

KINGSBOROUGH COMMUNITY COLLEGE
DEPARTMENT OF BUSINESS

FD 23- Design Trends and Aesthetics Syllabus

3 credits, 3 hours

Prerequisites: FD 11 and RM 35

Required for AAS in Fashion Design. Open only to FD and FM majors

Required Text: Understanding Aesthetics for the Merchandising and Design Professional, by Fiore & Kimle ISBN1-56367-082-8

Goals and Teaching Methods:

Intermediate design students study current trends in womenswear design, paying special attention to construction analysis, line, fabric and color selection and price points. Current design trends are closely followed thru industry publications, journals, and most importantly, the internet where complete collections are available.

Design principles are explored and current designer collections analyzed for design merits and marketability.

The students own sense of style is developed and refined by creating an extensive design vocabulary by exposing them to the work of the masters. Students will follow evolving trends to develop fashion currency. The instructor will direct students to various web resources, as well as present the work of various designers during class lectures to trace various design trends, and critique them aesthetically.

The student will be made aware of the rapid pace of change in the industry, and appreciate the need to constantly monitor design market developments. A more objective view of design aesthetics will be cultivated by encouraging students to critique the work of professional as well as historical designers.

Student grades will be determined by in class exams, and a final exam. Exams will test trend currency as well as design critiquing.

Outcomes:

1-Master the principles of design, such as balance, texture, rhythm, proportion, line and color.

2-Create color schemes that work based on the principles of Color Theory.

3-Refine designs to make them more aesthetically pleasing.

4-Adapt design ideas to Target Customer tastes, or brand identity.

- 5-Demonstrate individual style elements.
- 6-Identify silhouettes of all types, and create designs using them.
- 7-Understand originality, design quality and brand identity.
- 8-Recognize signature styles of designers both past and present.
- 9-Identify current trends in Fashion Design.
- 10-Create original designs demonstrating individual style.

This course is required for all Fashion Design Majors, and an elective for Fashion Merchandising Majors. There is a maximum registration of 35 for each section of this course, and therefore will be offered once a year.

Course Structure:

The instructor will use photos, books, magazines, newspapers and the internet to present design works to the class for evaluation. The instructor will remain aesthetically neutral by presenting both the positive and negative elements to each design approach. Each student will be encouraged to express their own assessments, and thus help develop a personal aesthetic.

The effects of various design elements on the overall appearance will be a focus of in class presentations. Line, color, texture, structure, and fit are covered in detail.

Grading:

There will be a minimum of three in class exams, and several graded homework assignments. A term project of creating designs will be the major component of the final grade. A final exam will cover the entire terms work.

Additional Notes:

An additional aim of the course is to develop a more mature approach to design by broadening the students' exposure to various markets. The idea of designing for groups with tastes that differ from their own is also emphasized.

- **Academic Dishonesty:** You are expected to do your own work. If you cheat or copy someone else's work (or allow yours to be copied) you will be graded with ZERO or course failure. (KCC's plagiarism policy is at www.kingsborough.edu.)
- **Civility** and respect for others is essential in an academic environment. Any acts of harassment and/or discrimination based on race, gender, age, sexual orientation, religion, or ability will not be tolerated.
- **Electronics:** Your cell phone MUST be silent during class (and turned OFF during exams)! No texting! Any laptop/netbooks MUST BE USED solely for note-taking.