

## Fashion Design Course Descriptions

**YEAR 2**

**36 credits**

Course code	Course title	Prerequisite	Lecture hrs	Studio	Credit hrs
DES 221	IT for Art and Design			6	3

This course is designed to give all the design students an introduction to the basic theory of computing and a broad appreciation of how computers are used in design. Students should gain hands on experience of the basic of software for designing in field of fashion, interior and graphics.

Course code	Course title	Prerequisite	Lecture hrs	Studio	Credit hrs
FAD 202	Fashion Design Concepts and Principles		3		3

This course introduces students to the fundamentals of fashion design, their use and application. This course will act as a base for the detailed courses in the subsequent semesters. Topics covered will include: Theories & functions of clothing, brief history of fashion, Consumer demands and fashion, Fashion change and consumer acceptance, Fashion research & marketing, raw materials for fashion, International fashion centers and designers, product and design development, introduction to apparel production and accessory designing.

Course code	Course title	Prerequisite	Lecture hrs	Studio	Credit hrs
FAD 211	Fashion Design Illustration I: Theories, Principles and Techniques			6	3

Fashion Illustration is the communication of fashion designs through drawing. The main focus is the fashion figure or croquis used for draping the clothing onto, then learning how to draw the garments on to the figure. Fashion illustration will help and enable the students to translate their ideas put them on to paper then retranslate it into a garment. Fashion Illustration also gives the artists the freedom to portray fashion as they wish.

Course code	Course title	Prerequisite	Lecture hrs	Studio	Credit hrs
FAD 231	Garment Construction I: Basic Tailoring Construction Techniques			6	3

This course introduces students to basics of sewing techniques and terminology. The students will acquaint themselves with the common sewing terms, equipment used for measuring, drafting, cutting and sewing, basic stitches, notions, seams, edge finishing, plackets and pockets.

Course code	Course title	Prerequisite	Lecture hrs	Studio	Credit hrs
FAD 222	History of Fashion		3		3

This course introduces students to history of fashion and dress from antiquity to present (12 - 21<sup>st</sup> century). Fashion history will help the students to understand the development,

innovations and styles in fashion over the ages. This course will enable the students to draw inspiration from past and develop fashion for the future.

Course code	Course title	Prerequisite	Lecture hrs	Studio	Credit hrs
DES 231	Professional Practice Methods		3	0	3

This course is designed to introduce the standards that define the expectations of a professional designer, and the principles of integrity that demonstrate respect for the profession, for colleagues, for clients, for audiences or consumers, and for society as a whole. Topics may include the use of illustrations, software, photography, environmental responsibility, copyright, ethics, etc.

Course code	Course title	Prerequisite	Lecture hrs	Studio	Credit hrs
DES 241	Photography Techniques		1	4	3

The course teaches students the basic knowledge of photographic fundamentals relevant to student in fashion, graphic, and interior design, as well as the relation between these and media. Students are expected to use the features of digital cameras, techniques for shooting well-composed and artistic photographs, and ways to enhance photos on computer.

Course code	Course title	Prerequisite	Lecture hrs	Studio	Credit hrs
FAD 212	Fashion Design Illustration II: IT for Fashion Design	FAD 211 DES 221		6	3

Students will learn further advanced level of fashion sketching, rendering and presentation. Students will develop/ enhance their skills of illustration/ digitizing designs and presentation with computer aided design software.

Course code	Course title	Prerequisite	Lecture hrs	Studio	Credit hrs
FAD 232	Garment construction II: Advanced construction techniques.	FAD 231		6	3

This is an advance stitching course which includes sample stitching of types of bodices, sleeves, collars, skirts, pockets, cuffs, plackets and more. The students will combine their skills of pattern making along with advanced stitching to create ensembles.

Course code	Course title	Prerequisite	Lecture hrs	Studio	Credit hrs
FAD 236	Pattern Making I			6	3

This course develops and extends the range of skills making drafts and paper patterns, their layout, methods of flat pattern making for basic bodice, sleeves, skirts, collars, trousers and their variations. These concepts have to be applied in the creation of fashion ensembles.

*Liberal Arts (3 credits)*

*Liberal Arts (3 credits)*

**B A YEAR 3****36 Credits**

Course code	Course title	Prerequisite	Lecture hrs	Studio	Credit hrs
DES 353	Business Simulation & Marketing		3		3

The course aims to provide basic understanding of Marketing management and marketing Principles, understanding of the basics of project management, presenting the elements of business planning, introduction to the elements of business administration including cost and budget analyses and management and leadership practices relevant to the Fashion, Graphic and Interior Design students.

Course code	Course title	Prerequisite	Lecture hrs	Studio	Credit hrs
FAD 331	Fashion Techniques Development I: Fabric Science	FAD 231 FAD 232	2	2	3

This course details the various concepts of fashion design, their use and application. This course will introduce the concepts of fashion trends, the actual design development process and concepts of apparel production with special emphasis on fabrics and other raw materials needed for design. Topics covered will include: raw materials for fashion that includes study of fibers, yarns, fabrics, finishes, trimmings and new developments, and their uses in Global fabric scenario, Product and design development, Apparel production and accessory designing.

Course code	Course title	Prerequisite	Lecture hrs	Studio	Credit hrs
FAD 370	Middle East Fashion		1	4	3

This course consists of learning and understanding the different stages of the Middle East fashion. Students will learn more about the different techniques and styles of Middle East fashion designers and develop new designs getting inspired from traditional wear and techniques.

Course code	Course title	Prerequisite	Lecture hrs	Studio	Credit hrs
FAD 337	Pattern Making II	FAD 232		6	3

Students will learn advanced pattern making with multiple variations of the basic blocks. Students will learn the technique of style reading and developing patterns for stitching. Students will be further enriched with the experience of making commercial paper patterns and grading patterns for pattern designing in fashion design.

Course code	Course title	Prerequisite	Lecture hrs	Studio	Credit hrs
DES 354	Introduction to Design Management		3		3

Design management is about the management of design. It has two fold objectives: To familiarize managers with design and designers with management. This course will cover the ongoing processes, business decisions, and strategies that enable innovation and create effectively-designed products, services, communications, environments, and brands that enhance our quality of life and provide organizational success. This will enable students to develop methods of integrating design into the co- operate environment.

Course code	Course title	Prerequisite	Lecture hrs	Studio	Credit hrs
FAD 332	Fashion Techniques Development II: Apparel Design	FAD 331	2	2	3

This course builds on the skills acquired in previous fashion courses with portfolio presentation, styling, garment construction and final line development. This course will help the students to apply the concepts of fashion trends, the actual design development process and concepts of apparel production. The learning process further develops the capacity for self-directed study, making independent use of academic and administrative resources. Topics covered will include: Style reading of selected garments, components of a garment, Preparation of specification sheets and its analysis, Handling of different fabrics for designing and Finalization of the line/collection.

Course code	Course title	Prerequisite	Lecture hrs	Studio	Credit hrs
FAD 335	Patterns Draping	FAD 331		6	3

Draping (often called modeling) is the pattern cutting method used by many designers, particularly for couture designs, which enables patterns to be created using a 3D approach of draping fabric onto a body form or workroom stand to interpret ideas. The shape is then transferred onto paper to obtain a pattern. This course is designed for students who wish to learn how to develop their own design ideas from original concept through to the finished toile. Whilst this will primarily be a design course, the emphasis will be mainly on creating shape via the 3rd dimension. Students will be encouraged to take their original concept into many different shapes and then develop the final idea into a fitted and finished toile.

Course code	Course title	Prerequisite	Lecture hrs	Studio	Credit hrs
FAD 360	Accessories, Design & Styling		1	4	3

This course expands the knowledge of students by exploring various decorative techniques, namely the application of beads, pearls and faux gems etc. The student will acknowledge the skills in working according to a concept on idea that will be shown through the garment and the accessories.

*Liberal Arts (3 credits)*

*Liberal Arts (3 credits)*

*Liberal Arts (3 credits)*

Elective 1 (3 credits)

**YEAR 4  
Credits**

**30**

Course code	Course title	Prerequisite	Lecture hrs	Studio	Credit hrs
DES 411	Media and the Culture of Design		3		3

This course is designed to enhance and complete the programme by enabling students to have a creative approach to fashion, graphic, and interior design as well as the relation between these and media.

Course code	Course title	Prerequisite	Lecture hrs	Studio	Credit hrs
FAD 492	Catwalk Presentation Techniques		2	2	3

Studio-based course designed to explore historically and technically styles of fashion catwalk presentation. It extends the skills of product styling and presentation acquired in previous courses and contributes to the production of the Final Collection. In this course student will have an idea of what it takes to prepare for a fashion show and its different requirements. They will have to choose and be involved in the shows' theme, Hair and makeup, Models, Music, Stage preparation, Invitations, Press pack etc. Students will need to work with graphic design and interior design students for effective work.

Course code	Course title	Prerequisite	Lecture hrs	Studio	Credit hrs
FAD 498	Final Project Part I –Research and Concept		Guided	Guided	3

Student will be doing their research work for the topic related to final year project. In depth research will be conducted by the students and suitable report will be made for the same along with the presentation of work. Research design will be finalized with tools and techniques of data collection and analysis.

Course code	Course title	Prerequisite	Lecture hrs	Studio	Credit hrs
DES 492	Portfolio and Website Production		1	4	3

The aim is to develop final portfolio designs and upload to the World Wide Web where appropriate, using appropriate software, and to prepare for the final show and public exhibition. Problematic issues that arise within the peer group will be debated and potential problem solving strategies/alternatives for individual students will be discussed.

Course code	Course title	Prerequisite	Lecture hrs	Studio	Credit hrs
FAD 496	Fashion Design Internship		Guided	Guided	3

Work experience will provide students with practical experience in areas which pertain to their specific interests and skills. Although employment will be coordinated through the Faculty members, students will be encouraged to find their own employment opportunities. Students will maintain logs of their work experience and will make a report and presentation.

Course code	Course title	Prerequisite	Lecture hrs	Studio	Credit hrs
FAD 499	Final Project Part II- Implementation and review	FAD 498	Guided	Guided	3

Studio-based course where students will create collection of design and their Accessorisation. This will culminate with a public catwalk presentation of the individual work, and developing student's full awareness of fashion business practices. Students will also get the chance to work with graphic design and interior design students. Emphasis is placed on creativity and originality of ideas.

*Liberal Arts (3 credits)*

*Liberal Arts (3 credits)*

Elective 2 (3 credits)