Course Syllabus

1. **Course Title: Fundamentals of Fashion Design**
2. **Course Code:** FUFA231352
3. **Credit Units:** 3 (2/1/6) (2 units of theory/ 1 unit of practice/ 6 units of self-study)
   Duration: 15 weeks (2 hours of theory + 2 hours of practice + 8 hours of self-study per week)
4. **Course Instructors:**
       1/ MA. Le Thuy Trang
       2/ MA. Nguyen Hoa Mai
       3/ MA. Nguyen Thi Ha Nguyen
5. **Course Requirements:**
       Prerequisite courses: None
       Previous courses: None
       Parallel courses: None
6. **Course Description:**
       The course provides core knowledge in the fashion design industry, serving as a basis foundation for future design projects. Students are equipped with the following three key contents: General knowledge of fashion, fashion design principles and ways to convey ideas to design basic collections.
7. **Course Goals:**

Goals	Goal description	ELOs	Scale
G1	Core knowledge in fashion field: The movement of fashion cycle, design styles, brands and famous fashion designers in Vietnam and oversea, fashion styles, fashion design principles and how to design basic fashion collection.	ELO-02 ELO-03	2 2
G2	Ability to collect, discover, comprehend knowledge of fashion and apply it flexibly to solve aesthetic problems in the fashion field. Thinking skills and updated professional knowledge.	ELO-06	2
G3	Teamwork, communication and presentation skills; the ability to read and look up fashion documents in English. Ability to present ideas by graphic language.	ELO-10	2
G4	Ability to develope ideas to design fashion collections with high aesthetic and applied features, suitable for fashion trends and contemporary cultural values.	ELO-12 ELO-19	2 2

8. **Course Learning Outcomes (CLOs)**

CLOs		CLO Descriptions	ELOs	Scale
	CLO1	Identify fashion design styles, movement of fashion cycle, the development stages of mode, ideas to design basic collections, link between three kinds of fashion drawings	ELO-02	2
	CLO2	Apply design principles in costume creation process.	ELO-03	2
G2	**CLO3**	Indicate experimental methods and process of designing basic collections, correlation between artistic elements in creating costumes, fashion collections ensures uniformity, diversity and exchange.	ELO-06	2
G3	**CLO4**	Express ideas and personal styles by design drawings, communication and presentation skills in front of the crowd.	ELO-10	2
G4	**CLO5**	Apply design principles to create, consult and select the appropriate clothes for body shape to overcome	ELO-12	2

		disadvantages and enhance physical advantages as well as fashion trend, assess and select the advances of science and technology to creative designs in accordance with social needs.		
	CLO6	Express various fashion ideas from different topics.	ELO-19	2

9. Learning Ethics:

Students must do homework and projects by themselves. If plagiarism is found students will get zero point.

10. Course Contents:

Week	Contents	CLOs	Scale	Pedagogical methods	Assessment method
	Chapter 1: Fashion knowledge *Lesson 1: Fashion and fashion cycle*				

1	*A/ Content and pedagogical methods in class*: *(4)*
	Contents
	    I. Mode formation
	    II. The spread of Mode
	    III. High fashion cycle
	    IV. Stages of Mode
	+ Exercise: Identify Mode movements (up & down)
		CLO1	2	Conversation Presentation Describe and solve problems Teaching in groups	+Answer short questions Assessment through solving learning problems + Review by observation

	B/ Self-study contents: *(8)* + Collect images (books, newspapers, magazines, internet) and let convincing explanation (on A4 page) 20 prevalent trends. + Drawing a diagram of the fashion cycle. + Refer to specialized references (previously introduced) about the content related to the lesson.	CLO1	2		
	Lesson 2: Fashion designers				
2	*A/ Content and pedagogical methods in class*: *(4)* *Contents* - Review the previous lesson I. The first designer in the world II. Famous foreign designers and brands III. Famous Vietnamese designers and brands - Make an essay show understanding of fashion brands in the world.	CLO1	2	Conversation Presentation Describe and solve problems Teaching in groups	+ Answer short questions Assessment through esays + Review by observation
	B/ Self-study contents: *(8)* Choose any brand/designer (from Vietnam or another country) that you love, research history (biography) and design style. Show your feeling and lessons learned from this designer or brand. Present on A4 paper and report by Power Point in the next session.				
3	*Exercise: Presentation of famous designers and brands in the world.*				

	A/ **Content and pedagogical methods in class**: *(4)* *Contents* - Review old lessons - Personal presentations about designers or fashion brands as instructed by teachers. Review questions.	CLO1 CLO2	2 2	Conversation Presentation Describe and solve problems Teaching in groups	Answer short questions Assessment through solving learning problems + Review by observation
	B/ **Self-study contents**: *(8)* + Equipping a A4 book, daily collecting images (5 samples) and information of beautiful outfits, following trends. Research designs, colors, materials and decorative details of outfits. (at least 30 samples)				
4	*Lesson 3: Fashion styles*				
	A/ **Content and pedagogical methods in class**: *(4)* *Contents* - Review the previous lesson I. Definition of fashion styles II. Classification of styles 1. Classic style 2. Retro style 3. Ethnic style 4. Techno style 5. Street/Dramatic style 6. Sports style 7. Conservation style III. Effections of fashion style in life	CLO2	2	Conversation Presentation Describe and solve problems Teaching in groups	Answer short questions Assessment through solving learning problems + Review by observation
	B/ **Self-study contents**: *(8)* + Collect and classify images according to 7 fashion styles, give convincing captions. Displayed on page A4, 2 pictures on each page. Submit the paper to the next lesson.	CLO2	2		
5	*Lesson 4: The importance of brand and style in consumer choice*				

	A/ **Content and pedagogical methods in class**: *(4)*
	Contents
	- Review the previous lesson
	    I. Brand concept
	    II. The role of the brand in consumer choice
	    III. The importance of style for consumer choice
	- Personal presentation (session 2) about designers or fashion brands as instructed by teachers. Review questions.
				Conversation
				Presentation
				Describe and solve problems
				Teaching in groups
					Answer short questions
					Assessment through solving learning problems
					Review by observation

	B/ **Self-study contents**: *(8)* + Research Vietnamese fashion brands	CLO2	2		

	currently on the market (6 brands: 2 offices, 2 street walks, 2 parties) about market segment, style, type of dress, brand identity.				
6	*Lesson 5: Fashion trends*				

	A/ Content and pedagogical methods in class: (4)
	Contents
	   - Review the previous lesson
	   I. Definition of fashion trends
	   II. Tendency (Trending orientation)
	   III. Real trend
		CLO2	2	Conversation Presentation Describe and solve problems + Teaching in groups	+ Answer short questions Assessment through solving learning problems + Review by observation

	B/ Self-study contents: (8) - Search and analyze the latest fashion trends today (designs, materials, processing techniques, colors, accessories, makeup styles).	CLO5	2		
7	*Lesson 6: Surveying the fashion market*				
	A/ Content and pedagogical methods in class: (4) *Contents* Teachers take students to survey fashion brands at some fashion trade centers: Zen Plaza, Vincom, Parkson, and Takashimaya. Students survey the items according to handouts.	CLO5	2	Describe and solve problems + Project based learning	Assessment by essay + Evaluation by doing projects
	B/ Self-study contents: (8) + Students make a assignment according to handouts after the actual trip. Prepare to report in class on the next time.	CLO5	2		
8	*Exercise on fashion market survey*				
	A/ Content and pedagogical methods in class: (4) *Contents* - Groups present the brand surveying according to the segment of low, medium, and high level. Discuss the style of brands. - Identify and evaluate personal brands.	CLO1 CLO4	2 2	Conversation Presentation Describe and solve problems + Teaching by situation	Answer short questions Assessment through solving learning problems Review by observation
	B/ Self-study contents: (8) - Identify personal	CLO4	2		
9	*Chapter 2: Principles of fashion design* *Lesson 7: Fashion design principles*				
	A/ Content and pedagogical methods in class: (4) *Contents*	CLO2 CLO3	2 2	Conversation Presentation Describe and	Answer short questions Assessment

	I. Silhouette 1. Uppercase letters 2. Geometrical form 3. Natural form 4. Artificial form - Design exercise 04 costumes with new silhouette (front, back and side) II. Color: - Monochromatic color mix - Similar color mix - Contrast color mix - Triangle color mix - Tone sur tone mix - Black and white mix - Coordinate motifs			solve problems + Teaching by situation	through solving learning problems + Review by observation
	B/ **Self-study contents**: *(8)* + Collection of images of all types of silhouettes (2 images for each shape), presented on page A4	CLO2 CLO4	2 2		
10	*Lesson 7: Principles of fashion design (cont.)*				
	A/ **Content and pedagogical methods in class***: (4)* *Contents* II. Line III. Proportion IV. Emphasis V. Balance - Exercise: Draw 6 T-shirts and 6 trousers of the same shape, on each shirt and pants using two types of contradictory lines.	CLO2 CLO4	2 2	Conversation Presentation Describe and solve problems Teaching by situation	+ Answer short questions Assessment through solving learning problems + Review by observation
	B/ **Self-study contents**: *(8)* + Collection of images on the types of lines, scales, accents, balance on the costumes. (Each type 2 pictures). + Design and draw 4 types of costumes corresponding to each type of rhythm. + Designing 02 symmetrical costumes and 02 asymmetrical costumes, 02 disordered costumes.	CLO2 CLO4	2 2		
11	*Lesson 7: Principles of fashion design (cont.)*				
	A/ **Content and pedagogical methods in class***: (4)* *Contents* VI. Rhythm VII. Color + Design and draw 4 types of costumes corresponding to each type of rhythm.	CLO1	2	Conversation Presentation Describe and solve problems Teaching by situation	Answer short questions + Assessment through solving learning problems Review by

				observation
	B/ **Self-study contents**: *(8)* + Collect pictures of the types of rhythm used on costumes. (Each type 2 pictures). + Collection of photos about 6 color mix style on costumes.	CLO3	2		
12	*Lesson 7: Principles of fashion design (cont.)*				

	A/ **Content and pedagogical methods in class**: *(4)*
	 Contents
	     II. Choose costumes to overcome the physical defects
	     + Identify body shape.
	     + Identify pros and cons of body
	     + Select costumes to overcome physical defects, enhance body advantages, create harmony look..
	     - Exercise: Each student draws 6 dresses of the same silhouette, applies the learned principles, each fixes a different defect on the body (people with big waist; small breasts, small buttocks) , big waist, austere people, stubby people with small breasts, big buttocks, small but well-proportioned people in body proportions, big breasts, small buttocks
		CLO5	2	Conversation Presentation Describe and solve problems + Teaching by situation	+ Answer short questions Assessment through solving learning problems Review by observation

	B/ **Self-study contents**: *(8)* + Each student self-studies about the advantages and disadvantages of the body, personality, preferences, current fashion trends, from there, choosing for themselves the right outfit to go to school, go out, attend feast.	CLO4 CLO5 CLO6	2 2 2		
13	*Chapter 3: Basic collection* *Lesson 8: Design basis*				
	A/ **Content and pedagogical methods in class**: *(4)* *Contents* I. Collection concept II. Material and decoration choices III. Collection colors 1. Classic colors 2. Main colors 3. Auxiliary color IV. Design clothes - Exercise: Designing 03 costume patterns to deploy ideas from the style of footwear accessories you are using. Deploy types of shadows, decorations and textures.	CLO1 CLO3 CLO6	2 2 2	Conversation Presentation Describe and solve problems Project based learning	Answer short questions Assessment through solving learning problems Review by observation + Evaluation through implementation of individual learning projects

	B/ **Self-study contents**: *(8)* - Choose a collection (including drawings, real samples) in contests such as: Vietnam grand prix collection, Triumph Milan fashion, Hutech design, BK design ... analysis of ideas, designs, colors, options material and decoration. Analyze 5 different collections. - Each student selects 1 favorite topic, collects all the pictures related to the topic, prepares A3 paper, glue, scissors and some fashion magazines for the next day to implement an idea board in class .				
14	*Lesson 9: Mood board, Trend board and Customer board*				
	A/ **Content and pedagogical methods in class**: *(4)* *Contents* I. Mood board and how to do it. II. Trend board (Trend board) III. Customer research table (Customer board) Students conduct as moodboard according to the topic selected at the class under the guidance of teachers	CLO1 CLO3 CLO6	2 2 2	Conversation Presentation Describe and solve problems Project based learning	+ Answer short questions Assessment through solving learning problems Review by observation Evaluation through implementation of individual learning projects
	B/ **Self-study contents**: *(8)* - Students complete the trend board and customer research board.	CLO1 CLO3	2 2		
15	*Lesson 10: Basic fashion collection design*				
	A/ **Content and pedagogical methods in class**: *(4)* *Contents* I. Application of Brain Storming method in researching ideas II. How to link the costumes in a collection III. Factors afecting when designing fashion collections IV. Collection design steps Students sketch 5 samples according to the idea of previous moodboard implementation. Development of shape, decoration and texture..	CLO1 CLO3 CLO6	2 2 2	Conversation Presentation Describe and solve problems Project based learning	Answer short questions Assessment through solving learning problems Review by observation Evaluation through implementation of individual learning projects

Type	Content	Timeline	CLOs	Scale	Assessment method	Assessment tool	Rate (%)

B/ Self-study contents: *(8)*
 + Developing ideas from 5 main samples into 40 samples.
+ Select 5 patterns, fill and describe the front and the flat face.
+ Provide plans on colors, materials, construction, decoration, giving sale price.
+ Presenting on A3 paper size, closing the file.
+ Submit articles according to the prescribed time.

	CLO4	2
	CLO5	2
	CLO6	2

11. Student Assessment:

- Grading scale: **10**
- Assessment plan:

Type	Content	Timeline	CLOs	Scale	Assessment method	Assessment tool	Rate (%)
Excercise							**10**
Exercise 1	Equipping an A4 book, collecting images everyday (5 samples), give information about beautiful outfits, following trends. Research how these costumes have designs, colors, materials and decorative details. (at least 30 samples)	Week 3	CLO1	2	Porfolio	Scores	5
Exercise 2	Write a report about the survey of fashion brands in fashion trade centers in Ho Chi Minh City, such as Zen Plaza, Vincom, Parkson, Union Square, Saigon Square, Diamon Plaza, Takashimaya, ... Summary of fashion trends.	Week 6	CLO5	2	Report	Rubric	5
Essay							**90**
Essay 1	1.Collect illustrating images and give convincing captions for the following forms (2 pictures for each type): - Costume, Haute couture, ready to wear, dramatic fashion, trend - Seven fashion styles 2. Choose a fashion brand and analyze the brand's clothing style. Or: Choose a famous fashion designer and analyze the relevant design style.	Week 1-5	CLO1 CLO2	2 2	Essay	Rubric	25
Essay 2	1. Collection of all kinds of shadows and types of lines on costumes. 2. Design 4 outfits with new ball styles. 3. Draw 6 T-shirts with the same style, on each shirt use two types of contradictory lines. 4. Collect pictures about the colors, rhythm, accents,	Week 7 - 12	CLO1 CLO2 CLO4 CLO5 CLO6	2 2 2 2 2	Essay	Rubric	25

	proportions, and balance on the clothes. (Each type 2 pictures). 5. Design and draw 4 types of costumes corresponding to each type of rhythm. 6. Design 02 models of symmetrical symmetrical costumes and 02 models of asymmetric balance, 02 models of disordered costumes. 7. Draw a flat description of 10 types of sweatshirts and 10 types of unbuttoned shirts. 8. Draw 6 dresses of the same type, apply the studied design principles, each to overcome a different defect on the body (people with big waist; small breasts, small buttocks, big waist; people austerity, stubby people with small breasts, big buttocks, small but well-proportioned people in body proportions, big breasts, small buttocks						
Essay 3	Each student chooses the idea to implement a fashion collection design. (There are specific instructions in the curriculum). Specifically: + Articles about ideas, images illustrating and implementing Moodboard + Analysis of current fashion trends, implementation of Trendboard + Analysis of design objects, implementation of Customer board + Developing ideas: 25 samples + Choose 3 patterns, color, describe the front and back planar. + Provide plans on colors, materials, construction, decoration, giving sale price. + Presenting on A3 paper size, closing the file.	Week 13 - 15	CLO1 CLO3 CLO4 CLO5 CLO6	2 2 2 2 2	Essay	Rubric	40

CLOs	Exercise #1	Exercise #2	Essay#1	Essay #2	Essay #3
CLO1			x	x	x
CLO2			x	x	
CLO3					x
CLO4				x	x

		x		x	x
CLO5		x		x	x
CLO6				x	x

12. Learning Resourses

- Textbooks:
  1. Tran Thi Minh Kieu, Le Thuy Trang, Bài giảng Thiết kế thời trang căn bản, HCMC Technology àn Education University Publisher, 2007.

- References:
  1. Tran Thuy Binh, Myõ thuaät trang phuïc, Education Publisher , 2005.
  2. Helen L. Brockman, The Theory of Fashion Design, 1965.
  3. Gertrud Lehnert, Histoire de la mode au XX sieøcle, Konemann Publisher, 2000.
  4. Maite Lafuente, Juanjo Navarro, Fashion source-Techincal Design, Page One Publisher 2008
  5. Abling Bina, Fashion Sketch, Fairchild books Publisher, 2007
  6. Bookcases for designers, Vietnam Cultural and Artistic Publisher

13. Date of first approval: June 15, 2018

14. Approved by:

Dean	**Head of Department**	**Instructor**
Vu Minh Hanh, M.Ed	**Nguyen Ngoc Chau, PhD**	**Le Thuy Trang, MA**

15. Date and up-to-date content

1st time: Date	Instructor
	Head of Department

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