

J. Sargeant Reynolds Community College
Course Content Summary

Course Prefix and Number: MKT 230

Credits: 3

Course Title: Introduction to Fashion Design

Course Description (including lecture hours, lab hours, total contacts)

Introduces students to the field of fashion design as it relates to the garment industry. Teaches basic techniques of fashion development and reviews of contributions of major fashion designers.

Lecture 3 hours per week

General Course Purpose

Designing apparel is an exciting and demanding profession that requires special skills and abilities. Successful designers must have the knowledge and skills to create a garment that will sell in this competitive market. This course is designed to assist students in developing skills and talents in design as well as encourage students in expressing the creativity and ideas which will help them to succeed in this field.

Course Prerequisites/Corequisites (*Entry-level competencies **required** for enrollment*)

None

Course Objectives (Each item should complete the following sentence.)

Upon completing the course, the student will be able to:

- a. Construction of a ready-to -wear garment
- b. Explain the costing of a garment
- c. Describe, in order, the steps in garment production
- d. Explain the various types of contracting
- e. Understand the uses of computers in manufacturing
- f. Explain the differences between men's tailoring and men's sportswear production
- g. Describe the two commercial methods of knitwear production
- h. Discuss the importance of quality control
- i. Describe line development by item or by group
- j. Know the important elements and principles of design and their application to line development
- k. Understand the process of creating a sample garment
- l. Understand how threads, interfacings, narrow fabrics, zippers, buttons and belts are produced and used
- m. Identify the sources of fur and leather and the steps in processing them
- n. Know the impact of imports on the textile market
- o. Understand the importance of product development for both fibers and fabrics
- p. Evaluate the marketing strategies of the textile industry

Major Topics to be Included

- a. Manufacturing a Ready-to-wear garment
- b. What Does a Designer do?
- c. Draping and Patternmaking
- d. Designing a Successful Garment
- e. Organizing a line
- f. Fabric Selection
- g. Kinds of Trims, and Their Uses
- h. Fabrication a Line
- i. Apparel Categories

Effective Date of Course Content Summary: August 20, 2008