FASHION DESIGN

WITH SPECIALIZATION IN MARKETING

DIPLOMA PROGRAM

Realize your dreams in 84 weeks

VCAD | VISUAL COLLEGE OF ART AND DESIGN

Design. Create. Inspire.

FASHION DESIGN SPECIALIZATION IN MARKETING

D I P L O M A

PROGRAM DURATION

Total program hours 1,680 Hours
Total program length 84 Weeks

The Fashion Design with Specialization in Marketing program is for students wishing to pursue a career in the exciting fields of fashion design and marketing. The first four terms provide students with the practical and technical skills necessary to be successful in this field. Students learn about essential background knowledge on garment styles, fashion elements, and fashion forecasting and acquire skills for pattern making (both manual and digital) and garment construction. A balanced combination of classroom theory and studio time to understand the industry, trends, and apparel production. Students will become technically proficient with the software packages to produce patterns, flats, and a personal PR kit. Through a capstone experience, students will have assembled a portfolio and apparel line that showcase their ability to translate creative ideas into professional design concepts and a final garment collection. The last two terms focused on marketing, business, and fashion show production. Upon completion, graduates will have acquired competencies in consumer buying, event promotion and management, product and consumer merchandising, business development, and brand strategy. Students gain a foundation in customer service and channel relationships, retail strategic planning, and the fashion product life cycle. These skills are fundamental to the success of any fashion business and the retail experience.

“ Fashion is about dreaming and making other people dream.
DONATELLA VERSACE

FASHION DESIGN

TERM 1

FD10E Garment Construction I
FD100 Fundamentals of Fashion Illustration
FD210 Textiles & Design
CM10D Colour and Design
FD30D Pattern Making & Drafting I

TERM 2

FD500 Garment Construction I
CM10E Illustrator
FD200 Fashion Industry
FD40E Collection Design & Development
FD40D Pattern Making & Drafting II

TERM 3

FD440 Garment Construction III
FD40B Digital Pattern Making
CM10C Photoshop
FD40C Fashion Design Studio
PD330 Pattern Making & Drafting III

TERM 4

FD50D Garment Construction IV
FD50B Digital Pattern Making II
GD410 Web Development
FD50C Fashion Design Studio II
FD510 Pattern Making & Drafting IV

TERM 5

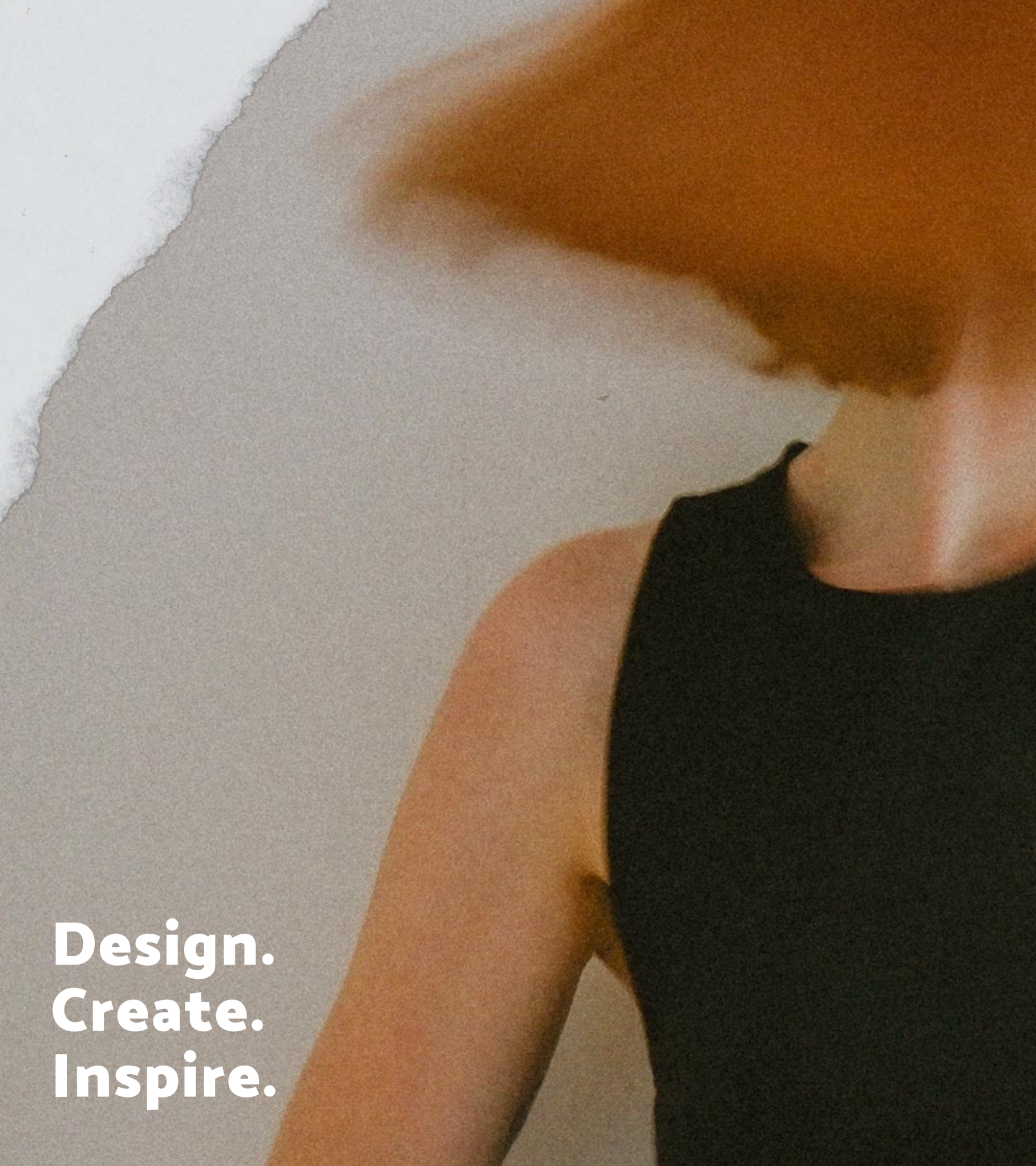
PD340 Product Development
FD400 Digital Design Technology
FD300 Final Collection Capstone
FD290 Fashion Styling
FD520 Portfolio & Professional Development

TERM 6

FM30E Visual Display & Merchandising
DP300 Digital Pattern Making III
FD630 Fashion Design Studio III
FD610 Business of Fashion
FD710 Brand Strategy

TERM 7

FD720 Runway Production
FM50C Global Marketing
FM40B Fashion Buying
FD700 E-Commerce & Retail Business
FD620 Social Media & Marketing


Design.
Create.
Inspire.

COURSE OUTLINES

TERM 1

Garment Construction I

This course introduces students to garment construction concepts and techniques by completing garment projects. Students learn to use and care for the fundamental tools of the garment production industry, basic construction techniques, pattern layout, marking and material economizing, with emphasis on sewing precision. Students practice the techniques they learned throughout the course by working on mini-project while developing and completing their first garment project.

Colour & Design

Understanding colour and design principles through exploration and application across media, visual, and applied design genres. This course will introduce students to the fundamental principles of colour theory through design, such as layout, composition, balance, and colour science and theory. These concepts, reinforced through specific practical exercises and activities, will demonstrate the concepts in functional, purposeful design.

Textiles and Design

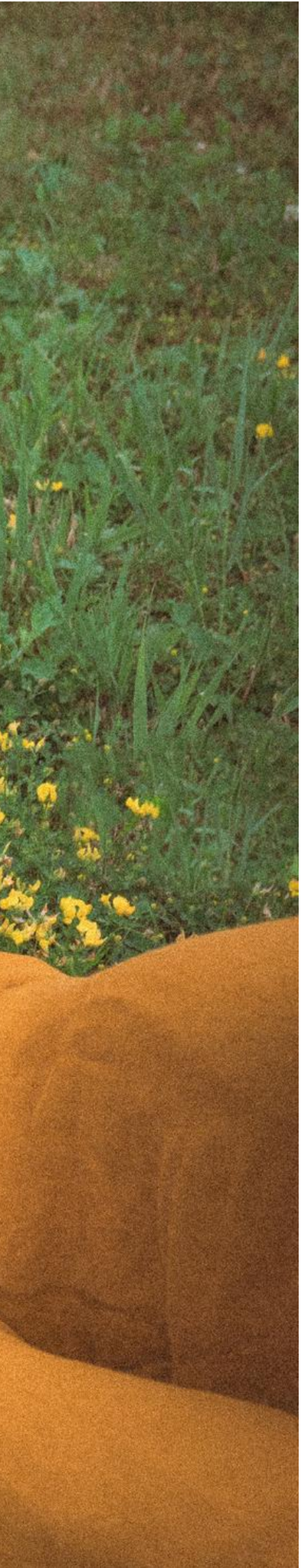
Students will explore natural and synthetic fibres, their characteristics and properties, the transition between fibre to fabric, fabric names and usages, care, labelling, life and handling, yarn production weaves, knits, printing, dyes, and new technologies in fibre production with an emphasis on 21st Century trends.

Making Patterns and Drafting I

This course introduces students to pattern-making using standard accepted industry practices, basic principles of flat pattern drafting, development of industry blocks and their use in pattern development by addressing professional standards. Students will learn to develop basic pattern blocks and manipulate these drafts to create various design styles with an emphasis on correct terminology and markings.

Fundamentals of Fashion Illustration

This course will introduce students to the fundamentals of drawing and fashion illustration. Students learn visual vocabulary, rendering, art concepts, 2D and 3D perspectives, lines, shapes, textures, patterns, fashion body vs. human form an croquis, technical drawings, and shading by exploring a variety of mixed media and drawing techniques to enable them to create a signature illustration style.



COURSE OUTLINE

TERM 2

Garment Construction II

This course furthers basic garment construction proficiency and techniques by completing garment projects, samples, pattern layout, marking, fitting, material economizing, and emphasis on sewing precision. Students practice techniques learned throughout the course by working on mini projects and a fully lined sleeveless V-neck shift dress. A final construction exam at the end of the term will further test the student's knowledge.

Collection Design and Development

Students learn fashion design principles, R.T.W, Couture, and the entire Fashion Cycle from concept through design and production with a specific demographic and market through fashion mood boards, research files, and analysis to form a brand DNA. Students will create a 20-look mini apparel collection with original concepts, develop and refine the croquis into a personalized style in preparation for Fashion Design Studio I, and draw accurate technical specs.

Pattern Making and Drafting II

This course continues to develop further patterning techniques. Students apply their knowledge from the previous pat-tern-making class to bodice manipulation by creating multiple bodice styles in both ½ and ¼ scales, utilizing the basic foundation blocks as a base. Flat pattern drafting, correct terminology and markings following professional standards are emphasized continually.

Illustrator I

In this course, students learn the basic Adobe Illustrator concepts and tools necessary to develop technical drawings, retail floor plans, promotional materials, catalogues, and Illustrator tool sets and apply Illustrator to technical drawings, fashion drawings, storyboards, and visual merchandising plans.

Fashion Industry

Students learn garment styles, fashion elements, fashion forecasting, and the ability to recognize brands and people from within the industry. Fashion forecasting is a process that includes knowledge of changing colours and styles, lifestyles, and consumer buying patterns. Students learn the science and art of fashion forecasting, which affects decision-making in the apparel industry, to help students uncover trends in marketing, technology, and popular culture.

> "Be the designer of your own destiny
>
> OSCAR DE LA RENTA

COURSE OUTLINES

TERMS 3 & 4

Garment Construction III

This project-based course focuses on new fabrics and construction sequencing through four projects where students create two knitwear pieces (a basic swimsuit and jersey dress), a pair of woman's trousers, and a blouse. Students utilize their skills with construction and different types of fabrics and materials, emphasizing sewing precision, pattern layout, marking, and material economizing.

Pattern Making & Drafting III

Students learn to interpret a variety of design propositions front and back in ½ scale and interpretation of complex tailoring and asymmetrical design propositions via demonstration and lecture. In addition, students learn to correct seam allowances, patterns, and notch, label a professional factory-ready production pattern, and develop facings, fusing and linings with engineered ease covered in soft and tailored garments.

Digital Pattern Making

This course introduces students to computer-aided design for pattern making. Students learn to transfer pattern drafts to a computer with industry-standard software, digital equivalents of pattern creation and alterations to existing product patterns through hands-on experience with the system's capabilities to digitize and modify designs and manage files.

Fashion Design Studio I

In a studio setting, guided by instructor mentorship, students learn fabric swatching and experiment with textile development using unique fashion croquis created in Collection Design & Development. Students research, create mood boards, establish brand development, a consumer demographic, market analysis, trend reports and inspiration resulting in a 40-look cohesive collection.

Photoshop I

Through this 'hands-on' course, the student will learn the fundamentals of design, advanced features and tips to prepare images for digital output and print. By the end of this course, the student will be able to create, modify, and enhance sophisticated images using raster editing tools and features; craft special effects; work in 3D space; and prepare files for export to various applications in web, mobile, print, and manufacturing.

term 04

DESIGN IS THINKING MADE VISUAL

SAUL BASS–

Fashion Design Studio II

Students focus on the patterning, draping and construction process of 4 toile looks from the 40 look collection by working from fashion croquis and technical spec drawings. Students learn to decode a sketch, manipulate a block, lay, cut and construct a toile. Students learn construction sequences, sewing, pressing techniques, and fabric yields. Fittings will be executed on a cabine model by the instructor.

Digital Pattern Making II

This course builds on the concepts and tools introduced in Digital Patten Making I. Students expand their knowledge of the AccuMark Explorer and Pattern Design Systems to develop, manipulate and modify digital garment patterns.

Pattern Making and Drafting IV

In this advanced drafting course, students create patterns and toiles of three designs previously selected. Students pattern draft and sew toiles for their original design ideas and learn the proper fall and fit of a garment, alteration and correct fit issues, techniques to add or reduce fullness/draglines, and create figure-pleasing proportions on the body by laying pattern pieces and creating a fabric yield.

Web Development

This course introduces the fundamentals of website development. The students will learn about the structure and components of code-based languages and website programming. Students will learn to work with text, tables, tags, images, forms, and hyperlinks to design and create a fully functional website.

Garment Construction IV

This project-based course focuses on new fabrics and construction sequencing by creating a fitted women's blazer and a constructed cocktail dress. Students utilize their skills with construction and different types of fabrics and materials, emphasizing sewing precision, pattern layout, marking, and material economizing.

term 05

NEVER STOP CREATING

Fashion Styling

Fashion stylists are responsible for organizing and preparing people, accessories and garments worn by models at photoshoots. In creating "the look," stylists must be up-to-date in all aspects of fashion forecasting. Students learn styling and trend forecasting, apparel advertising, theory, and practice while working on a photo shoot and magazine spread, which will become a portfolio piece.

Final Collection Capstone

During the final term, this capstone course provides studio time and individual mentoring allowing for revisions, high-level detail and sewing accuracy and precision. Students will be able to perfect advanced techniques learned throughout the program and present their final collection to the industry.

Product Development

Product development is a process that begins with a design concept and follows through to production. In this course, students cover technical drawings, specification packages, production boards, garment design elements and organizational flows for the manufacturing, marketing and merchandising of apparel.

Digital Design Technology

In this course, students explore digital design techniques and tools for developing professional fashion-appropriate content by exploring composition layout, textile design and technical drawing. Students visualize, plan and communicate multifaceted design concepts efficiently and creatively and are introduced to CLO 3D software to instantly review changes and modifications to 2D patterns, colours, textures and finishing details, and fabric simulation in 3D and export for sampling and manufacturing.

Portfolio and Professional Development

Students develop a professional fashion portfolio demonstrating their skills through copywriting, planning and organizing a digital project, professional layouts, marketing collateral, and translating fashion ideas into visual design elements. This portfolio will endorse the values of the student's fashion knowledge to enable them to highlight their designs and achievements and present them to potential buyers, partners and audiences.

LOOK AT UNUSUAL THINGS WITH UNUSUAL EYES

VICO MAGISTRETTI–

COURSE OUTLINES

TERM 6

Visual Display and Merchandising

Visual display and merchandising is the artistic staging that makes the shopper stop, look and buy. All promotional marketing ends up with this point-of-sale display of merchandise. Students learn the role of visual merchandising in effective marketing, visual displays, planning, budgeting, mannequins, window and in-store displays.

Digital Pattern Making III

Through hands-on experience, students gain advanced knowledge of the pattern design system and will acquire additional computer-based pattern drafting skills. Students will complete a garment pre-production cycle in digital format.

Business of Fashion

In this course, students will learn how to run a fashion business as an entrepreneur and an employee of an organization. This course focuses on learning about the front end (B2C) and back end (B2B) of the fashion business, with emphasis on sales (lobbying and closing clients) and the legalities.

Fashion Design Studio III

Students will continue to build upon the technical skills developed throughout the course. Utilizing a concept from their 40-look collection, they will pattern and sew two additional complimentary editorial press pieces. This course aims to support designers in completing a comprehensive capsule collection for presentation to clients, buyers, and editors or feature their designs at the school's Fashion week.

Brand Strategy

Brand strategy is a long-term plan for developing a successful brand that affects all aspects of a business and its consumer needs, emotions, and competitive environments. The brand strategy involves audit, expression, activation, measurements, as well long and short-term goals, and architecture for international expansion, amongst many others. Students learn business strategy frameworks and conclude them for the brand's short and long-term goals.

term 07

NEVER STOP DREAMING

Runway Production

Visual display and merchandising is the artistic staging that makes the shopper stop, look and buy. All promotional marketing ends up with this point-of-sale display of merchandise. Students learn the role of visual merchandising in effective marketing, visual displays, planning, budgeting, mannequins, window and in-store displays.

Global Marketing

In this course, students examine the movement of goods into the international marketplace from a Canadian perspective, focusing on the legal, political, socioeconomic and cultural aspects, the development of a marketing campaign, global marketing and the fashion business, and marketing strategies in the international marketplace.

Fashion Buying

Buying involves complex decision-making involving fashion forecasting, consumer buying trends, vendor selection and negotiation, pricing, sales, inventory record-keeping and ordering. This course introduces students to retail buying and the role of the buyer who makes daily merchandising decisions, the responsibilities of a buyer, fashion buying for retail outlets, applying marketing research, merchandising mix, buying plans, inventory control, and negotiation.

E-Commerce & Retail Business

E-commerce is growing exponentially in B2B and B2C contexts. Retailing industry and fashion retail have jumped on the bandwagon and offer E-trading or online shopping. E-commerce as a model is different from traditional shopping in all respects. Retail companies have realized the need to have an E-commerce strategy separately but as a part of the overall retail strategy. This class will focus on setting up an online and brick-and-mortar retail business to cover detailed strategy development.

Social Media and Marketing

Social media has changed the marketing landscape and is an effective connection, brand-building, and customer engagement tool. In this course, students explore social network theory, digital storytelling, and social media channels like Instagram, Facebook, Twitter, and more. Students learn to plan, create, and manage a social media campaign on multiple platforms.

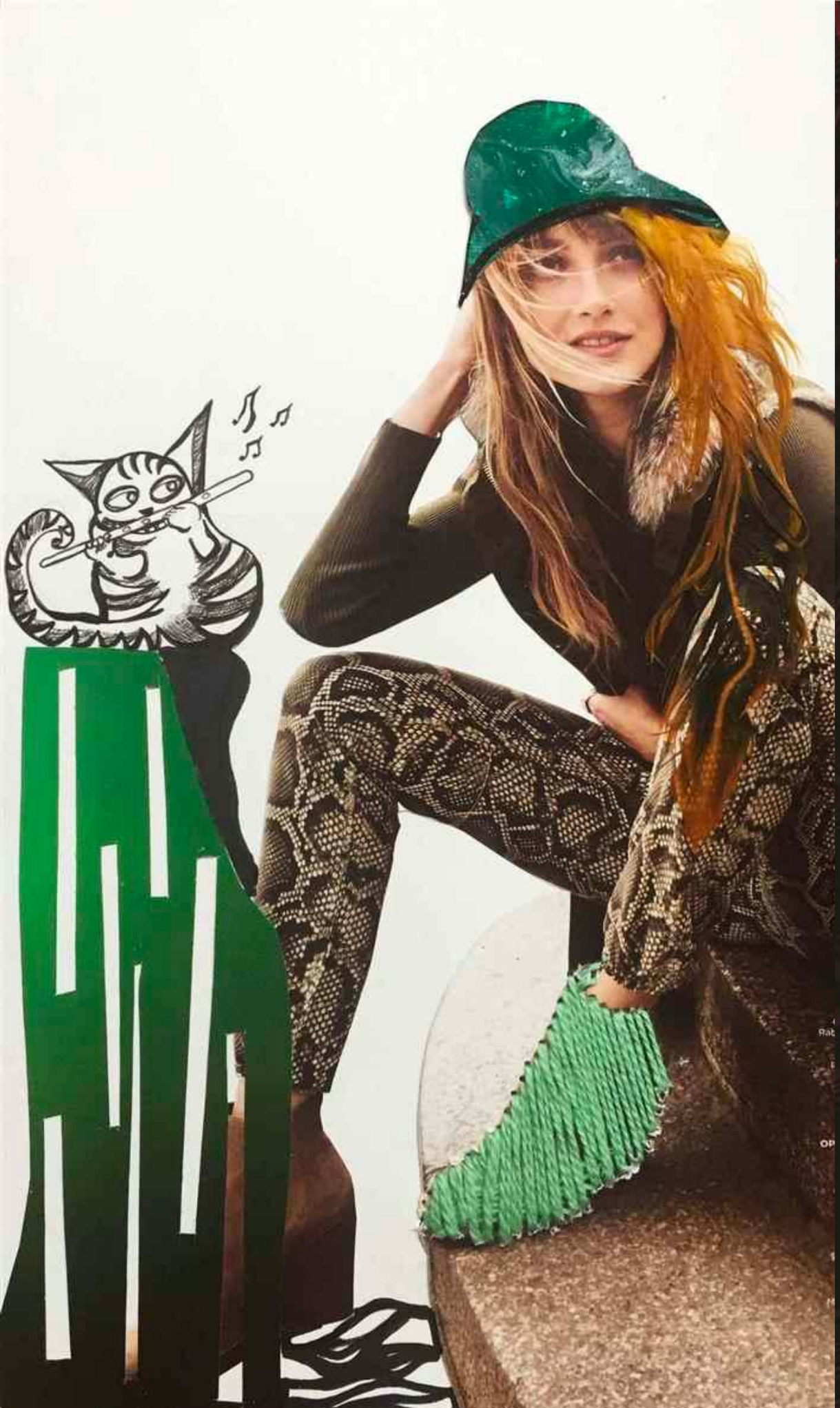
FASHION IS ABOUT DREAMING AND MAKING OTHER PEOPLE DREAM

DONATELLA VERSACES

GRADUATE PORTFOLIOS

DRYDEN SEREDA

MICHAEL CHOY

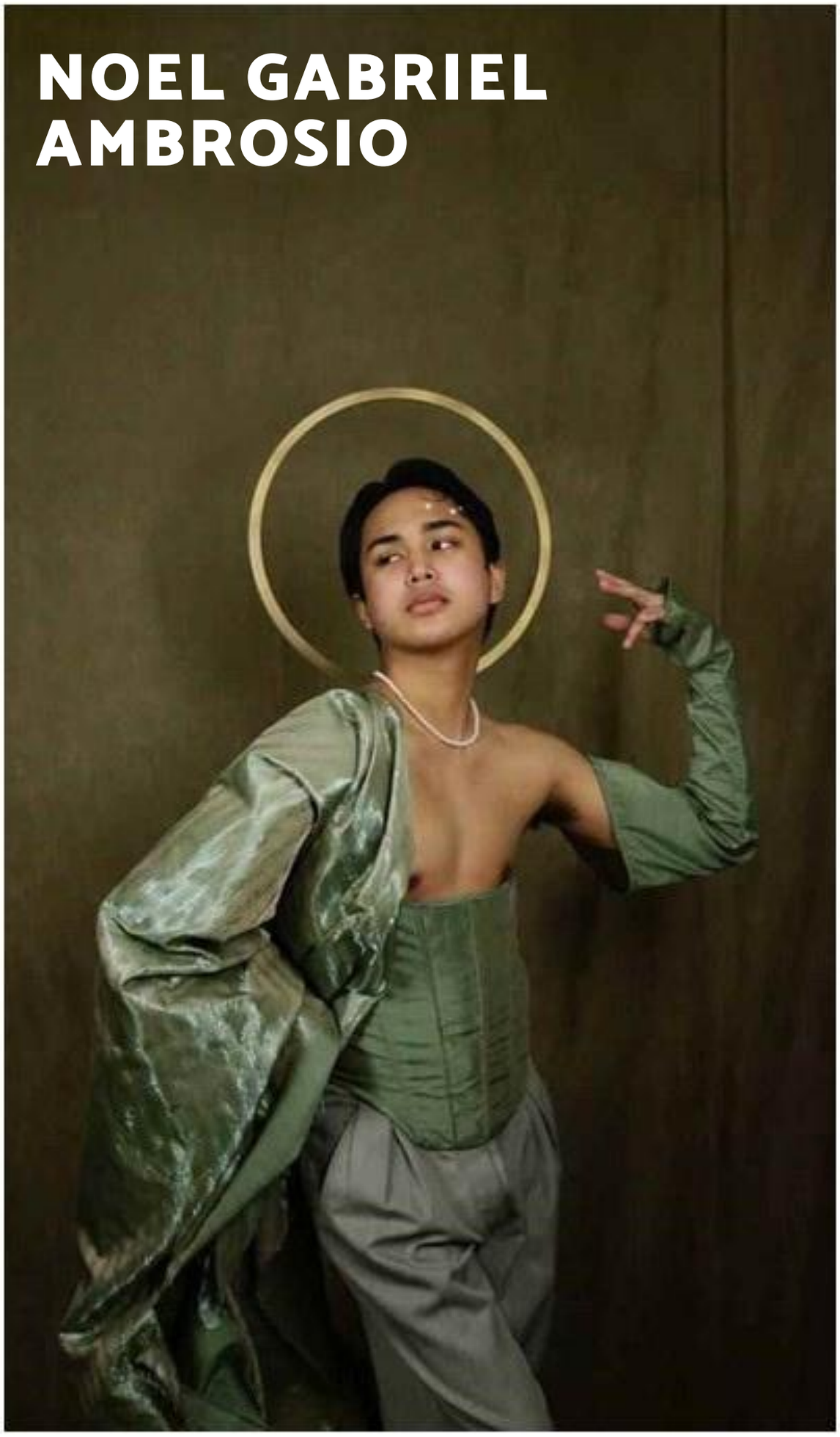


NIKI KATOUZIAN

DILLON HAYES

BRIGHTON UNDERWOOD

NOEL GABRIEL AMBROSIO



MADISON PRANGNELL

JAZ RAI

VCAD

MISSION STATEMENT

The Visual College of Art and Design (VCAD) provides accessible, innovative, and industry-driven education and training that serves the needs of our local communities by preparing graduates for rewarding careers in the field of art and design.

HOW TO APPLY

— Contact Us!

Want to get in touch with us? We are here to help you get the information you need. If you'd like to speak with an admissions representative about studying at VCAD, please fill out the Request Info form above or call 1.800.290.2179. If you're ready to apply to VCAD, you can fill out our online application form.

Each VCAD program has its admis-sion requirements. Your Admissions Representative will be able to answer all of your questions about VCAD, our staff, and our instructors, and will even make arrangements to take you on a personal tour of the VCAD campus.