understanding of the practical application of garment assembly and problem solving skills through the study of more complex garment types.
- In this unit the principles and concepts in the clothing field are introduced such as pattern analysis, selection, fitting, and technical and experimental construction processes.

- FSHN362 - Fashion Design History II

- This unit is a survey of fashion from the beginning of the 300 B.C.E up to the twentieth century to the present day. The unit used an interdisciplinary approach to show how clothing is used as a universal means of symbolizing roles and social position, emphasizing the ways clothing communicates values and attitudes, and how fashion is a reflection of trends in technology, music, literature. Art, interior design and social values. Specific designers who influenced fashion of the past and past will be examined.
- To develop your critical understanding of design, clothing and identity within a cultural and theoretical context, mainly from the 2000's onwards.
- To develop critical analytical and intellectual skills pertinent to fashion.
- To encourage you to consider and situate your contemporary practice within a historical cultural context.

- FSHN341 - Production Planning

- This unit is the key of Ready-Made Garments industry. Fashion and design are based on the end consumer retailing on whatever scale it is.
- In this course, the main aspect of study is how to conclude a full production plan starting with the basic

consumer need (size, design, cost, place of sale, fashion intrusion, etc.) and going back to how to produce such an element in the best cost-effective way taking into consideration many implementations techniques.

- Full planning and over-viewing with the market as well as being affected by all the other items of study is the end result of this course.
- Many items are affecting our techniques and accordingly the end plan result. Among them are: Quality and its control, merchandise costing, raw material availability and characteristics, location and shipment, purchasing, number of products, timing, production line balancing, pricing, costing, …etc.
- To investigate, analyze and apply appropriate garment assembly methods in a production type of scale.
- To develop the knowledge of market study, end sales, purchasing and design. To enhance the ability for numbers visualization of production methods and figures of costs and pricing.
- Exposure to real-life works especially location, shipment and end consumer retailing.
- Quality management from first preliminary designs to end product testing.
- Management of production from an industrial point of view and full production line balancing up to end result of purchase and sales.
- Organizational development of fashion designs becoming production profiting industry.

- **FSHN382 - Fashion Design Studio III**

- In this unit students will create new design by using upcoming trend design in collaboration with co-branding experience to create new product. Using design principles and elements, high fashion material, craft and garment assembly technique and knowledge to design ready to wear and high fashion collections.
- The aim of this unit is to build various fashion design collections by using different materials and develop technologies in order to adapt product variations.

- **FSHN356 - Apparel Design II : Draping**

- In this unit students will discover and develop the techniques of manipulating paper drafts and draping directly onto the Mannequin, and the ability to judge when methods would be most suitable. There is a set design brief enabling students to work with greater autonomy as they develop the visual and verbal language with which to communicate the techniques, technologies and materials with skill and imagination. This will enable students to demonstrate good working practice in response to critical assessment.
- Provide students with operational and technical skills needed to create and apply drape. Provide students with an understanding of drape as a language with an appreciation for movement, volume and line with an knowledge of the historical relevance of drape. Give students the opportunity to work more independently as a designer, generating aesthetic sensibilities, concepts, proposals, solutions in response to a given brief. Provide students with the skills to articulate ideas and information comprehensively.

- FSHN331 - Computer-Aided Apparel Design

- The garment and textile industry has adopted Information Technology in office automation, computer aided designs and manufacturing systems. CAD program are assisting designer in patternmaking and grading for the fashion industry. Exploration of drawing techniques, pattern development, flat pattern manipulation and the sizing/grading of patterns.
- To learn advanced features and capabilities of computer-aided design using the Lectra Modaris pattern design software.
- Using CAD program recreate the pattern designer's traditional working environment by translating original ideas to the computer, digitizing and modifying designs, plotting out design creations, and managing the file information.

- FSHN365 - Culture and Historical Costumes

- This unit will explore critically some of the main issues surrounding fashion in contemporary culture.
- Students will be introduced to theories that provide the analytical tools for the investigation of fashion as object, image and idea. The unit is thematic and explores mainly design, images and ideas from European costume history, opera / plays.
- Through this unit, the students will create a contemporary visionary costume design integrating profound knowledge of European costume history, opera / plays.
- Explain how fashion is influenced by different factors such as cultures and traditions through.

- FSHN385 - Apparel Supplements

- This unit introduces the Apparel supplements through the basic techniques of textile dyeing and printing, apparel accessories, and jewelry to reach an integrated fashion design point of view.
- It will introduce the connection between the Apparel supplements that will enable you to develop the skills of applied approaches to contemporary fashion design. In this unit, basic understanding comprehends and analyses the links between apparel supplements with using research in design practice.
- This unit focuses on understanding the basic supplements of apparel production, development of the knowledge and skills of the students through applying several techniques, development of the student's creativity through offering different perspectives on the approach to integrated design and encourage the students to consider the integration between apparel supplements

- FSHN443 - Fashion Merchandising and Buying

- This unit presents the theory, principles, practices and systems involved in a modern fashion buying and merchandising operation within a retail fashion company .Students will learn the role of merchandising and its surrounding business environments and the responsibilities of the merchandiser and the buyer.
- The unit will introduce students to the basic principles of fashion buying and merchandising.

- To fully understand the merchandising and buying function of retail businesses.
- To develop through understanding of the role and contemporary issues facing merchandisers and buyers.
- To highlight the key principles and approaches beneficial for problem solving in merchandising context.

- FSHN441 - Lifestyle Marketing Strategies

- This unit introduces the theories and practices of meeting the consumers' needs by creating and marketing fashion products that appeal to consumer lifestyles. The students are identifying and observing fashion customers and their buying behavior.
- To introduce you to the concept of fashion lifestyle marketing and offer an insight into the methods of working, knowledge and skills involved in the fashion marketing program.
- To describe the role of lifestyle analysis and how it fits into other approaches to study of consumer behavior.
- To encourage your exploration of the fashion product, customer and marketplace.
- To enable you to identify basic marketing strategies of contemporary fashion companies.

- FSHN405 - Graduation Project I

- This unit along with FSHN 406 comprises the final Graduation Project in one of the four major fields of the Fashion Design Department and is a response to a self-initiated design agenda/brief. Students will exploit all their expertise and previous knowledge and experiences acquired throughout their units of study to accomplish their final Fashion Design project.
- In this unit students will execute one final research project representing their knowledge, skills and cultural awareness gained in the previous years of study. The student will choose one of the four major fields in the Fashion department and will focus all his/her tools to accomplish the desired outcome. Students are expected to hand in a final dissertation reflecting the entire process they went through, the background, the context, the literature review and analysis/ critique.
- This unit will focus on collecting information, literature, analysis in the form of researches, reports, presentations, peer to peer assessment, critiques, and one on one tutorial as well as laying the solid base for the practical visual outcome throughout sketches and technical experimentation. A final dissertation is presented by the end of this unit.
- To develop a fashion collection of original garments in response to a self-initiated design brief.

- DSN451 - User Interaction Techniques in Design

- This unit is an Introduction to interactive design it is a practical, introductory unit to the world of interactive and digital design. The focus will be on creating interactive experiences that are both functional

and engaging. This will be approached from various points-of-view: design, usability, technique, and entertainment.

- The unit provides hands-on experience conducting a needs analysis, followed by the design of a suitable design discipline innovation, and ending with the implementation of a solution. Students utilize computer software and technology to present text, graphics, video, audio, and animation in an integrated way to produce interactive materials. This unit looks at interactivity through a focus on the capabilities and constraints of human cognitive processing.

- FSHN406 - Graduation Project II

- This unit comprises of the final Graduation Project in one of the four major fields of the Fashion Design Department a response to a self-initiated design agenda/brief. Using acquired knowledge students will exploit their previous experiences and expertise to develop and accomplish their Final Fashion Project.
- Students will execute one final visual project representing their knowledge, skills and cultural awareness gained in the previous years of study. The student will choose one of the four major fields in the Fashion Design department and will focus all his/her tools to accomplish the desired outcome. In addition, students are expected to hand in a final report reflecting the entire process they went through and analysis/ critique. Moreover a thorough reflection on their visual projects is included.
- This unit will be the vessel through which the student finally accomplishes his/her Graduation Project manipulating all the data/materials and experimentations acquired in unit. Students are expected to complete a practical project supported with a final report.
- To develop a fashion collection of original garments in response to a self-initiated design brief.

- FSHN444 - Forecasting Fashion & Apparel Trends

- This unit will encompass fashion history, current styles, fabric, and knowledge, analysis of period and current magazine titles. Through the study of fashion, students will learn to predict looks for the future. Through research and analysis of the past and present, revealing different sort of 'style' pattern.
- Provide an overview of fashion forecasting concepts, including trend observation, data collection, and information analysis that guide the students through the steps of creating a trend forecasts that determine themes, colors, textiles, and silhouettes.
- Appreciate the importance of fashion history in order to understand the present.
- Develop a familiarity of clothing, fabrics, magazines and retail outlets.
- Appreciate the complexities of idea/style/image generation and development.
- Develop some of the basic skills of understanding the cyclical nature of fashion and therefore the ability to predict its next move. Explain 'style patterns'.

- Recognize the difference between fashion and style.

- **DSN455 - Product Branding**

- This unit is designed to develop the students' knowledge and understanding of the concepts and principles of branding and brand management, and their application to relevant industries.
- This unit explores the process of establishing a successful brand position. Through reading, research, lectures, case studies and workshops students learn the principles of modern branding. Students then apply those principles as they develop a brand strategy, brand position and brand personality for a specific product or service just as they would in the professional world.