

Advance Fashion Design I (패션디자인특론I)
(Tuesday, 2:00 – 5:30 PM, 323 College of Education Bldg. II)

Instructor: Yhe-Young Lee, Ph.D. (이예영)
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Course Description

This course is designed to cover from basic concepts to advanced knowledge about fashion design. Topics including inspiration sources, creative systematic fashion design process, and creative idea development methods will be discussed. Students will develop fashion design collections both in groups and individually applying the theories and concepts studied in the course. Students will take the class joint with the students from Hong Kong Polytechnic University and carry out the group final project together. Students will choose a digital cultural archive to complete the series of assignments to develop inter-cultural competence and creative thinking skills.

Course Objectives

After students complete this course, they will understand the following.

- Fashion design elements & principles
- Fashion design process
- Various fashion design inspiration sources & research procedures
- Creative idea development techniques

Students will also gain the following capabilities.

- Inter-cultural competence
- Creative thinking skills
- Technical fashion design skills

Course Policies

1. **Attendance:** Class attendance is mandatory and any unexcused absence will lower the attendance points by 10%. Three incidences of tardiness will count as one absence. If, for any reasons, students cannot come to the class, let the instructor know beforehand. Unless there is an emergency, students are not allowed to leave the session without instructor's permission.

2. **Assignments:** Assignments that are not ready at the time of collection will be considered as late work and are subject to point deductions (10% deduction per day).

3. **Blackboard (kulms.korea.ac.kr) & MS**

Teams: All the announcements and course materials will be posted on blackboard and MS Teams. The announcements and sources shared by the students from both universities will be posted in MS Teams while blackboard will be used for the communication within Korea University members. Be sure to login to the platforms frequently. All the assignments should be submitted to the designated platforms on time.

Evaluation

Individual assignment 1	10%
Individual assignment 2	10%
Individual assignment 3	20%
Group project	35%
Final Exam	15%
Miscellaneous Assignments	5%
Attendance	5%
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Total	100%

Assignments

*More specific instructions will be given during the class time.

1. **Individual Assignment 1 (Cultural archive research):** Choose an online local cultural archive to look for information which will serve as a fashion design inspiration source. The cultural archive can be related to local history, art, craft, architecture, music, film, etc. From a chosen cultural archive, you will have to focus on specific information to write a two-page report excluding the photographs. Report should include the following: introduction and photographs of selected information, the reason for selecting the information, elements you would like to apply to your fashion design

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collection, and expected cultural effect or contribution.
You will have to submit the report by Sept. 27 (11:59 PM). You will have to prepare a 5-minute PPT presentation on Sept. 28.

2. Individual Assignment 2 (Concept board):

Develop a visual concept board in an A3 size which will explain your inspiration source and design direction based on individual assignment 1. The board should include the following: title of your design theme, images representing the keywords of your inspiration sources, color pallet composed of colors extracted from the images, and fabric swatches containing the selected colors. The assignment is due on Oct. 18 (11:59 PM).

3. Group project (Market research & Fashion design):

Students will work in groups to conduct a market research on a selected set of brands. Each group should choose a set of brands given by the instructors. Market research should include the following: brand history, identity, target customer, advertising, location, online & offline store designs, service, and 3 clothing item analysis (label, tag, packaging, price, design features, finish, and country of manufacture). Based on the market research results, choose a brand to develop a fashion design collection applying creative thinking techniques and utilizing some of the cultural archive research results. The design collection should include the following: theme board, color pallet, fabric swatches, customer profile, design illustration, and flat sketches of front and back views of each clothing item. The assignment should be submitted by Nov. 29 (11:59 PM). Each group should prepare a presentation on Nov. 30. Hong Kong designer, Lulu Cheung will serve as a critic. Peer evaluation will be conducted to check each group member's contribution to the assignment.

4. Individual assignment 3 (Design collection development):

Create your own brand and develop a design collection based on individual assignment 1 and 2. Your final design collection should include the following: Brand name, design theme & inspiration map, color pallet, swatches, customer profile, 9 ensembles of design illustrations, and flat sketches of front and back views of each clothing item. Submit the assignment by Dec. 13 (11:59 PM). Prepare a 10-minute presentation on Dec. 14.

5. Miscellaneous Assignments:

Students will be asked to submit short comments on special lectures and works showing the progress of assignments. Students will be asked to submit simple assignments which should be completed by applying the knowledge and skills gained from theoretical lectures.

References

- Abling, B. (2019). *Fashion sketchbook* (7th ed.). New York: Fairchild.
- Bye, E. (2010). *Fashion design*. Oxford: Berg.
- Faerm, S. (2017). *Fashion design course* (2nd ed.). New York, NY: Barrons.
- Tain, L. (2018). *Portfolio presentation for fashion designers* (4th ed.). New York, NY: Bloomsbury.
- 권유진·최선영. (2018). **패션 일러스트레이션**. 서울: KNOU Press.
- 백영자·하지수. (2009). **패션 일러스트레이션 입문**. 서울: 에피스테메.
- 이경희·이은령. (2017). **뉴 패션 디자인 발상 플러스**. 파주: 교문사.
- 이예영·권유진·박주희. (2017). **패션디자인 활용**. 서울: KNOU Press.

Articles from academic journals

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Weekly Schedule

Week	Date	Lecturer	Topic	Assignments due
1	Sept. 7	Dr. Lee Dr. Choi	Course introduction Introduction of individual assignment 1 (Cultural archive research) Fashion design elements	
2	Sept. 14	Dr. Choi	Fashion design principles	
3	Sept. 21	Guest Speaker	Special Lecture 1: WGSN Thanks Giving	Comments on the special lecture
4	Sept. 28	Dr. Lee Dr. Choi	Archive research presentations	Individual assignment 1
5	Oct. 5	Dr. Lee	Inspiration sources 1 Introduction of individual assignment 2 (Concept board)	
6	Oct. 12	Dr. Lee	Inspiration sources 2	
7	Oct. 19	Dr. Choi	Design process 1	Individual assignment 2
8	Oct. 26	Dr. Choi	Design process 2 Introduction of group project	
9	Nov. 2	Dr. Lee	Creative design idea development 1	
10	Nov. 9	Dr. Lee Guest Speaker	Creative design idea development 2 Special lecture 2: Stylist Doi Lee	Comments on the special lecture
11	Nov. 16	Guest Speaker	Special lecture 3: Methodology Special lecture 4: Lulu Cheung	Comments on the special lecture
12	Nov. 23	Dr. Lee	Introduction of individual assignment 3	
13	Nov. 30	Dr. Lee	Individual assignment 3: Design collection development (continue)	
14	Dec. 7	Dr. Lee Dr. Choi	Group project presentation w/ the design critic	Group project
15	Dec. 14	Dr. Lee	Individual design collection presentation	Individual assignment 3
16	Dec. 21		Final exam	