

# 浙江理工大学

## 服装设计与工程(中美合作)专业 课程教学大纲

国际教育学院

教 务 处

二〇二一年六月



Zhejiang Sci-Tech University

**Teaching Syllabus of Fashion Design  
and Engineering Major**

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## Foreword

Syllabus serves not only as the basis for textbook compiling and teaching, but also as the important standard for the evaluation of students' academic achievements and teachers' teaching quality. This new round of syllabus revision is organized by the Academic Affairs Office and supported by all Schools and Departments of Zhejiang Sci-Tech University (ZSTU). The aim is to thoroughly carry forward the spirit of the National Education Conference and implement *The Outline on Ideological and Political Construction of University Curriculum* issued by the Ministry of Education. It is also an effort to carry out the requirements for courses set by both major accreditation (evaluation) and national standards for teaching quality of different majors. The revised syllabus are expected to ensure the successful implementation of the 2020 edition of *the ZSTU Undergraduate Students Cultivation Plan* and to promote the construction of the first-class majors and the first-class courses.

After revision, each volume of the syllabus is centered on one major, including its general education courses, basic courses, core courses and practice courses. The syllabus of all the non-major general education courses are compiled into a separate volume.

The syllabus was revised based on the 2020 edition of the ZSTU Undergraduate Students Cultivation Plan. Some obsolete courses and content are deleted. New additions include: (1) The ideological and political education is incorporated into the course design, teaching content and seminars. (2) Three criteria for a gold course are emphasized by highlighting the integration of knowledge, ability and quality. (3) Quality textbooks are selected; in particular, mandatory textbooks listed by the Marxist Theory Research and Development Project are designated as the only textbooks for some specific majors as required.

The revision and compilation is finished by the joint efforts of the deans and head teachers in charge of teaching in all the Schools and Departments. Participation of many teachers and support from the leaders of the University guarantee its successful completion. Their efforts and support are hereby acknowledged.

It is our sincere hope that teachers will follow the revised syllabus, exploring new teaching contents and models to develop more first-class courses.

Syllabus revision is like a systematic project, involving many factors. Although we have tried our best, there might still exist some errors. Please do not spare your comments to help us make constant improvements, so that a solid foundation is laid to push the education and teaching quality of our university to a higher level.

Academic Affairs Office  
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# Syllabus of Foundation of Sewing Techniques

**Course Name/Title:** Foundation of Sewing Techniques      **Course code:** 49904

**Course Type:** Basic Course , Practical Compulsory Course

**Total Teaching Hours:** 48 (Classroom Hours: 24    Laboratory Hours 24 )

**Course Credit:** 1.5

## I Course Objective

Foundation of sewing techniques is a compulsory course for students majoring in fashion design and engineering. During this course, students learn the basic professional techniques used in the construction of designers' sample garments. Sewing techniques - including cutting, construction, and finishing - are explored, using industrial equipment to create sample garments in muslin or some cotton-type fabrics.

### 1. Ideological and Political Objectives

Course Objective 1: Actively promote traditional clothing culture, research and explore the traditional clothing technology. Combined with modern elements, it aims to promote the development of modern garment industry

### 2. Knowledge Objectives

Course Objective2: Grasp the usage method of the main sewing equipments.

Course Objective 3: Establish fundamental knowledge on the basic procedure of sewing a garment.

### 3. Capability Objectives

Course Objective 4: Master the techniques of preparing fabric for sewing.

Course Objective 5: Develop the ability of sewing a shirt and a skirt with reasonable construction and correct procedures.

Course Objective 6: Understand the major technical requirements of garment quality.

### 4. Quality Objectives

Course Objective 7: Based on the fundamental knowledge of sewing, promote the innovative sense of technical design.

Course Objective8: Strengthen the understanding and judgment of the professional function of fashion design and engineering, and promote the professional function quality.

Course Objective 9: Develop independent learning ability, initiative exploration and independent thinking ability.

## II Correlations between Course Objectives and Graduation Requirements

Graduation Requirements	Graduation Requirements Index Point	Course Objectives
Graduation Requirement 3	Design/Develop solution: Being able to design solutions for complex garment structures, processes, and manufacturing engineering problems; designing a system, unit, component, or process to meet a particular requirement; and being able to reflect innovation in the design process, taking into account social, health, safety, law, culture and environment factors.	Course Objective 1,2,3,4,5
Graduation Requirement 4	Research: Being able to conduct research on complex garment engineering problems based on scientific principle and applying scientific methods, including experimental design, data analysis and interpretation, and getting valid conclusions through information integration.	Course Objective 2,3,4,5
Graduation Requirement 8	Professional norms: Having humanities, social and scientific qualities, and social responsibility, being able to understand and comply with the engineering ethics and norms and perform responsibility in garment engineering practices.	Course Objective 5,6,7,8,9
Graduation Requirement 12	Lifelong learning: Having independent learning and lifelong learning consciousness, having the ability to learn continuously and to adapt to development.	Course Objective 6,7,8,9

### III Course Content

**Course Content 1:** Introduction of sewing equipment (support course objective 1, 3)

**Reference Hours:** 8 hours (Lecture 4hours, Lab 4hours)

**Learning Objectives:**

1. Identify the parts of a sewing machine, and sewing tools.
2. Learn to operate a sewing machine.
3. Identify 5 typical seams.

**Course Content:**

1. Identifying parts on the sewing machine;
2. Some professional tools;
3. Operation of the sewing machine (inserting a needle, threading, stitch adjustment);
4. Preparation of fabric;
5. Function and operation of the three-thread machine.
6. 5 typical seams.

**Lab:** Students complete the operation on a sewing machine (including inserting a needle, winding a bobbin, threading, stitching adjustment) and complete straight stitching and 5 types of seams

**HW:** A piece of muslin (two layers, 30cm\* 30cm) with the several straight stitching on it. 5 typical seams on muslin with finishing the edge.

**Course Content 2:** Round neckline with facing and attach the pocket(support course objective 1, 2, 3,4,5)

**Reference Hours:** 8 hours (Lecture 4hours, Lab 4hours)

**Learning Objectives:**

1. Learn the characteristics of different types of facing and interfacing.
2. Learn how to attach a facing a neckline.
3. Learn how to sew a pocket.

**Course Content:**

1. Identifying different types of facing and interfacing .
2. Introduction to sewing sequences of a round neckline with facing and quality standards.
3. Demonstration of sewing tips.
4. Iron the pocket with pattern and sew it on muslin.

**Lab:** Students complete a round neckline with facing and finish the pocket.

**HW:** A garment sample which has a round and sharp slash neckline with the facing should be sewn. Sew the pocket on the back.

**Course Content 3:** A-line skirt (support course objective 2, 3, 4, 5, 6, 7, 8)

**Reference Hours:** 8 hours (Lecture 4hours, Lab 4hours)

**Learning Objectives:**

1. Get to know the layout and assembly procedures for a skirt.
2. Grasp how to sew a dart and how to attach an invisible zipper and a waist band.

**Course Content:**

1. Identifying the patterns of an A-Line skirt
2. Introduction of sewing sequences of A-Line skirt.
3. Introduction of the application of invisible zipper and the related technical details
4. Demonstration of attaching the waistband.

**Lab:** Students complete 1) preparing the fabric for a skirt, 2) sewing the darts, 3) inserting an invisible zipper, 4) sewing a waistband.

**HW:** An A-line skirt sample in muslin, which is attached an invisible zipper and a waist band.

**Course Content 4:** Women's shirt (support course objective 2, 3, 4, 5, 6, 7, 8)

**Reference Hours:** 24 hours (Lecture 12hours, Lab 12 hours)

**Learning Objectives:**

1. Learn how to sew a collar, and a collar stand, and assemble them to the neckline.
2. Master the skill of attaching the shirt sleeve plackets.
3. Learn the method of writing a technique form by complete an experimental report

**Course Content:**

1. Preparation of pattern pieces and fabric
2. Method of layout and cutting
3. Assembly procedures of a women's shirt
4. Demonstration: front plackets; darts, shoulder seams
5. Instruction and demonstration: stitching collar, attaching collar to collar stand, attaching collar stand to shirt
6. Instruction and demonstration: sewing sleeve plackets
5. Instruction and demonstration: attaching sleeve to shirt

**Lab:** Students complete 1) the preparation of fabric and interfacing, 2) sewing darts 3) sewing front plackets 4) preparing and sewing collar and collar stand 5)preparing and attaching shirt sleeve plackets 5) sewing sleeves into armholes.

**HW:** 1) A women’s shirt should be sewn in true fabric, which has a collar and a collar stand, sleeve with cuffs and sleeve plackets.2) A experimental report.

**IV Practice Plan and Requirement**

**1. Teaching Hours Allocation**

**(1) Theoretical Teaching Hours Allocation Table**

Methods Class Hour Course Content	Teaching				Remark	Subtotal
	Lecture	Exercise	Discussion			
1.Introduction of sewing equipment	4					4
2. Round neckline and pocket	4					4
3. A-line skirt	4					4

4. Women's shirt	12				12
Total	24				24

**(2) Lab Hours Allocation Table**

<b>Experimental Project Name</b>	<b>Summary</b>	<b>Experimental Environment</b>	<b>Lab Hours</b>	<b>Number in Each Group</b>	<b>Experimental Attributes</b>	<b>Requirements</b>
Sewing machine operation	1) Stitching without thread; 2) Installation of needle; threading; stitch adjustment;	Sewing Lab	2	1 person	basic	required
Sewing stitching Practice	1) Preparation of muslin; 2) Straight stitching; 3) 3-thread overlock stitching	Sewing Lab	2	1 person	basic	required
Round neckline with facing	1) Making up a round neckline 2) Attaching neck facing 3) Attaching the pocket	Sewing Lab	4	1 person	design	required
A-line skirt	1) Inserting an invisible zipper; 2) Attaching the waistband. 3) Complete an A-line skirt.	Sewing Lab	4	1 person	design	required
Women's shirt	1) Pattern and fabric layout and cutting for a women's shirt; 2) Sewing the women's shirt: front plackets, darts, shoulder	Sewing Lab	12	1 person	design	required

	seams. 3) Stitching collar, attaching collar to collar stand, attaching collar stand to shirt; 4) Sewing sleeve plackets; 5) Attaching sleeve to shirt. 6) Sewing side seams, underarm sleeve seams; 7) Assembling and attaching cuff; 8) Hemming; 9) Sewing button and buttonholes, and pressing; 10) Completing a working sheet.					
Total			24			

## V Suggestions for Teaching

### 1. Teaching Organization Form

The teacher shall introduce the foundation fashion sewing technology through several typical cases in this course, and shall cross use lectures and demonstrations according to actual situation. Centralized teaching and individual tutoring may be applied in the class. And the 4 A teaching website can be used as the educational aid.

### 2. Teaching Methods

A variety of teaching methods including situation teaching method, demonstration teaching method and tasking teaching method are applied. The combination of introduce, demonstration and inquiry are emphasized during teaching process to provide students with various learning experiences and encourage their initiatives. Unit projects are required to assist students to consolidate knowledge and to enhance student's problem-solving ability.

### 3. Teaching Means

Beside traditional teaching methods, multimedia aided instruction and network assisted instruction are applied to improve course teaching quality and efficiency.

### VI Suggestions for Course Learning

Students are required to learn and practice on their own using every material necessary and related to this course. The 4A teaching website is also available for students' reference.

The laboratory will be open to all students. The rules and regulations of keeping the Lab in order must be followed. Students are hereby advised to take care of themselves to avoid any unnecessary injury.

This module will help build and bring innovation and self confidence in students, and students are encouraged to voluntarily participate.

### VII Assessment

In this course, students are required to complete 5 projects, including foundation stitching, a v-neckline with facing, an A-line skirt and a women's shirt. Each of the projects will be evaluated and awarded a mark. And the final score of this course is according to each individual effort and projects standards

Students will be evaluated on classroom performance, technical knowledge and demonstrated skills in completion of unit projects, final project and final exam.

Assessment Methods or Approaches	Assessment Requirements	Assessment Weighting	Evaluation of Course Objectives
Classroom Performance	Ask for leave before class if can't be present. Take an active part in class discussion.	5%	Course Objective 1,2,6
Unit Projects	Complete conventional assignments on time and according to quality requirements.	30%	Course Objective 1,2,3,4,5,6,7,8
Final project	Complete the final project on time and according to quality requirements.	60%	Course Objective 1,2,3,4,5,6,7,8
Experiment report	Complete the experiment report on time and according to quality requirements.	5%	Course Objective 2,3,4,5,6,7,8

## **VIII Textbooks and References**

### **1. Recommended Textbook**

[1] Connie Amaden-Crawford, 《A Guide to Fashion Sewing》 (Fourth edition) . Fairchild publications, Inc, New York, 2008.

[2] 朱秀丽、鲍卫君著:《Fashion Manufacturing Technology》 (第二版), 中国纺织出版社, 2009年出版。

### **2. Reference Book**

[1] 安妮特 费舍尔著, 巴哲华译, 《Sewing for fashion designers》, 东华大学出版社, 2016.8

[2] CLAIRE B. SHAEFFER: 《Couture Sewing Techniques》, The Taunton Press,2007.

**Written by: Dong Xubo (董旭波)**

**Reviewed by : Yang Yunchu (杨允出)**

**Date: 2020-5-20**

# Syllabus of Cognitive Practice of Fashion Firm

**Course Title:** Cognitive Practice of Fashion Firm **Course Code:** 92586

**Course Type:** Basic Course, Compulsory Course

**Total Teaching Hours:** 2 weeks

**Course Credit:** 2

## I Course Introduction

《Cognitive Practice of Fashion Firm》 is the student first contact and understanding of garment enterprises. The course aims to deepen the clothing industry and related occupations in different positions through the student's understanding of personal experience, improve professional learning consciousness and autonomy.

## II Course Objective

### 1. Political Objectives

Through this course, students culture the love to the profession, labor and a sense of spirit.

### 2. Knowledge Objectives

By studying in different department, students could learn basic knowledge about draping; flat pattern; sewing skills or industry management.

### 3. Capability Objectives

By participating in the work of assistive technology and commercial activities, students practice the theoretical knowledge and learned together, to get a more solid experience costume technology, management and marketing, foreign trade and other aspects.

### 4. Quality Objectives

expand professional knowledge, improve ability to work independently, teamwork and communication skills.

## II、Course Content

Students have learned to use their expertise and apparel market for garment enterprises to inspect and practice. By this stage of learning, requiring students to meet the following requirements:

(1) Understanding the nature of garment enterprises, institutions, product structure, management systems, production organization; understanding the clothing company product design and development process and management features; understanding fashion designers, pattern makers, technicians, marketing personnel, business management the main contents of personnel working in the enterprise; understanding garment production process and requirements to establish the total garment production and production concepts and apparel products into commodities from the whole process; understanding common performance apparel fabrics and

accessories, the collection sample and analyze surface materials.

(2) Understanding the status of competition in the apparel market; understanding the status of the clothing brand internships enterprises; understanding the apparel retail shopping guide working knowledge and skill requirements; understanding the major surface materials market.

### **III、 Practice Plan and Requirement**

Each student should carefully record what they have learned in practice, thinking, income, and write internship diary. Write diary everyday. After the internship, the intern and the problems encountered during the harvest completed internship report. Finally, identification issued by the internship internships.

### **IV、 Autonomous Learning**

This course is due to practical needs, mainly live off-campus internship corporate way. Students acquire a certain amount of professional knowledge, based on the independent scene to outside companies based experiential learning, so that students can apply in practice, and to participate in the actual production work, and to further enrich themselves and have been summarized all kinds of knowledge to learn.

### **V、 Assessment**

Curriculum assessment of student performance in peacetime training, internship and internship attitude and practice journal reports the results combined.

- ①Internship Diary 30%
- ②Practice Report 40%
- ③Companies Identify 30%

### **VI、 Textbooks and References**

- 1.郭建南著，《时装工业导论》，中国纺织出版社，2012年出版。
- 2.（美）斯通著，《服装产业运营》，中国纺织出版社，2004年出版。
3. 张文斌等编著：《服装工艺学》成衣工艺分册，中国纺织出版社，2004年出版。

**Written by: Yanmei Li (李艳梅)**

**Reviewed by: Yang Yunchu (杨允出)**

**Date: 2021-05-20**

# Syllabus of English for Fashion

**Course Name/Title:** English for Fashion

**Course code:** 92611

**Course Type:** Specialized Course, optional Course

**Total Teaching Hours:** (Classroom Hours: 32)

**Course Credit:** 2

## I Course Introduction

In recent years, teaching, scientific research, fashion training, communication and cooperation in the fashion field on the global scale have become more and more frequent. Furthermore, fashion trends spread more and more rapidly worldwide. As a main country for garment production, Chinese fashion industry has a large number of orders coming from Europe, the United States and other countries. At the same time, many international students come to China to study the Chinese fashion industry, to introduce more ideas and techniques to their domestic fashion field. Fashion design and engineering is a very effective course for studying the detailed segments of the fashion industry. Therefore, here, we offer an English course for Fashion design and Engineering. This course introduces the basic English and terms for the knowledge of various aspects of fashion production, from the materials of fashion, fashion design, garment constructions, sewing technology and fashion market. This course is a major elective course open to all the undergraduate students in the university, including all the international students. The aim of this course is to introduce the basic English used for the theories and technologies in the fashion industry, to help Chinese students to understand and master the primarily English knowledge in the fashion industry and to help the international students to get familiar with the Chinese terms for garment production, learn more about the Chinese fashion culture. This course will help to cultivate talents for global apparel market, and it will be beneficial for the undergraduate students to develop the interest for the fashion field and to adapt to global fashion platform at an early stage.

## II Course Objective

By the end of the course, the students from fashion majors will be able to further master the professional English expression in their field and will be able to directly communicate with the international peers. The students outside the fashion majors will be able to understand the various aspects of the fashion industry, and understand the basic principles of fashion design and construction technologies. In addition, students can be trained to search and read the latest fashion information in the world actively, which will be helpful to improve their taste for dressing and the aesthetic ability.

### (i) Knowledge Objective

Upon completion of the course, students are expected to be able to:

**Objective 1:** be familiar with the English terms that are commonly used for fashion fabrics, fashion colors, fashion styles, fashion trends, and fashion merchandising.

**Objective 2:** demonstrate the basic understanding in the following aspects: the materials of fashion, fashion design, garment constructions, sewing technology and fashion market.

**Objective 3:** establish the framework of the fashion industry system; characterize major organizations within each segment of the fashion industry.

**Objective 4:** for Chinese students, master the English vocabulary, grammar and expression frequently used in the fashion industry; for the international students, get to know the basic Chinese vocabulary, grammar and expression frequently used in the fashion industry.

(ii) Ability Objective

Upon completion of the course, students are expected to be able to:

**Objective 5:** for Chinese students, understand talks and videos on fashion topic and master the daily dialogues in different dress occasions, improve the ability in written English; for international students, demonstrate the ability to briefly describe fashion styles in Chinese.

**Objective 6:** improve the ability to carry out investigations and research on the fashion topic from the global resources by using the modern information platform; demonstrate the ability to analyze and abstract the core message from the research materials, to discuss and share opinions in English.

**Objective 7:** acquire timely international information such as the fashion trends; have the ability to directly communicate with the international peers.

(iii) Quality Objective

Upon completion of the course, students are expected to be able to:

**Objective 8:** expand the international vision while have the comprehensive quality in both fashion profession and language.

**Objective 9:** have the quality to think and learn independently and improve the aesthetic literacy.

**Objective 10:** understand the different mindsets in Chinese and foreign fashion industry and explore the different characteristics of Chinese and foreign fashion culture, carry out innovative work in the garment industry with Chinese characteristics in the future, and improve the competitiveness of China's garment industry in the world.

### III Correlations between Course Objectives and Graduation Requirements

Graduation Requirements	Graduation Requirements Index Point	Course Objectives
Graduation Requirement 4	Research: Being able to conduct research on complex garment engineering problems based on scientific principle and applying scientific methods, including experimental design, data analysis and interpretation, and getting valid conclusions through information integration.	Course Objective 1,3,5,6,10
Graduation	Using modern tools: Being able to develop, select and use	Course

Requirement 5	appropriate technologies, resources, modern engineering tools, and information technology tools aiming at complex engineering problems, including the prediction and simulation of complex garment engineering problems, and understanding its limitation.	Objective 1,2,3,4,5,6
Graduation Requirement 8	Professional norms: Having humanities, social and scientific qualities, and social responsibility, being able to understand and comply with the engineering ethics and norms and perform responsibility in garment engineering practices.	Course Objective 5,6,7,8,9,10
Graduation Requirement 12	Lifelong learning: Having independent learning and lifelong learning consciousness, having the ability to learn continuously and to adapt to development.	Course Objective 6,7,8,9,10

#### IV Correlations between Course Content and Course Objectives

**Teaching Content 1** Brief Introduction to the fashion industry (supporting teaching objectives 1, 2, 4, 8,10)

Reference class hours: 4 class hours (3 class hours for theory teaching, 1 class hour for discussion and practice)

Learning Objectives:

1. Explain the main content, course schedule, assignments and assessment methods of this course.
2. Understand the origin, function and the role of clothing in the history.
3. Learn to use English expressions to describe textile and clothing, such as dress, jeans, fabric, leather, etc.

Course Content:

1. Definition and classification of clothing, characteristics and research methods of fashion and clothing.
2. Introduction to the origin of clothing, the domestic and international development history of clothing.
3. By asking questions and group discussions, students will be encouraged to summarize the functions and the roles of clothing in the society, economic structure and culture.
4. Introduction to the first era of modern fashion (from 1860s to 1960s) in China and in western countries.

**Teaching Content 2** Materials for clothing (supporting teaching objectives 2, 3, 4, 5, 8)

Reference class hours: 4 class hours (2 class hours for theory teaching, 2 class hours for discussion and practice)

Learning Objectives:

1. Grasp the classification of textile fiber and the English expressions.

2. Understand the characteristics and differences of natural and man-made fibers.
3. Understand the characteristics of the natural fibers, including cotton fiber, wool fiber, silk fiber and hemp fiber.
4. Master the fabric structures, the characteristics of woven fabrics and knitted fabrics, and the related English expressions.

Course Content:

1. The two major categories of textile fiber, their respective characteristics, the strength and the weakness.
2. Classification of natural fibers and characteristics of cotton fiber, wool fiber, silk fiber and hemp fiber.
3. Classification of fabric structure, cutting method of woven fabric and manufacturing process of knitted fabric.
4. By class discussion and interaction activities, students are encouraged to identify the fabric and the fabric structure wore by the students in the class.
5. Fabric performance: comfort, durability and ease of care.

**Teaching Content 3** Fashion design (support teaching goal 2, 3, 5, 6, 7, 8, 9, 10)

Reference class hours: 8 class hours (6 class hours for theory teaching, 2 class hours for discussion and practice)

Learning Objectives:

1. Master the three design elements of fashion design, the texture, fabric patterns and color.
2. Understand and apply the basic principles of design.
3. Understand the work content and responsibilities of fashion designers.
4. Illustrate the evolution of fashion trend, the fashion cycle curve; list the famous domestic and international fashion forecasting institutions.

Course Content:

1. Application of the texture, fabric patterns and color in the process of fashion design.
2. Basic principles of fashion design, including proportion, balance, unity, emphasis, silhouette, line and other design skills.
3. Introduction to the design development process, fashion evolution, fashion cycle curve and the tools to predict fashion.
4. Ways and methods to obtain the first hand fashion information by using the new media and new technology.
5. Students will be encouraged to collect the seasonal fashion trend in groups, to present and share in the class.

**Teaching Content 4** Garment constructions (support teaching goal 2, 3, 4, 8, 9)

Reference class hours: 6 class hours (4 class hours for theory teaching, 2 class hours for discussion

and practice)

Learning Objectives:

1. Understand the design principle of garment pattern and the difference between garment pattern and the industrial pattern.
2. Master the English expressions of garment structure, such as bodice, seam line, dart, gather, and ease.
3. Understand the method and basic steps of pattern-making and cutting.
4. Understand the principles, basic steps of draping.

Course Content:

1. The two primary methods of garment construction: pattern making and draping.
2. Three pattern prototypes and the processing methods for eliminating the surplus, the pattern making procedures will be presented to the students through relevant video materials.
3. Measurement criteria of human body, such as the chest circumference, the waist circumference and the hip circumference.
4. The basic methods and steps of draping will be presented in the class.
5. Introduction to English terms for clothing structure and signs, such as front and back center, princess line, chest line, waist line, hip line, etc.

**Teaching content 5** Sewing (support teaching goal 2, 3, 4, 8, 9)

Reference class hours: 4 class hours (2 class hours for theory teaching, 2 class hours for discussion and practice)

Learning objectives:

1. Master the English expressions for the main components of sewing equipment.
2. Understand the sewing process of garment and the operation of sewing machines.
3. Able to read simple examples of specification, understand the requirements for the fabrics, color, style, detailed specification information on the specification sheets.
4. Understand the general evaluation for clothing construction score sheet, and learn to read labels and hangtags.

Course content:

1. The English expressions for each part of sewing equipment will be taught first in the class.
2. The specification sheet and the evaluation for clothing construction score sheet. Garment labels and hangtags.

**Teaching content 6** Fashion Marketing (supporting teaching objectives 2, 3, 4, 5, 8, 9, 10)

Reference class hours: 6 class hours (5 class hours for theory teaching, 1 class hour for discussion and practice)

Learning objectives:

1. Understand the composition of the fashion market, and the differences between haute couture house, designer wear, and street fashion.
2. Understand the basic merchandising process.
3. Understand the mass production process.
4. Identify the activities of fashion sales promotion, and demonstrate the ability to purchase clothes in English.

Course content:

1. The composition of the fashion market; the respective market targeting, market positioning and market segmentation of different markets including haute couture house, designer wear, and street fashion.
2. The mass production process: the pattern, the sizing, the lay plan, the cutting out, the sewing and the finishing. The basic merchandising process: buying plan, buy and order, receive orders and provide information to staff, monitor inventory levels and sales, negotiate buybacks or advertising with vendors, etc.
3. Activities of fashion sales promotion: store display, lighting, fragrance, discount, membership system and other promotion techniques.
5. Students will be encouraged to have simple conversation on the topic of clothing purchase in pairs.

## V Period Distribution and Teaching Modes

Allocation of class hours

Content	Theoretical Lectures	Exercise	Discussion	Remark	Sub-total
Brief Introduction to the fashion industry	3		1	Discussion on the functions of the clothing	4
Materials for clothing	2		2	Discussion on the fabrics.	4
Fashion design	6	2		Research and presentation on the fashion	8
Garment constructions	4	1	1	Pattern making and draping practice.	6

Sewing	2		2	Visit to the sewing lab.	4
Fashion Marketing	5	1		Conversation practice.	6
Total	22	4	6		32

(ii) Teaching Advice

(1) For the teaching of fashion construction, fashion marketing, the main teaching method is lecturing and case study.

(2) For the clothing materials, garment construction, sewing technology, the main teaching method is group discussion and the operation practice.

(3) For the fashion design and the fashion trends, the modern education technology and internet resources will be fully used.

(iii) Autonomous Learning

(i) It is suggested that Chinese students should go through the English materials according to their own English level. This will help students adapt to the teaching schedule in advance.

(ii) Students are required to review the related English terms after class.

(iii) Students will be encouraged to actively participate in group discussion, especially in topics such as fashion design, fashion trend, actively collect the relevant international information, and present their opinions in the class.

**VI Assessment**

Assessment methods	Assessment requirement	Weight	Evaluation of the objectives
Performance in class	Attendance, group discussion	20%	Objective 1, 2, 4, 5
Assignments	Presentation as a group	50%	Objective 5, 6, 7, 9
Quiz	Quiz for English terms	30%	Objective 3, 4

**VII Textbooks and References**

(i) Textbooks:

[1] Zhang Ling. Introduction to clothing, Donghua University Press, 2006.

[2] The Dynamics of Fashion, Fairchild Publications, Inc. 2004.

(ii) Reference books:

[1] Zhuang Sansheng, Garment Professional English, Donghua University Press, 2015.

[2] Xu Hua, editor-in-chief: Chinese-English classified clothing dictionary, Donghua University Press, 2011.

[3] Yuan Guanluo, editor-in-chief: English-Chinese dictionary of fashion, Donghua University Press, 2011.

(iii) Web Resources:

[1] <http://www.style-arena.jp/ch/>

[2] <http://www.firstview.com/>

**Written by: ZHAI Lina (翟丽娜)**

**Reviewed by: YANG Yunchu (杨允出)**

**Date: 2021-5-20**

## **Syllabus of Marker Making and Spreading**

**Course Name/Title:** Marker Making and spreading    **Course Code:** 92902

**Course Type:** Major- related Courses, optional Course

**Total Teaching Hours:** 32 (Classroom Hours:16    Laboratory Hours or Tutorial Hours: 16 )

**Course Credit:** 2

### **I Course Introduction**

Marker and spreading is a specialty and advanced course for undergraduate major in apparel. This course should enable students with basic apparel technology to understand the method and process of marker making and spreading in apparel production.

### **II Course Objective**

#### **1. Knowledge Objectives**

Course Objective 1: Establish fundamental knowledge, basic methods and technique of cutting engineering

Course Objective 2: Understand the principle , techniques and methods of various kinds of marker making

#### **2. Capability Objectives**

Course Objective 3: Practice the principle and techniques of various kinds of marker making and spreading modes and machines

Course Objective 4: learn and grasp the processes of marker making and spreading based on they have learned the courses of pattern making

Course Objective 5: Develop independent learning ability, initiative exploration and independent thinking ability. Improve students' innovative consciousness.

#### **3. Quality Objectives**

Course Objective 6: Obtain the basic essence of professional staff in apparel industry, the inner quality of group cooperation and to develop the good habit of diligent thinking and in-depth study.

Course Objective 7: Strengthen the understanding and judgement of the professional function of fashion design and engineering, and promote the professional function quality.

Course Objective 8: Through learning professional marker making technology, students are trained to cultivate the concept of thrift, eliminating waste, advocating environmental protection, health and sustainable development of clothing.

### III Correlations between Course Objectives and Graduation Requirements

Graduation Requirements	Graduation Requirements Index Point	Course Objectives
Graduation Requirement 3	Design/Develop solution: Being able to design solutions for complex garment structures, processes, and manufacturing engineering problems; designing a system, unit, component, or process to meet a particular requirement; and being able to reflect innovation in the design process, taking into account social, health, safety, law, culture and environment factors.	Course Objective 1,2,3,4
Graduation Requirement 4	Research: Being able to conduct research on complex garment engineering problems based on scientific principle and applying scientific methods, including experimental design, data analysis and interpretation, and getting valid conclusions through information integration.	Course Objective 3,4,5
Graduation Requirement 8	Professional norms: Having humanities, social and scientific qualities, and social responsibility, being able to understand and comply with the engineering ethics and norms and perform responsibility in garment engineering practices.	Course Objective 5,6,7
Graduation Requirement 12	Lifelong learning: Having independent learning and lifelong learning consciousness, having the ability to learn continuously and to adapt to development.	Course Objective 5,6

### IV Correlations between Course Content and Course Objectives

**Course Content 1:** The principle and methods of marker making (support course objective 1, 2)

**Reference Hours:** 2 hours (Lecture 2hours)

**Learning Objectives:**

1. Learn the main content , characteristics and requirements of this course,
2. Learn how to make marker correctly by using industrial patterns

**Course Content:.**

- 1.Course introduction, including content , homework and schedule of the course
- 2.The relationship of fabrics, Styles and marker making
- 3.Introduction to six kinds of methods about marker making
4. Introduction to the principle and methods of marker making

**HW:** Students prepare equipment and material for class

**Key Points and Special Difficulties:** Methods and operations of marker making

**Course Content 2:** Analysis of factors influencing marker making (support course objective 1, 2)

**Reference Hours:** 2 hours (Lecture 2hours)

**Learning Objectives:**

1. Analyse the influence of factors on marker making ,quality and cost

**Course Content:**

1. The influence of Spreading modes on marker making
2. The influence of special fabric on marker making
3. The influence of fabric grain , fabric utilization and technical quality standards on marker making

**HW :** Students develop cutting-room research report and learn preproduction operation and spreading modes by visiting cutting-room

**Key Points and Special Difficulties :** Analyse the factors that influence marker making

**Course Content 3:** Introduction and demonstration of marker making methods according to Face One Way (support course objective 1, 2, 3, 5,6,7)

**Reference Hours:** 8 hours (Lecture 4hours, Lab 8hours)

**Learning Objectives:**

Students learn and grasp the methods of marker making: FOW-NOW、 FOW-NUD and FOW-NEW.

**Course Content:**

- 1..Operation demonstrating of FOW-NOW
- 2.Operation demonstrating of FOW-NUD
- 3.Operation demonstrating of FOW-NEW
- 4.Compare and analyze the markers of different products by teams

**Lab:**

1. Operating and demonstrating of FOW-NOW by using an industrial pattern
2. Operating and demonstrating of FOW-NUD by using an industrial pattern
3. Operating and demonstrating of FOW-NEW by using an industrial pattern

**HW:** (according to proportion 1: 1)

1. Marker making of FOW-NOW by using a giving pattern (teamwork)
2. Marker making of FOW-NUD by using a giving pattern (teamwork)
3. Marker making of FOW-NEW by using a giving pattern (teamwork)

**Key Points and Special Difficulties :** Marker making methods of FOW-NOW、 FOW-NUD and FOW-NEW

**Course Content 4:** Introduction and demonstration of marker making methods according as Face to Face (support course objective 1, 2, 3, 5, 6.7)

**Reference Hours:** 12 hours (Lecture 4hours, Lab 8hour)

**Learning Objectives:** Students learn and grasp the methods of marker making: FTF-NEW and FTF-NUD

**Course Content:**

1. Operation demonstrating of FTF-NEW
2. Operation demonstrating of FTF-NUD
3. Compare and analyze the markers of different products by teams

**Lab:**

1. Operating and demonstrating of FTF-NEW by using an industrial pattern
2. Operating and demonstrating of FTF-NUD by using an industrial pattern

**HW:** (according to proportion 1: 1)

1. Marker making practice of F/F—N/E/W
2. Marker making practice of F/F—N/U/D

**Key Points and Special Difficulties:** Marker making methods of FTF-NEW and FTF-NUD

**Course Content 5:** Introduction and demonstration of marker making methods of special fabric (support course objective 1, 2, 3, 4, 5, 6,7)

**Reference Hours:** 12 hours (Lecture 4hours, Lab8hour)

**Learning Objectives:** Students learn and grasp the methods of marker making: stripe and plaid aligning

**Course Content:**

1. Operation demonstrating of stripe aligning marker making
2. Operation demonstrating of plaid aligning marker making
3. Compare and analyze the markers of different products by teams

**Lab:**

1. Operating and demonstrating of stripe aligning by using an industrial pattern
2. Operating and demonstrating of plaid aligning by using an industrial pattern
3. Compare and analyze the markers of different products by teams

**HW:** (according to proportion 1: 1)

1. Marker making of stripe aligning by using a giving pattern (teamwork)
2. Marker making of plaid aligning by using a giving pattern (teamwork)

**Key Points and Special Difficulties :** Marker making methods of stripe and plaid aligning

**Course Content 6:** Introduction to spreading modes and machines (support course objective 3, 4, 5, 6,7)

**Reference Hours:** 4 hours (Lecture 4hours)

**Learning Objectives:**

1. Students learn the influence of characteristics of fabric and style on Spreading modes
2. Students learn processes and machines of spreading

**Course Content:**

1. Analysis of factors influencing spreading modes
2. Introduction to spreading modes and machines

**Key Points and Special Difficulties :** The influence of characteristics of fabric and style on Spreading modes

## V Period Distribution and Teaching Modes

### 1. Teaching Hours Allocation

#### (1) Theoretical Teaching Hours Allocation Table

Class Hour	Teaching Methods				Subtotal
	Lecture	Exercise	Discussion	Remark	
Course Content					
1. The principle and methods of marker	2				2
2. Analysis of factors influencing	2				2
3. Introduction and demonstration of marker making methods according as Face One Way	4				4
4. Introduction and demonstration of marker making methods according as Face to Face	2				2

5. Introduction and demonstration of marker making methods of special fabric	4				4
6. Introduction to spreading modes and machines	2				2
Total	16				16

**(2) Lab Hours Allocation Table**

Experimental Project Name	Summary	Experimental Environment	Lab Hours	Number in Each Group	Experimental Attributes	Requirements
Marter making operating and demonstrating Face one way	Operating and demonstrating of FOW-NOW, FOW-NUD and FOW-NEW by using an industrial pattern	Marker Lab	6	5-6 person	basic	required
Marter making operating and demonstrating Face to face	Operating and demonstrating of FTF-NEW and FTF-NUD by using an industrial pattern	Marker Lab	4	5-6 person	basic	required
Marter making operating and demonstrating stripe aligning	Operating and demonstrating of stripe aligning by using an industrial pattern	Marker Lab	2	5-6 person	basic	required
Marter making	Operating and demonstrating	Marker Lab	4	5-6 person	basic	required

operating and demonstrating plaid aligning	of plaid aligning by using an industrial pattern					
Total			16			

## 2. Teaching Organization Form

Organize classroom teaching through the combination of class centralized teaching and individual tutoring. The teacher introduces the method and technology of marker making and spreading through lecture and demonstration, arranges classroom exercises corresponding to the content of the lesson, then helps the students to grasp the course content through individual guidance.

## 3. Teaching Methods

A variety of teaching methods including situation teaching method, demonstration teaching method and tasking teaching method are applied. The combination of introduce, demonstration and inquiry are emphasized during teaching process to provide students with various learning experiences and encourage their initiatives.

## 4. Teaching Means

Beside traditional teaching methods, multimedia aided instruction and network assisted instruction are applied to improve course teaching quality and efficiency.

1) The students prepare and review the course content in the spare time by the courseware provided by the teacher.

2) Students can study independently through the various teaching resources provided by the course website platform to expand the scope and depth of learning.

3) The assignment is an important part to guide students to learn and check the teaching effectiveness, and a sign to reflect the requirements of the course. Unit projects and term project are assigned to assist students to consolidate learning and can enhance students to analyze problem-solving abilities.

## VI Assessment

Students will be evaluated on classroom performance technical knowledge and demonstrated skills in completion of unit projects, final project and final exam.

Assessment Methods or Approaches	Assessment Requirements	Assessment Weighting	Evaluation of Course Objectives
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Classroom Performance	Ask for leave before class if can't be present. Take an active part in class discussion.	5%	Course Objective 1,2,5
Unit Projects	Complete conventional assignments on time and according to quality requirements.	45	Course Objective 1,2,3,4,6,7
Final Project	Complete big assignment on time and according to quality requirements.	30	Course Objective 1,2,5,6,7
Final Exam	Close-book	20%	Course Objective 1,2,3,4

## VII Textbooks and References

### 1. Recommended Textbook

[1] 张文斌等编著：《成衣工艺学》（第3版），中国纺织出版社，2008年出版

[2] 《Apparel Manufacturing》 Ruth E.Glock ; Grace I.Kunz ; Macmillan Publishing Company Hilde Jaffe, Nurie Relis: 《Draping for Fashion Design》（5<sup>th</sup> Edition）, Prentice Hall, 2011.

### 2. Reference Book

[1] 陈霞主编：《服装生产工艺与流程》（第2版），中国纺织出版社，2014年出版。

[2] 邹奉元主编：《成衣工艺学》（第二版），浙江大学出版社，2016年出版。

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**Reviewed by:** YANG Yunchu (杨允出)

**Date:** 2021-5-20

# Syllabus of Draping for Fashion Design 1

**Course Name/Title:** Draping for Fashion Design 1      **Course code:** 92904

**Course Type:** Basic Course    Compulsory Course

**Total Teaching Hours:** 48 (Classroom Hours: 28    Laboratory Hours or Tutorial Hours: 20 )

**Course Credit:** 3

## I Course Introduction

Draping I is a fundamental draping course for undergraduate majors in apparel. This course should enable students with basic apparel technology to understand the method and process of draping in apparel design. Introduction to basic patterns, collars, bodice and skirt variations are included. Through the combination of moral education and talent education, the students can master the rules and methods of draping, have noble moral cultivation and professional ethics, strong innovative spirit, as well as good aesthetic and humanistic quality.

## II Course Objective

### 1. Politic-Ideological Objectives

Course Objective 1: Strengthen students' ideals and beliefs, stimulate their patriotic feelings, enhance social responsibility.

Course Objective 2: Enable students to have high moral and professional ethics, cultivate students with the spirit of craftsmanship, unity and cooperation.

Course Objective 3: Improve students' aesthetic and humanistic qualities, consciously inherit and carry forward the excellent traditional Chinese culture, and enhance cultural confidence.

### 1. Knowledge Objectives

Course Objective 4: Establish fundamental knowledge, basic methods and technique of draping.

Course Objective 5: Understand the relationship among body shape, draping and flat patterns.

### 2. Capability Objectives

Course Objective 6: Drape and manipulate the muslin to make style corrections.

Course Objective 7: Follow a design sample from sketch to finished garment using draping.

Course Objective 8: Develop independent learning ability, initiative exploration and independent thinking ability. Improve students' innovative consciousness.

### 3. Quality Objectives

Course Objective 9: Obtain the basic essence of professional staff in apparel industry, the

inner quality of group cooperation and to develop the good habit of diligent thinking and in-depth study.

Course Objective 10: Strengthen the understanding and judgment of the professional function of fashion design and engineering, and promote the professional function quality.

### III Correlations between Course Objectives and Graduation Requirements

Graduation Requirements	Graduation Requirements Index Point	Course Objectives
Graduation Requirement 3	Design/Develop solution: Being able to design solutions for complex garment structures, processes, and manufacturing engineering problems; designing a system, unit, component, or process to meet a particular requirement; and being able to reflect innovation in the design process, taking into account social, health, safety, law, culture and environment factors.	Course Objective 4,5,6,7
Graduation Requirement 4	Research: Being able to conduct research on complex garment engineering problems based on scientific principle and applying scientific methods, including experimental design, data analysis and interpretation, and getting valid conclusions through information integration.	Course Objective 6,7,8
Graduation Requirement 8	Professional norms: Having humanities, social and scientific qualities, and social responsibility, being able to understand and comply with the engineering ethics and norms and perform responsibility in garment engineering practices.	Course Objective 1,2,3,7,8,9
Graduation Requirement 12	Lifelong learning: Having independent learning and lifelong learning consciousness, having the ability to learn continuously and to adapt to development.	Course Objective 8,9

### IV Correlations between Course Content and Course Objectives

**Course Content 1:** Introduction of Draping (support course objective 1,4,5)

**Reference Hours:** 4 hours (Lecture 3hours, Lab 1hour)

**Teaching modes:** Lecture, Demonstration, Online course, Group discussion, Lab

**Teaching Requirement:**

1. Learn characteristics and requirements of this course.
2. Learn how to make preparation before draping.
3. Through case infiltration, introduce the latest application of information technology in the development of dress form, and highlights the urgent needs of transformation and upgrading in combination with national strategies. Broaden students' vision, stimulate students' feelings of home and country and mission.

**Course Content:**

1. Course components

2. Equipment needed and material preparation
3. Preparing dress form for draping
4. Preparation of muslin for draping
5. Methods of using pins

**Lab:** Students complete identification lines on dress form.

**HW:** Students prepare equipment and material for class.

**Course Content 2:** Basic Fitted Dress with Waistline Seam (support course objective 2,3,4,5,6,8)

**Reference Hours:** 16 hours (Lecture 10hours, Lab 6hour)

**Teaching modes:** Lecture, Demonstration, Online course, Group discussion, Lab

**Teaching Requirement:**

1. Learn basic draping steps of basic dress with waistline seam.
2. Learn to check fit and make corrections.
3. Through case infiltration, the application of traditional Chinese craft in the change of stand collar will be introduced, the excellent Chinese culture will be spread, the craftsman spirit will be rooted, and students will be encouraged to make innovations in the inheritance.

**Course Content:**

1. Basic front bodice with shoulder dart & waist dart
2. Basic back bodice with shoulder dart & waist dart
3. Basic fitted sleeve (Transferring the basic fitted sleeve pattern onto the muslin and set in )
4. Basic slim skirt (connecting the finished skirt with the bodice )
5. Mandarin collar and convertible collar
6. Fitting and adjustment

**Lab:** Students prepare muslin and drape a basic dress with waist seam.

**HW:** Students drape basic dress with waistline seam.

**Course Content 3:** Princess Bodice and Six-gored Skirt (support course objective 2, 3,5, 6, 7)

**Reference Hours:** 12 hours (Lecture 6hours, Lab 6hours)

**Teaching modes:** Lecture, Demonstration, Online course, Group discussion, Lab

**Teaching Requirement:**

1. Students learn to design and drape princess bodice, six-gored skirt, flat collar and short puff sleeve with self cuff.

2. Through the unity of knowledge and action, teachers inspire thinking, through draping assignments comments, excellent works demonstration, guide students to pay attention to operational norms and working attitude, cultivate observation ability, improve the aesthetic level, cultivate excellence, good at thinking of the spirit of the wise craftsman.

**Course Content:**

1. Princess bodice (including extensions, buttonhole and buttons placement, self-facing)
2. Six-gored skirt (including kick pleat, inverted pleat, plus gore flare)
3. Short sleeve with self cuff
4. Flat collar

**Lab:** Students prepare muslin to drape the princess bodice and six-gored skirt.

**HW:** A dress with princess bodice and six-gored skirt, assembling with short sleeve with self-cuff and flat collar.

**Course Content 4:** Bodice Variations (support course objective 2, 3,4, 5, 6, 8, 9, 10)

**Reference Hours:** 4 hours (Lecture 3hours, Lab 1hours)

**Teaching modes:** Lecture, Demonstration, Online course, Group discussion, Lab

**Teaching Requirement:**

1. Students learn to design and drape creative bodices.
2. Through the unity of knowledge and action, team design of bodice variations, encourage innovation, and advocate mutual learning among peers. Cultivate students' spirit of cooperation, craftsmanship and innovation, and improve their aesthetic level.

**Course Content:**

1. Darts, pleats, tucks, gathers, stylelines
2. Neckline and armhole variations
3. The surplice front
4. Facing

**Lab:** Students prepare muslin and drape the creative bodice.

**HW:** A creative bodice with front and back.

**Course Content 5:** Flare Skirt with Hip Yoke (support course objective 2,3,4, 5, 6, 8,9,10)

**Reference Hours:** 4 hours (Lecture 2hours, Lab 2hour)

**Teaching modes:** Lecture, Demonstration, Online course, Group discussion, Lab

**Teaching Requirement:**

1. Students learn how fabric properties influence the silhouette of flare skirt; students learn

to drape flare skirt with muslin in different grain.

2. Through group discussion on the influencing factors of wavy skirt shape, the students are guided to pay attention to the influence of fabric performance, skirt structure and cut quality on the appearance effect, so as to cultivate the observation ability, improve the aesthetic level, and cultivate the spirit of craftsman who is excelsior and good at thinking.

**Course Content:**

1. Yoke
2. Flare skirt
4. Skirt variation

**Lab:** Students prepare muslin and drape the flare skirt.

**HW:** A flare skirt with hip yoke.

**Course Content 6:** Final garment—a dress or a top with coordinate skirt (support course objective 2,3,7, 8, 9, 10)

**Reference Hours:** 8 hours (Lecture 4hours, Lab 4hours)

**Teaching modes:** Lecture, Demonstration, Online course, Group discussion, Lab

**Teaching Requirement:**

1. Students learn the cotton fabric category and its application in fashion design; matching mate the fabric with supporting fabric correctly; construction process of dress and know the whole procedures of sample garment.

2. Through the unity of knowledge and action, carry out a series of garment design in a group form, encourage innovation, and advocate mutual learning among peers. Cultivate students' spirit of cooperation, craftsmanship and innovation, and improve their aesthetic level.

**Course Content:**

1. Cotton fabric category, property and characteristics of construction
2. Supporting fabric introduction (interfacing, threads, buttons, zippers); matching mate fabric with supporting fabric
3. Examples of clothing design through draping

**Lab:** Students design a creative dress or a top with a coordinate skirt, drape the garment in muslin, then use muslin patterns to cut fabric, finally sew and finish the garment.

**HW:** A creative dress or a top with a coordinate skirt.

**V Period Distribution and Teaching Modes**

**1. Period Distribution**

**(1) Theoretical Teaching Hours Allocation Table**

Methods Class Hour Course Content	Teaching			Remark	Subtotal
	Lecture	Exercise	Discussion		
1. Introduction of Draping	3				3
2. Basic Fitted Dress with waistline	10				10
3. Princess bodice and six-gored skirt	6				6
4. Bodice variations	3				3
5. Flare Skirt with hip yoke	2				2
6. Final garment	4				4
Total	28				28

**(2) Lab Hours Allocation Table**

Experimental Project Name	Summary	Experimental Environment	Lab Hours	Number in Each Group	Experimental Attributes	Requirements
Dress Form Identification	Prepare the dress form for draping	Draping Lab	1	1 person	basic	required
Fitted Dress with waist seam	Drape, check fit and make correction	Draping Lab	6	1 person	basic	required
Princess bodice & six gore skirt	Drape, check fit and make correction	Draping Lab	6	1 person	design	required
Bodice Variation	Style analysis , drape	Draping Lab	1	1 person	design	required
Flare Skirt with hip yoke	Drape, check fit and make correction	Draping Lab	2	1 person	design	required
Final garment	Design , drape and	Draping Lab	4	1 person	integrated	required

	sew the garment					
Total			20			

## 2. Teaching Methods

A variety of teaching methods including situation teaching method, demonstration teaching method and tasking teaching method are applied. The combination of introduce, demonstration and inquiry are emphasized during teaching process to provide students with various learning experiences and encourage their initiatives.

Beside traditional in-class teaching methods, online learning, group discussion, group task are applied to improve course teaching quality and efficiency. Students preview before class by watching online micro lessons, complete unit tests after class, and complete online tasks and discussion.

## VI Assessment

Students will be evaluated on classroom performance, technical knowledge and demonstrated skills in completion of unit projects, final project and final exam.

Assessment Methods or Approaches	Assessment Requirements	Assessment Weighting	Evaluation of Course Objectives
Classroom Performance (online & offline)	Take an active part in class discussion and online discussion.	10%	Course Objective 1,2,3,4,5,8
Unit Projects	Complete conventional assignments on time and according to quality requirements.	45%	Course Objective 1,2,3,4,5,8,9,10
Final Project	Complete comprehensive practice assignment on time and according to quality requirements.	30%	Course Objective 1,2,3,4,5,8,9,10
Online Unit Tests & Final Exam	Closed-book exams and score according to the scoring criteria	15%	Course Objective 1,2,3,4,5,8,9,10

Note: 1. Assessment methods or approaches mainly include classroom performance, conventional assignments, unit tests, mid-term exam, final exam, big assignments, course paper, project design and works, etc.

2. Assessment requirements include frequencies of assignments, assessment methods (open-book, close-book), and project design requirements, etc.

3. Assessment Weighting refers to the percentage that assessment methods or approaches take up in the total score.

## **VII Textbooks and References**

### **1. Recommended Textbook**

[1] Hilde Jaffe, Nurie Relis: 《Draping for Fashion Design》（5<sup>th</sup> Edition）, Prentice Hall, 2011.

[2]吴巧英、郭建南主编: 《服装立体裁剪》（第一版）, 高等教育出版社, 2015 年出版。

### **2. Reference Book**

[1] Connie Amaden-Crawford: 《The Art of Fashion Draping》（4<sup>th</sup> Edition）, Prentice Hall, 2012.

[2] Karolyn Kiisel: 《Draping: the Complete Course》（1<sup>st</sup> Edition）, Laurence King Publishing, 2013.

[3]陈红霞: 《美国立体裁剪与打板实例》（第一版）, 化学工业出版社, 2017 年出版。

### **3. Internet Resource**

[1] <http://www.icourse163.org/course/ZSTU-1205717806?tid=1460621442>

[2] <https://next-studio.xuetangx.com/pro/editcoursemanage/dashboard/3346>

[3]<https://www.xuetangx.com/course/zstu13051000937intl/5516285>

[4]<https://www.xuetangx.com/course/zstu13051003785intl/5929629>

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**Reviewed by: YANG Yunchu（杨允出）**

**Date: 2020-5-20**

# Syllabus of Garment Production Management

**Course Name/Title:** Garment Production Management    **Course code:** 92910

**Course Type:** Basic Courses    Compulsory Course

**Total Teaching Hours:** 32 (Classroom Hours: 24 Laboratory Hours or Tutorial Hours: 8 )

**Course Credit:** 2

## I Course Introduction

This intensive production course will introduce the relationship between manufacturing and marketing from design concept through product development, production, and distribution, including sourcing raw materials and labor management. Students will focus on the processes of manufacturing and terminology used, while gaining an understanding of patterns, fabric, trims, cutting, sewing, and finishing and how they relate to product construction, appearance, fit, costs, volume, and quality. Students will gain a working knowledge of sourcing globally and how it affects the manufacturing/marketing mix.

## II Course Objective

Upon completion of the course, students are expected to be able to:

### 1. Knowledge Objectives

Course Objective 1: Understand and grasp the basic knowledge of garment production management, master the management concept and method of production plan, material, production operation and production cost in garment enterprise's production operation;

Course Objective 2: Combined with the domestic and international advanced management concept, we should grasp the advanced management mode of modern garment enterprise's production operation, and lay the necessary foundation for the future practice course, enterprise practice and graduation design.

### 2. Capability Objectives

Course Objective 3: Having practical and industrial adaptability to analyze and solve actual production management problems;

Course Objective 4: Having strong self-learning ability, initiative exploration and independent thinking ability, and improving students' innovative consciousness.

### 3. Quality Objectives

Course Objective 5: To cultivate the basic quality of students to become garment production

management staffs;

Course Objective 6: To deeply understand the basic concepts and methods of garment production management, and master the methods and means of solving the actual problems with the knowledge of garment production management, and have the quality of carrying on multi angle analysis on solving all kinds of garment production management problems;

Course Objective 7: Combined with the domestic and international advanced management concepts, we present and implement enterprise innovation or other aspects of literacy such as new management concepts、 new models to enhance enterprises competitive advantages.

Course Objective 8: To build an ecological civilization and a beautiful China, firmly establish and consciously practice the concept that clear waters and green mountains are golden mountains and silver mountains, and firmly take the road of green development.

### III Correlations between Course Objectives and Graduation Requirements

<b>Graduation Requirements</b>	<b>Graduation Requirements Index Point</b>	<b>Course Objectives</b>
Graduation Requirement 3	Design/Develop solution: Being able to design solutions for complex garment structures, processes, and manufacturing engineering problems; designing a system, unit, component, or process to meet a particular requirement; and being able to reflect innovation in the design process, taking into account social, health, safety, law, culture and environment factors.	Course Objective 1,2,3,4
Graduation Requirement 4	Research: Being able to conduct research on complex garment engineering problems based on scientific principle and applying scientific methods, including experimental design, data analysis and interpretation, and getting valid conclusions through information integration.	Course Objective 1,2,3,4
Graduation Requirement 6	Engineering and society: Being able to perform reasonable analysis based on relevant background of garment engineering, evaluating the impact of clothing engineering practices and complex clothing engineering problem solutions on society, health, safety, law and culture, and understanding the responsibility to be undertaken.	Course Objective 1,2,3,4,8
Graduation Requirement 9	Individuals and teams: Being able to take on roles of individuals, team members, and leaders in a multidisciplinary team.	Course Objective 5,6,7,8

### IV Correlations between Course Content and Course Objectives

### **Unit1: Introduction to Garment Production Management**

**Reference Hours:** 2 hours (Lecture 2 hours)

#### **Teaching Content:**

1. Introduction to Apparel Manufacturing
2. Organization of the Apparel Business
3. Structure of the Apparel Industry Learning

#### **Learning Objective:**

Students should know all kinds of garment production processes and garment production characteristics, master the principles for selecting organizational structure of garment enterprises.

**HW:** Divide the class into teams with six people one each team. Each team should organize itself into an apparel manufacturing business.

### **Unit2: Organization of Apparel Firms**

**Reference Hours:** 10 hours (Lecture 38 hours, Exercises 1 hour, Discuss 1 hour)

#### **Teaching Content:**

1. Globalization of Manufacturing.
2. Marketing Strategies Structure of the Industry.
3. Marketing Responsibilities & Structure.

#### **Learning Objective:**

To master the comprehensive garment structure and marketing strategies.

**HW:** Give the business a name and location, and identify the target market and product line.

### **Unit3: Production Management**

**Reference Hours:** 4 hours (Lecture 3 hours, Exercises 1 hour)

#### **Teaching Content:**

1. Production Department Structure and Responsibilities
2. The Production Team & Departments .
3. Merchandising vs Production.

#### **Learning Objective:**

To master the production department structure and merchandising method.

**HW:** Go to a department store. Select a boutique representing a single manufacturer's goods.

Evaluate the effectiveness of the manufacturer's presentation at retail.

### **Unit4: Preproduction and Sourcing Product Development**

**Reference Hours:** 6 hours (Lecture 3 hours, Exercises 3 hours)

#### **Teaching Content:**

1. Product Development – Product Standards and Specs.
2. Developing Product Standards and Specifications.
3. Quality & Tolerances.
4. Contractors (Delivery, Pricing, and Labor Costs)
5. Sub Contractors and Global Sourcing
6. Factors that affect Manufacturing – Factory Set up

**Learning Objective:**

To master the Product Standards and Specifications. Deeply understand the Sourcing Product Development strategy.

**HW:** What is the relationship between standards and specifications? How does the trend toward outward processing managements affect the complexity of sourcing processes? Which sourcing professionals can help solve outward processing problems?

**Unit5: Garment Analysis and Specification Development**

**Reference Hours:** 8 hours (Lecture 6 hours, Exercises 2 hours)

**Teaching Content:**

1. Style Description
2. Positioning Strategy
3. Materials Selection
4. Components Assembly
5. Final Assembly & Finishing
6. Style Presentation

**Learning Objective:**

To master different kinds and characteristics of materials and components, set positioning strategy.

**HW:** Go back through the Garment Analysis and Style Specification Worksheet for the shirt. Add another section to each part of the specification worksheet to make the specifications more complete.

**Unit6: Dimensions of Apparel Management -- Management of Quality**

**Reference Hours:** 4 hours (Lecture 4 hours)

**Teaching Content:**

1. Quality Assurance/Quality Control.
2. Defects/Tolerances/Grading.
3. Inspection/Audits/Sampling.

**Learning Objective:**

To grasp the concepts and methods of Quality Control.

**HW:**What is the basis of acceptable quality during quality control inspection?

**V Period Distribution and Teaching Modes****(1) Period distribution**

Class Hour Course Content	Teaching Methods				Subtotal
	Lecture	Exercise	Discussion	Remark	
1.Introduction to Garment Production Management	2				2
2. Organization of Apparel Firms	8	1	1		10
3. Production Management	3	1			4
4. Preproduction and Sourcing Product Development	3	3			6
5. Garment Analysis and Specification Development	4	2			6
6. Dimensions of Apparel Management -- Management of Quality	4				4
Total	24	7	1		32

**(2) Teaching Modes**

1. Organize classroom teaching through the combination of class centralized teaching and individual tutoring. The teacher introduces the method and technology of drafting through lecture and demonstration, arranges classroom exercises corresponding to the content of the lesson, then helps the students to grasp the course content through individual guidance.

2. A variety of teaching methods including situation teaching method, demonstration teaching method and tasking teaching method are applied. The combination of introduce, demonstration and inquiry are emphasized during teaching process to provide students with various learning experiences and encourage their initiatives.

3. Beside traditional teaching methods, multimedia aided instruction and network assisted instruction are applied to improve course teaching quality and efficiency.

**VI Assessment**

Students will be evaluated on classroom performance, technical knowledge and demonstrated skills in completion of unit projects, final project and final exam.

Assessment Methods or Approaches	Assessment Requirements	Assessment Weighting	Evaluation of Course Objectives
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Classroom Performance	Ask for leave before class if can't be present. Take an active part in class discussion.	10%	Course Objective 1,2,3,4,5,6,7
Unit Projects	Complete conventional assignments on time and according to quality requirements.	40%	Course Objective 1,2,3,4,5,6,7
Final Project	Complete big assignment on time and according to quality requirements.	50%	Course Objective 1,2,3,4,5,6,7

### VII Textbooks and References

- (1) Apparel Manufacturing, Ruth E. Glock, Grace I.Kunz, Pearson Prentice Hall, 2008
- (2) 《现代服装企业生产管理》,季晓芬 编 浙江大学出版社 2005
- (3) 《服装生产管理》杨以雄主编 东华大学出版社, 2011 年
- (4) 《服装生产管理与质量控制》,冯翼 冯以玫编著 ,中国纺织工业出版社 2003 年 8 月
- (5) 《服装厂设计》,许树文编,中国纺织出版社, 2008 年出版

**Written by: PAN Lifeng (潘力丰)**

**Reviewed by : Yang Yunchu (杨允出)**

**Date: 2020-5-20**

# Syllabus of Fashion Quality Management

**Course Name/Title:** Fashion Quality Management    **Course code:** 92914

**Course Type:** Specialized Course; Optional Course

**Total Teaching Hours:** 32 (Classroom Hours: 20 Laboratory Hours or Tutorial Hours: 12 )

**Course Credit:** 2

## I Course Objective

Quality and quality management is one of the most social impacts of the times. This course elaborates the basic concept, the basic theories and basic methods of quality management.

### 1. Ideological and Political Objectives

Course Objective 1: The clothing industry is an important basic industry in China, and quality management is the link throughout the whole fashion industry, which is particularly important for promoting and upgrading industrial standards and helping to establish a good international image for China.

### 2. Knowledge Objectives

Course Objective2: Establish fundamental knowledge, basic methods of quality management.

### 3. Capability Objectives

Course Objective 3: Enable the students to know the development of quality management and understand the importance of quality control in the whole fashion industry

Course Objective 4: Learn the basic tools of quality improvement, the inspection method and analysis of quality cost. Describe all kinds of clothing inspection program.

Course Objective5: Master the application of ISO9000 system in the actual production of clothing. Understand the clothing enterprise's quality control process and organization principles.

Course Objective 6: Develop independent learning ability, initiative exploration and independent thinking ability. Improve students' innovative consciousness.

### 4. Quality Objectives

Course Objective 7: Obtain the basic essence of professional staff in apparel industry, the inner quality of group cooperation and to develop the good habit of diligent thinking and in-depth study.

Course Objective 8 : Students can face the problem of quality management and take appropriate measures.

## II Correlations between Course Objectives and Graduation Requirements

Graduation Requirements	Graduation Requirements Index Point	Course Objectives
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Graduation Requirement 3	Design/Develop solution: Being able to design solutions for complex garment structures, processes, and manufacturing engineering problems; designing a system, unit, component, or process to meet a particular requirement; and being able to reflect innovation in the design process, taking into account social, health, safety, law, culture and environment factors.	Course Objective 1,2,3,4,5
Graduation Requirement 4	Research: Being able to conduct research on complex garment engineering problems based on scientific principle and applying scientific methods, including experimental design, data analysis and interpretation, and getting valid conclusions through information integration.	Course Objective 1,2,3,4,5
Graduation Requirement 5	Using modern tools: Being able to develop, select and use appropriate technologies, resources, modern engineering tools, and information technology tools aiming at complex engineering problems, including the prediction and simulation of complex garment engineering problems, and understanding its limitation.	Course Objective 1,2,3,4,5
Graduation Requirement 7	Engineering and society: Being able to perform reasonable analysis based on relevant background of garment engineering, evaluating the impact of clothing engineering practices and complex clothing engineering problem solutions on society, health, safety, law and culture, and understanding the responsibility to be undertaken.	Course Objective 1,6,7,8
Graduation Requirement 8	Professional norms: Having humanities, social and scientific qualities, and social responsibility, being able to understand and comply with the engineering ethics and norms and perform responsibility in garment engineering practices.	Course Objective 1,6,7,8
Graduation Requirement 12	Lifelong learning: Having independent learning and lifelong learning consciousness, having the ability to learn continuously and to adapt to development.	Course Objective 6,7,8

### III Course Content

**Unit1:** The basic content of quality management

**Reference Hours:** 4 hours (Lecture 3 hours, Exercises 1 hour)

**Teaching Content:**

1. Course Introduction
2. The basic concept of quality management
3. The development of quality management

**Learning Objective:** Understanding the history of quality management

**HW:** Learn the history of quality management, and write a paper covering the quality problem occurring in your daily life.

**Unit2:** The standard system of quality management

**Reference Hours:** 4 hours (Lecture 3 hours, discussion 1 hour)

**Teaching Content:**

1. The content of ISO 9000
2. The application of ISO 9000 in the fashion industry
3. The quality audit and quality certification in the fashion industry.

**Learning Objective:** Understand the important role of quality management system.

**HW:** Make an order with details and find a supplier to produce it. The students should talk about why you select this factory.

**Unit3:** Quality management in the fashion industry

**Reference Hours:** 4 hours (Lecture 3 hours, Exercises 1 hour)

**Teaching Content:**

1. Quality control in the production development process
2. Quality control in the manufacture.
3. Quality control in the sales.
4. The basic method of quality management.

**Learning Objective:** Understand how garment enterprises carry out quality management activities.

**HW:** Continue with the order. The students should make the standard of the fabric inspection. Analyze the quality monitoring points during production process.

**Unit4:** The tools of quality improvement

**Reference Hours:** 8 hours (Lecture 5 hours, Exercises 3 hour)

**Teaching Content:**

1. Process flow chart
2. Pareto analysis
3. Run chart
4. Histogram
5. Scatter diagram
6. check sheet
7. Cause & effect diagram

**Learning Objective:** Learn quality tools to solve different quality problems.

**HW:** Application of different quality tools.

**Unit5:** The quality inspection

**Reference Hours:** 4 hours (Lecture 3 hours, discussion 1 hour)

**Teaching Content:**

1. The concept of quality inspection
2. The quality inspection procedure for the fashion products
3. AQL

**Learning Objective:** Learn the quality inspection tools for garment products.

**HW:** Set up an inspection standard for the final products, and explain the procedure of inspection.

**Unit 6:** The management of quality cost

**Reference Hours:** 4 hours (Lecture 3 hours, Exercises 1 hour)

**Teaching Content:**

1. The significance of quality cost
2. The constitute of quality cost
3. The quality cost analysis

**Learning Objective:** Understand the role of quality cost among quality management.

**HW:** Exercises for basic knowledge of quality management

**Unit 7:** Students presentation

**Reference Hours:** 4 hours

**Teaching Content:**

Make a presentation for their final projects as a group and increase their verbal skills.

**Learning Objective:** Through comprehensive work, it can well reflect the degree of mastery of the course.

**IV Practice Plan and Requirement**

**1. Teaching Hours Allocation**

**(1) Theoretical Teaching Hours Allocation Table**

Methods Class Hour Course Content	Teaching			Remark	Subtotal
	Lecture	Exercise	Discussion		
1. The basic content of quality	3	1			4
2. The Standard System of quality	3		1		4
3. Quality management in the fashion industry	3		1		4
4. The tools of quality improvement	5	3			8
5. Quality inspection	3	1			4
6. The management of quality cost	3	1			4

7. Presentation		4			4
Total	20	10	2		32

## V Suggestions for Teaching

### 1. Teaching Organization Form

Organize classroom teaching through the combination of class centralized teaching and individual tutoring. The teacher introduces the method and technology of drafting through lecture and demonstration, arranges classroom exercises corresponding to the content of the lesson, then helps the students to grasp the course content through individual guidance.

### 2. Teaching Methods

A variety of teaching methods including situation teaching method, demonstration teaching method and tasking teaching method are applied. The combination of introduce, demonstration and inquiry are emphasized during teaching process to provide students with various learning experiences and encourage their initiatives.

### 3. Teaching Means

Beside traditional teaching methods, multimedia aided instruction and network assisted instruction are applied to improve course teaching quality and efficiency.

## VI Suggestions for Course Learning

1. The students prepare and review the course content in the spare time by the courseware provided by the teacher.

2. Students can study independently through the various teaching resources provided by the course website platform to expand the scope and depth of learning.

3. The assignment is an important part to guide students to learn and check the teaching effectiveness, and a sign to reflect the requirements of the course. Unit projects and term project are assigned to assist students to consolidate learning and can enhance students to analyze problem-solving abilities.

## VII Assessment

Students will be evaluated on classroom performance, technical knowledge and demonstrated skills in completion of unit projects, final project and final exam.

Assessment Methods or Approaches	Assessment Requirements	Assessment Weighting	Evaluation of Course Objectives
Classroom Performance	Ask for leave before class if can't be present. Take an	10%	Course Objective 1,2,6

	active part in class discussion.		
Unit Projects	Complete conventional assignments on time and according to quality requirements.	40%	Course Objective 1,2,3,4,5
Final Project	Complete big assignment on time and according to quality requirements.	50%	Course Objective 3,4,5,7,8

### VIII Textbooks and References

- (1) Quality Management, Organization, and Strategy, by [James R. Evans](#)
- (2) 《现代服装企业生产管理》 季晓芬 编 浙江大学出版社 2005
- (3) 《服装生产管理与质量控制》 冯翼 冯以玫编著 中国纺织工业出版社 2003 年 8 月
- (4) 《现代质量管理学》（第二版） 龚益鸣 编著，清华大学出版社

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Reviewed by : Yang Yunchu (杨允出)

Date: 2020-5-20

# Syllabus of International Business Documents

**Course Name/Title:** International Business Documents **Course code:** 92919

**Course Type:** Specialized Course; Optional Course

**Total Teaching Hours:** 32 (Classroom Hours: 20, Tutorial Hours: 12 )

**Course Credit:** 2

## I Course Objective

This course elaborates the basic concept, basic theory , and the basic analysis method of documents in the Import-Export trade. Other courses such as International Trade must be learned before. By learning this course, it can provide the necessary knowledge and basic manipulation ability.

### 1. Ideological and Political Objectives

Course Objective 1: The clothing industry is an important basic industry in China, and the annual import and export of clothing accounts for a high proportion. Understanding the relevant import and export policies will help China's foreign trade to a higher level.

### 2. Knowledge Objectives

Course Objective 2: Establish fundamental knowledge of documents and credit for international business.

Course Objective 3: Understand the relationship among the documents, contracts and goods.

### 3. Capability Objectives

Course Objective 4: Fully understand the requirements of documents and learn how to manipulate the documents.

Course Objective 5: Understand the role of documents in the whole import and export process for fashion industry.

Course Objective6: Be able to apply knowledge to solve the real problems.

Course Objective 7: Develop independent learning ability, initiative exploration and independent thinking ability. Improve students' innovative consciousness.

### 4. Quality Objectives

Course Objective 8: Grasp the basic knowledge of international trade documents, be familiar with the operation and management of foreign trade, and be proficient in the skills of documents and credits.

## II Correlations between Course Objectives and Graduation Requirements

Graduation Requirements	Graduation Requirements Index Point	Course Objectives
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Graduation Requirement 7	Engineering and society: Being able to perform reasonable analysis based on relevant background of garment engineering, evaluating the impact of clothing engineering practices and complex clothing engineering problem solutions on society, health, safety, law and culture, and understanding the responsibility to be undertaken.	Course Objective 1,2,3,4,5,6,7
Graduation Requirement 8	Professional norms: Having humanities, social and scientific qualities, and social responsibility, being able to understand and comply with the engineering ethics and norms and perform responsibility in garment engineering practices.	Course Objective 2,3,4,5,6
Graduation Requirement 9	Being able to take on roles of individuals, team members, and leaders in a multidisciplinary team.	
Graduation Requirement 10	Communication: Being able to communicate and interchange effectively with industry colleagues and the public on complex garment engineering issues, including writing reports and design manuscript, statement, clarity expression or response command, and having a certain international vision, being able to communicate and interchange in a cross-cultural context.	Course Objective,2,3,4,5,6,7
Graduation Requirement 12	Lifelong learning: Having independent learning and lifelong learning consciousness, having the ability to learn continuously and to adapt to development.	Course Objective 7,8

### III Course Content

**Unit1:** Letter of Credit

**Reference Hours:** 4 hours (Lecture 3 hours, Exercises 1 hour)

**Teaching Content:**

1. Course Introduction
2. The concept and types of L/C
3. The content of L/C
4. Review and amendment of L/C

**Learning Objective:** Understand the basic concept of L/C, and the importance role of L/C.

**HW:** Read the L/C and UCP600.

**Unit2:** Invoice and Packing list

**Reference Hours:** 4 hours (Lecture 3 hours, Exercises 1 hour)

**Teaching Content:**

1. The types of invoice
2. Content of invoice and packing list
3. Manipulation of Docs.

**Learning Objective:** Learn the important function of invoice in all documents.

**HW:** According to L/C and S/C, manipulate one invoice & packing list.

**Unit3:** Customs Documents

**Reference Hours:** 4 hours (Lecture 3 hours, Exercises 1 hour)

**Teaching Content:**

1. Commodity Inspection
2. Customs declaration and the procedure
3. Booking Note

**Learning Objective:** What is the purpose of customs declaration?

**HW:** According to S/C, C/O & Packing list, fill the blank of Inspection sheet and Customs Docs.

**Unit4:** Bill of Lading

**Reference Hours:** 4 hours (Lecture 3 hours, Exercises 1 hour)

**Teaching Content:**

1. The function of B/L
2. The content of B/L
3. Various cases relating to B/L

**Learning Objective:** The importance role of B/L

**HW:** Make a B/L according to the docs given.

**Unit5:** Other Docs.

**Reference Hours:** 12 hours (Lecture 8 hours, Exercises 4 hours)

**Teaching Content:**

1. Learn the knowledge of Draft
2. Types of Insurance policy
3. The content of Insurance policy
4. Learn how to apply CO, FORM A
5. Learn how to make a Beneficiary Certificate.
6. Certificate for Foreign-Exchange Verification
7. The shipping advice
8. Review

**Learning Objective:** Understand the basic contents of the documents.

**HW:** Make the draft, CO, Insurance Policy, BC, the Shipping Advice according to the docs given.

**Unit 6:** Comprehensive simulation training

**Reference Hours:** 4 hours (Exercises 4 hours)

**Teaching Content:** With the sales contract, and L/C documents required, the student fills in a full set of export documents.

**Learning Objective:** Through comprehensive work, it can well reflect the degree of mastery of the course.

#### IV Practice Plan and Requirement

##### 1. Teaching Hours Allocation

Methods Class Hour Course Content	Teaching			Remark	Subtotal
	Lecture	Exercise	Discussion		
1. L/C	3	1			4
2. Invoice & Packing List	3	1			4
3. Customs Documents	3	1			4
4. B/L	3	1			4
5. Other Docs	8	4			12
6. Comprehensive simulation training		4			4
Total	20	12			32

#### V Suggestions for Teaching

##### 1. Teaching Organization Form

Organize classroom teaching through the combination of class centralized teaching and individual tutoring. The teacher introduces the method and technology of drafting through lecture and demonstration, arranges classroom exercises corresponding to the content of the lesson, then helps the students to grasp the course content through individual guidance.

##### 2. Teaching Methods

A variety of teaching methods including situation teaching method, demonstration teaching method and tasking teaching method are applied. The combination of introduce, demonstration and inquiry are emphasized during teaching process to provide students with various learning experiences and encourage their initiatives.

##### 3. Teaching Means

Beside traditional teaching methods, multimedia aided instruction and network assisted instruction are applied to improve course teaching quality and efficiency.

## VI Suggestions for Course Learning

1. The students prepare and review the course content in the spare time by the courseware provided by the teacher.

2. Students can study independently through the various teaching resources provided by the course website platform to expand the scope and depth of learning.

3. The assignment is an important part to guide students to learn and check the teaching effectiveness, and a sign to reflect the requirements of the course. Unit projects and term project are assigned to assist students to consolidate learning and can enhance students to analyze problem-solving abilities.

## VII Assessment

Students will be evaluated on classroom performance, technical knowledge and demonstrated skills in completion of unit projects, final project and final exam.

Assessment Methods or Approaches	Assessment Requirements	Assessment Weighting	Evaluation of Course Objectives
Classroom Performance	Ask for leave before class if can't be present. Take an active part in class discussion.	10%	Course Objective 1,2,6
Unit Projects	Complete conventional assignments on time and according to quality requirements.	40%	Course Objective 1,2,3,4,5
Final Project	Complete big assignment on time and according to quality requirements.	50%	Course Objective 3,4,5,7

## VIII Textbooks and References

### 1. Recommended Textbook

- (1) 余世明主编：《国际商务单证实务》（第7版），暨南大学出版社，2014年出版。
- (2) 杨静主编：《国际商务单证实训》（第2版），清华大学出版社，2015年出版。
- (3) 刘慧，杨志学等主编：《国际商务单证项目教程》（第1版），清华大学出版社，2017年出版。

### 2. Reference online information

- (1) <http://www.icd.net.cn>
- (2) <http://www.gdy.net.cn>
- (3) <http://www.mofcom.gov.cn>
- (4) <http://www.cqi.gov.cn>
- (5) <http://www.customs.gov.cn/>
- (6) <http://www.safe.gov.cn>
- (7) <http://www.chinatax.gov.cn/>
- (8) <http://www.ccpit.org>

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**Reviewed by : Yang Yunchu (杨允出)**

**Date: 2020-5-20**

# Syllabus of Fashion Merchandising in International Trade

**Course Name/Title:** Fashion Merchandising in International Trade

**Course code:** 92920

**Course Type:** Specialized Course Optional Course

**Total Teaching Hours:** 32 (Classroom Hours: 24 Tutorial Hours: 8 )

**Course Credit:** 2

## I Course Objective

This course is one of the series courses of international trade. The aim of this course is to stimulate the students' interest in foreign trade, cultivate and train their practical ability to solve the problem caused in the fashion industry.

### 1. Knowledge Objectives

Course Objective 1: Establish the basic knowledge of merchandising in garment enterprise.

Course Objective 2: How to become a qualified merchandiser? Develop an understanding and appreciation of the role of a merchandiser in an apparel manufacturing company through projects designed to simulate the workplace activities.

### 2. Capability Objectives

Course Objective 3: Fully understand the requirements of each merchandising process in the whole industry.

Course Objective 4: Students will learn to analyze order development, order negotiation, purchasing, production and shipment for the company.

Course Objective 5: Be able to apply knowledge to solve the real problems.

### 3. Quality Objectives

Course Objective 6: Develop independent learning ability, initiative exploration and independent thinking ability. Improve students' innovative consciousness.

Course Objective 7: Identify and prepare for career opportunities in the business of apparel manufacturing.

Course Objective 8: Help students to understand the traditional Chinese craftsman spirit, help students to welcome the challenging jobs, and contribute competitiveness of the domestic textile and garment industry in the future.

## II Correlations between Course Objectives and Graduation Requirements

Graduation Requirements	Graduation Requirements Index Point	Course Objectives
Graduation Requirement 8	Professional norms: Having humanities, social and scientific qualities, and social responsibility, being able to understand	Course Objective

	and comply with the engineering ethics and norms and perform responsibility in garment engineering practices.	1,2,3,4,5,8
Graduation Requirement 9	Individuals and teams: Being able to take on roles of individuals, team members, and leaders in a multidisciplinary team.	Course Objective 3,4,5
Graduation Requirement 10	Communication: Being able to communicate and interchange effectively with industry colleagues and the public on complex garment engineering issues, including writing reports and design manuscript, statement, clarity expression or response command, and having a certain international vision, being able to communicate and interchange in a cross-cultural context.	Course Objective 1,2,3,4,5
Graduation Requirement 12	Lifelong learning: Having independent learning and lifelong learning consciousness, having the ability to learn continuously and to adapt to development.	Course Objective 4,6,7

### III Course Content

**Unit1:** Course introduction and the merchandiser (support course objective 1, 2, 8)

**Reference Hours:** 4 hours (Lecture 4 hours)

**Teaching Content:**

1. Course Introduction
2. The management system of merchandising
3. Garment merchandising process
4. The types of merchandising

**Learning Objective:** Understand the basic process of garment merchandising.

**HW:** Read the documentary information.

**Unit2:** The development of orders (support course objective 1, 2, 3,4,8)

**Reference Hours:** 4 hours (Lecture 3 hours, Exercises 1 hour)

**Teaching Content:**

1. Order negotiation
2. Order confirmation
3. Data management

**Learning Objective:** Understand the process of order negotiation.

**HW:** According to the order data, make a sales contract.

**Unit3:** Marketing research (support course objective 1, 2, 4,5,6)

**Reference Hours:** 4 hours (Lecture 3 hours, Exercises 1 hour)

**Teaching Content:**

1. Investigate fabric market and accessories market
2. Compare the relevant fabric and accessories prices
3. Collect samples for your order
4. Investigate the production cost
5. Make a quotation

**Learning Objective:** Understand how to do marketing research, and the component of apparel quotation.

**HW:** Fill the price list in the sheet.

**Unit4:** Order merchandising (support course objective 1, 2, 4,5,6)

**Reference Hours:** 12 hours (Lecture 9 hours, Tutorial 3 hours)

**Teaching Content:**

1. Sample merchandising
2. Fabric merchandising
3. Accessories merchandising

**Learning Objective:** Understand the main process of garment merchandising, and the problems that merchandiser should pay attention to in each process.

**HW:** Draw sample flow chart; count the fabric and accessories needed in the order; make a fabric contract;

**Unit5:** Production merchandising (support course objective 1, 2, 4,5,6,7)

**Reference Hours:** 4 hours (Lecture3 hours, Exercises 1 hour)

**Teaching Content:**

1. Follow up the production schedule
2. Quality merchandising
3. Packing merchandising

**Learning Objective:** Understand the responsibilities of merchandiser in the production of apparel.

**HW:** Make production plan.

**Unit 6:** Students presentation (support course objective 1, 2, 5,6,8)

**Reference Hours:** 4 hours (Lecture2 hours, Exercises 2 hours)

**Teaching content:** The students will participate in the critiquing their finished projects to understand how to be a good merchandiser, and increase their verbal skills through presentation.

**Learning Objective:** Through comprehensive work, it can well reflect the degree of mastery of the course.

## IV Practice Plan and Requirement

### 1. Teaching Hours Allocation

Methods Class Hour Course Content	Teaching			Remark	Subtotal
	Lecture	Exercise	Discussion		
1.Course introduction and the merchandiser	4				4
2.The development of orders	3	1			4
3.Marketing research	3	1			4
4. Order merchandising	9	3			12
5. Production merchandising	3	1			4
6. Presentation	2	2			
Total	24	8			32

## V Suggestions for Teaching

### 1. Teaching Organization Form

Organize classroom teaching through the combination of class centralized teaching and individual tutoring. The teacher introduces the method and technology of drafting through lecture and demonstration, arranges classroom exercises corresponding to the content of the lesson, then helps the students to grasp the course content through individual guidance.

### 2. Teaching Methods

A variety of teaching methods including situation teaching method, demonstration teaching method and tasking teaching method are applied. The combination of introduce, demonstration and inquiry are emphasized during teaching process to provide students with various learning experiences and encourage their initiatives.

### 3. Teaching Means

Beside traditional teaching methods, multimedia aided instruction and network assisted instruction are applied to improve course teaching quality and efficiency.

## VI Suggestions for Course Learning

1. The students prepare and review the course content in the spare time by the courseware provided by the teacher.

2. Students can study independently through the various teaching resources provided by the

course website platform to expand the scope and depth of learning.

3. Homework is an important part to guide students to learn and check the teaching effectiveness, and a sign to reflect the requirements of the course. In general, Unit project will be assigned in each unit, which can allow students to consolidate learning and can enhance students to analyze problem-solving abilities.

## VII Assessment

Students will be evaluated on classroom performance, technical knowledge and demonstrated skills in completion of unit projects, final project and final exam.

Assessment Methods or Approaches	Assessment Requirements	Assessment Weighting	Evaluation of Course Objectives
Classroom Performance	Ask for leave before class if can't be present. Take an active part in class discussion.	10%	Course Objective 1,2,6
Unit Projects	Complete conventional assignments on time and according to quality requirements.	40%	Course Objective 1,2,3,4,5
Final Project	Complete big assignment on time and according to quality requirements.	50%	Course Objective 3,4,5,7

## VIII Textbooks and References

### 1. Recommended Textbook

- (1) *International Trade* by Thomas A. Pugel
- (2) 《国际贸易实务双语教程》 易露霞, 方玲玲, 陈原 编著, 清华大学出版社, 2011
- (3) 《服装外贸理单跟单实务》周爱英主编, 东华大学出版社 2011
- (4) 《服装跟单实务》冯麟 编著 中国纺织出版社 2009

### 2. Reference Book

1. *chain and improving performance*. Boston, Mass.: Harvard Business Press, 2010. Print.
2. "Global Supply Chain, Logistics Management, Technology: SupplyChainBrain." *Global Supply Chain, Logistics*
3. Management, Technology: SupplyChainBrain. N.p., n.d. Web. 12 Aug. 2013

Written by : CAI Liling (蔡丽玲)

Reviewed by : YANG Yunchu (杨允出)

Date: 2020-5-20

## Syllabus of Draping for Fashion Design 2

**Course Name/Title:** Draping for Fashion Design 2      **Course code:** 92922

**Course Type:** Basic Course    Compulsory Course

**Total Teaching Hours:** 64 (Classroom Hours:42    Laboratory Hours or Tutorial Hours: 22)

**Course Credit:** 4

### I Course Introduction

In this course students learn the advanced skills necessary to make a muslin (fabric) patterns and transfer to paper in order to prepare it for the making of a sample garment for production. The students will be guided through developmental lessons that will build upon the skills of the previous basic draping course. Through the combination of moral education and talent education, the students can master the rules and methods of draping, have noble moral cultivation and professional ethics, strong innovative spirit, as well as good aesthetic and humanistic quality.

### II Course Objective

#### 1. Politic-Ideological Objectives

Course Objective 1: Strengthen students' ideals and beliefs, stimulate their patriotic feelings, enhance social responsibility.

Course Objective 2: Enable students to have high moral and professional ethics, cultivate students with the spirit of craftsmanship, unity and cooperation.

Course Objective 3: Improve students' aesthetic and humanistic qualities, consciously inherit and carry forward the excellent traditional Chinese culture, and enhance cultural confidence.

#### 2. Knowledge Objectives

Course Objective 4: Theory of advanced draping skills, methods and techniques.

Course Objective 5: Understanding the application of draping skills in clothing and the relationship between draping and feature of body shape;

#### 3. Capability Objectives

Course Objective 6: Introduction of draping techniques and methods to manoeuvre the muslin according to the style.

Course Objective 7: Basic knowledge of key techniques of different styles of garments.

Course Objective 8: Develop the patterns from muslin pieces of draping to patterns, and make the samples, finish the forms of Cutter Must.

#### 4. Quality Objectives

Course Objective 9: Obtain the essence of draping techniques and develop the patterns for

garments industry production.

Course Objective 10: Train the students with professional knowledge and make the students have the ability to adapt to the different situation in the future.

### III Correlations between Course Objectives and Graduation Requirements

Graduation Requirements	Graduation Requirements Index Point	Course Objectives
Graduation Requirement 3	Design/Develop solution: Being able to design solutions for complex garment structures, processes, and manufacturing engineering problems; designing a system, unit, component, or process to meet a particular requirement; and being able to reflect innovation in the design process, taking into account social, health, safety, law, culture and environment factors.	Course Objective 4,5,6,7
Graduation Requirement 4	Research: Being able to conduct research on complex garment engineering problems based on scientific principle and applying scientific methods, including experimental design, data analysis and interpretation, and getting valid conclusions through information integration.	Course Objective 6,7,8
Graduation Requirement 8	Professional norms: Having humanities, social and scientific qualities, and social responsibility, being able to understand and comply with the engineering ethics and norms and perform responsibility in garment engineering practices.	Course Objective 1,2,3,9,10
Graduation Requirement 12	Lifelong learning: Having independent learning and lifelong learning consciousness, having the ability to learn continuously and to adapt to development.	Course Objective 9,10

### IV Correlations between Course Content and Course Objectives

**Course Content 1:** Neckline Cowl Bodice & Sarong Skirt (Support course objective 4, 5,6,7)

**Reference Hours:** 8 hours (Lecture 6 hours, Lab 2hours)

**Learning Objectives:**

3. Students learn to design and drape cowl bodice and sarong skirt.
4. Through the unity of knowledge and action, teachers inspire thinking, through draping assignments comments, excellent works demonstration, guide students to pay attention to operational norms and working attitude, cultivate observation ability, improve the aesthetic level, cultivate excellence, good at thinking of the spirit of the wise craftsman.

**Course Content:**

1. Neckline cowl bodice;
2. Sarong skirt;
3. Armhole facing design;

**Lab:** Students drape the neckline cowl bodice and sarong skirt.

**HW:** Drape and fit the neckline cowl bodice and sarong skirt.

**Course Content 2:** Bias cut Dress (Support course objective 4, 5, 6,7)

**Reference Hours:** 8 hours (Lecture 5 hours, Lab 3 hours)

**Learning Objectives:**

1. Students learn to design and drape twist bodice and bias slim skirt.
2. Through the unity of knowledge and action, teachers inspire thinking, through draping assignments comments, excellent works demonstration, guide students to pay attention to operational norms and working attitude, cultivate observation ability, improve the aesthetic level, cultivate excellence, good at thinking of the spirit of the wise craftsman.

**Course Content:**

1. Bias and twist top;
2. Bias cut skirt;
3. Armhole facing design;

**Lab:** Students drape the bias cut dress.

**HW:** Drape and fit the bias dress.

**Course Content 3:** Basic Fitted Jacket with one-piece fitted sleeve (Support course objective 4, 5, 6,7,8)

**Reference Hours:** 8 hours (Lecture 6 hours, Lab 2hours)

**Learning Objectives:**

1. Students learn to design and drape fitted jacket
2. Learn to transfer straight dress sleeve to fitted jacket sleeve.
3. Through the unity of knowledge and action, teachers inspire thinking, through draping assignments comments, excellent works demonstration, guide students to pay attention to operational norms and working attitude, cultivate observation ability, improve the aesthetic level, cultivate excellence, good at thinking of the spirit of the wise craftsman.

**Course Content:**

1. Torso
  - (1) Drape boxy torso and transfer to a fitted torso.
  - (2) Check the balance of torso and make adjusting.
  - (3) Transfer fitted torso from muslin to paper.

**Lab:** Drape basic torso;

**HW:** Finish the basic torso and copy muslin to paper.

2. One-piece fitted sleeve

- (1) Develop one- piece fitted sleeve.
- (2) Check fit and make corrections.
- (3) Transfer dress sleeve to jacket sleeve.

**Lab:** Develop one-piece fitted sleeve and make adjusting;

**HW:** Finish the one-piece jacket sleeve.

**Course Content 4:** Notched collar jacket (support course objective 4, 5, 6, 7, 8)

**Reference Hours:** 8 hours (Lecture 6 hours, Lab 2 hours)

**Learning Objectives:**

1. Learn to drape side panel jacket;
2. Learn to drape notched collar;

**Course Content:**

1. Front bodice of the jacket, Back bodice of the jacket;
2. Notched collar;
3. Lapel facing design;
3. Discuss the Body fit and collar variations;
4. Fitting and correction;
5. Finish and prepare the pattern along with the Piece List;

**Lab:** Students drape the Jacket and Notched Collar.

**HW:** Drape the side panel Jacket and Notched Collar.

**Course Content 5:** Two-piece sleeve (support course objective 4, 5, 6, 7, 8)

**Reference Hours:** 4 hours (Lecture 3 hours, Lab 1 hour)

**Learning Objectives:**

1. Learn to use the Jacket to make the two-piece sleeve
2. Learn to fit the sleeve and body armhole.

**Course Content:**

1. Use the Jacket to make the two-piece sleeve.
2. Develop all the pattern pieces.
3. Test the sleeve on the Jacket, fitting and adjustment.

**Lab:** Use the sleeve sloper to develop two-piece sleeve, and do the fitting on the bodice;

**HW:** Two-piece sleeve draping and fitting.

**Course content 6: Develop the whole Jacket** (support course objective 2, 3, 4, 5, 6, 7, 8, 9)

**Reference Hours:** 4 hours ( Lecture 2 hours, Lab 2 hours )

**Learning Objectives:**

1. Learn to develop the whole patterns of the Jacket;

2. Learn to fit and correct the patterns;

3. Through the unity of knowledge and action, teachers inspire thinking, through draping assignments comments, excellent works demonstration, guide students to pay attention to operational norms and working attitude, cultivate observation ability, improve the aesthetic level, cultivate excellence, good at thinking of the spirit of the wise craftsman.

**Course Content:**

1. Develop the whole patterns (bodice, sleeve, collar, facing);

2. Put all pieces together and do the fitting;

3. Finish the form of cutter must;

**Lab:** Students develop the whole jacket patterns.

**HW:** Finish the Project and complete all pieces needed for the garment.

**Course Content 7: Coat with Raglan sleeve** (support course objective 2, 3, 4, 5, 6, 7, 8, 9)

**Reference Hours:** 8 hours (Lecture 5 hours, Lab 3hours)

**Learning Objectives:**

1. Front bodice and Back bodice;

2. Shoulder pad for raglan sleeve;

3. Raglan sleeve draping and developing the patterns;

**Course Content:**

**1. About coat**

(1) Use the Basic Jacket to introduce the fitting allowances for the Coat.

(2) Discuss the difference between both.

(3) Discuss the grading of the underarm.

**LAB:** Front and back bodice draping;

Use a raglan shoulder pad to drape the raglan sleeve.

**HW:** Students drape the front and back of the coat and prepare muslin for the sleeve.

2. Raglan sleeve

(1) Drape the sleeve following the demonstration;

(2) Check the patterns, prepare for producing a sample and do the fitting;

**Lab:** Drape the front and back of the coat, raglan sleeve draping, sample making and fitting;

**HW:** Raglan sleeve draping, sample making and fitting;

**Course Content 8: Princess Kimono jacket with Shawl collar** (support course objective 3, 4, 5, 6, 7, 8, 9,10)

**Reference Hours:** 8 hours (Lecture 5 hours, Lab 3 hours)

**Learning Objectives:**

1. Learn how to drape the princess kimono jacket.
2. Learn how to drape the shawl collar.

**Course Content:**

1. Drape the princess kimono jacket
2. Shawl collar variations and draping methods;
3. Shawl collar facing design;

**Lab:** Drape princess kimono sleeve and shawl collar.

**HW:** Students drape dan fit the princess kimono jacket with shawl collar;

**Course Content 9: Final Project** (support course objective 1,2,3,6,7,8,9,10)

**Reference Hours:** 8 hours (Lecture 4 hours, Lab 4 hours)

**Learning Objectives:**

1. Have a comprehensive understanding of the knowledge learned in this course ;
2. Inspire students to have an integrated application in an appointed case;
3. Through the unity of knowledge and action, teachers inspire thinking, through draping assignments comments, excellent works demonstration, guide students to pay attention to operational norms and working attitude, cultivate observation ability, improve the aesthetic level, cultivate excellence, good at thinking of the spirit of the wise craftsman.

**Course Content:**

1. Assign a sketch to interpret and execute.
2. Walk the students through the analysis of the style.
3. Drape the garment as a final exercise.

**Lab:** Students finish the final project.

**HW:** Students complete the final project.

**V Period Distribution and Teaching Modes**

**1. Period Distribution**

**(1) Theoretical Teaching Hours Allocation Table**

Course Content	Teaching Methods					Subtotal
	Class Hour	Lecture	Exercise	Discussion	Remark	

1. Cowl bodice & Sarong skirt	6				6
2. Bias cut Dress	5				5
3. Basic Fitted Jacket with one-piece fitted sleeve	6				6
4. Notched collar jacket	6				6
5. Two-piece sleeve	3				3
6. Develop the whole jacket	2				2
7. Coat and Raglan sleeve	5				5
8. Kimono Sleeve & Shawl collar	5				5
9. Final Project	4				4
Total	42				42

**(2) Lab Hours Allocation Table**

<b>Experimental Project Name</b>	<b>Summary</b>	<b>Experimental Environment</b>	<b>Lab Hours</b>	<b>Number in Each Group</b>	<b>Experimental Attributes</b>	<b>Requirements</b>
Cowl bodice & Sarong skirt	Design, drape, check fit	Draping Lab	2	1 person	design	required
Bias cut Dress	Design, drape, check fit	Draping Lab	3	1 person	design	required
Basic fitted jacket	Drape, check fit and make correction	Draping Lab	2	1 person	basic	required
Notched collar jacket	Design, drape, check fit	Draping Lab	2	1 person	design	required
Two-piece sleeve	Two-piece sleeve draping	Draping Lab	1	1 person	basic	required
Develop the whole jacket	Drape, check, do fitting	Draping Lab	2	1 person	basic	required
Raglan sleeve coat	Design, drape, check fit	Draping Lab	3	1 person	design	required
Princess Kimono JKT	Design, drape, check fit	Draping Lab	3	1 person	design	required

Final Project	Integrated application		4		Integrated	
Total			22			

## 2. Teaching Methods

A variety of teaching methods including situation teaching method, demonstration teaching method and tasking teaching method are applied. The combination of introduce, demonstration and inquiry are emphasized during teaching process to provide students with various learning experiences and encourage their initiatives.

Beside traditional in-class teaching methods, online learning, group discussion, group task are applied to improve course teaching quality and efficiency. Students preview before class by watching online micro lessons, complete unit tests after class, and complete online tasks and discussion.

## VI Assessment

Students will be evaluated on classroom performance, technical knowledge and demonstrated skills in completion of unit projects, final project and final exam.

Assessment Methods or Approaches	Assessment Requirements	Assessment Weighting	Evaluation of Course Objectives
Classroom Performance (online & offline)	Take an active part in class discussion and online discussion.	10%	Course Objective 1,2,3,4,5,8
Unit Projects	Complete conventional assignments on time and according to quality requirements.	45%	Course Objective 1,2,3,4,5,8,9,10
Final Project	Complete comprehensive practice assignment on time and according to quality requirements.	30%	Course Objective 1,2,3,4,5,8,9,10
Online Unit Tests & Final Exam	Closed-book exams and score according to the scoring criteria	15%	Course Objective 1,2,3,4,5,8,9,10

Note: 1. Assessment methods or approaches mainly include classroom performance, conventional assignments, unit tests, mid-term exam, final exam, big assignments, course paper, project design and works, etc.

2. Assessment requirements include frequencies of assignments, assessment methods (open-book, close-book), and project design requirements, etc.

3. Assessment Weighting refers to the percentage that assessment methods or approaches take up in the total score.

## **VII Textbooks and References**

### **1. Recommended Textbook**

[1] Hilde Jaffe, Nurie Relis: 《Draping for Fashion Design》（5<sup>th</sup> Edition）, Prentice Hall, 2011.

[2]吴巧英、郭建南主编: 《服装立体裁剪》（第一版）, 高等教育出版社, 2015 年出版。

### **2. Reference Book**

[1] Connie Amaden-Crawford: 《The Art of Fashion Draping》（4<sup>th</sup> Edition）, Prentice Hall, 2012.

[2] Karolyn Kiisel: 《Draping: the Complete Course》（1<sup>st</sup> Edition）, Laurence King Publishing, 2013.

[3]陈红霞: 《美国立体裁剪与打板实例》（第一版）, 化学工业出版社, 2017 年出版。

### **3. Internet Resource**

[1] <http://www.icourse163.org/course/ZSTU-1205717806?tid=1460621442>

[2] <https://next-studio.xuetangx.com/pro/editcoursemanage/dashboard/3346>

[3]<https://www.xuetangx.com/course/zstu13051000937intl/5516285>

[4]<https://www.xuetangx.com/course/zstu13051003785intl/5929629>

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**Reviewed by: YANG Yunchu (杨允出)**

**Date: 2020-5-20**

# Syllabus of Foundation of Flat Pattern Design

**Course Name/Title:** Foundation of Flat Pattern Design

**Course code:** 92923

**Course Type:** Basic Course Compulsory Course

**Total Teaching Hours:** 64 (Classroom Hours: 34 Laboratory Hours or Tutorial Hours: 30 )

**Course Credit:** 4

## I Course Introduction

Foundation of Flat Pattern Design is a basic disciplinary course for undergraduate major in apparel. This course focuses on the basic principles, basic methods, basic skills and practice in process of teaching, and emphasizes the development of practical ability of students.

## II Course Objective

### 1. Knowledge Objectives

Course Objective 1: Understand the basic principle, basic methods and basic skills of pattern making for women's wear

Course Objective 2: Solve practical problems by utilizing theoretical knowledge

### 2. Capability Objectives

Course Objective 3: Organically integrate human figure and pattern design theory

Course Objective 4: Solve practical problems by utilizing apparel pattern design theory

Course Objective 5: Develop independent learning ability, initiative exploration and creative thinking ability. Improve students' innovative consciousness.

### 3. Quality Objectives

Course Objective 6: Obtain the basic essence of professional staff in apparel industry, the inner quality of group cooperation and develop the good habit of diligent thinking and in-depth study.

Course Objective 7: Strengthen the understanding and judgement of the professional function of fashion design and engineering, and promote the professional function quality.

Course Objective 8: Cultivate students' sense of responsibility and the craftsmanship spirit of keeping improving, enhance students' cultural confidence and national pride.

## III Correlations between Course Objectives and Graduation Requirements

<b>Graduation Requirements</b>	<b>Graduation Requirements Index Point</b>	<b>Course Objectives</b>
Graduation Requirement 3	Design/Develop solution: Being able to design solutions for complex garment structures, processes, and manufacturing engineering problems; designing a system, unit, component, or process to meet a particular requirement; and being able to reflect innovation in the design process, taking into account social, health, safety, law, culture and environment factors.	Course Objective 1,2,3,4,8
Graduation Requirement 4	Research: Being able to conduct research on complex garment engineering problems based on scientific principle and applying scientific methods, including experimental design, data analysis and interpretation, and getting valid conclusions through information integration.	Course Objective 3,4,5
Graduation Requirement 8	Professional norms: Having humanities, social and scientific qualities, and social responsibility, being able to understand and comply with the engineering ethics and norms and perform responsibility in garment engineering practices.	Course Objective 5,6,7,8
Graduation Requirement 12	Lifelong learning: Having independent learning and lifelong learning consciousness, having the ability to learn continuously and to adapt to development.	Course Objective 5,6

#### **IV Correlations between Course Content and Course Objectives**

**Course Content 1:** Body Structure and Drafting Basic Sloper (Support course objective 1, 2)

**Reference Hours:** 16 hours (Lecture 10hours, Lab 6hours)

##### **Learning Objectives:**

1. Understand the human body structure, and master the human body measurement methods
2. Learn how to draft basic waist sloper.
3. Learn how to fit basic bodice sloper.
4. Learn to master drafting method of basic sleeve

##### **Course Content:**

1. Course components
2. Equipment needed and material preparation
3. Body structure and body measurements
4. Drafting front and back waist slopers
5. Fitting basic front and back bodice
6. Design basic sleeve pattern

##### **Lab:**

1. Students take measurements and draft basic waist sloper.
2. Students hand stitch with muslin and check fit of basic bodice.

3. Students draft basic sleeve sloper, hand baste muslin sleeve, fit and correct sleeve sloper.

**HW:**

1. Students use pattern paper to draft waist sloper and fit bodice
2. Students draft sleeve sloper and fit basic sleeve

**Course Content 2:** Basic Principle and Method of dart design (Support course objective 1, 2)

**Reference Hours:** 16 hours (Lecture 10hours, Lab 6hours)

**Learning Objectives:**

1. Understand the basic principle, design form and construction technology characteristic of dart
2. Master design methods of dart variations.

**Course Content:**

1. Basic concept and principle of dart
2. Design form and construction technology characteristic of dart
3. Methods of dart manipulation (slash-spread technique)
  - (1) Single dart, linear-shaped dart, curved dart, feaze dart
  - (2) Shirring
  - (3) Pleat and multiple darts
  - (4) Princess style line and panel style line
  - (5) Added fullness
  - (6) Extension, Button, Facing

**Lab:** Students design creative bodice with dart variations and fit bodice with muslin.

**HW:** Students design 3 styles of bodice with various darts, and select 1 to make patterns, and complete them with muslin.

**Course Content 3:** Basic Principle and Method of sleeve and collar pattern design (Support course objective 1, 2, 3, 4)

**Reference Hours:** 12 hours (Lecture 6hours, Lab 6hours)

**Learning Objectives:**

Students learn to master pattern design methods for sleeve and collar variations

**Course Content:**

1. Pattern design for sleeve variations
  - (1) puff sleeves
  - (2) flare sleeves
  - (3) short sleeves

2. Pattern design for collar variations

- (1) Basic pattern making principle of collar design
- (2) Stand collar, shirt collar
- (3) Flat collar and roll collar

**Lab:**

1. Students design 1 sleeve styles, make patterns and hand baste them with muslin (including bodice)
2. Students design 1 collar styles, make patterns and hand baste them with muslin (including bodice)

**HW:**

1. Make patterns for creative sleeve and complete the full sample garment in muslin.
2. Make patterns for creative collar and complete the full sample garment in muslin.

**Course Content 4:** Basic Principle and Method of Skirts Pattern design (Support course objective 1, 2, 3 ,4)

**Reference Hours:** 12 hours (Lecture 6hours, Lab 6hour)

**Learning Objectives:**

1. Students learn to master drafting method of basic skirt.
2. Students learn to master pattern design methods for skirt variations.

**Course Content:**

1. Basic principle and method of basic skirt pattern design
  - (1) Taking measurement for drafting skirt
  - (2) Drafting basic skirt sloper
  - (3) Fitting basic skirt
  - (4) Correcting skirt sloper
2. Pattern design for skirt variations
  - (1) A-line skirt
  - (2) Six-gore skirt
  - (3) Flare skirt
  - (4) Peg skirt

**Lab:**

1. Students draft basic skirt sloper, baste muslin skirt, fit and correct skirt sloper.
2. Students design creative skirt, make patterns and baste or sew them with muslin.

**HW:**

1. Copy skirt sloper on oak tag and fit basic skirt.
2. Make patterns for creative skirt and complete the full sample garment in muslin.

**Course Content 5:** Final Project (Support course objective 1, 2, 5, 6, 7)

**Reference Hours:** 8 hours (Lecture 2hours, Lab 6hours)

**Course Content:**

Draft a sample blouse and use the project to incorporate all of the lessons. Address all of the components needed for the blouse. Make the pattern and the sample for submit.

**V Period Distribution and Teaching Modes**

**1. Teaching Hours Allocation**

**(1) Theoretical Teaching Hours Allocation Table**

Class Hour Course Content	Teaching Methods			Subtotal
	Lecture	Exercise	Discussion	
1.Body Structure and Drafting Basic	10	6		16
2. Basic Principle and Method of dart	10	6		16
3. Basic Principle and Method of sleeve and collar pattern design	6	6		12
4. Basic Principle and Method of Skirts	6	6		12
5. Final Project	2	6		8
Total	34	30		64

**(2) Lab Hours Allocation Table**

Experimental Project Name	Summary	Experimental Environment	Lab Hours	Number in Each Group	Experimental Attributes	Requirements
take measurements and draft basic sloper.	Measure, draft basic sloper	Draping Lab	3	1 person	basic	required
Check fit of basic bodice	Check fit and make correction	Draping Lab	3	1 person	basic	required
Draft and fit basic sleeve	Draft, check fit and make correction	Draping Lab	1	1 person	basic	required
Dart variation	Style	Draping Lab	6	1 person	design	required

	analysis , draft					
Sleeve variation	Style analysis , draft	Draping Lab	2	1 person	design	required
Collar variation	Style analysis , draft	Draping Lab	3	1 person	design	required
Draft and fit basic skirt	Draft, check fit and make correction	Draping Lab	2	1 person	basic	required
Skirt variation	Style analysis , draft	Draping Lab	4	1 person	design	required
Final project	Design , draft and sew the garment	Draping Lab	6	1 person	integrated	required
Total			30			

## 2. Suggestions for Teaching

### (1) Teaching Organization Form

Organize classroom teaching through the combination of class centralized teaching and individual tutoring. The teacher introduces the method and technology of draping through lecture and demonstration, arranges classroom exercises corresponding to the content of the lesson, then helps the students to grasp the course content through individual guidance.

### (2) Teaching Methods

A variety of teaching methods including situation teaching method, demonstration teaching method and tasking teaching method are applied. The combination of introduce, demonstration and inquiry are emphasized during teaching process to provide students with various learning experiences and encourage their initiatives.

### (3) Teaching Means

Beside traditional teaching methods, multimedia aided instruction and network assisted instruction are applied to improve course teaching quality and efficiency.

## 3. Suggestions for Course Learning

(1) The students prepare and review the course content in the spare time by the courseware

provided by the teacher.

(2) The assignment is an important part to guide students to learn and check the teaching effectiveness, and a sign to reflect the requirements of the course. Unit projects and term project are assigned to assist students to consolidate learning and can enhance students to analyze problem-solving abilities.

## VI Assessment

Students will be evaluated on classroom performance, technical knowledge and demonstrated skills in completion of unit projects, final project and final exam.

Assessment Methods or Approaches	Assessment Requirements	Assessment Weighting	Evaluation of Course Objectives
Classroom Performance	Ask for leave before class if can't be present. Take an active part in class discussion.	5%	Course Objective 1,2,5
Unit Projects	Complete conventional assignments on time and according to quality requirements.	50%	Course Objective 1,2,3,4,6,7
Final Project	Complete big assignment on time and according to quality requirements.	45%	Course Objective 1,2,5,6,7

## VII Textbooks and References

### 1. Recommended Textbook

[1]朱秀丽, 吴巧英: 《服装结构设计 with 新产品开发》, 中国纺织出版社, 2011.

### 2. Reference Book

[1] Helen Joseph Armstrong: 《Pattern Making for Fashion Design》, Prentice-Hall, Inc., 2000.

[2] Ernestine Kopp. et, al: 《Designing Apparel Through The Flat Pattern》, Fairchild Fashion and Merchandising Group, 1998.

[3]汪薇著: 《服装结构设计 with 制作工艺一体化教程》, 中国纺织出版社, 2015 年

[4]柴丽芳, 李彩云著: 《女装结构设计》, 东华大学出版社, 2016 年;

### 3. Internet Resource

[1] <http://dianeparente.com/blog/tag/skirt-silhouette/>

[2] <http://en.texsite.info>

[3] <http://www.pattern-making.com/draft-pegtop-skirt/>

[4] <http://www.style-and-fashion-tips.com/Sheath-Dress.html>

[5] <http://www.craftstylish.com/item/71291/how-to-sew-a-notched-jacket-lapel>

[6] <http://www.permanentstyle.co.uk/2008/04/silhouette-and-fit-know-difference.html>

[7] <http://starksilhouette.tumblr.com/>

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**Reviewed by: YANG Yunchu (杨允出)**

**Date: 2020-5-20**

# **Syllabus of Flat Pattern Design for Women's Wear**

**Course Name/Title:** Flat Pattern Design for Women's Wear                      **Course code:** 92924

**Course Type:** Basic Course    Compulsory Course

**Total Teaching Hours:** 64 (Classroom Hours:34    Laboratory Hours or Tutorial Hours: 30 )

**Course Credit:** 4

## **I Course Introduction**

Advanced Patternmaking is a fundamental course for undergraduate major in apparel. The task of this course is to enable students to master the structural design methods and techniques of jackets and coats and trousers. The course integrates traditional costume and culture, the comparison of costume structure between China and western countries and other contents, so that students have good aesthetic and humanistic qualities, and cultivate students' national confidence.

## **II Course Objective**

### **1. Ideological and political Objectives**

Course Objective 1: Understand traditional clothing and culture, build up national confidence.

Course Objective 2: Understand the differences between China and western countries in garment structure design, have a good aesthetic and humanistic quality.

### **2. Knowledge Objectives**

Course Objective 3: Establish fundamental knowledge, basic methods and technique of patternmaking for misses' and women's wear.

Course Objective 4: Understand the relationship among sketch and paper.

### **3. Capability Objectives**

Course Objective 5: combine the three-dimensional structure of the human body with the theory of the structure of clothing, and design the paper pattern

Course Objective 6: Read and analyze sketches

### **4. Quality Objectives**

Course Objective 7: Obtain the basic essence of professional staff in apparel industry, the inner quality of group cooperation and to develop the good habit of diligent thinking and in-depth study.

Course Objective 8: Strengthen the understanding and judgement of the professional function of fashion design and engineering, and promote the professional function quality.

## **III Correlations between Course Objectives and Graduation Requirements**

Graduation Requirements	Graduation Requirements Index Point	Course Objectives
Graduation Requirement 3	Design/Develop solution: Being able to design solutions for complex garment structures, processes, and manufacturing engineering problems; designing a system, unit, component, or process to meet a particular requirement; and being able to reflect innovation in the design process, taking into account social, health, safety, law, culture and environment factors.	Course Objective 1,2,3,4,5,6
Graduation Requirement 4	Research: Being able to conduct research on complex garment engineering problems based on scientific principle and applying scientific methods, including experimental design, data analysis and interpretation, and getting valid conclusions through information integration.	Course Objective 1,2,3,4,5
Graduation Requirement 8	Professional norms: Having humanities, social and scientific qualities, and social responsibility, being able to understand and comply with the engineering ethics and norms and perform responsibility in garment engineering practices.	Course Objective 1,2,7,8
Graduation Requirement 12	Lifelong learning: Having independent learning and lifelong learning consciousness, having the ability to learn continuously and to adapt to development.	Course Objective 1,2,7,8

#### IV Correlations between Course Content and Course Objectives

Num.	Course Content	Teaching Requirement	Period	Teaching modes	Course Objectives
1	<p><b>Course Content 1:</b> Hip length Torso Sloper: Pattern Development and fitting</p> <p><b>Learning Objectives:</b></p> <p>1. Learn characteristics and requirements of this course.</p> <p>2. Learn how to make torso sloper and make adjustments.</p>	<p><b>Course Content:</b></p> <p>1. Equipment needed and material preparation</p> <p>2. Work with the basic sloper and re-fit where necessary.</p> <p>3. Check the basic sleeve and adjust pattern.</p> <p>4. Develop the one piece hip length torso sloper and make the muslin sample.</p> <p>5. Make fit corrections and cut into hard pattern paper.</p> <p>6. To understand the aesthetic differences between China and the</p>	8	Lecture & demonstration	1,2,3,4

Num.	Course Content	Teaching Requirement	Period	Teaching modes	Course Objectives
		<p>West in the fit of clothing</p> <p><b>Lab:</b> Students complete the basic sloper and torso sloper.</p> <p><b>HW:</b> Make the torso muslin sample and make fitting.</p>			
2	<p><b>Course Content 2:</b> Classic Raglan Sleeve</p> <p><b>Learning Objectives:</b></p> <p>1. Learn basic pattern making steps of classic raglan sleeve jacket.</p> <p>2. Learn to check pattern and make corrections.</p>	<p>1 . Draft the raglan sleeve using the torso sloper.</p> <p>2 . Make the pattern and a muslin fitting.</p> <p>3. Discuss the yoke and sleeve styles.</p> <p>4. Show variation of the same draft for development.</p> <p>5. Introduce Chinese traditional sleeve pattern - making method, to make the students have a better understanding of the traditional Chinese clothing</p> <p><b>Lab:</b> Cut the hip length sloper into hard paper pattern and use it to make the raglan sleeve style.</p> <p><b>HW:</b> Make the raglan sleeve muslin sample</p>	4	Lecture & demonstration	1, 2,3,4,5,6,7,8
3	<p><b>Course Content 3:</b> Princess Kimono Blouse</p> <p><b>Learning Objectives:</b></p> <p>1. Learn basic pattern making steps of princess Kimono Blouse.</p> <p>2. Learn to check</p>	<p>1 . Draft the basic sleeve and kimono with princess seam.</p> <p>2. Draft the princess panel.</p> <p>3. Make the pattern and test the fit in muslin.</p> <p><b>Lab:</b> Draft the pattern for the style developed in class.</p> <p><b>HW:</b> Make the princess kimono muslin sample.</p>	4	Lecture & demonstration	1, 2,3,4,5,6,7,8

Num.	Course Content	Teaching Requirement	Period	Teaching modes	Course Objectives
	pattern and make corrections.				
4	<p><b>Course Content 4:</b> Dolman Sleeve Blouse with shawl collar and dolman variation</p> <p><b>Learning Objectives:</b> 1. Learn basic pattern making steps of dolman sleeve and shawl collar. 2. Learn variation of dolman. 3. Learn to check pattern and make corrections.</p>	<p>1. Draft the basic dolman using the front and back bodice. 2. Introduce the usage of Chinese style and Japanese style sleeves. 3. Draft shawl collar. 4. Draft variation dolman. 5. Make the pattern and test the fit in muslin.</p> <p><b>Lab:</b> Draft the pattern for the style developed in class. <b>HW:</b> Make the dolman muslin sample</p>	8	Lecture & demonstration	1, 2,3,4,5, 6,8
5	<p><b>Course Content 5:</b> Jacket with two pieces sleeve and notched collar</p> <p><b>Learning Objectives:</b> 1. Learn basic pattern making steps of two pieces sleeve and notched collar. 2. Learn to check pattern and make corrections.</p>	<p>1. Draft the two pieces sleeve using basic sleeve. 2. Draft norched collar and facing. 3. Make the pattern and test the fit in muslin. 4. How to sew norched collar jacket</p> <p><b>Lab:</b> Draft the pattern for the style developed in class. <b>HW:</b> Make the dolman muslin sample</p>	8	Lecture & demonstration	1, 2,3,4,5,6
6	<p><b>Course Content 6:</b> final project</p> <p><b>Learning Objectives:</b></p>	<p>1. Students develop a complete blouse or shirt using the blocks developed in class.</p>	8	Presentati on & discuss	1, 2,3,4,5,6 ,7,8

Num.	Course Content	Teaching Requirement	Period	Teaching modes	Course Objectives
	1. Learn pattern making from sketch. 2. Apply the principle and method to design the apparel structure	2. Work with cutter's must. 3. Students submit final projects and present their work.			
7	<b>Course Content 7:</b> Pants and variation pants <b>Learning Objectives:</b> 1. Learn how to develop basic pants foundation patterns and how to develop patterns for pants variations. 2. Learn to check pattern and make corrections.	1. Basic principle of pattern design for pants. 2. Draft basic pants. 3. Introduce the different way of making-pattern for pants between Chinese and west. 4. Draft fit jean with lower waist. 5. Draft pleats pants and shorts pants and culottes. 6. Make the pattern and test the fit in muslin. <b>Lab:</b> Draft the basic pants. Choose a pant style and make the pattern in class. <b>HW:</b> Make the basic pants and a variation of pants into muslin sample	16	Lecture & demonstration	1, 2,3,4,5,6,7,8
8	<b>Course Content 8:</b> Variation of bodice <b>Learning Objectives:</b> 1. Read and analyze sketches 2. Add ease for different style.	1. Students find 3 design sketches of jackets or coats. 2. Analyze sketches and tell the structure. 3. Choose one of the style and add suitable ease for the style and Draft the pattern. 4. Make the pattern and test the fit in muslin. <b>Lab:</b> Draft the pattern for the style developed in class.	8	Lecture & demonstration	1, 2,3,4,5,6,7,8

Num.	Course Content	Teaching Requirement	Period	Teaching modes	Course Objectives

## V Period Distribution and Teaching Modes

### 1. Teaching Hours Allocation

#### (1) Theoretical Teaching Hours Allocation Table

Methods Class Hour Course Content	Teaching			Remark	Subtotal
	Lecture	Exercise	Discussion		
1. Hip length Torso Sloper	5				5
2. Classic Raglan Sleeve	2				2
3. Princess Kimono Blouse	3				3
4. Dolman Sleeve Blouse with	4				4
5. Jacket with two pieces sleeve and	4				4
6. Final garment	3				3
7. Pants and variation pants	9				9
8. Variation of bodice	4				4
Total	34				34

#### (2) Lab Hours Allocation Table

Experimental Project Name	Summary	Experimental Environment	Lab Hours	Number in Each Group	Experimental Attributes	Requirements
The bodice and torso sloper	Pattern making and fit in muslin	Draping Lab	3	1 person	basic	required
The raglan sleeve	Pattern making and fit in muslin	Draping Lab	2	1 person	basic	required
Princess Kimono	Pattern making and fit in muslin	Draping Lab	1	1 person	basic	required
Dolman	Pattern	Draping Lab	4	1 person	basic	required

Sleeve with shawl collar	making and fit in muslin					
Two pieces sleeve and notched collar	Pattern making and fit in muslin	Draping Lab	4	1 person	basic	required
Pants and variation pants	Pattern making and fit in muslin	Draping Lab	7	1 person	basic	required
Variation of bodice	Pattern making and fit in muslin	Draping Lab	4	1 person	integrated	required
final project		Draping Lab	5	1 person	integrated	required
Total			30			

## 2. Suggestions for Teaching

### (1) Teaching Organization Form

Organize classroom teaching through the combination of class centralized teaching and individual tutoring. The teacher introduces the method and technology of pattern making through lecture and demonstration, arranges classroom exercises corresponding to the content of the lesson, then helps the students to grasp the course content through individual guidance.

### (2) Teaching Methods

A variety of teaching methods including situation teaching method, demonstration teaching method and tasking teaching method are applied. The combination of introduce, demonstration and inquiry are emphasized during teaching process to provide students with various learning experiences and encourage their initiatives.

### (3) Teaching Means

Beside traditional teaching methods, multimedia aided instruction and network assisted instruction are applied to improve course teaching quality and efficiency.

## 3. Suggestions for Course Learning

(1) The students prepare and review the course content in the spare time by the courseware provided by the teacher.

(2) Students can study independently through the various teaching resources provided by the course website platform to expand the scope and depth of learning.

(3) The assignment is an important part to guide students to learn and check the teaching effectiveness, and a sign to reflect the requirements of the course. Unit projects

and term project are assigned to assist students to consolidate learning and can enhance students to analyze problem-solving abilities.

## VI Assessment

Students will be evaluated on classroom performance, technical knowledge and demonstrated skills in completion of unit projects, final project and final exam.

Assessment Methods or Approaches	Assessment Requirements	Assessment Weighting	Evaluation of Course Objectives
Classroom Performance	Ask for leave before class if can't be present. Take an active part in class discussion.	10%	Course Objective 5
Unit Projects	Complete conventional assignments on time and according to quality requirements.	65%	Course Objective 1,2,3,4,5,6
Final Project	Complete big assignment on time and according to quality requirements.	25%	Course Objective 1,2,3,4,5,6

## VII Textbooks and References

### 1. Recommended Textbook

[1] Helen Joseph: 《Patternmaking for Fashion Design》 (3<sup>th</sup> Edition), Prentice Hall, 2000.

[2]朱秀丽、吴巧英主编: 《女装结构设计与产品开发》, 中国纺织出版社, 2011年出版。

### 2. Reference Book

[1] Bernard Zamkoff: 《Basic pattern skill for Fashion Design》, Fairchild Publications, 1999.

[2] 张文斌: 《服装制版·基础篇》(第二版), 东华大学出版社, 2017年出版。

[3]海伦·约瑟夫、阿姆斯特朗: 《高级服装结构设计与纸样》(基础篇), 东华大学出版社, 2013年出版。

### 3. Internet Resource

[1] <http://www.ltgc2009.com>

[2] <http://210.32.24.128/fzlt.com>

Written by: TU Ye (屠晔)

Reviewed by: YANG Yunchu (杨允出)

Date: 2020-5-20

# Syllabus of Technical Design 1 (Woven)

**Course Name/Title:** Technical Design 1 (Woven)

**Course code:** 92928

**Course Type:** Specialized Course Course    Compulsory Course

**Total Teaching Hours:** 48 (Classroom Hours:24    Laboratory Hours or Tutorial Hours: 24 )

**Course Credit:** 3

## I Course Introduction

This course introduces students to the entire technical design process. Students will implement their draping and patternmaking skills and advance the full range of steps involved in the technical design process and development of woven garment. All coursework incorporates industry specific terminology. Students will create and develop complete technical design packages for each step of the product life cycle as needed by merchandisers, designers and manufacturers. Through assignment and garment analysis, students will complete tech packets for pants and jackets. Students will also practice on analyzing the balance of different garments and fitting pants and jackets on body forms or live. Proportions and balance of garments will be analyzed and adjustments and corrections will be exercised on the industry use production pattern and diagram. Technical packets will be made for each garment with photos, emails and information required by industry. Traditional clothing and culture, green concept and other contents are integrated into the course teaching, so that students have a good humanistic quality and a sense of social responsibility.

## II Course Objective

### 2. Ideological and political Objectives

Course Objective 1: Set up national confidence, and strive for the ideal of the national fashion industry.

Course Objective 2: Cultivate students to be good at thinking habits and innovative thinking.

### 2. Knowledge Objectives

Course Objective 3: Gaining knowledge of industry-specific terminology for garment construction techniques, seam and stitch types, and machineries used for woven/cut and sew garments.

Course Objective 4: Understand the relationship between products and data through lab assignment and garment analysis.

### 3. Capability Objectives

Course Objective 5: Creating POM (Point of Measure) and accurately measuring for garment specifications. Writing comments for fit, construction and workmanship call-outs and adding effective use of garment photos and technical sketches in the tech packs.

Course Objective 6: Completing tech packs that are composed of multiple sections for production from initial fit samples to pre-production samples.

#### 4. Quality Objectives

Course Objective 7: By understanding the role of technical designer, students will acquire a sense of responsibility, consciousness for effective time management, and team player spirit that are expected for technical designers.

Course Objective 8: Strengthen the understanding and judgement of the professional function of fashion design and engineering, and to develop the good habit of diligent thinking and in-depth study.

### III Correlations between Course Objectives and Graduation Requirements

Graduation Requirements	Graduation Requirements Index Point	Course Objectives
Graduation Requirement 3	Design/Develop solution: Being able to design solutions for complex garment structures, processes, and manufacturing engineering problems; designing a system, unit, component, or process to meet a particular requirement; and being able to reflect innovation in the design process, taking into account social, health, safety, law, culture and environment factors.	Course Objective 1,2,3,4,5,6
Graduation Requirement 4	Research: Being able to conduct research on complex garment engineering problems based on scientific principle and applying scientific methods, including experimental design, data analysis and interpretation, and getting valid conclusions through information integration.	Course Objective 1,2,3,4,5,6
Graduation Requirement 10	Communication: Being able to communicate and interchange effectively with industry colleagues and the public on complex garment engineering issues, including writing reports and design manuscript, statement, clarity expression or response command, and having a certain international vision, being able to communicate and interchange in a cross-cultural context.	Course Objective 1,2,4,5,6,7,8
Graduation Requirement 12	Lifelong learning: Having independent learning and lifelong learning consciousness, having the ability to learn continuously and to adapt to development.	Course Objective 1,2,7,8

### IV Correlations between Course Content and Course Objectives

Num.	Course Content	Teaching Requirement	Period	Teaching modes	Course Objectives
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Num.	Course Content	Teaching Requirement	Period	Teaching modes	Course Objectives
1	<p><b>Course Content 1:</b> Course introduction and summarize of technical design</p> <p><b>Learning Objectives:</b> 1. Learn characteristics and requirements of this course. 2. Learn the status of fashion industry.</p>	<p>1. Introduce the latest development of fashion industry in China, and build up students' national confidence and patriotism.</p> <p>2.The status and role of technical designer. The current situation of China's scientific and technological development has brought changes to the fashion industry.</p> <p>3. Variety of garment silhouettes</p> <p>4 . Abbreviations of major technical design terms.</p> <p><b>Discussion:</b> the status and role of technical designer.</p> <p><b>HW:</b> Study variety of garment silhouettes for quiz.</p>	4	Lecture & discuss	1, 2,3,4,5,6
2	<p><b>Course Content 2:</b> Measuring and sketch</p> <p><b>Learning Objectives:</b> 1. Measure different types of garments and understand points of measure (POM). 2. Learn to draw technical design sketches and details that clearly communicate constructions of garments and create proper initial spec</p>	<p>1. Learn traditional clothing and culture, build up national confidence.</p> <p>2.The importance of measuring as a technical designer</p> <p>3. Learn points of measure (POM) details and how to measure garments.</p> <p>4 . Demonstrate the measureing of jackets, skirts and pants.</p> <p>5 . Learn to sketch technical flats for skirts and jackets</p> <p>6. Learn how to draw proper proportions of garments</p> <p><b>Lab:</b> Learn points of measure and practice measure the skirt, pants and jackets.</p> <p><b>HW:</b> Practice draw sketch and finish</p>	12	Lecture & demonstration	1, 2,3,4,5,6

Num.	Course Content	Teaching Requirement	Period	Teaching modes	Course Objectives
	based on required sample size.	measuring and make the measurement charts.			
3	<p><b>Course Content 3:</b> The garment sample development process</p> <p><b>Learning Objectives:</b> Learn the development of China's garment foreign trade. Learn the type of samples. Learn to fit a sample and make pattern corrections.</p>	<p>1. The development of China's foreign trade in clothing has brought about changes in technical design.</p> <p>2.The classification and function of the samples</p> <p>3 . Introduction to the protocol of professional environment in a fitting room. How to conduct a fitting and who are the participants.</p> <p>4. Demonstrate the preparation of fitting.</p> <p>5. How to take proper fit photos of garments and detailed pictures of corrections and insert them into technical packets.</p> <p>6. Pattern corrections based on the fitting comments.</p> <p><b>Lab:</b> Students try to fitting the garment self-selected and take fit photos of garments and detailed pictures of corrections.</p> <p><b>HW:</b> Students evaluate the assigned sample garment and finish the fit comments chart.</p>	12	Lecture & demonstration & tutorial	1, 2,3,4,5,6
4	<p><b>Course Content 4:</b> Technical packets for initial fit sample</p> <p><b>Learning Objectives:</b> 1.Learn basic</p>	<p>1. Construction of outside and inside garments, seams, seam finishing, fasteners, stitching and machinery used for industry.</p> <p>2. Make the bill of material</p> <p>3. Understand fabric cutting and nest of</p>	12	Lecture & demonstration	1, 2,3,4, 5,6

Num.	Course Content	Teaching Requirement	Period	Teaching modes	Course Objectives
	<p>teck-packets making steps of pants and jackets.</p> <p>2. Learn to make the grade chart.</p>	<p>patterns, grading rule and create graded spec in all size ranges, samples spec tolerance for production based on approved fit/pre-production and spec convention of divisions.</p> <p>4. Complete technical packets for production from initial fit samples to Pre-Production samples.</p> <p><b>Lab:</b> Students practice to find the material of skirts and jackets and grade the skirt and jacket.</p> <p><b>HW:</b> Students in teams develop the material bill chart for assigned garments and finish the graded chart for assigned garments..</p>			
5	<p><b>Course Content 5:</b> practice to develop a pre-production sample technical packets</p> <p><b>Learning Objectives:</b></p> <p>1. Grasp all content in a pre-production sample technical packets.</p> <p>2. Learn the domestic method of develop a technical packets.</p>	<p>1. Draft the technical sketches of given style.</p> <p>2. Make the measurement chart and material bill and graded spec.</p> <p>3. Write the construction technical detail.</p> <p>4. Finish the initial direction chart.</p> <p>5. Introduce the application of new technology in garment product development.</p> <p><b>Lab:</b> Students complete production technical packets with sketches, samples SPEC, fit comments /photos/pattern corrections and construction technical detail and graded SPEC, as well as production pattern sets and</p>	8		1, 2,3,4,5,6

Num.	Course Content	Teaching Requirement	Period	Teaching modes	Course Objectives
		cutter's must for assigned garment. HW: Finish the technical packets.			

## V Period Distribution and Teaching Modes

### 1. Teaching Hours Allocation

#### (1) Theoretical Teaching Hours Allocation Table

Methods Class Hour Course Content	Teaching			Remark	Subtotal
	Lecture	Exercise	Discussion		
1. Summarize of technical design	3		1		4
2. Measuring and sketch	6				6
3. The garment sample development process	6				6
4. Technical packets for initial fit	6				6
5. practice to develop a pre-production sample technical packets	3				3
Total	24		1		25

#### (2) Lab Hours Allocation Table

Experimental Project Name	Summary	Experimental Environment	Lab Hours	Number in Each Group	Experimental Attributes	Requirements
measure the given style	Measure and fill chart	Draping Lab	3	1 person	basic	required
draw sketch for given style	draw sketch	Draping Lab	3	1 person	basic	required
fitting the self-selected	Write fitting note and take	Draping Lab	6	2 person	basic	required

garment	fit photos of garments. Finish the fit comments chart.					
Material bill	Develop the material bill chart in teams	Draping Lab	3	2 person	basic	required
graded chart	Develop graded chart for assigned garments	Draping Lab	3	2 person	basic	required
Technical packets	Develop pre-production sample technical packets	Draping Lab	5	2 person	basic	required
Total			23			

## 2. Suggestions for Teaching

### (1) Teaching Organization Form

Organize classroom teaching through the combination of class centralized teaching and individual tutoring. The teacher introduces the method and technology of pattern making through lecture and demonstration, arranges classroom exercises corresponding to the content of the lesson, then helps the students to grasp the course content through individual guidance. The work is accomplished by grouping and strengthening teamwork between students

### (2) Teaching Methods

A variety of teaching methods including situation teaching method, demonstration teaching method and tasking teaching method are applied. The combination of introduce, demonstration and inquiry are emphasized during teaching process to provide students with various learning experiences and encourage their initiatives.

### (3) Teaching Means

Beside traditional teaching methods, multimedia aided instruction is applied to improve course teaching quality and efficiency.

## 3. Suggestions for Course Learning

(1) The students prepare and review the course content in the spare time by the handouts provided by the teacher.

(2) The assignment is an important part to guide students to learn and check the teaching effectiveness, and a sign to reflect the requirements of the course. Unit projects and term project are assigned to assist students to consolidate learning and can enhance students to analyze problem-solving abilities.

## VI Assessment

Students will be evaluated on classroom performance, technical knowledge and demonstrated skills in completion of unit projects, final project and final exam.

Assessment Methods or Approaches	Assessment Requirements	Assessment Weighting	Evaluation of Course Objectives
Classroom Performance	Ask for leave before class if can't be present. Take an active part in class discussion.	10%	Course Objective 7
Unit Projects	Complete conventional assignments on time and according to quality requirements.	60%	Course Objective 1,2,3,4,5,6,7,8
Final Project	Complete big assignment on time and according to quality requirements.	30%	Course Objective 1,2,3,4,5,6,7,8

## VIII Textbooks and References

### 1. Recommended Textbook

[1] Deborah beard: 《The complete book of technical design for technical and fashion designers》, library of congress cataloging-in-publication, 2012

[2]朱秀丽、吴巧英主编: 《女装结构设计与产品开发》, 中国纺织出版社, 2011年出版。

### 2. Reference Book

[1] Bernard Zamkoff: 《Basic pattern skill for Fashion Design》, Fairchild Publications, 1999.

[2] 张文斌: 《服装制版·基础篇》(第二版), 东华大学出版社, 2017。

[3]海伦·约瑟夫、阿姆斯特朗: 《高级服装结构设计与纸样》(基础篇), 东华大学出版社, 2013。

### 3. Internet Resource

[1] <http://www.ltgc2009.com>

[2] <http://210.32.24.128/fzlt.com>

**Written by: TU Ye (屠晔)**

**Reviewed by: Yang Yunchu (杨允出)**

**Date: 2020-5-20**

# Syllabus of Fashion Commodity Planning

**Course Title:** Fashion Commodity Planning      **Course Code:** 92931

**Course Type:** Specialized Course    Optional Course

**Total Teaching Hours:** 48 (Classroom Hours:32    Laboratory Hours: 16)

**Course Credit:** 3

## I Course Introduction

This course is an advanced professional course for senior students who major in fashion design and engineering and have successfully completed all basic disciplinary courses offered. The Shanghai old style Brand ,Hangzhou style Brands will be discussed as the cases in the class.

## II Course Objective

### 1. Knowledge Objectives

Course Objective 1: Understand traditional clothing and culture, build up national confidence.

Course Objective 2: Establish fundamental knowledge, basic methods of fashion Merchandise planning.

Course Objective 3:Understand contemporary enterprise management and merchandising knowledge as the foundation.

### 2. Capability Objectives

Course Objective 3: Be able to combine product development with marketing, management and merchandising.

Course Objective 4: Master the basic theory and knowledge of fashion product planning.

Course Objective 5: Be able to combine domestic and international successful cases and understand effective methods of merchandise planning.

### 3. Quality Objectives

Course Objective 6: Obtain a comprehensive understanding of the connotation and essence, brand strategy, operational processes, organization and operation of the merchandise planning.

Course Objective 7: Strengthen the students' ability of fashion design and the understanding of the product attributes..

## III Correlations between Course Objectives and Graduation Requirements

Graduation Requirements	Graduation Requirements Index Point	Course Objectives
Graduation Requirement 3	Design/Develop solution: Being able to design solutions for	Course Objective 1,2,3,4

	complex garment structures, processes, and manufacturing engineering problems; designing a system, unit, component, or process to meet a particular requirement; and being able to reflect innovation in the design process, taking into account social, health, safety, law, culture and environment factors.	
Graduation Requirement 4	Research: Being able to conduct research on complex garment engineering problems based on scientific principle and applying scientific methods, including experimental design, data analysis and interpretation, and getting valid conclusions through information integration.	Course Objective 3,4,5
Graduation Requirement 5	Using modern tools: Being able to develop, select and use appropriate technologies, resources, modern engineering tools, and information technology tools aiming at complex engineering problems, including the prediction and simulation of complex garment engineering problems, and understanding its limitation.	Course Objective 6,7
Graduation Requirement 6	Engineering and society: Being able to perform reasonable analysis based on relevant background of garment engineering, evaluating the impact of clothing engineering practices and complex clothing engineering problem solutions on society, health, safety, law and culture, and understanding the responsibility to be undertaken.	Course Objective 6,7
Graduation Requirement 9	Individuals and teams: Being able to take on roles of	Course Objective 6,7

	individuals, team members, and leaders in a multidisciplinary team.	
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(Note: Basic courses and specialized courses must correlate with the graduation requirements as specified in the Program outline. The correlated graduation requirement index point must be put before the descriptive phrases or sentences. General courses are exempted from this rule.)

#### IV Correlations between Course Content and Course Objectives

Num.	Course Content	Teaching Requirement	Period	Teaching modes	Course Objectives
1	<p><b>Course Content 1:</b> Fundamental knowledge of fashion merchandise planning</p> <p>1.Methodology of fashion merchandise planning</p> <p>① Concept of fashion merchandise planning</p> <p>② Category of fashion merchandise planning</p> <p>2.Status and origin of fashion merchandise planning</p> <p>①Product attributes</p> <p>② Status of fashion merchandise planning in industry chain</p> <p>③ Origin of fashion merchandise planning</p>	<p><b>Learning Objectives:</b></p> <p>Learn the concept of fashion merchandise planning.</p> <p><b>HW:</b> According to the consumer, students analyze the fashion brand in the field of the product popular characteristic, the fabric, the price and the characteristics of different distribution channels, and the relationship with the market positioning.</p>	4	situation teaching method	course objective 1, 2
2	<p><b>Course Content 2:</b> Strategy of fashion merchandise planning</p> <p><b>Course Content:</b></p> <p>1.Fundamental knowledge of fashion merchandising</p> <p>① Correlation of merchandising and merchandise planning</p> <p>② Basic steps of merchandising activities</p> <p>2.Highly sensitive, personalized fashion market and the strategies of merchandise planning</p>	<p>1.Understand the fashion merchandising activities.</p> <p>2.Understand the characteristics of fashion merchandise planning strategies.</p> <p>Understand the links of fashion merchandise planning</p> <p><b>HW:</b> Selecting two brands, students analyze</p>	8	demonstration teaching method, case study	course objective 1, 2, 3

Num.	Course Content	Teaching Requirement	Period	Teaching modes	Course Objectives
	<p>① The trends of Media-oriented information in fashion industry</p> <p>② Formation and development of highly sensitive, personalized fashion market</p> <p>③ Multi-polarization of merchandise planning strategies</p> <p>3.Strategies of fashion merchandise planning</p> <p>① Implementation form of domestic fashion merchandise planning</p> <p>② Choice of fashion merchandise planning strategies</p> <p>4.Characteristics of brand composition and elements of merchandise planning</p> <p>① Connotation and framework of brands</p> <p>② Brand classification</p> <p>③ The Model of brand composition</p> <p>④ Links of fashion merchandise planning</p> <p><b>5. Case study: The Shanghai Honbang tailor</b></p>	<p>the naming of clothing brands, target market positioning, environmental analysis and popular forecast and brand style setting.</p>			
3	<p><b>Course Content 3:</b> Implementary elements of fashion merchandise planning</p> <p>1. Naming of fashion brands</p> <p>① BI plans</p> <p>② Brand naming</p> <p>③ Brand naming strategies</p> <p>④ Case study: The brand: PeaceBird</p> <p>2. Setting of target market</p> <p>① Setting process of target market</p> <p>② Market segmentation</p>	<p>1.Understand the methods of market targeting.</p> <p>2.Understand the methods of environmental analysis and fashion forecasting.</p> <p>3.Understand the connotation of brand.</p> <p><b>HW:</b> Focus on the brands, students make</p>	10	demonstration teaching method, case study	course objective 3, 4, 5

Num.	Course Content	Teaching Requirement	Period	Teaching modes	Course Objectives
	<p>③ Market targeting</p> <p>④ Market positioning and merchandising strategies for target market</p> <p>3. Environmental analysis and fashion forecasting</p> <p>① Significance and process of environmental analysis</p> <p>② Category of environmental analysis</p> <p>③ Content of environmental analysis</p> <p>④ Information collection</p> <p>⑤ Fashion forecasting</p> <p>4. Setting of brand concept</p> <p>① Current situation of the understanding of brand concept</p> <p>② Background of brand concept setting</p> <p>③ Significance of concept setting</p> <p>④ Evaluation system of brand concept segmentation</p> <p>⑤ Steps of concept positioning</p> <p>⑥ Seasonal brand concept setting</p> <p>⑦ Inspection of brand concept</p> <p>5. Overall garment design</p> <p>① Overview of overall garment design</p> <p>② Design of silhouette and detailed structure</p> <p>③ Color planning</p> <p>④ Material planning</p> <p>6. Composition and combination of fashion merchandise category</p> <p>① Principles of combination</p> <p>② Composition of fashion merchandise</p>	<p>the fashion forecasting themes and the VM plans.</p>			

Num.	Course Content	Teaching Requirement	Period	Teaching modes	Course Objectives
	③ Size design ④ Price setting ⑤ Fashion design and implementation of production 7. Fashion marketing strategies ① Marketing channel and location selection ② Promotional strategies ③ Retail promotional strategies ④ VMD—Visual merchandising ⑤ Merchandise planning and shopping guide 8. Case study: Brand -Li Ning				
4	<b>Course Content 4:</b> Organizational operation of fashion merchandise planning 1. Overview of the organizational operation of fashion merchandise planning ① Organizational structure of fashion merchandise planning ② Basic process of organizational activities in fashion merchandise planning 2. Responsibilities and functions of a merchandise planner ① Responsibilities of a merchandise planner ② Functions of a merchandise planner	1. Understand the organizational operation of fashion merchandise planning. 2. Understand the responsibilities and functions of a merchandise planner. <b>HW:</b> Followed the brands, the students analyze the overall design planning, the combination of clothing items and the sales strategy.	12	situation teaching method	course objective 5, 6
5	<b>Course Content 5:</b> Case study of fashion merchandise planning (support course objective 5, 6) 1. Case base of fashion merchandise planning	Have the comprehensive design ability in merchandise planning. For instance, the design for a product depends	8	situation teaching method case study	

Num.	Course Content	Teaching Requirement	Period	Teaching modes	Course Objectives
	① Enlightenment from D&G ② The corresponding merchandise planning system for consumer segmentation 2.Target market setting for “Blue Shell” ① Significance of target market setting ② Target market planning table ③ Target market analysis table ④ Target market strategy table 2.Seasonal merchandise planning for “Blue Shell”- Spring/Summer season ① Setting of concept and theme for Spring/Summer season ② Merchandise composition of Spring/Summer season ③ Material composition of Spring/Summer season ④ Promotional strategies for Spring/Summer season	on category proportion, the choice of colors and materials, and function, etc. <b>HW:</b> Conduct garment enterprise researches and obtain the first-hand information of merchandise planning.			
6	<b>Course Content 6:</b> Term project : Choose a domestic garment brand to make a merchandise plan for one season.	<b>Class discussion:</b> Have a class discussion according to the assignments.	6		

## V Period Distribution and Teaching Modes

### 1. Teaching Hours Allocation

#### (1). Theoretical Teaching/lab Hours Allocation Table

Teaching Method	Lecture	Lab	Exam	Subtotal
Class Hours				
Unit Content				

1: Strategy of fashion merchandise planning	4			4 hours
2: Strategy of fashion merchandise planning	8			8 hours
3: Implementary elements of fashion merchandise planning	6	4		10 hours
4: Organizational operation of fashion merchandise planning	8	4		12 hours
5: Case study of fashion merchandise planning	6	2		8 hours
6:Term project		4	2	6 hours
Total	32	14	2	48 hours

**(2) Lab Hours Allocation Table**

Experiment al Project Name	Summary	Experimental Environment	Lab Hours	Number in Each Group	Experimental Attributes	Requirements
Case study	Analyze the characteristics of different distribution channels and their relationship with market positioning and products.	Multimedia Lab	4	1 person	integrated	required
Merchandise planning	Choose a domestic garment brand to make a merchandise plan for one season.	Multimedia Lab	10	1 person	integrated	required
Total			14			

## 2. Suggestions for Teaching

### (1) Teaching Organization Form

Organize classroom teaching through the combination of class centralized teaching and individual tutoring. The teacher introduces the method and technology of pattern making through lecture and demonstration, arranges classroom exercises corresponding to the content of the lesson, then helps the students to grasp the course content through individual guidance. The work is accomplished by grouping and strengthening teamwork between students

### (2) Teaching Methods

A variety of teaching methods including situation teaching method, demonstration teaching method and tasking teaching method are applied. The combination of introduce, demonstration and inquiry are emphasized during teaching process to provide students with various learning

experiences and encourage their initiatives.

### (3) Teaching Means

Beside traditional teaching methods, multimedia aided instruction is applied to improve course teaching quality and efficiency.

## VI Assessment

Students will be evaluated on classroom performance, technical knowledge and demonstrated skills in completion of unit projects, final project and final exam.

<b>Assessment Methods or Approaches</b>	<b>Assessment Requirements</b>	<b>Assessment Weighting</b>	<b>Evaluation of Course Objectives</b>
Classroom Performance	Ask for leave before class if can't be present. Take an active part in class discussion.	10%	Course Objective 1,2,5
Unit Projects	Complete conventional assignments on time and according to quality requirements.	60%	Course Objective 1,2,3,4,6,7
Final Project	Complete big assignment on time and according to quality requirements.	30%	Course Objective 1,2,5,6,7

Note: 1. Assessment methods or approaches mainly include classroom performance, conventional assignments, unit tests, mid-term exam, final exam, big assignments, course paper, project design and works, etc.

2. Assessment requirements include frequencies of assignments, assessment methods (open-book, close-book), and project design requirements, etc.

3. Assessment Weighting refers to the percentage that assessment methods or approaches take up in the total score.

## VII Textbooks and References

### 1. Recommended Textbook

[1] 李俊主编：《服装商品企划学》，中国纺织出版社，2010年出版。

[2] Rosetta LaFleur: Retail Fashion Merchandise Assortment Planning and Trading: It Is All About Choices, Fairchild Books,2010年出版。

### 2. Reference Book

[1] 唐虹：《服装商品企划》，中国纺织出版社，2014年出版。

[2] [美]丽塔著：《流行预测》，中国纺织出版社，2003年出版。

[3] 郭建南：《时装工业导论》，中国纺织出版社，2016 年出版。

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**Date: 2020-5-20**

# **Syllabus of Product Development Technology of Women's Wear**

**Course Name/Title:** Product Development Technology of Women's Wear

**Course code:** 92932

**Course Type:** Specialized Courses, optional Course

**Total Teaching Hours:** 48 (Classroom Hours:24 Laboratory Hours or Tutorial Hours: 24 )

**Course Credit:** 3

## **I Course Introduction**

This course is a comprehensive training course on apparel technology and management. This course is not just to teach how to make pattern, but the previous pattern making course summary and combing. And based on this, this course is to intensify pattern making on important parts of apparel. At the same time discussing the influence factors of pattern making and explore how different styles of brands develop appropriate products. In this process, students are required to use the knowledge and skills they have learned comprehensively to correctly solve the problems occurring in the process of development. This course combines the latest trends and technologies in the fashion industry to stimulate students' patriotic feelings and cultivate their spirit of exploration and research.

## **II Course Objective**

### **3. Ideological and political Objectives**

Course Objective 1: Understand the differences between China and western countries in garment structure design, have a good aesthetic and humanistic quality.

Course Objective 2: Cultivate students to be good at thinking habits and innovative thinking.

### **2. Knowledge Objectives**

Course Objective 3: Establish advanced knowledge about methods and technique of patternmaking for misses' and women's wear.

Course Objective 4: Understand the relationship among material and measurement and design style.

### **3. Capability Objectives**

Course Objective 5: Develop patterns from technical specification sketches and determine the ease needed in a pattern.

Course Objective 6: Adjust pattern to accommodate the properties of the fabric.

### **4. Quality Objectives**

Course Objective 7: Obtain the basic essence of professional staff in apparel industry, the

inner quality of group cooperation and to develop the good habit of diligent thinking and in-depth study.

Course Objective 8: Strengthen the understanding and judgment of the professional function of fashion design and engineering, and promote the professional function quality.

### III Correlations between Course Objectives and Graduation Requirements

Graduation Requirements	Graduation Requirements Index Point	Course Objectives
Graduation Requirement 3	Design/Develop solution: Being able to design solutions for complex garment structures, processes, and manufacturing engineering problems; designing a system, unit, component, or process to meet a particular requirement; and being able to reflect innovation in the design process, taking into account social, health, safety, law, culture and environment factors.	Course Objective 1,2,3,4,5,6
Graduation Requirement 4	Research: Being able to conduct research on complex garment engineering problems based on scientific principle and applying scientific methods, including experimental design, data analysis and interpretation, and getting valid conclusions through information integration.	Course Objective 1,2,4,5,6
Graduation Requirement 8	Professional norms: Having humanities, social and scientific qualities, and social responsibility, being able to understand and comply with the engineering ethics and norms and perform responsibility in garment engineering practices.	Course Objective 1,2,7,8
Graduation Requirement 12	Lifelong learning: Having independent learning and lifelong learning consciousness, having the ability to learn continuously and to adapt to development.	Course Objective 1,2,7,8

### IV Correlations between Course Content and Course Objectives

Num.	Course Content	Teaching Requirement	Period	Teaching modes	Course Objectives
1	<p><b>Course Content 1:</b> Introduction of women's wear product development</p> <p><b>Learning Objectives:</b> 1. Learn characteristics</p>	<p>1. The present situation of pattern making industry. Introduce the difference of foreign trade, domestic trade clothing enterprise . Introduce prospects of foreign trade clothing.</p> <p>2. Pattern design method. Three pattern design methods are introduced, draping</p>	6	Lecture & demonstration	1, 2,3,5,6

Num.	Course Content	Teaching Requirement	Period	Teaching modes	Course Objectives
	<p>and requirements of this course.</p> <p>2. Learn the method of pattern design and the influence of fabric to it.</p>	<p>and pattern making and combination of two way.</p> <p>3. Clothing structure and body shape</p> <p>1) Clothing is functional, mainly reflected in meet the human static and dynamic activities need. To meet the human dynamic and static needs, we must understand the human body structure, and make pattern design on this base.</p> <p>2) Clothing measurement settings will depend on human body.</p> <p>3) The classification index of body shape; The relationship between the body shape and the pattern.</p> <p>4. The influence of fabric to clothing structure design</p> <p>1) The relationship of Garment size and the pattern size.</p> <p>2) The influence of fabric on the pattern.</p> <p>3) The influence of fabric on the clothing molding.</p> <p><b>Lab:</b> Students choose a style and make the paper pattern.</p> <p><b>HW:</b> Make the pattern into samples with different fabrics and watch the influence of fabric to style.</p>			
2	<p>Course Content 2: Patternmaking with prototype</p> <p>Learning Objectives:</p> <p>1. Learn types of prototype and make</p>	<p>1.The types of clothing prototype According to the different nation and body shape, clothing prototypes are divided into different kinds. They overall can be divided into trapezoidal and box type prototype. Culture type</p>	8	Lecture & discuss & plan battle	1,2,3,5,7,8

Num.	Course Content	Teaching Requirement	Period	Teaching modes	Course Objectives
	<p>pattern using suitable prototype.</p> <p>2. Learn to determine the ease needed in a pattern.</p>	<p>prototype commonly used in our country is trapezoidal prototype.</p> <p>2. Pattern making for all kinds of silhouette in fashion.</p> <p>3. Determine the suitable size for the style.</p> <p>4. Mining the current popular silhouette, innovation pattern - making methods</p> <p>Lab: Make a paper pattern of X silhouette jacket.</p> <p>HW: Finish two silhouettes jackets pattern-making.</p>			
3	<p><b>Course Content 3:</b> Pattern making of sleeve</p> <p><b>Learning Objectives:</b></p> <p>1. Learn how to adjust sleeve structure parameter when needed.</p> <p>2. Learn variation of sleeve.</p>	<p>1. Introduction of sleeve structure parameter, bicep and cap height.</p> <p>2. The variation of shoulder point position and cap height</p> <p>3. The relationship of cap height and armhole</p> <p>4. The variation of armhole and sleeve shape</p> <p>5. Deformation pattern making of different sleeve</p> <p><b>Lab:</b> Practice of compatibility of armhole and sleeve.</p> <p><b>HW:</b> Make the paper pattern of given style.</p>	8	Lecture & demonstration & discuss	1,2,3,4,5,6,7
4	<p><b>Course Content 4:</b> Patternmaking of ratio method</p> <p><b>Learning Objectives:</b></p> <p>1. Learn ratio pattern making method.</p> <p>2. Learn to use formula</p>	<p>1. Introducing of ratio patternmaking method</p> <p>2. Demonstration of patternmaking for a shirt using ratio method.</p> <p>3. The results of different formula and measurement used in the ratio method.</p> <p><b>Lab:</b> Practice to use ratio patternmaking method.</p>	8	Lecture & demonstration & tutorial	1,2,3,4,5,7

Num.	Course Content	Teaching Requirement	Period	Teaching modes	Course Objectives
	and measurement flexibly.	<b>HW:</b> Finish the pattern-making of given style with ratio patternmaking method.			
5	<p><b>Course Content 5:</b> The relationship of pattern making and fashion style</p> <p><b>Learning Objectives:</b></p> <p>1. The same dress design can express different style. The clothing design and pattern making have a variety of language that give clothing different life.</p> <p>2. Influence factors of clothing style are color, outline, fabrics, details, etc</p>	<p>1. The influence of fabric are thickness and yarn fineness and density, yarn type, post-treatment.</p> <p>2.The influencing of clothing measurement to molding mainly display in outline and detail measurement.</p> <p>3. The location and the size of the dart will influence the clothing molding and style.</p> <p>4.The style line also influence the clothing style.</p> <p>5. Detail style is sometimes important part of the whole clothing, such as the size of the pocket. Overall detail parts must be mach up to the whole pieces of clothing style.</p> <p>6.Analyze the problems that may arise during the process and discuss the solutions. Cultivate students to be good at thinking habits and innovative thinking.</p> <p><b>Lab:</b> Compare two apparel styles and write the report.</p> <p><b>HW:</b> Choose one of the style and make paper pattern, then make in sample.</p>	8	Lecture & discuss & plan battle	1, 2,3,4, 5,6,7,8
6	<p><b>Course Content 6:</b> The contour sloper</p> <p><b>Learning Objectives:</b></p>	<p>1. Draft the contour sloper.</p> <p>2 . Draft empire style with. contour sloper</p>	8	Lecture & demonstration &	1, 2,3,4,5,6

Num.	Course Content	Teaching Requirement	Period	Teaching modes	Course Objectives
	1. Learn how to prepare contour sloper. 2. Learn to work on with contour sloper.	3. Draft strapless style with contour sloper. 4. Work on with cut out armholes style using contour sloper. <b>Lab:</b> Draft the contour sloper and develop variation styles. <b>HW:</b> Finish the patternmaking of given styles.		tutorial	

## V Period Distribution and Teaching Modes

### 1. Teaching Hours Allocation

#### (1) Theoretical Teaching Hours Allocation Table

Methods Class Hour Course Content	Teaching			Remark	Subtotal
	Lecture	Exercise	Discussion		
1. Introduction of women's wear	4				4
2. Patternmaking with prototype	4				4
3. Pattern making of sleeve	4				4
4. Patternmaking of ratio method	4				4
5. The relationship of pattern making	4				4
6. The contour sloper	4				4
Total	24				24

#### (2) Lab Hours Allocation Table

Experimental Project Name	Summary	Experimental Environment	Lab Hours	Number in Each Group	Experimental Attributes	Requirements
Patternmaking with different	Pattern making and make sample	Draping Lab	4	2 person	basic	required

fabrics						
Patternmaking with prototype	Patternmaking and make sample	Draping Lab	4	2 person	basic	required
Pattern making of sleeve	Patternmaking and make sample	Draping Lab	4	2 person	basic	required
Patternmaking of ratio method	Patternmaking and make sample	Draping Lab	4	1 person	basic	required
Patternmaking in special style	Patternmaking and make sample and write report	Draping Lab	4	2 person	integrated	required
The contour sloper patternmaking	Patternmaking and make sample	Draping Lab	4	1 person	basic	required
Total			24			

## 2. Suggestions for Teaching

### (1) Teaching Organization Form

Organize classroom teaching through the combination of class centralized teaching and individual tutoring. The teacher introduces the method and technology of pattern making through lecture and demonstration, arranges classroom exercises corresponding to the content of the lesson, then helps the students to grasp the course content through individual guidance. The work is accomplished by grouping and strengthening teamwork between students

### (2) Teaching Methods

A variety of teaching methods including situation teaching method, demonstration teaching method and tasking teaching method are applied. The combination of introduce, demonstration and inquiry are emphasized during teaching process to provide students with various learning experiences and encourage their initiatives.

### (3) Teaching Means

Beside traditional teaching methods, multimedia aided instruction is applied to improve course teaching quality and efficiency.

## 3. Suggestions for Course Learning

(1) The students prepare and review the course content in the spare time by the courseware provided by the teacher.

(2) Students can study independently through the various teaching resources provided by the course website platform to expand the scope and depth of learning.

(3) The assignment is an important part to guide students to learn and check the teaching effectiveness, and a sign to reflect the requirements of the course. Unit projects and term project are assigned to assist students to consolidate learning and can enhance students to analyze problem-solving abilities.

## VI Assessment

Students will be evaluated on classroom performance, technical knowledge and demonstrated skills in completion of unit projects, final project and final exam.

Assessment Methods or Approaches	Assessment Requirements	Assessment Weighting	Evaluation of Course Objectives
Classroom Performance	Ask for leave before class if can't be present. Take an active part in class discussion.	10%	Course Objective 5
Unit Projects	Complete conventional assignments on time and according to quality requirements.	60%	Course Objective 1,2,3,4,5,6
Final Project	Complete big assignment on time and according to quality requirements.	30%	Course Objective 1,2,3,4,5,6

## VII Textbooks and References

### 1. Recommended Textbook

[1] 朱秀丽、吴巧英主编：《女装结构设计与产品开发》，中国纺织出版社，2011年出版。

[2] Helen Joseph: 《Patternmaking for Fashion Design》(3<sup>th</sup> Edition), Prentice Hall, 2000.

### 2. Reference Book

[1] 张文斌：《服装制版·基础篇》(第二版)，东华大学出版社，2017。

[2] 张文斌：《服装制版·提高篇》，东华大学出版社，2012。

[3] 海伦·约瑟夫、阿姆斯特朗：《高级服装结构设计与纸样》(基础篇)，东华大学出版社，2013。

### **3. Internet Resource**

[1] <http://www.ltgc2009.com>

[2] <http://210.32.24.128/fzlt.com>

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**Reviewed by: YANG Yunchu (杨允出)**

**Date: 2020-5-20**

## **Syllabus of Production Pattern Making**

**Course Name/Title:** Production pattern making    **Course Code:** 92935

**Course Type:** Major- related Courses, Optional Course

**Total Teaching Hours:** 48 (Classroom Hours:24Laboratory Hours or Tutorial Hours: 24 )

**Course Credit:** 3

### **I Course Introduction**

Production pattern making is a major disciplinary courses for undergraduate major in apparel. This course should enable students with fundamental knowledge and steps of production pattern making to enhance their ability in applying basic principle, basic methods and basic skills to make production patterns, and help the students to grasp the methods and technology of production pattern making. The course develops students' intellectual, analytical, and technological abilities through grading programs that integrate theory and practice. It presents students with the opportunity to synthesize patternmaking knowledge gained in previous semesters and prepare production patterns for apparel manufacturing .

### **II Course Objective**

#### **1. Knowledge Objectives**

Course Objective 1: Establish fundamental knowledge, basic methods and technique of production pattern making.

Course Objective 2: understand the steps and the grading principles.of production pattern making

#### **2. Capability Objectives**

Course Objective 3: the ability including capability of production pattern making and pattern grading theory.

Course Objective 4: obtain the capability of solving practical problems by utilizing production pattern making theory, operation, ability of active discovery

Course Objective 5: Develop independent learning ability, initiative exploration and independent thinking ability. Improve students' innovative consciousness.

#### **3. Quality Objectives**

Course Objective 6: Obtain the basic essence of professional staff in apparel industry, the inner quality of group cooperation and to develop the good habit of diligent thinking and in-depth study.

Course Objective 7: Strengthen the understanding and judgement of the professional function of fashion design and engineering, and promote the professional function quality.

Course Objective 8: Train students to start from details, have the spirit of craftsmen, take

pains, little by little accumulation, to achieve great things.

### III Correlations between Course Objectives and Graduation Requirements

Graduation Requirements	Graduation Requirements Index Point	Course Objectives
Graduation Requirement 3	Design/Develop solution: Being able to design solutions for complex garment structures, processes, and manufacturing engineering problems; designing a system, unit, component, or process to meet a particular requirement; and being able to reflect innovation in the design process, taking into account social, health, safety, law, culture and environment factors.	Course Objective 1,2,3,4
Graduation Requirement 4	Research: Being able to conduct research on complex garment engineering problems based on scientific principle and applying scientific methods, including experimental design, data analysis and interpretation, and getting valid conclusions through information integration.	Course Objective 3,4,5
Graduation Requirement 8	Professional norms: Having humanities, social and scientific qualities, and social responsibility, being able to understand and comply with the engineering ethics and norms and perform responsibility in garment engineering practices.	Course Objective 5,6,7
Graduation Requirement 12	Lifelong learning: Having independent learning and lifelong learning consciousness, having the ability to learn continuously and to adapt to development.	Course Objective 5,6

### IV Correlations between Course Content and Course Objectives

**Course Content 1:** Pattern grading fundamentals Introduction and skirts grading (support course objective 1, 2)

**Reference Hours:** 8 hours (Lecture 4hours, Lab 4hour)

**Learning Objectives:**

1. Learn characteristics and requirements of this course.
2. Learn how to make a sizing standard grading chart and learn how to grade skirts.

**Course Content:**

1. Course components
2. Requirements to students and Schedules (including deadline of unit projects and final exam schedule) concepts and terminology of pattern grading
3. Sizing standards and grading systems
4. Basic skirt grading

5. Different kinds of skirts grading

**Lab:** Operating practice of different skirts grading

**HW:** 1.Prepare everything for class according to lecture's requirement.

2..Make a sizing standard grading chart.

**Course Content 2:** Pattern grading for pants

**Reference Hours:** 8 hours (Lecture4 hours, Lab4 hours)

**Learning Objectives:** Learn how to grade pant.

**Course Content:**

1. Basic front pant grading
2. Basic back pant grading
3. Pants grading

**Lab:** Grading practice of basic pant.

**Key Points and special difficulties:** Understand and master the methods and steps of different pants grading

**HW:** Students take operating practice of mens suit pants grading

**Course Content3:** Pattern grading for basic bodice

**Reference Hours:** 8 hours (Lecture 4 hours, Lab 4 hours)

**Learning Objective:**

Learn how to develop patterns for shawl collar and notch collar.

**Course Contents:**

1. Pattern grading for basic bodice
2. Bodice front grading with waist dart
3. Bodice back grading with shoulder dart
4. Bodice grading with princess lines

**Lab:** Grading basic bodice of sloper.

**Key Points and special difficulties:** Method of basic bodice grading

**HW:** 1..Operating practice of basic bodice

2.Operating practice of princess bodice

**Course Content4:** Pattern grading for collars and sleeves

**Reference Hours:** 8 hours (Lecture 4 hours, Lab4 hours)

**Learning Objective:**

Learn how to grade Collars and sleeves.

**Course Content:**

1. Pattern grading for collar and sleeve
2. Collars grading
3. Sleeves grading

4. Correcting basic bodice sloper

**Lab:** Grading practice of different collars and sleeves

**Key Points and special difficulties:** Methods and steps of Collars and sleeves grading

**HW:** 1. Operating practice of full-roll collar and two-piece collar

2. Operating practice one piece and two-piece sleeve;

**Course Content5:** Production pattern making for men's dress shirt

**Reference Hours:** 12 hours (Lecture 8 hours, Lab 4 hours)

**Learning Objective:**

Students learn to master methods and steps of production pattern making for men's dress shirt

**Course Content:**

1. production pattern making for men's dress shirt

2. Master pattern preparation

3. men's dress shirt grading

**Lab:** Making and grading production patterns of men's dress shirt

**Key Points and special difficulties:** Capability of grading patterns for men's dress shirt

**HW:** Operating practice of men's dress shirt grading

**Lab:** Develop patterns grading for creative pants.

**Key Points and special difficulties:** Basic principle of pattern design for creative dresses.

**HW:** Design a creative pant, develop patterns and complete the full sample garment with fabric.

**Exam: 4 hours**

**Content:** Dress grading with princess lines ,collar and short sleeves for 3 sizes

## V Period Distribution and Teaching Modes

### 1. Teaching Hours Allocation

#### (1) Theoretical Teaching/lab Hours Allocation Table

Teaching Methods Class Hour Course Content	Lecture	Exercise	Discussion	Remark	Subtotal
2. Pattern grading for pants	4				4
3. Pattern grading for basic	4				4

bodice					
4. Pattern grading for collar and sleeve	4				4
5. Production pattern making for men's dress shirt	8				8
Total	24				24

**(2) Lab Hours Allocation Table**

Experimental Project Name	Summary	Experimental Environment	Lab Hours	Number in Each Group	Experimental Attributes	Requirements
Operating practice of different skirts grading	Grading practice of Flare Skirt with hip yoke & six gore skirt	Draping Lab	4	1 person	basic	required
Grading practice of basic pant.	Grading practice of basic and suit pant	Draping Lab	4	1 person	basic	required
Grading basic bodice of sloper.	Grading basic bodice of sloper with.Bodice Variation	D raping Lab	4	1 person	basic	required
Grading practice of collar and sleeve	Grading practice of different collars and sleeves	Draping Lab	4	1 person	basic	required
Grading practice of men's dress shirt	Making and grading production patterns of men's dress	Draping Lab	4	1 person	basic	required

	shirt					
Final exam	Dress grading with princess lines ,collar and short sleeves for 3 sizes	Draping Lab	4	1 person	integrated	required
Total			24			

## 2. Teaching Organization Form

Organize classroom teaching through the combination of class centralized teaching and individual tutoring. The teacher introduces the method and technology of production pattern making through lecture and demonstration, arranges classroom exercises corresponding to the content of the lesson, then helps the students to grasp the course content through individual guidance.

## 3. Teaching Methods

A variety of teaching methods including situation teaching method, demonstration teaching method and tasking teaching method are applied. The combination of introduce, demonstration and inquiry are emphasized during teaching process to provide students with various learning experiences and encourage their initiatives.

## 4. Teaching Means

Beside traditional teaching methods, multimedia aided instruction and network assisted instruction are applied to improve course teaching quality and efficiency.

1) The students prepare and review the course content in the spare time by the courseware provided by the teacher.

2) Students can study independently through the various teaching resources provided by the course website platform to expand the scope and depth of learning.

3) The assignment is an important part to guide students to learn and check the teaching effectiveness, and a sign to reflect the requirements of the course. Unit projects and term project are assigned to assist students to consolidate learning and can enhance students to analyze problem-solving abilities.

## VI Assessment

Students will be evaluated on classroom performance, technical knowledge and demonstrated

skills in completion of unit projects, final project and final exam.

<b>Assessment Methods or Approaches</b>	<b>Assessment Requirements</b>	<b>Assessment Weighting</b>	<b>Evaluation of Course Objectives</b>
Classroom Performance	Ask for leave before class if can't be present. Take an active part in class discussion.	10%	Course Objective 1,2,5
Unit Projects	Complete conventional assignments on time and according to quality requirements.	40%	Course Objective 1,2,3,4,6,7
Final Project	Complete big assignment on time and according to quality requirements.	30%	Course Objective 1,2,5,6,7
Final Exam	Close-book	20%	Course Objective 1,2,3,4

## **VII Textbooks and References**

### **1. Recommended Textbook**

[1]潘波：《服装制图与推板技术》 中国纺织出版社；2012 年出版

[2]刘瑞璞、刘维和编著：《服装结构设计原理与技巧》，中国纺织出版社，2008 年出版

### **2. Reference Book**

[1] 《Grading techniques for fashion design》 Fairchild Fashion and Merchandising Group, 1998

[2] Karolyn Kiisel: 《Draping: the Complete Course》(1<sup>st</sup> Edition), Laurence King Publishing, 2013.

[3]陈红霞：《美国立体的裁剪与打板实例》（第一版），化学工业出版社，2017 年出版。

**Written by: FANG Liying (方丽英)**

**Reviewed by: YANG Yunchu (杨允出)**

**Date: 2020-5-20**

## **Syllabus of Garment Production Process Analysis**

**Course Name/Title:** Garment Production Process Analysis **Course Code:** 92937

**Course Type:** Basic Courses, Compulsory Course

**Total Teaching Hours:** 48 (Classroom Hours:28 Laboratory Hours or Tutorial Hours: 20)

**Course Credit:** 3

### **I Course Introduction**

Garment Production Process Analysis is a major disciplinary course for undergraduate major in apparel. Students learn technique and processes of mass produce apparel based on they have learned the courses of pattern making and technique. Students also learn apparel manufacturing processes and basic technique in this course. This course should enable students with fundamental knowledge of apparel manufacturing to enhance their ability and knowledge of basic methods and basic skills in apparel manufacturing.

### **II Course Objective**

#### **1.Knowledge Objectives**

Course Objective 1: Establish fundamental knowledge, technique and processes of mass produce apparel.

Course Objective 2: Understand technique and processes of apparel manufacturing and grasp the methods and technology of apparel manufacturing.

#### **2.Capability Objectives**

Course Objective 3: obtain the ability and knowledge of basic methods and basic skills in apparel manufacturing including capability of analysis technique and processes of mass produce apparel manufacturing.

Course Objective 4: enhance capability of solving practical problems of apparel manufacturing by utilizing apparel manufacturing theory, operation, ability of active discovery and independent thinking ability.

Course Objective5:Develop independent learning ability, initiative exploration and independent thinking ability. Improve students' innovative consciousness.

#### **3.Quality Objectives**

Course Objective 6: Obtain the basic essence of professional staff in apparel industry, the inner quality of group cooperation and to develop the good habit of diligent thinking and in-depth study.

Course Objective 7: Strengthen the understanding and judgement of the professional function of apparel manufacturing and engineering, and promote the professional function quality.

Course Objective 8: Encourage students to fully understand the grass-roots production, cultivate

students are not afraid of hardship, rooted in the foundation, serious and pragmatic work spirit.

### III Correlations between Course Objectives and Graduation Requirements

Graduation Requirements	Graduation Requirements Index Point	Course Objectives
Graduation Requirement 3	Design/Develop solution: Being able to design solutions for complex garment structures, processes, and manufacturing engineering problems; designing a system, unit, component, or process to meet a particular requirement; and being able to reflect innovation in the design process, taking into account social, health, safety, law, culture and environment factors.	Course Objective 1,2,3,4
Graduation Requirement 4	Research: Being able to conduct research on complex garment engineering problems based on scientific principle and applying scientific methods, including experimental design, data analysis and interpretation, and getting valid conclusions through information integration.	Course Objective 3,4,5
Graduation Requirement 5	Using modern tools: Being able to develop, select and use appropriate technologies, resources, modern engineering tools, and information technology tools aiming at complex engineering problems, including the prediction and simulation of complex garment engineering problems, and understanding its limitation	Course Objective 3,4,5,6,7
Graduation Requirement 8	Professional norms: Having humanities, social and scientific qualities, and social responsibility, being able to understand and comply with the engineering ethics and norms and perform responsibility in garment engineering practices.	Course Objective 5,6,7
Graduation Requirement 9	Individuals and teams: Being able to take on roles of individuals, team members, and leaders in a multidisciplinary team	Course Objective 6,7
6Graduation Requirement 12	Lifelong learning: Having independent learning and lifelong learning consciousness, having the ability to learn continuously and to adapt to development.	Course Objective 5,6

### IV Correlations between Course Content and Course Objectives

**Course Content 1:** Introduction to apparel manufacturing

**Reference Hours:** 4hours (Lecture 4hours)

**Learning Objectives:**

1. Introduction to the main content of the course.

2. present the process and technique of the apparel manufacturing industry.

**Course Content:**

1. Introduction to today's apparel industry
2. Functional organization of apparel enterprise production
3. Department Structure and Responsibilities
4. Apparel product classifications and technical characteristics
5. The process of Apparel manufacturing

**HW:** Prepare everything for class according to lecture's requirement.

**Course Content 2:** Preparing for apparel manufacturing

**Reference Hours:** 6 hours (Lecture 4 hours, Lab 2 hours)

**Learning Objectives:**

1. Learn the content and methods of preproduction.
2. Learn the main and procedures of preproduction through apparel analysis and research.

**Course Content:**

1. Using and inspecting of apparel raw materials
2. Fabric and findings testing and approval
3. Apparel analysis and technical designing
4. Preproduction garment making
5. Production patterns making
6. Developing Product Standards and Specifications

**Lab:** Making and revising a specification and quality standard of a given apparel product

**Key Points and special difficulties:** Product analyzing and specification writing

**HW:** Designing an apparel product line and making technical analysis of a given apparel product

**Course Content 3:** Apparel cutting engineering

**Reference Hours:** 10 hours (Lecture 6 hours, Lab 4 hours)

**Unit Objectives:**

1. Learn how to make a Cutting plan according to product order through Analyzing fabric characteristics and manufacturing technique of apparel.
2. Learn methods and technique of marker making and spreading after demonstration and analysis of marker making and spreading.

**Course Contents:**

1. Outline of Apparel cutting engineering
2. Cutting plans making
3. Cutting plans comparing
4. Methods and technology of Marker making

5. Technology of spreading and cutting
6. demonstration and analysis of marker making .

**Lab:** 1. Marker making according to proportion 1: 1 by using a giving pattern (teamwork)  
 . 2. Compare and analyze the markers by teams (teamwork)

**Key Points and special difficulties:** Cutting plans making

**HW:** Making a two-pieces marker according to proportion 1: 5 by using a giving pant patterns

**Course Content 4:** Apparel sewing engineering

**Reference Hours:** 26 hours (Lecture 12 hours, Lab 14 hours)

**Learning Objective:**

1. Learn the principle and point of sewing .
2. learn the basic methods and technique of sewing processes analysis, Choosing and using of stitches and seams ,sewing with work aids

**Course Content:**

1. Outline of Apparel sewing engineering
2. the choice of needle , thread and seam type
3. Choosing and using of stitches and seams properly in apparel sewing
4. The influence of seam appearance and strength on sewing quality
5. Sewing machine fundamentals and work aids using
6. Analysis of apparel sewing processes
7. Management of Product Line:

Estimate machines and workers numbers in a product line;

Make a good balance and try to get effective in product line

**Lab:** 1. Seams and stitches operating sewing and analysis by teams  
 2. Operating practice of sewing machine work aids by teams  
 3. apparel breakdown and time study ( Students is divided into several teams and use stop watch to make a measurement and time study based on a giving apparel)  
 4. Garment production management simulation practice ( Group is organized by the students, and simulate the garment production assembly line in operation and management of enterprises, the mass-production process line designing and operating according to a given apparel product )

**Key Points and special difficulties:** Analysis of apparel sewing processes

**HW:** 1. Quality inspecting practice of seam appearance and strength by groups  
 2. Making a flow chart of a given apparel product

**Course Content 5:** Apparel finishing engineering

**Reference Hours:** 2 hours (Lecture 2 hours)

**Learning Objectives:**

1. Learn the principle , methods and machines of apparel pressing,
2. Learn the processes and technique of apparel finishing engineering

**Course Content :**

1. Outline of Apparel finishing engineering
2. The principle and method of apparel pressing
3. The technology and machines of apparel pressing
4. Inspection and pack of apparel product

**Key Points and special difficulties:** The technology and machines of apparel pressing.

**HW:** Making a specification and quality standard for a given apparel product

According to product technical analysis

**V Period Distribution and Teaching Modes**

**1. Teaching Hours Allocation**

**(1). Theoretical Teaching/lab Hours Allocation Table**

Teaching Methods Class Hours Course Content	Lecture	Exercise	Discussion	Remark	Subtotal
1.Introduction to apparel manufacturing	4				4 hours
2.Preparing for apparel manufacturing	4				4 hours
3.Apparel cutting engineering	6				6 hours
4.Apparel sewing engineering	12				12 hours
5.Apparel finishing engineering	2				2 hours
Total	28				28 hours

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**(2) Lab Hours Allocation Table**

<b>Experiment al Project Name</b>	<b>Summary</b>	<b>Experiment al Environmen t</b>	<b>Lab Hours</b>	<b>Numbe r in Each Group</b>	<b>Experiment al Attributes</b>	<b>Requirement s</b>
Specification making and revising	Specification revising based on a given apparel product	Marker Lab	2	1 person	basic	required
Marker making and revising	Marker making and revising according to proportion 1: 1 by using a giving pattern	Marker Lab	4	5-6 person	basic	required
Seams and stitches type sewing and analysing	Many kinds of Seams and stitches sewing and comparing	Marker Lab	2	5-6 person	basic	required
Sewing machine work aids operating	Operating practice of different machine work aids	Marker Lab	2	5-6 person	basic	required
Apparel breakdown and time study	Students use stop watch to make a measurement and time study	Marker Lab	2	5-6 person	basic	required
Simulate production operating	the mass-production process line designing and operating according to a	Sewing Lab	8	1 class	design	required

	given apparel product					
Total			20			

## 2. Teaching Organization Form

Organize classroom teaching through the combination of class centralized teaching and individual tutoring. The teacher introduces the basic concept , process and technology of apparel manufacturing through lecture and demonstration, arranges classroom exercises corresponding to the content of the lesson, then helps the students to grasp the course content through teamwork and individual guidance.

## 3. Teaching Methods

A variety of teaching methods including situation teaching method, demonstration teaching method and tasking teaching method are applied. The combination of introduce, demonstration and inquiry are emphasized during teaching process to provide students with various learning experiences and encourage their initiatives.

## 4. Teaching Means

Beside traditional teaching methods, multimedia aided instruction and network assisted instruction are applied to improve course teaching quality and efficiency.

1 ) The students prepare and review the course content in the spare time by the courseware provided by the teacher.

2 ) Students can study independently through the various teaching resources provided by the course website platform to expand the scope and depth of learning.

3 ) The assignment is an important part to guide students to learn and check the teaching effectiveness, and a sign to reflect the requirements of the course. Unit projects and term project are assigned to assist students to consolidate learning and can enhance students to analyze problem-solving abilities.

## VI Assessment

Students will be evaluated on classroom performanc, technical knowledge and demonstrated skills in completion of unit projects, final project and final exam.

Assessment Methods or Approaches	Assessment Requirements	Assessment Weighting	Evaluation of Course Objectives
Classroom Performance	Ask for leave before class if can't be present. Take an active part in class discussion.	5%	Course Objective 1,2,5

Unit Projects	Complete conventional assignments on time and according to quality requirements.	40%	Course Objective 1,2,3,4,6,7
Final Project	Complete big assignment on time and according to quality requirements.	35%	Course Objective 1,2,5,6,7
Final mass-production practice	Class team work	20%	Course Objective 1,2,3,4

## VII Textbooks and References

### 1. Recommended Textbook

- 1.张文斌，纺织工业出版社 《服装工艺学——成衣工艺分册》
- 2.邹奉元主编：《成衣工艺学》（第二版），浙江大学出版社，2016 年出版

### 2. Reference Material

- 1.Apparel Manufacturing Ruth E.Glock ; Grace I.Kunz ; Macmillan Publishing Company
- 2.姜蕾编著：《服装生产工艺与设备》（第二版），中国纺织出版社，2008 年出版

### 3.Internet resource

- [1][http://www.icourses.cn/coursestatic/course\\_2175.html](http://www.icourses.cn/coursestatic/course_2175.html)（爱课程网-中国大学资源共享课）
- [2]<http://zjedu.mooccollege.com/course-home/655>（浙江省高等学校精品在线开放课程共享平台）

Written by: FANG Liying（方丽英）

Reviewed by: YANG Yunchu (杨允出)

Date: 2020-5-20

## Syllabus of Technical Design 2 (Stretch)

**Course Name/Title:** Technical Design 2 (Stretch)      **Course code:** 92940

**Course Type:** Specialized Course    Compulsory Course

**Total Teaching Hours:** 48 (Classroom Hours: 20    Laboratory Hours or Tutorial Hours: 28)

**Course Credit:** 3

### I Course Introduction

This course introduces the entire technical design process. Students learn appropriate methods for fitting and finishing garments. Knit fabrics are analyzed for construction and suitability.

Students will implement their draping and patternmaking skills and advance the full range of steps involved in the technical design process and development of knit garment. All coursework incorporates industry specific terminology. Students will create and develop complete technical design packages for each step of the product life cycle as needed by merchandisers, designers and manufacturers. Through assignment and garment analysis, students will complete tech packets for knit garments. Students will also practice on analyzing the balance of different garments and fitting on live model. Proportions and balance of garments will be analyzed and adjustments and corrections will be exercised on the industry use production pattern and diagram. Technical packets will be made for each garment with photos, emails and information required by industry.

### II Course Objective

#### 1. Knowledge Objectives

Course Objective 1: Gaining knowledge of industry-specific terminology for garment construction techniques, seam and stitch types, and machineries used for cut and sew garments.

Course Objective 2: Understand the relationship between products and data through lab assignment and garment analysis.

#### 2. Capability Objectives

Course Objective 3: Identify the construction of knit garments from inside to outside and apply to tech packs for industry use.

Course Objective 4: Creating POM (Point of Measure) and accurately measuring for garment specifications. Writing comments for fit, construction and workmanship call-outs and adding effective use of garment photos and technical sketches in the tech packs.

Course Objective 5: Develop independent learning ability, initiative exploration and independent thinking ability. Improve students' innovative consciousness.

### 3. Quality Objectives

Course Objective 6: By understanding the role of technical designer, students will acquire a sense of responsibility, consciousness for effective time management, and team player spirit that are expected for technical designers.

Course Objective 7: Strengthen the understanding and judgement of the professional function of fashion design and engineering, and promote the professional function quality.

Course Objective 8: Cultivate students' sense of responsibility and the craftsmanship spirit of keeping improving, enhance students' cultural confidence and national pride.

### III Correlations between Course Objectives and Graduation Requirements

Graduation Requirements	Graduation Requirements Index Point	Course Objectives
Graduation Requirement 3	Design/Develop solution: Being able to design solutions for complex garment structures, processes, and manufacturing engineering problems; designing a system, unit, component, or process to meet a particular requirement; and being able to reflect innovation in the design process, taking into account social, health, safety, law, culture and environment factors.	Course Objective 1,2,3,4
Graduation Requirement 8	Professional norms: Having humanities, social and scientific qualities, and social responsibility, being able to understand and comply with the engineering ethics and norms and perform responsibility in garment engineering practices.	Course Objective 5,6,7,8
Graduation Requirement 10	Communication: Being able to communicate and interchange effectively with industry colleagues and the public on complex garment engineering issues, including writing reports and design manuscript, statement, clarity expression or response command, and having a certain international vision, being able to communicate and interchange in a cross-cultural context.	Course Objective 3, 4, 6, 7,8
Graduation Requirement 12	Lifelong learning: Having independent learning and lifelong learning consciousness, having the ability to learn continuously and to adapt to development.	Course Objective 5,6

### IV Correlations between Course Content and Course Objective

**Course Content 1:** Basic measurement points for knit garments (support course objective 1, 2, 4)

**Reference Hours:** 4 hours (Lecture 3hours, Lab 1hour)

**Learning Objectives:**

1. Learn how to take measurements accurately
2. Learn to create proper initial spec

**Course Content:**

1. Introduce points of measure (POM)
2. Demonstrate how to measure knit garments
3. Introduce how to create proper spec

**Lab:** Students measure a knit jacket (two students for a team)

**HW:** Students study basic measurement points for a quiz

**Course Content 2:** Sweater knitting construction, manufacturing and terminology (support course objective 1, 7)

**Reference Hours:** 4 hours (Lecture 3hours, Lab 1hour)

**Learning Objectives:**

1. Learn the main types of sweater construction
2. Know the technique of full fashion

**Course Content:**

1. Differentiate among the main types of sweater construction
2. Identify the principal stitches used in commercial sweater making
3. Utilizing of the terminology of stitches and shaping techniques

**Lab:** Students identify the principal stitches used in sweater sample

**HW:** Students study handout of sweater for a quiz

**Course Content 3:** Seams and stitches for knit (support course objective 1, 7)

**Reference Hours:** 8 hours (Lecture 4hours, Lab 4hours)

**Learning Objectives:**

1. Learn the main types of sweater construction
2. Know the technique of full fashion

**Course Content:**

1. Evaluate the components that go into a sweater and a cut -and -sew garment
2. Study seams and stitches for knit
2. Create a specialized tech pack for sweater/knit garment

**Lab:** Students make a specialized tech pack for assigned knit garment

**HW:** Students complete a tech pack for sweater/knit garment

**Course Content 4:** Analyze fit issues for knit garments (support course objective 2, 3)

**Reference Hours:** 2 hours (Lecture 2hours)

**Learning Objectives:**

1. Understand fit issues for knit garments in details
2. Learn how to correct the issues

**Course Content:**

1. Analyze fit issues for knit garments in details
2. Discuss how to correct the issues through improving sewing or revising patterns

**HW:** Students study handout of fit issues

**Course Content 5:** Fitting for knit tops (support course objective 1, 2, 3, 4, 5, 6, 7)

**Reference Hours:** 6 hours (Lecture 2hours, Lab 4hours)

**Learning Objectives:**

1. Learn how to fit knit tops
2. Learn how to complete a technical packet

**Course Content:**

1. Demonstrate how to fit knit tops
2. Discuss how to correct patterns
3. Introduce how to complete a technical packet

**Lab:** Students in teams try to fit knit tops, take fit photos, discuss the correction and make a tech pack with details of sketches, specification, fit comment and corrections.

**HW:** Students sew the second sample and fit it.

**Course Content 6:** Fitting for knit jackets (support course objective 1, 2, 3, 4, 5, 6, 7)

**Reference Hours:** 8 hours (Lecture 2hours, Lab 6hours)

**Learning Objectives:**

1. Learn how to fit knit jackets
2. Learn how to complete a technical packet

**Course Content:**

1. Demonstrate how to fit knit jackets
2. Discuss how to correct patterns
3. Introduce how to complete a technical packet

**Lab:** Students in teams try to fit knit jackets, take fit photos, discuss the correction and make a tech pack with details of sketches, specification, fit comment and corrections.

**HW:** Students sew the second sample and fit it.

**Course Content 7:** Fitting for knit pants (support course objective 1, 2, 3, 4, 5, 6, 7)

**Reference Hours:** 8 hours (Lecture 2hours, Lab 6hours)

**Learning Objectives:**

1. Learn how to fit knit pants
2. Learn how to complete a technical packet

**Course Content:**

1. Demonstrate how to fit knit pants
2. Discuss how to correct patterns
3. Introduce how to complete a technical packet

**Lab:** Students in teams try to fit knit pants, take fit photos, discuss the correction and make a tech pack with details of sketches, specification, fit comment and corrections.

**HW:** Students sew the second sample and fit it.

**Course Content 8:** Develop a pre-production sample technical packets (support course objective

(1, 2, 3, 4, 5, 6, 7)

**Reference Hours:** 8 hours (Lecture 2hours, Lab 6hours)

**Learning Objectives:**

1. Grasp all components in a pre-production sample technical packet.
2. Learn the domestic method of develop a technical packets.

**Course Content:**

1. Summarize the content of a tech pack
2. Discuss the domestic method of a pre-production sample technical packet
3. Make the process specification.

**Lab:** Students in teams complete production tech pack with sketch, spec, photos, construction technical detail, graded spec

**HW:** Students complete the tech pack by domestic method

**V Period Distribution and Teaching Modes**

**1. Teaching Hours Allocation**

**(1) Theoretical Teaching Hours Allocation Table**

<b>Methods Class Hour</b>	<b>Teaching</b>			<b>Subtotal</b>
	<b>Lecture</b>	<b>Exercise</b>	<b>Discussion</b>	
<b>Course Content</b>				
1. Basic measurement points for knit	3	1		4
2. Sweater knitting construction,	3	1		4
3. Seams and stitches for knit	4	4		8
4. Analyze fit issues for knit garments	2			2
5. Fitting for knit tops	2	4		6
6. Fitting for knit jackets	2	6		8
7. Fitting for knit pants	2	6		8
8. Develop a pre-production tech pack	2	6		8
<b>Total</b>	<b>20</b>	<b>28</b>		<b>48</b>

**(2) Lab Hours Allocation Table**

<b>Experimental Project Name</b>	<b>Summary</b>	<b>Experimental Environment</b>	<b>Lab Hours</b>	<b>Number in Each Group</b>	<b>Experimental Attributes</b>	<b>Requirements</b>
Measure knit garments	measure	Draping Lab	1	2 persons	basic	required
Identity the principal stitches used in sweater sample	Identity different stitches	Draping Lab	1	2persons	basic	required
Make a specialized tech pack for assigned knit garment	finish tech pack	Draping Lab	4	2persons	integrated	required
Fit knit tops	Fit, finish tech pack and sew	Draping Lab	4	2 persons	integrated	required

	the new sample					
Fit knit jackets	Fit, finish tech pack and sew the new sample	Draping Lab	6	2 persons	integrated	required
Fit knit pants	Fit, finish tech pack and sew the new sample	Draping Lab	6	2 persons	integrated	required
Complete the domestic tech pack	Finish tech pack by domestic method	Draping Lab	6	2 persons	integrated	required
Total			28			

## 2. Suggestions for Teaching

### (1) Teaching Organization Form

Organize classroom teaching through the combination of class centralized teaching and individual tutoring. The teacher introduces the method and technology of fitting through lecture and demonstration, arranges classroom exercises corresponding to the content of the lesson, then helps the students to grasp the course content through individual guidance.

### (2) Teaching Methods

A variety of teaching methods including situation teaching method, demonstration teaching method and tasking teaching method are applied. The combination of introduce, demonstration and inquiry are emphasized during teaching process to provide students with various learning experiences and encourage their initiatives.

### (3) Teaching Means

Beside traditional teaching methods, multimedia aided instruction and network assisted instruction are applied to improve course teaching quality and efficiency.

## 3. Suggestions for Course Learning

1. The students prepare and review the course content in the spare time by the handouts

provided by the teacher.

2. The assignment is an important part to guide students to learn and check the teaching effectiveness, and a sign to reflect the requirements of the course. Unit projects and term project are assigned to assist students to consolidate learning and can enhance students to analyze problem-solving abilities.

## VI Assessment

Students will be evaluated on classroom performance, technical knowledge and demonstrated skills in completion of unit projects and exam.

Assessment Methods or Approaches	Assessment Requirements	Assessment Weighting	Evaluation of Course Objectives
Classroom Performance	Ask for leave before class if can't be present. Take an active part in class discussion.	5%	Course Objective 1,2,5
Unit Projects	Complete conventional assignments on time and according to quality requirements.	75%	Course Objective 1,2,3,4,6,7
Exam	Close-book	20%	Course Objective 1,2

## VII Textbooks and References

### 1. Recommended Textbook

[1] 金枝: 《针织服装结构与工艺》, 中国纺织出版社, 2015.

### 2. Reference Book

[1] 谢丽钻: 《针织服装结构原理与制图》(第2版), 中国纺织出版社, 2016

[2] 谢梅娣, 赵俐: 《针织服装结构设计》, 中国纺织出版社, 2010.

### 3. Internet Resource

[1][http://www.icourses.cn/coursestatic/course\\_2175.html](http://www.icourses.cn/coursestatic/course_2175.html)

[2]<http://zjedu.mooccollege.com/course-home/655>

Written by: Kong Yuan (孔媛)

Reviewed by: YANG Yunchu (杨允出)

Date: 2020-5-20

# Syllabus of Fashion Materials

**Course Name/Title:** Fashion Materials      **Course code:** 92942

**Course Type:** Basic Course    Compulsory Course

**Total Teaching Hours:** 48 (Classroom Hours:32    Laboratory Hours or Tutorial Hours: 16 )

## I Course Introduction

This course includes textile foundation and textile application. It will provide insights on how textiles relate to end-use garments. A focus is developed that enables students to investigate the ways in which textile materials are inter-related and integrated from the perspectives of design, styling and cost relative to apparel and apparel target markets. It is also designed to teach students to identify and learn different fabric structures, apply specific fabric structures for specific apparel product classifications, and judge the appropriateness of fabric structures for specific end uses. The course is designed to present textile development from the apparel product developer's perspective. The course contains a supportive component for quality. The course also teaches the process of sampling through production procedures, as would be experienced by apparel product developers.

## II Course Objective

### 1. Knowledge Objectives

Course Objective 1: Know the various Segments of textile industry and familiar with the construction and classification of different textiles materials

Course Objective 2: familiar with the properties and performance of different textiles materials and their application;

### 2. Capability Objectives

Course Objective 3: familiar with the terminology used to express and communicate the properties of different textile materials.

Course Objective 4: Be able to analyze their internal relationships from the construction , performance, manufacturing process and end-use application.

Course Objective 5: Be able to evaluate the appearance, performance, quality and end-use application of different fabrics by subjective observation or testing .

### 3. Quality Objectives

Course Objective 6: Have comprehensive knowledge of textile foundation and application for apparel design, manufacture and material purchasing, quality assurance.

Course Objective 7: Improve the students cultural confidence, scientific and technological confidence and patriotism through learning the traditional Chinese textile materials and the

application of new materials and new technologies in the industrial upgrading of textile and garment industry.

## II Correlations between Course Objectives and Graduation Requirements

Graduation Requirements	Graduation Requirements Index Point	Course Objectives
Graduation Requirement 4	Research: Being able to conduct research on complex garment engineering problems based on scientific principle and applying scientific methods, including experimental design, data analysis and interpretation, and getting valid conclusions through information integration.	Course Objective 1,2,3,4,5,7
Graduation Requirement 8	Professional norms: Having humanities, social and scientific qualities, and social responsibility, being able to understand and comply with the engineering ethics and norms and perform responsibility in garment engineering practices.	Course Objective 1,2,3,4,5,7
Graduation Requirement 12	Lifelong learning: Having independent learning and lifelong learning consciousness, having the ability to learn continuously and to adapt to development.	Course Objective 6,7

## III Correlations between Course Objectives and Graduation Requirements

**Course Content 1:** Brief Introduction of Textile Foundation (support course objective 1, 3,7)

**Reference Hours:** 4 hours (Lecture 4 hours)

**Learning Objectives:**

1. Learn the various segments of textile industry
2. Learn the terminologies and basic knowledge in Textile material.

**Course Content:**

1. Course components
2. Brief Introduction of fibers and yarns
3. Brief Introduction of woven and Knitted fabric
4. Brief Introduction of woven and Knitted fabric
5. Brief Introduction of Textile Dyeing, Printing and Finishing
5. Textile terminologies

**HW:** Textile terminology Review

**Course Content 2:** The Textile Industry, Laws and Regulations (support course objective 1, 3, 5, 6,7)

**Reference Hours:** 3 hours (Lecture 2hours, Lab 1hour)

**Learning Objectives:**

1. Learn the laws and regulations in textile industry
2. Learn the Sustainability and Environmental Impact of Apparel Industry

**Course Content:**

1. The Textile Industry
  - The major textile production segments
  - Primary Sources of fabrics
  - Market and Production Planning
2. Care and Renovation of Textiles
3. Textiles and the Environment
4. Textile Laws & Regulations

**Exercises:** Garment Label Compliance Project.

**HW:** Investigate the Sustainability and Environmental Impact of Apparel Industry

**Course Content 3:** Fiber Characteristics and the Common Fibers Introduction (support course objective 2, 3, 4, 5,7)

**Reference Hours:** 5 hours (Lecture 4 hours, Lab 1 hour)

**Learning Objectives:**

1. Familiar with the terminology used to express and communicate the properties of textile fibers.
2. Learn how these properties will affect the usage of textile fabrics and finished products

**Course Content:**

1. Fiber Characteristics
  - Physical Attributes: fiber length, shape, surface, longitudinal configuration, and diameter.
  - Fiber Performance: Aesthetics, Durability, Comfort
2. Natural and Manufactured Fibers
  - The classifications of textile fibers
    - Natural Fibers
    - Manufactured Fibers
  - Correlate fibers with their properties for end-use requirements
  - Recognize various trademarks, logos, and names used to market textile fibers
3. Identification of Textile Fibers

**Lab and Exercises:** Burning Test of Textile Fibers , Performance Comparison of The Commonly Used Fibers

**HW:** Performance Comparison of The Commonly Used Fibers

**Course Content 4:** Yarns and Sewing Threads (support course objective 1, 2, 3, 4, 5,7)

**Reference Hours:** 4 hours (Lecture 4 hours)

**Learning Objectives:**

1. learn the various yarn types and sewing threads as well as their properties and end-use applications

2. Understand the systems for determining yarn sizes

**Course Content:**

1. Spun and Filament Yarns
2. Yarn Twist
3. Carded and Combed, Woolen and Worsted Yarns
4. Yarn Spinning
5. Blend and Mixtures
6. Texture Yarns and Novelty Yarns
7. Yarn Numbering Systems
8. Sewing Thread

**Exercises:** Understand the systems for determining yarn sizes

**HW:** Understand the distinctions between the various yarn types as well as their properties and end-use applications; Collect some fabric Swatch with different yarn types; Understand the systems for determining yarn sizes

**Course Content 5:** Woven Fabrics (support course objective 1, 2, 3, 4,5,7)

**Reference Hours:** 4 hours (Lecture 3 hours, Exercises 1 hour)

**Learning Objectives:**

1. Learn the various weaves and know their identifying characteristics

2. Learn to explain why woven fabrics look and perform the way they do

**Course Content:**

1. Looms Introduction
2. Fabric Features: Selvage, Warp and Filling, Face and Back, Top and bottom, Yarn per inch
3. Basic Fabric Weaves:

Plain Weave; Twill Weave; Satin Weave

4. Special Fabric Weaves
5. Woven Design
5. Factors Affecting the Cost of Woven Fabrics
6. Classic Woven Fabrics

**Exercises:** Identifying Warp and Filling Yarns; Fabric Construction and Identification (Plain, Twill, Satin, Dobby, Jacquard)

**HW:** Collect some woven fabric swatch, Recognize various weaves and know their identifying characteristics

**Course Content 6:** Knitted Fabrics and Other types Fabrics (support course objective 1, 2, 3, 4, 5,7)

**Reference Hours:** 4 hours (Lecture 3 hours, Exercises 1 hour)

**Learning Objectives:**

1. Learn various knit structures and their identifying characteristics.
2. Learn how textile materials can be constructed by methods other than weaving and knitting

**Course Content:**

1. Knitted Fabrics

- (1) Various knit structures and their identifying characteristics.
- (2) Weft Knits(Jersey, Rib, Purl, Specialty Weft Knits)
- (3) Warp Knits

Tricot : Jersey Tricot, Satin Tricot, Brushed Tricot

Raschel : Lace, Other Constructions

- (4) Differences between knitted and woven fabrics and to able to indicate optimum choice
  - (5) Classic knit fabrics
2. Other Types of Textiles

**Exercises:** Differences between knitted and woven fabrics

**HW:** Collect some knitted fabric swatch, Investigate and analyze the fabrics selection for different knitted garment products

**Course Content 7:** Textile Dyeing, Printing and Finishing (support course objective 1, 2, 3, 4, 5)

**Reference Hours:** 4 hours (Lecture 3 hours, Exercises 1 hour)

**Learning Objectives:**

1. Learn the process and methods of dyeing, printing, and know the colorfastness
2. Learn to different textile finishing processes and their effects on fabrics

**Course Content:**

1. Textile Dyeing
  - Dyes and Pigments
  - Dyeing Processes (When Dyeing is Done? )
  - Special Dyeing effects
  - Colorfastness
2. Textile Printing
  - Methods and types of Printing
  - Special printing
3. Textile Finishing
  - Classification of Finishes
4. Care and Renovation of Textiles

- Exercises:** (1) Sample Identifying: a) when dyeing is done; b) which types of printing is used?  
(2) Discuss the classification of textile finishes

**HW:** Be familiar with dyeing process, methods and types of printing, classification of finishes.

**Course Content 8:** Quality Assurance and Fabric Performance Testing (support course objective 2, 3, 4, 5, 6, 7)

**Reference Hours:** 4 hours (Lecture 1 hours, Lab 3 hour)

**Learning Objectives:**

1. Learn how to assure the products' quality along the supply chain
2. Learn how to testing the fabric properties and performance

**Course Content:**

1. Quality Assurance Along the Supply Chain
  - Definitions and Dimensions of Quality
  - Understanding Textile Standards and Specifications
  - Evaluating Products
2. Fabric Performance Testing
  - Basic Fabric Measurements
  - Types of Test Methods

Fabric Strength Tests, Appearance Tests,  
Functional Tests, Colorfastness properties,

**HW:** Investigate Textile Standards and Specifications

**Course Content 9:** Lab (support course objective 2, 3, 4, 5, 6, 7)

**Reference Hours:** 4 hours (Lecture 1 hours, Lab 3 hour)

**Learning Objectives:**

1. Learn the different testing procedure and equipment;
2. Learn to evaluate the appearance, performance, quality and end-use application of different fabrics by subjective observation or testing .

**Course Content:**

1. Yarn Size and twist
2. Fabric Width
3. Fabric Weight
4. Fabric Construction
5. Breaking Strength
6. Tear Strength
7. Martindale Abrasion
8. Pilling Resistance
9. Crocking

**HW:** Preparing the fabric samples for seam strength, shrinkage, appearance after wash, and Staining tests; Preparing the Fabric Lab Report.

**Course Content 10:** Lab II (support course objective 2, 3, 4, 5, 6, 7)

**Reference Hours:** 4 hours (Lecture 1 hours, Lab 3 hour)

**Learning Objectives:**

1. Learn the different testing procedure and equipment;
2. Learn to evaluate the appearance, performance, quality and end-use application of different fabrics by subjective observation or testing .

**Course Content:**

1. Seam Strength
2. Staining
3. Shrinkage
4. Color Change after wash

5. Appearance after wash
6. Light fastness

**HW:** Continue to Finish the Fabric Lab Report

**Course Content 11:** Fabric Applications in Different Apparel Categories / (support course objective 1, 2, 3, 4, 5, 6, 7)

**Reference Hours:** 4 hours (Lecture 3 hours, Lab 1 hour)

**Learning Objectives:**

1. Learn how to select the fabrics for different apparel categories
2. Learn to analyze their internal relationships from the construction, performance, manufacturing process and end-use application.

**Course Content:**

1. Casual Sportswear
2. Active Sportswear:
3. Tailored and Structured Clothing:
4. Sweaters/Sweater Dresses:
5. Laces and Lace-Like Apparel Fabrics
6. Outerwear:
7. Lingerie/Womens' Swimwear

**Exercises:** Customer Expectation Survey for Jeans, Sportswear or other products.

**HW:** Write a presentation to analyze the textile application for the end use of one apparel category

**Course Content 12:** Garment Accessories and Textile Application presentation / (support course objective 1, 2, 3,4, 5, 6, 7)

**Reference Hours:** 4 hours (Lecture 2 hours, Exercises 2 hour)

**Learning Objectives:**

1. Learn to analyze their internal relationships from the construction, performance, manufacturing process and end-use application.
2. Learn the properties and application of different garment accessories

**Course Content:**

1. Textile Application for different apparel category
2. Garment Accessories
2. Course Review

**Exercises:** Textile Application presentation

## V Period Distribution and Teaching Modes

### 1 Practice Plan and Requirement

Hours	Lecture	Exercise or Lab	Discussion	Notes	Total
Course content					
Unit 1: Brief Introduction of Textile Foundation	4	0	0		4
Unit 2: The Textile Industry, Laws and Regulations	2	0	1		3
Unit 3: Fiber Characteristics and the Common Fibers Introduction Fibers	4	0	1		5
Unit 4: Yarns and Sewing Threads	3	1	0		4
Unit 5: Woven Fabrics	3	1	0		4
Unit 6: Knitted Fabrics and Other Types of Fabrics	3	1	0		4
Unit 7: Textile Dyeing, Printing and Finishing	3	1	0		4
Unit 8: Fabric Testing and Quality Assurance	4	1	0		4
Unit 9: Lab I	1	3	0		4
Unit 10: Lab II	1	3	0		4
Unit 11: Fabric Applications in Different Apparel Categories	3	1	0		4
Unit 12: Garment Accessories and Textile Application presentation	2	2	0		4
Total	32	16	0		48

### 2 Suggestions for Teaching

A variety of teaching methods and a flexible range of activities are suggested to provide students with various learning experiences and encourage their initiatives. It is also a survey course intended to introduce students to the different ways in which fabrics are constructed and finished, and how these differences affect the aesthetic and performance characteristics of the fabric in its end-use application. Emphases of the Course include fiber categories and performance, yarn categories, fabrics categories and structure characters, the performance and end-use of various common fabrics. The course stresses the appropriate use of professional terminology, which allows for effective communication throughout the fashion industry. The Lab portion of the course introduces methods for basic identification and analysis of textile materials and structures.

### 3 Suggestions for Course Learning

Homework is an important part to guide students to learn and check the teaching effectiveness, and a sign to reflect the requirements of the course. In general, Unit project will be assigned in each unit, which can allow students to consolidate learning and can enhance students to analyze problem-solving abilities.

### VI Assessment

(Assessment content and methods must correlate with course objectives.)

Assessment Methods or Approaches	Assessment Requirements	Assessment Weighting	Evaluation of Course Objectives
Attendance	Present on time	10%	
Assignments	According each assignment requirement	40%	Course Objective 1,2,3,4,5, 6, 7
Lab Report	According the Lab requirement	20%	Course Objective 1,2,3,4,5,6, 7
Final Exam	close-book	30%	Course Objective 1,2,3,4,5,6, 7

Note: 1. Assessment methods or approaches mainly include classroom performance, conventional assignments, unit tests, mid-term exam, final exam, big assignments, course paper, project design and works, etc.

2. Assessment requirements include frequencies of assignments, assessment methods (open-book, close-book), and project design requirements, etc.

3. Assessment Weighting refers to the percentage that assessment methods or approaches take up in the total score.

### VII Textbooks and References

#### 1. Recommended Textbooks:

- [1] J.J. Pizzuto's, 《Fabric Science (11<sup>th</sup> Edition) 》, Fairchild Publications, 2015
- [2] 王革辉, 《服装材料学》第3版, 中国纺织出版社, 2020

#### 2. References Book:

- [1]. 吴微微, 《服装材料学基础篇》第2版, 中国纺织出版社, 2015
- [2]. 吴微微, 《服装材料学应用篇》第2版, 中国纺织出版社, 2015
- [3]. 朱松文, 《服装材料学》第5版, 中国纺织出版社, 2015

Written by: YANG Yunchu (杨允出)

Reviewed by: WU Qiaoying (吴巧英)

Date: 2020-5-20

# Syllabus of Foundation of Garment CAD

**Course Name/Title:** Foundation of Garment CAD      **Course code:** 92943

**Course Type:** Basic Course    Compulsory Course

**Total Teaching Hours:** 32(Classroom Hours: 16 Laboratory Hours 16 )

**Course Credit:** 2

## I Course Introduction

This course has been designed to introduce students to the Gerber Accumark PDS software used in the apparel industry for computerized flat pattern design, grading and marking. This class is geared to show you how to use the functions in the Pattern Design System(PDS) to create, modify, store and plot production patterns, as soon as to grade and mark patterns. **At the beginning of the course , the Chinese PDS system will be introduced in details , such as ET、Ichpeac, and the 3D system -Style 3D.**

## II Course Objective

### 1. Ideological and political Objectives

Course Objective 1: Understand traditional clothing and culture, build up national confidence.

Course Objective 2: Understand the advanced technology in garment CAD arena from China, especial 3D virtual system.

### 2. Knowledge Objectives

Course Objective 1: Establish fundamental knowledge, basic methods and technique of Garment CAD.

Course Objective 2: Learn the function of Gerber Accumark PDS system.

### 3. Capability Objectives

Course Objective 3: Use the PDS system to make style corrections.

Course Objective 4: Use the PDS system to grading and marking.

Course Objective 5: Develop independent learning ability, initiative exploration and independent thinking ability. Improve students' innovative consciousness.

### 4. Quality Objectives

Course Objective 6: Obtain the basic essence of professional staff in apparel industry, the inner quality of group cooperation and to develop the good habit of diligent thinking and in-depth study.

Course Objective 7: Strengthen the understanding and judgement of the professional function of fashion design and engineering, and promote the professional function quality.

### III Correlations between Course Objectives and Graduation Requirements

Graduation Requirements	Graduation Requirements Index Point	Course Objectives
Graduation Requirement 4	Research: Being able to conduct research on complex garment engineering problems based on scientific principle and applying scientific methods, including experimental design, data analysis and interpretation, and getting valid conclusions through information integration.	Course Objective 1,2,3,4
Graduation Requirement 5	Using modern tools: Being able to develop, select and use appropriate technologies, resources, modern engineering tools, and information technology tools aiming at complex engineering problems, including the prediction and simulation of complex garment engineering problems, and understanding its limitation.	Course Objective 3,4,5
Graduation Requirement 8	Professional norms: Having humanities, social and scientific qualities, and social responsibility, being able to understand and comply with the engineering ethics and norms and perform responsibility in garment engineering practices.	Course Objective 5,6,7
Graduation Requirement 12	Lifelong learning: Having independent learning and lifelong learning consciousness, having the ability to learn continuously and to adapt to development.	Course Objective 5,6

(Note: Basic courses and specialized courses must correlate with the graduation requirements as specified in the Program outline. The correlated graduation requirement index point must be put

before the descriptive phrases or sentences. General courses are exempted from this rule.)

#### IV Correlations between Course Content and Course Objectives

Num.	Course Content	Teaching Requirement	Period	Teaching modes	Course Objectives
1	<p><b>Course Content 1 :</b> Introduction of Garment CAD :</p> <p>1.Course components 2.History of garment CAD 3.Software and hardware of garment CAD 4. Terms of CAD</p>	<p>1.Learn characteristics and requirements of this course. 2.Learn about the meaning of CAD. 3.Introduce the ET system 4. Introduce Ichpeac system, 5.the 3D system -Style 3D</p> <p><b>Discussion:</b> Talking about the software of CAD you know. <b>HW:</b> Students prepare equipment and material for class.</p>	4	demonstration teaching method	
2	<p><b>Course Content 2 :</b> Basic PDS functions</p> <p>1. The Accumark PDS Window 2. PDS Basic Functions I 3. PDS Basic Functions 4.Measurements</p>	<p>1. Learn about the high-tech points for the Style 3D 2. Learn the basic functions of Pattern Design system of Accumark system</p> <p><b>Lab:</b> Complete the exercises of PDS basic Functions. <b>HW:</b> Students complete the exercise of measurements.</p>	8	demonstration teaching method, situation teaching method demonstration teaching method	course objective 1, 2, 3, 5
3	<p><b>Course Content 3 :</b> Drafting front sloper</p> <p>1.Establish the rectangle pattern. 2.Front waist drafting method</p>	<p>Learn how to draft basic waist sloper by using PDS system.</p> <p><b>Lab:</b> Students use PDS to draft front waist sloper in the working area of PDS (without seam allowance). <b>HW:</b> Students use PDS to draft skirt sloper in the working area of PDS (without seam allowance).</p>	8	demonstration teaching method	

Num.	Course Content	Teaching Requirement	Period	Teaching modes	Course Objectives
4	<p><b>Course Content 4 :</b> Grading system</p> <ol style="list-style-type: none"> <li>1. The Philosophy of Computerized Grading</li> <li>2. Grade Rules</li> <li>3. Rule Table</li> <li>4. Grading methods</li> </ol>	<ol style="list-style-type: none"> <li>1. Learn how to enter the Grade Rules into a Rule table</li> <li>2. Apply it to the patterns.</li> </ol> <p><b>Lab :</b> Create the Grade Rules in PDS system.</p> <p><b>HW :</b> Students apply the corrected grade rule to the skirt patterns.</p>	4	demonstration teaching method	
5	<p><b>Course Content 5 :</b> Computerized Marker Making</p> <ol style="list-style-type: none"> <li>1. User Environment Parameter Table</li> <li>2. Notch Parameter Table</li> <li>3. The Annotation Editor</li> <li>4. Model Editor</li> <li>5. Lay Limits Table</li> <li>6. Order Editor</li> </ol>	<ol style="list-style-type: none"> <li>1. Learn to create the Model files</li> <li>2. Learn to create the notch, order , annotation, lay limits files</li> </ol> <p><b>Lab:</b> Open and Display Your Marker.</p> <p><b>HW :</b> Create the Self and Fusible Marker Orders.</p>	4	demonstration teaching method	
6	<p><b>Course Content 6 :</b> Final project &amp; Exam</p> <ol style="list-style-type: none"> <li>1. Final project: <ol style="list-style-type: none"> <li>1). Create a skirt model.</li> <li>2). Grade the model.</li> <li>3). Create the Self and Fusible Marker order</li> <li>4). Make marker</li> </ol> </li> <li>2. Final exam</li> </ol>		4	demonstration teaching method ,situation teaching method	

## V Period Distribution and Teaching Modes

### 1. Teaching Hours Allocation

#### (1) Theoretical Teaching Hours Allocation Table

Methods Class Hour Course Content	Teaching			Remark	Subtotal
	Lecture	Exercise	Discussion		
1. Introduction of Garment CAD	4				4
2. Basic PDS functions	4				4
3. Drafting front and back waist	4				4
4. Grading system	2				2
5. Computerized Marker Making	2				2
Total	16				16

#### (2) Lab Hours Allocation Table

Experimental Project Name	Summary	Experimental Environment	Lab Hours	Number in Each Group	Experimental Attributes	Requirements
Basic functions	Exercises of PDS basic Functions	Basic Functions Lab	4	1 person	basic	required
Draft slopers	Drafting front&back waist slopers	Drafting Lab	4	1 person	basic	required
Grading system	Grade rules & apply to the pattern	Grading Lab	2	1 person	basic	required
Marker system	Computerized Marker Making	Marker Lab	2	1 person	basic	required
Final skirt marker	Skirt pattern making & grading & maker	Draft Lab	4	1 person	design	required
Total			16			

## 2. Suggestions for Teaching

### (1) Teaching Organization Form

Organize classroom teaching through the combination of class centralized teaching and individual tutoring. The teacher introduces the method and technology of pattern making through lecture and demonstration, arranges classroom exercises corresponding to the content of the lesson, then helps the students to grasp the course content through individual guidance. The work is accomplished by grouping and strengthening teamwork between students

### (2) Teaching Methods

A variety of teaching methods including situation teaching method, demonstration teaching method and tasking teaching method are applied. The combination of introduce, demonstration and inquiry are emphasized during teaching process to provide students with various learning experiences and encourage their initiatives.

### (3) Teaching Means

Beside traditional teaching methods, multimedia aided instruction is applied to improve course teaching quality and efficiency.

## VI Assessment

(Assessment content and methods must correlate with course objectives.)

Assessment Methods or Approaches	Assessment Requirements	Assessment Weighting	Evaluation of Course Objectives
<b>Assessment Methods or Approaches</b>	<b>Assessment Requirements</b>	<b>Assessment Weighting</b>	<b>Evaluation of Course Objectives</b>
Classroom Performance	Ask for leave before class if can't be present. Take an active part in class discussion.	5%	Course Objective 1,2,5
Unit Projects	Complete conventional assignments on time and according to quality requirements.	40%	Course Objective 1,2,3,4,6,7
Final Project	Complete big assignment on time and according to quality requirements.	35%	Course Objective 1,2,5,6,7
Final Exam	Close-book	20%	Course Objective 1,2,3,4

Note: 1. Assessment methods or approaches mainly include classroom performance, conventional assignments, unit tests, mid-term exam, final exam, big assignments, course paper, project design and works, etc.

2. Assessment requirements include frequencies of assignments, assessment methods (open-book, close-book), and project design requirements, etc.

3. Assessment Weighting refers to the percentage that assessment methods or approaches take up in the total score.

## **VII Textbooks and References**

### **1. Recommended Textbook**

[1] Ronglei Luo: Garment CAD, 2016 年出版。

[2] 罗戎蕾: 《服装 CAD 基础》, 高等教育出版社, 2009 年出版。

### **2. Reference Book**

[1] 尹红: 《女装结构设计与应用》, 中国纺织出版社, 2015 年出版。

[2] 竺梅芳: 《GERBER 服装 CAD 教程》, 东华大学出版社, 2006 年出版。

### **3. Internet Resource**

[1] <http://4a.zstu.edu.cn/hep/do/redirect?type=course&tab=2&selectCourseId=63136>

**Written by: LUO Ronglei (罗戎蕾)**

**Reviewed by: YANG Yunchu (杨允出)**

**Date: 2021-5-20**

# Syllabus of Technical Drawing for Technical Design

**Course Name/Title:** Technical Drawing for Technical Design      **Course code:** 92944

**Course Type:** Specialized Course      Compulsory Course

**Total Teaching Hours:** 48 (Classroom Hours: 24 Laboratory Hours 24)

**Course Credit:** 3

## I Course Introduction

Students learn the fundamental and advanced techniques that are specific to Technical design using the Universal software program Adobe Illustrator. All aspects of drawing, working with images and color are covered. Course assignment focus on establishing industry techniques and developing proficiency in creating technical designs using Adobe Illustrator. Use of croqui, effects, live trace and paint. Creating dots and stripes and repeats. Student at end of course will be able to complete a beginning technical sketches. The Han Chinese Clothing, the five-Starred red flag, and the Chinese Calligraphy will be used as mood for the students designs.

## II Course Objective

### 1. Knowledge Objectives

Course Objective 1: Understand traditional clothing and culture, build up national confidence.

Course Objective 2: Learn the fundamental techniques for drafting fashion style using the Adobe Illustrator system.

Course Objective 3: Learn the fundamental and advanced techniques that are specific to Technical design using the Universal software program Adobe Illustrator.

### 2. Capability Objectives

Course Objective 3: Use the Adobe Illustrator system to make style corrections.

Course Objective 4: Use the Adobe Illustrator system to make technical design.

Course Objective 5: Develop independent learning ability, initiative exploration and independent thinking ability. Improve students' innovative consciousness.

### 3. Quality Objectives

Course Objective 6: Obtain the basic essence of professional staff in apparel industry, the inner quality of group cooperation and to develop the good habit of diligent thinking and in-depth study.

Course Objective 7: Strengthen the understanding and judgement of the professional function of fashion design and engineering, and promote the professional function quality.

### III Correlations between Course Objectives and Graduation Requirements

Graduation Requirements	Graduation Requirements Index Point	Course Objectives
Graduation Requirement 5	Using modern tools: Being able to develop, select and use appropriate technologies, resources, modern engineering tools, and information technology tools aiming at complex engineering problems, including the prediction and simulation of complex garment engineering problems, and understanding its limitation.	Course Objective 1, 1, 2, 3,4,
Graduation Requirement 8	Professional norms: Having humanities, social and scientific qualities, and social responsibility, being able to understand and comply with the engineering ethics and norms and perform responsibility in garment engineering practices.	Course Objective 5,6,7
Graduation Requirement 10	Communication: Being able to communicate and interchange effectively with industry colleagues and the public on complex garment engineering issues, including writing reports and design manuscript, statement, clarity expression or response command, and having a certain international vision, being able to communicate and interchange in a cross-cultural context.	Course Objective 5,6
Graduation Requirement 12	Lifelong learning: Having independent learning and lifelong learning consciousness, having the ability to learn continuously and to adapt to development.	Course Objective 5,6

(Note: Basic courses and specialized courses must correlate with the graduation requirements as specified in the Program outline. The correlated graduation requirement index point must be put before the descriptive phrases or sentences. General courses are exempted from this rule.)

### IV Correlations between Course Content and Course Objectives

Num.	Course Content	Teaching Requirement	Period	Teaching modes	Course Objectives
1	<b>Course Content 1 :</b> Tool box & T-shirt 1.Learn the tool box.	1.Learn the tool box. 2.Create Bezier curves assignment and trace a French curve. Learn to color and	4	demonstration teaching method	

Num.	Course Content	Teaching Requirement	Period	Teaching modes	Course Objectives
	2.Create Bezier curves pattern in objects. assignment and trace a French curve. 3.Learn to color and pattern in objects. 4.Learn to trace a T-shirt.	3.Learn to trace a T-shirt. <b>Lab:</b> Complete the T-shirts <b>HW:</b> Design 6 T-shirts use the five-Starred red flag as the inspiration.			
2	<b>Course Content 2 :</b> Ruffle skirts & Stripe pattern 1.Learn to draw a circular ruffle skirt and to color it in. 2.Learn to make a dot and stripe pattern that you can use in your collection.	1.Learn to draft the Ruffle skirt 2.Learn to draft the Stripe pattern <b>Lab:</b> Complete a ruffle skirt. <b>HW:</b> Students complete the strip pattern.	4	demonstration teaching method case study	
3	<b>Course Content 3 :</b> Pants &stylist T-shirt 1.Learn to use Illustrator and sketch a pull on jogging pants with rib waist and cuff bottom. 2.Learn effects, stylize, transparency and blend tools. Use T-shirt from Unit 1 and use these effects on it.	1.Learn how to sketch pants. 2.Learn how to sketch stylist T-shirt. <b>Lab:</b> Students sketch a pull on jogging pants. <b>HW:</b> Design 6 pants, use the Chinese Calligraphy as the inspiration.	4	demonstration teaching method	
4	<b>Course Content 4 :</b> Hand drawing	Learn how to sketch the hand draft.	4	situation teaching method	

Num.	Course Content	Teaching Requirement	Period	Teaching modes	Course Objectives
	<p>1.Live trace hand drawn sketches</p> <p>2.Scan the sketch into Illustrator.</p> <p>3.Objects-Live Paint-Gap Options and then choose type of gaps in sketch</p> <p>4.Trace the sketch.</p>	<p><b>Lab:</b> Students sketch the hand draft.</p> <p><b>HW:</b> Students finish the hand draft.</p>			
5	<p><b>Course Content 5 :</b></p> <p>Collection Project</p> <p>1.Coordinate Group: Group to consist of 3 Tops, 3 Bottoms, 1 Jacket, 2 Dresses, 3 Skirts or Shorts. If doing mens or boys then instead of Dresses make 2 more items.</p> <p>2.Sketch all designs using the croqui drawing in this module, that way it stays in correct proportion and later you will be able to scan and draw into Illustrator.</p> <p>3.Mood Board: Make a mood board using Photoshop images to reflect your customer</p>	<p>1. Garments need to be started in class from 2 tops, 2 bottoms and 1 jacket and 1 skirt to be designed and illustrated. This will prepare for second course of advanced technical sketching.</p> <p>2. Customer Profile: Create a customer profile on the store or customer your collection you are creating will be. Include age, income, their job, likes and dislikes. With this profile you will then start to create your coordinate group.</p> <p><b>HW :</b> The Han Chinese Clothing, or other Chinese elements as the inspiration toS finish the final project.</p>	8	situation teaching method ,case study	

Num.	Course Content	Teaching Requirement	Period	Teaching modes	Course Objectives
	<p>and designs.</p> <p>4.Color Board: Make a color board consisting of 6-8 colors and 2 prints and this colors and prints will be used in your collection. Make sure all coordinate together. You can use either Photoshop or Adobe Illustrator for Color Board.</p> <p>5.Trim Board: Make a Trim board showing all the trims you are using in your group. Include zippers, buttons, trims, lace, screens etc. You can use either Photoshop or Adobe Illustrator for Trim Board.</p>				
6	<p><b>Course Content 6 :</b></p> <p>Vest for technical design</p> <p>1.Learn to draw a vest both front and back with button front callout and back sash callout with details.</p> <p>2.Study abbreviations</p>	<p>Students learn to draw a vest hat are specific to Technical design.</p> <p><b>Lab:</b> Students complete the Vest.</p> <p><b>HW:</b> Students finish the Vest.</p>	4	<p>situation teaching method demonstration teaching method</p>	

Num.	Course Content	Teaching Requirement	Period	Teaching modes	Course Objectives
	for quiz tomorrow. 3.Learn how to make a complete tech pak.				
7	<b>Course Content 7 :</b> Knit hoodie 1.Learn to draw a knit hoodie with hood call out. 2.Learn to draw rib and detail out. Both front and back. 3.Abbreviations quiz beginning of class. 4.Make a complete tech pak.	Students learn to draw a knit hoodie that are specific to Technical design. <b>Lab :</b> Students complete the knit hoodie. <b>HW:</b> Students finish the knit hoodie.	4		
8	<b>Course Content 8 :</b> Ruffle dress 1.Learn to draw ruffle dress with circular ruffles. 2.Both Front and Back with circular ruffle detail. 3.Make a complete tech pak.	Students learn to draw a ruffle dress that is specific to Technical design. <b>Lab :</b> Students complete the ruffle dress. <b>HW:</b> Students finish the ruffle dress.	4		
9	<b>Course Content 9 :</b> Jean pants 1.Learn to draft a jean pant front and back with detailed stitching 2.Lean to draft specs	Students learn to draw a jean pants that are specific to Technical design. <b>HW:</b> Students finish the jean pant	4		

Num.	Course Content	Teaching Requirement	Period	Teaching modes	Course Objectives
	both front and back with front and back pocket details. 3. Make a complete tech pak.				
10	<b>Course Content 10 :</b> Raincoat 1. Learn to draw a raincoat front and back with sash and buckle sleeve callout at bottom. 2. Complete tech pak. Make a complete tech pak. 3. Study silhouettes homework for tomorrows quiz.	Students learn to draw a raincoat that is specific to Technical design. <b>Lab:</b> Students complete the raincoat. <b>HW:</b> 1. Students finish the raincoat. 2. Study silhouettes.	4		
11	<b>Course Content 11 :</b> Final project: skit jacket 1. Learn to draw a skit jacket Front, Back and Inside with callouts. 2. separate pages for each. 3. Make a complete tech pak. 4. Part of final will be to make a portfolio of all the technical packets	Students learn to draw a skit jacket that is specific to Technical design. <b>Lab:</b> Students complete the skit jacket. <b>HW:</b> Students finish the skit jacket.	4		

Num.	Course Content	Teaching Requirement	Period	Teaching modes	Course Objectives
	made. 5.Put into a 1” binder starting with ski jacket on top down to vest at end. 6.Silhouette quiz at beginning of class.				

### V Period Distribution and Teaching Modes

Unit project will be assigned in each unit, which can allow students to consolidate learning and can enhance students to analyze problem-solving abilities. Students should complete all unit project and final project to obtain the ability including basic skill, basic methods and practice ability, capability of solving problems by using PDS system.

#### 1. Teaching Hours Allocation

##### (1) Theoretical Teaching Hours Allocation Table

Methods Class Hour Course Content	Teaching			Remark	Subtotal
	Lecture	Exercise	Discussion		
1. Tool box & T-shirt	3				3
2. Ruffle skirts & Stripe pattern	2				2
3. Pants & stylist T-shirt	2				2
4. Hand drawing	2				2
5. Collection Project	4				4
6. Vest for technical design	2				2
7. Knit hoodie	2				2
8 Ruffle dress	2				2
9. Jean pants	2				2
10. Raincoat	2				2
11 Final project: skit jacket	1				1

Total	24				24
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**(2) Lab Hours Allocation Table**

<b>Experimental Project Name</b>	<b>Summary</b>	<b>Experimental Environment</b>	<b>Lab Hours</b>	<b>Number in Each Group</b>	<b>Experimental Attributes</b>	<b>Requirements</b>
1. Tool box & T-shirt	Trace a T-shirt.	CAD Lab	1	1 person	basic	required
2. Ruffle skirts & Stripe pattern	Draft Ruffle skirts & Stripe pattern	CAD Lab	2	1 person	basic	required
3. Pants & stylist T-shirt	Draft Pants & stylist T-shirt	CAD Lab	2	1 person	basic	required
4. Hand drawing	Sketch the hand draft.	CAD Lab	2	1 person	basic	required
5. Collection Project	Collection draft	CAD Lab	4	1 person	design	required
6. Vest for technical design	Draft vest for technical design	CAD Lab	2	1 person	basic	required
7. Knit hoodie	Knit hoodie	CAD Lab	2	1 person	basic	required
8 Ruffle dress	Drafting Ruffle dress	CAD Lab	2	1 person	basic	required
9. Jean pants	Drafting Jean pants	CAD Lab	2	1 person	basic	required
10. Raincoat	Drafting Raincoat	CAD Lab	2	1 person	basic	required
11 Final project: skit jacket	Drafting skit jacket	CAD Lab	3	1 person	design	required
Total			24			

**2. Suggestions for Teaching**

### (1) Teaching Organization Form

Organize classroom teaching through the combination of class centralized teaching and individual tutoring. The teacher introduces the method and technology of technical drawing through lecture and demonstration, arranges classroom exercises corresponding to the content of the lesson, then helps the students to grasp the course content through individual guidance. The work is accomplished by grouping and strengthening teamwork between students

### (2) Teaching Methods

A variety of teaching methods including situation teaching method, demonstration teaching method and tasking teaching method are applied. The combination of introduce, demonstration and inquiry are emphasized during teaching process to provide students with various learning experiences and encourage their initiatives.

### (3) Teaching Means

Beside traditional teaching methods, multimedia aided instruction is applied to improve course teaching quality and efficiency.

## VI Assessment

Students will be evaluated on classroom performance, technical knowledge and demonstrated skills in completion of unit projects, final project and final exam.

Assessment Methods or Approaches	Assessment Requirements	Assessment Weighting	Evaluation of Course Objectives
Classroom Performance	Ask for leave before class if can't be present. Take an active part in class discussion.	5%	Course Objective 1,2,5
Unit Projects	Complete conventional assignments on time and according to quality requirements.	40%	Course Objective 1,2,3,4,6,7
Final Project	Complete big assignment on time and according to quality requirements.	35%	Course Objective 1,2,5,6,7
Final Exam	Close-book	20%	Course Objective 1,2,3,4

Note: 1. Assessment methods or approaches mainly include classroom performance, conventional assignments, unit tests, mid-term exam, final exam, big assignments, course paper, project design and works, etc.

2. Assessment requirements include frequencies of assignments, assessment methods

(open-book, close-book), and project design requirements, etc.

3. Assessment Weighting refers to the percentage that assessment methods or approaches take up in the total score.

## **VII Textbooks and References**

### **1. Recommended Textbook**

[1] Deborah Beard: 《Technical Design for Technical and Fashion Designers》, Pearson, 2015 年出版。

### **2. Reference Book**

[1]陈良雨: 《Illustrator 服装款式设计与案例精析》, 中国纺织出版社, 2015 年出版。

[2]张静: 《Adobe Illustrator 服装效果图绘制技法》, 东华大学出版社, 2014 年出版。

### **3. Internet Resource**

[1] <http://4a.zstu.edu.cn/hep/do/redirect?type=course&tab=2&select>

**Written by: LUO Ronglei (罗戎蕾)      Reviewed by: YANG Yunchu (杨允出)**

**Date: 2021-5-20**

## Syllabus of Flat Pattern Design for Knits

**Course Name/Title:** Flat Pattern Design for Knits      **Course code:** 92945

**Course Type:** Specialized Course    Compulsory Course

**Total Teaching Hours:** 48 (Classroom Hours:30    Laboratory Hours or Tutorial Hours: 18)

**Course Credit:** 3

### I Course Introduction

In this course students learn to know knit fabrics, draft patterns of different styles and make the garments with real fabrics. Body measurement, Knit patterns drafting, fitting, and sew techniques will be covered during the teaching. The students will be guided through developmental lessons and trained to have the integrated ability to design, draft the patterns, fitting and sewing.

### II Course Objective

#### 1. Knowledge Objectives

Course Objective 1: Theory of knit garments.

Course Objective 2: Knit patterns drafting of different styles. Understanding the characteristics

of knit fabrics and applications in garments;

Course Objective 3: Body measurements for knit garments patterns draft;

Course Objective 4: Sewing techniques for different details needed in the garments;

#### 2. Capability Objectives

Course Objective 5: Introduction of knit fabrics and knit garments;

Course Objective 6: Body measurements and draft methods for knit garments;

Course Objective 7: Draft and develop the patterns for knit garments of different style;

#### 3. Quality Objectives

Course Objective 8: Obtain the essence of knit garments patterns drafting techniques and develop the patterns for garments industry production.

Course Objective 9: Train the students with professional knowledge and make the students have the ability to adapt to the different situation.

Course Objective 10: Help students to understand the traditional Chinese craftsman spirit, help students to welcome the challenging jobs, and contribute competitiveness of the domestic textile and garment industry in the future.

### III Correlations between Course Objectives and Graduation Requirements

Graduation Requirements	Graduation Requirements Index Point	Course Objectives
Graduation	Design/Develop solution: Being able to design solutions for	Course

Requirement 3	complex garment structures, processes, and manufacturing engineering problems; designing a system, unit, component, or process to meet a particular requirement; and being able to reflect innovation in the design process, taking into account social, health, safety, law, culture and environment factors.	Objective 1,2,3,4,10
Graduation Requirement 4	Research: Being able to conduct research on complex garment engineering problems based on scientific principle and applying scientific methods, including experimental design, data analysis and interpretation, and getting valid conclusions through information integration.	Course Objective 3,4,5
Graduation Requirement 8	Professional norms: Having humanities, social and scientific qualities, and social responsibility, being able to understand and comply with the engineering ethics and norms and perform responsibility in garment engineering practices.	Course Objective 5,6,7,10
Graduation Requirement 12	Lifelong learning: Having independent learning and lifelong learning consciousness, having the ability to learn continuously and to adapt to development.	Course Objective 5,6

#### IV Correlations between Course Content and Course Objectives

**Course Content 1:** Basic Sloper for Knit Garments (support course objective 1, 2, 10)

**Reference Hours:** 6 hours (Lecture 4 hours, Lab 2hours)

**Learning Objectives:**

1. Explain the difference structure and application between woven and knit fabrics;
2. Discuss the pattern development;
3. Fitting the sloper.

**Course Content:**

Draft the pattern of the sloper.

4. Body Measurement for knit sloper;
5. Draft the patterns of sloper;
6. Round NK design for knit garments;
7. Sewing techniques and fitting the sloper;

**Lab:** Students take the body measurements for knit pattern making, round neckline design.

**HW:** Draft the pattern, sewing with knit fabric and do sloper fitting;

**Course Content 2:** Pull-on Pant (support course objective 1, 2, 3, 5)

**Reference Hours:** 6 hours (Lecture 4 hours, Lab 2 hours)

**Learning Objectives:**

1. Body measurements for pant drafting;

2. Methods of pant drafting;
3. Sewing techniques for pull-on Pant;

**Course Content:**

1. Work on Pants development;
2. Draft the pant with the body measurements;
3. Sew the pant and do the fitting;

**Lab:** Students draft the pant;

**HW:** Sew the pant with knit fabric and do the fitting;

**Course Content 3:** Wrap Dress (support course objective 1, 2, 3, 5, 10)

**Reference Hours:** 8 hours (Lecture 4 hours, Lab 4 hours)

**Learning Objectives:**

1. Learn to use the basic sloper to develop the wrap dress;
2. Learn to design and sew the binding and other types of edge finishing techniques;

**Course Content:**

1. Draft the bodice with all of particular measurements(bodice, and sleeve);
2. Binding design and sewing;
3. Finish the whole garment;
4. Wrap dress fitting;

**Lab:** Students draft the patterns;

**HW:** Students sewing the whole garment with real knit fabric and do the fitting;

**Course Content 4: Cardigan Sweater** (support course objective 1, 2, 3, 5)

**Reference Hours:** 6 hours (Lecture 3 hours, Lab 3 hour)

**Learning Objectives:**

1. Learn to use the basic sloper to develop the cardigan sweater;
2. Details design (includes cuff, collar, zipper).

**Course Content:**

- 1 Bodice patterns drafting;
- 2 Sleeve drafting;
- 3 Details design and finish the whole garment;

**Lab:** Draft the patterns, sew the cardigan sweater with knit fabric, and do the fitting;

**HW:** Students finish the cardigan sweater with knit fabric and do the fitting.

**Course content 5: Pull over dropped shoulder sweater** (support course objective 1, 2, 3, 5)

**Reference Hours:** 4 hours (Lecture 3 hours, Lab 1 hours )

**Learning Objectives:**

4. Learn to use the basic sloper to develop the whole patterns for the pull over dropped

shoulder sweater;

5. Learn to design the details;
6. Complete the patterns and finish the garment with knit fabric.

**Course Content:**

1. Pull over dropped shoulder sweater patterns drafting;
2. Details design;
3. Sewing techniques for finish the cardigan sweater;

**Lab:** Draft the whole patterns and sew the sweater with knit fabric;

**HW:** Students finish the sweater with knit fabric and do the fitting;

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**Course Content 6: Stretch Knit Pant** (support course objective 1, 2, 3, 5)

**Reference Hours:** 4 hours (Lecture 4 hours, Lab 2 hours)

**Learning Objectives:**

1. About Stretch knit fabrics;
2. Stretch pant drafting;

**Course Content:**

- 1 Characteristics of stretch knit fabrics;
- 2 Various design according to different stretch;
3. Stretch pant drafting;

**Lab:** Testing the stretch of the kit fabrics, stretch pant drafting, sewing pant and fitting;

**HW:** Students draft the stretch pant, pant sewing and fitting.

**Course Content 7: Fun Tops** (support course objective 1, 2, 4,6,7)

**Reference Hours:** 6 hours (Lecture 4 hours, Lab 2 hours)

**Learning Objectives:**

1. Different styles of fun tops drafting;
2. Sewing techniques for finishing the garments with knit fabrics;

**Course Content:**

1. Develop different styles of fun top from the basic sloper;
2. Do the sample with V-NK;

**Lab:** Fun tops drafting and sample making.

**HW:** Students draft the fun tops in different styles and make 2 of them with knit fabrics;

**Course Content 8: Channel Look Jacket--Final Project** (support course objective 1, 2, 4,6,7,10)

**Reference Hours:** 6 hours (Lecture 4 hours, Lab 2 hour)

**Learning Objectives:**

1. Develop the Channel Look draft from the basic sloper.

2. Trim using for Channel Jacket.

**Course Content:**

1. Draft the Channel Look Jacket patterns;
2. Trim choosing and sewing;

**Lab:** Draft the patterns and sew the trim.

**HW:** Students Finish all pieces pattern making and finish the jacket with knit fabrics.

**V Period Distribution and Teaching Modes**

**1. Teaching Hours Allocation**

**(1) Theoretical Teaching Hours Allocation Table**

Class Hour Course Content	Teaching Methods				Subtotal
	Lecture	Exercise	Discussion	Remark	
1. Basic Sloper for Knit Garments	4				4
2. Pull-on Pant	4				4
3. Wrap Dress	4				4
4. Cardigan Sweater	3				3
5. Pull over dropped shoulder sweater	3				3
6. Stretch Knit pant	4				4
7. Fun Tops	4				4
8. Channel Look Jacket---Final Project	4				4
Total	30				30

**(2) Lab Hours Allocation Table**

Experimental Project Name	Summary	Experimental Environment	Lab Hours	Number in Each Group	Experimental Attributes	Requirements
Basic Sloper for Knit Garments	Sloper of bodice and sleeve	Draping Lab	2	1 person	basic	required
Pull-on Pant	Pant drafting and fitting	Draping Lab	2	1 person	basic	required

Wrap Dress	Patterns drafting and binding design	Draping Lab	4	1 person	Basic	required
<b>Cardigan Sweater</b>	Patterns drafting and zipper sewing	Draping Lab	3	1 person	Basic	required
<b>Pull over dropped shoulder sweater</b>	Patterns drafting and sewing	Draping Lab	1	1 person	Basic	required
<b>Stretch Knit pant</b>	Body measurement, drafting and fitting	Draping Lab	2	1 person	Basic	required
<b>Fun Tops</b>	Patterns drafting and sewing	Draping Lab	2	1 person	Basic	required
<b>Channel Look Jacket---Final Project</b>	Patterns drafting, developing, trim design and sewing	Draping Lab	2	1 person	Integrated	required
Total			18			

## 2. Teaching Organization Form

Organize classroom teaching through the combination of class centralized teaching and individual tutoring. The teacher introduces the method and technology of draping through lecture and demonstration, arranges classroom exercises corresponding to the content of the lesson, then helps the students to grasp the course content through individual guidance.

## 3. Teaching Methods

A variety of teaching methods including situation teaching method, demonstration teaching method and tasking teaching method are applied. The combination of introduce, demonstration and inquiry are emphasized during teaching process to provide students with various learning experiences and encourage their initiatives.

## 4. Teaching Means

Beside traditional teaching methods, multimedia aided instruction and network assisted instruction are applied to improve course teaching quality and efficiency.

1) The students prepare and review the course content in the spare time by the courseware provided by the teacher.

2) Students can study independently through the various teaching resources provided by the course website platform to expand the scope and depth of learning.

3) The assignment is an important part to guide students to learn and check the teaching effectiveness, and a sign to reflect the requirements of the course. Unit projects and term project are assigned to assist students to consolidate learning and can enhance students to analyze problem-solving abilities.

## VI Assessment

Students will be evaluated on classroom performance, technical knowledge and demonstrated skills in completion of unit projects, final project and final exam.

Assessment Methods or Approaches	Assessment Requirements	Assessment Weighting	Evaluation of Course Objectives
Attendance and attitude	Attendance and learning attitude	10%	Course Objective 1,2,5
Unit Projects	Complete conventional assignments on time and according to quality requirements.	60%	Course Objective 1,2,3,4,6,7
Final Project	Complete big assignment on time and according to quality requirements.	30%	Course Objective 1,2,5,6,7

## VII Textbooks and References

### 1. Textbooks:

[1]Teaching materials from FIT;

[2]Cassidy, Tracy Diae, Knitwear Design and Technology, In: Textile and Clothing Design and Technology, CRS Publisher, ISBN: 9781498796392. 2017;

### 2. References:

[1]Terry Brackenbury, Knitted Clothing Technology, Wiley-Blackwell, 1992;

[2]宋晓霞, 《针织服装设计》, 中国纺织出版社, 2006 年;

[3]王勇, 《针织服装设计》, 东华大学出版社, 2009 年;

[4]杜继烈, 《针织服装设计基础》, 中国纺织出版社, 2001;

[5]郭凤芝, 《针织服装设计基础》(针织服装系列教材), 化学工业出版社, 2008;

### 3. Internet Resources:

Pinterest; Bazaar, WGSN; RUNWAY(VOUGUE)

Written by: ZHAI Lina (翟丽娜)

Reviewed by: YANG Yunchu (杨允出)

Date: 2021-5-20

# Syllabus of 3D Virtual Fitting

**Course Name/Title:** 3D Virtual Fitting

**Course code:** 92946

**Course Type:** Specialized Course, Optional Course

**Total Teaching Hours:** 32 (Classroom Hours: 18 Laboratory Hours or Tutorial Hours 14 )

**Course Credit:** 2

## I Course Introduction

3D virtual fitting is one of the Major-related Courses in the specialty of fashion design and engineering. This course is mainly using the 3D virtual fitting system, to stitch the 2D patterns virtually. It can import the fabric properties and texture, and achieve the effect of 3D virtual simulation. According to the stress state and inside space of the clothes, we can correct the 2D patterns to reach the better fitting. Through the study of this course, students can translate the 2D patterns into 3D virtual fitting, which is the basis for the students to adapt to the intelligent and digital transformation of the current clothing enterprises. The content of this course focuses on the use of theoretical knowledge in practice manipulation, and cultivate students' innovative consciousness.

## II Course Objective

### 1. Ideological and political Objectives

Course Objective 1: Understand traditional clothing and culture, have a good aesthetic and humanistic quality.

Course Objective 2: Understand the development of technology in garment industry in China, build up national confidence.

### 2. Knowledge Objectives

Course Objective 3: Learn the basic tools of the 3D virtual fitting system, have the ability to stitch the 2D patterns virtually, set the fabric parameters and textures accurately.

Course Objective 4: Develop the ability to correct the 2D patterns according to the stress state of the clothes.

### 3. Capability Objectives

Course Objective 5: Obtain the application capacity of digital software applications, and the ability to apply in the garment enterprise.

Course Objective 6: Develop independent learning ability, initiative exploration and independent thinking ability. Improve students' innovative consciousness.

#### 4. Quality Objectives

Course Objective 7: Obtain the basic essence of professional staff in apparel industry, and develop the consciousness of innovative design.

Course Objective 8: Strengthen the understanding and judgement of the professional function of fashion design and engineering, and promote the professional function quality.

### III Correlations between Course Objectives and Graduation Requirements

Graduation Requirements	Graduation Requirements Index Point	Course Objectives
Graduation Requirement 3	Design/Develop solution: Being able to design solutions for complex garment structures, processes, and manufacturing engineering problems; designing a system, unit, component, or process to meet a particular requirement; and being able to reflect innovation in the design process, taking into account social, health, safety, law, culture and environment factors.	Course Objective 1,2,3,4,5,6
Graduation Requirement 4	Research: Being able to conduct research on complex garment engineering problems based on scientific principle and applying scientific methods, including experimental design, data analysis and interpretation, and getting valid conclusions through information integration.	Course Objective 1,2,3,4,5,6
Graduation Requirement 5	Using modern tools: Being able to develop, select and use appropriate technologies, resources, modern engineering tools, and information technology tools aiming at complex engineering problems, including the prediction and simulation of complex garment engineering problems, and understanding its limitation.	Course Objective 6,7,8
Graduation Requirement 8	Professional norms: Having humanities, social and scientific qualities, and social responsibility, being able to understand and comply with the engineering ethics and norms and perform responsibility in garment engineering practices.	Course Objective 1,2,7,8
Graduation Requirement 12	Lifelong learning: Having independent learning and lifelong learning consciousness, having the ability to learn continuously and to adapt to development.	Course Objective 6

(Note: Basic courses and specialized courses must correlate with the graduation requirements as specified in the Program outline. The correlated graduation requirement index point must be put before the descriptive phrases or sentences. General courses are exempted from this rule.)

### IV Correlations between Course Content and Course Objectives

Num.	Course Content	Teaching Requirement	Period	Teaching modes	Course Objectives
1	1. Fashion Digitalization 1.1 definition of Fashion Digitalization 1.2 Content of Fashion Digitalization 1.3 Transformation of Fashion Digitalization in China 2. Introduction to Digital Design in Garment 2.1 Digital Design for Garment 2.2 Software of Digital Design 2.3 Equipment of Digital Design 2.4 The Situation of Digital Design in Apparel Industry 2.5 3D Garment Design 2.6 The Technology in 3D Garment Design	1. Understand technology and the application of 3D fitting technology in the garment industry.	4	Heuristic teaching method, Group discussion	1,2,5,6
2	3. Basis of 3D Fashion Design 3.1 Introduction of Software 3.2 Interface and Settings 3.3 View Control 3.4 Documents Operation 3.5 The Basic Tools in 3D and 2D Windows	1. Learn how to use the tools of 3D virtual fitting system. 2. Obtain to simulate the 3D fitting.	4	Demonstration teaching method	3,4,5,6
3	4. Basic case of 3D Design 4.1 T-shirt 4.2 The Basic Dress	1. Learn to design T-shirt 2. Learn to design Dress	4	Demonstration teaching method	3,4,5,6
4	4.3 The Shirring Skirt and Pleated Skirt 4.4 The Female Jeans 4.5 Fabric adjustment	1. Understand the shirring and pleated technology and build the skirt. 2. Learn to design jeans 2. Understand the significance of fabric simulation properties and grasp the method of parameter adjustment.	4	Demonstration teaching method, Flipped Class Model	3,4,5,6,7,8
5	5. Comprehensive Modeling 5.1 The Male Shirt	1. Learn to design Male shirt and Suit.	4	Demonstration	3,4,5,6,7,8

Num.	Course Content	Teaching Requirement	Period	Teaching modes	Course Objectives
	5.2 The Male Suit 5.3 The Down Jacket	2. Obtain to arrange more than two sets of clothing and complete the virtual fitting. 3.Lear to add pressure for pattern		teaching method Flipped Class Model	
6	5.4 The Traditional Hanfu 5.5 Cheongsam by Draping 5.6 and Printing Design by PixPlant	1.Learn to design traditional customs by 3D software 2. Obtain to design printing	4	Demonstration teaching method	1,2,5,6
7	6. Extend Function for Industry 6.1 Modular Design and Application 6.2 ColorWay and Size Review	1. Obtain to create a modular and do a series of combination design. 2. Obtain to a series of ColorWay and learn to grading and review the fitness.	4	Heuristic teaching method, Project-based teaching method	5,6,7,8
8	6.3 Animation and Display 6.4 Layout and BOM	1. Obtain the method to display the model with dynamic and static state. 2. Obtain the way to layout and output BOM to estimate cost	4	Heuristic teaching method, Project-based teaching method	5,6,7,8

#### V Period Distribution and Teaching Modes

Class Hour Course Content	Teaching Methods			Remark	Subtotal
	Lecture	Exercise			
1. Fashion Digitalization	2				2
2. Introduction to Digital Design in Garment	2				2
3. Basis of 3D Fashion Design	2	2			4
4. Basic cases of 3D Design	4	4			8

5. Comprehensive Modeling	4	4		8
6. Extend Function for Industry	4	4		8
Total	18	14		32

## VI Assessment

(Assessment content and methods must correlate with course objectives.)

Assessment Methods or Approaches	Assessment Requirements	Assessment Weighting	Evaluation of Course Objectives
Classroom Performance	Ask for leave before class if can't be present. Take an active part in class discussion.	10%	Course Objective 1,2,3,4,7,8
Unit Projects	Complete conventional assignments after each class on time and according to quality requirements.	50%	Course Objective 1,2,3,4,5,6,7,8
Final Project	Complete big assignment with in two weeks after classes ending on time and according to quality requirements.	40%	Course Objective 1,2,3,4,5,6,7,8

Note: 1. Assessment methods or approaches mainly include classroom performance, conventional assignments, unit tests, mid-term exam, final exam, big assignments, course paper, project design and works, etc.

2. Assessment requirements include frequencies of assignments, assessment methods (open-book, close-book), and project design requirements, etc.

3. Assessment Weighting refers to the percentage that assessment methods or approaches take up in the total score.

## VII Textbooks and References

[1]3D Virtual Fitting (自编讲义),浙江理工大学。

[2]王舒: 3D 服装设计与应用, 中国纺织出版社, 2019 年出版。

[3] 赵雨、宋倩、徐律: 服装 CAD-3D 服装设计基础及应用, 中国纺织出版社, 2020 年出版。

### 2. Reference Book

[1] 郭瑞良、张辉著: 三维服装模拟与设计, 上海交通大学出版社, 2014 年出版。

[2]董礼强 黄超等编著: 服装电脑三维造型与制版, 东华大学出版社, 2014 年出版。

[3]陈桂林著：数字化服装设计--三维模拟试衣技术，中国纺织出版社，2012年出版。

[4]朱广舟主编：数字化服装设计：三维人体建模与虚拟缝合试衣技术，中国纺织出版社，2014年出版。

**Written by: SHEN Haina(沈海娜)**

**Reviewed by: YANG Yunchu(杨允出)**

**Date: 2021-5-20**

## Syllabus of Sewing Techniques for Women’s Wear

**Course Title:** Sewing Techniques for Women’s Wear                      **Course Code:** 92947

**Course Type:** Basic Course      Practical Compulsory Course

**Total Teaching Hours:** 48 (Classroom Hours: 12    Laboratory Hours: 36)

**Course Credit:** 1.5

### I Course Objective

Sewing techniques for women’s wear is a basic disciplinary course for undergraduate major in apparel. The course should enable students to learn technological process and quality demand of women’s pants and jackets; understand the relationship between structure and technique; grasp sewing skills and quality standard. This course focuses on developing practical ability of students.

#### 1. Knowledge Objectives

Course Objective 1: Grasp sewing skills and quality standard of women’s pants and tailored jackets and emphasize the development of practical ability of students.

Course Objective 2: Learn the technological process. The students should be able to solve practical problems by utilizing their learned theoretical knowledge.

#### 2. Capability Objectives

Course Objective 3: Obtain the ability including capability of making basic pants and tailored jackets independently.

Course Objective 4: Be able to solve practical problems.

Course Objective 5: Have operation ability of active discovery and independent thinking, creative thinking and innovation ability.

#### 3. Inner Quality Objectives

Course Objective 6: Obtain the inner quality of group cooperation.

Course Objective 7: Develop the good habit of diligent thinking and in-depth study.

Course Objective 8: Carry forward craftsman spirit: patience, perseverance and love.

### II Correlations between Course Objectives and Graduation Requirements

Graduation Requirements	Graduation Requirements Index Point	Course Objectives
Graduation Requirement 3	Design/Develop solution: Being able to design solutions for complex garment structures, processes, and manufacturing engineering problems; designing a system, unit, component, or process to meet a particular requirement; and being able to	Course Objective 1,2,3,4,5

	reflect innovation in the design process, taking into account social, health, safety, law, culture and environment factors.	
Graduation Requirement 8	Professional norms: Having humanities, social and scientific qualities, and social responsibility, being able to understand and comply with the engineering ethics and norms and perform responsibility in garment engineering practices.	Course Objective 6,7
Graduation Requirement 12	Lifelong learning: Having independent learning and lifelong learning consciousness, having the ability to learn continuously and to adapt to development.	Course Objective 5,6,7,8

### III Course Content

**Course Content 1:** Sewing Techniques for Women's Pants (support course objective 1, 2, 3, 4, 5, 6, 7)

**Reference Hours:** 18hours (Lecture 4hours, Lab 14hours)

#### Learning Objective:

1. Learn the technological process.
2. Grasp sewing skills and quality standard of women's pants and emphasize the development of practical ability of students.

#### Learning Content:

1. Preparation of patterns for women's pants.
2. Method of fabric layout and cutting.
3. Sewing process and quality demand.
4. Sewing skills of darts and in-seam pockets.
5. Sewing skills of in-seam, front fly and rise seam.
6. Sewing skills of waistband and waistband attached.
7. Method of pressing and buttonhole.

#### Lab:

1. Preparation of patterns for women's pants
2. Fabric preparation, layout and cutting
3. Sewing pants in the following order:
  - a. Sewing darts and press
  - b. Sewing in-seam pockets
  - c. Stitch outside seam and inside seam
  - d. Sewing front fly
  - e. Making waistband
  - f. Attaching waistband
  - g. Hemming
  - h. Sewing buttonhole

4. Pants pressing

**HW:** Students finish the basic pants with in-seam pockets and front fly.

**Course Content 2:** Sewing Techniques for Women's tailored jacket (support course objective 1, 2, 3, 4, 5, 6, 7)

**Reference Hours:** 30hours

(Lecture 8hours, Lab 22hours)

**Learning Objective:**

1. Learn the technological process.
2. Grasp sewing skills and quality standard of women's tailored jackets and emphasize the development of practical ability of students.

**Learning Content:**

1. Preparation of patterns for women's tailored jacket.
2. Method of fabric layout and cutting.
3. Sewing process and quality demand.
4. Sewing skills of besom pocket.
5. Sewing skills of lapel collar.
6. Sewing skills of two-piece sleeve and sleeve attached.
7. Method of pressing and buttonhole.

**Lab:**

1. Preparation of patterns for women's tailored jacket
2. Fabric preparation, layout and cutting
3. Interfacing and trimming
4. Sewing jacket in the following order:
  - i. Front bodice and back bodice
  - j. Besom pockets
  - k. Side seam and shoulder seam
  - l. Making under collar and set-in
  - m. Sewing lining bodice and up collar set-in
  - n. Sewing collar out-seam
  - o. Making out sleeves and set-in
  - p. Making lining sleeves and set-in
  - q. Sewing sleeve open
  - r. Fixing collar in-seam and gorge line
  - s. Hand sewing shoulder pad
  - t. Fixing out bodice and lining bodice
  - u. Hemming
  - v. Lock hole and hand sewing nails

5. Jacket pressing

**HW:** Students finish the tailored jacket with besom pockets, lapel collar and two-piece sleeve.

#### IV Practice Plan and Requirement

##### 1. Teaching Hours Allocation

###### (1) Theoretical Teaching Hours Allocation Table

Class Hour Course Content	Teaching Methods				Subtotal
	Lecture	Exercise	Discussion	Remark	
1. Sewing Techniques for Women's Pants	4				4
2. Sewing Techniques for Women's tailored jacket	8				8
Total	12				12

###### (2) Lab Hours Allocation Table

Experimental Project Name	Summary	Experimental Environment	Lab Hours	Number in Each Group	Experimental Attributes	Requirements
Pants with in-seam pockets and front fly	Preparation of patterns and fabric, layout and cutting, Sewing pants in order.	Sewing Lab	14	1 person	basic	required
Jacket with besom pockets, lapel collar and two-piece sleeve.	Preparation of patterns and fabric, layout and cutting, Sewing jacket in order.	Sewing Lab	22	1 person	basic	required
Total			36			

#### V Suggestions for Teaching

##### 1. Teaching Organization Form

Teaching methods include lecture, demonstration, laboratory, discussion and presentation.

## 2. Teaching Methods

During teaching time, main theory and sewing tips would be involve, important and difficult parts would be demonstrated, and student may spend extra time to practice and finish the works. Laboratory time after class amounts to 50 hours or more. Let students be the master of the class and fully integrated into the course

## 3. Teaching Means

Homework is an important part to guide students to learn and check the teaching effectiveness, and a sign to reflect the requirements of the course. Students should grasp main theory and sewing techniques during teaching time, and taking extra practice after class. The discussion and presentation provide the students an open platform of creativity free reign.

## VI Suggestions for Course Learning

1. The students prepare and review the course content in the spare time by the courseware provided by the teacher.
2. Students can study independently through the various teaching resources provided by the course website platform to expand the scope and depth of learning.
3. The assignment is an important part to guide students to learn and check the teaching effectiveness, and a sign to reflect the requirements of the course. Unit projects and term project are assigned to assist students to consolidate learning and can enhance students to analyze problem-solving abilities.
4. Students will give presentations of their work in groups and give peer evaluations accordingly, so as to practice their presentation skill and critical thinking.

## VII Assessment

Students will be evaluated on attendance & attitude, technical knowledge and demonstrated skills in completion of unit projects.

Assessment Methods or Approaches	Assessment Requirements	Assessment Weighting	Evaluation of Course Objectives
Classroom Performance	Ask for leave before class if can't be present. Take an active part in class discussion.	10%	Course Objective 1,2,5
Regular Check	Complete conventional assignments on time and according to quality requirements.	20%	Course Objective 1,2,3,4,5,6
Unit Projects	Complete big assignment on	60%	Course Objective

	time and according to quality requirements.		1,2,3,4,5,7,8
Experiment Report	Filling the form. Give presentations of their work.	10%	Course Objective 1,2,3,4,5,7,8

### VIII Textbooks and References

#### 1. Recommended Textbook

[1] 鲍卫君、张芬芬 等编著：《女装工艺（第二版）》，东华大学出版社，2017 年出版。

#### 2. Reference Material

[1] Connie Amaden-Crawford: 《A Guide To Fashion Sewing》（5<sup>th</sup> Edition），Fairchild publications, Inc, New York, printed 2011.

**Written by:** Xu Yanni (徐燕妮)

**Reviewed by :** YANG Yunchu (杨允出)

**Date:** 2021-5-20

## Syllabus Academic Year Thesis

**Course Name/Title:** Academic Year Thesis      **Course code:** 92949

**Course Type:** Specialized Course      Practical Compulsory Course

**Total Teaching Hours:** 1 week

**Course Credit:** 1

### I Course Introduction

“Academic year thesis” is an important practical teaching course to clothing design and engineering students, the preparation for the graduation thesis. Its main task is to cultivate students to explore the unknown, the truth of scientific spirit and excellent scientific quality and scientific literacy, cultivate students to engage in the basic ability of scientific research, fully prepare for the graduation thesis.

### II Course Objective

#### 1. Knowledge Objectives

Course Objective 1: Comprehensively understand all tasks and requirements of graduation design (thesis).

Course Objective 2: Master the methods of literature consulting, take notes, and grasp the methods and requirements of writing literature reviews.

#### 2. Capability Objectives

Course Objective 3: Have the basic ability of working on scientific research;

Course Objective 4: Have the ability to do theoretical study and scientific expedition independently.

Course Objective 5: Have the ability to thinking independently, skills of founding and solving problems;

#### 3. Quality Objectives

Course Objective 6: Cultivate students' critical spirit, explore the unknown, seek the truth.

Course Objective 7: Have the scientific spirit of thoughtful, good scientific quality and scientific literacy through the teaching process.

### II Correlations between Course Objectives and Graduation Requirements

Graduation Requirements	Graduation Requirements Index Point	Course Objectives
Graduation Requirement 4	Research: Being able to conduct research on complex garment engineering problems based on scientific	Course Objective 1,2,3,4,5

	principle and applying scientific methods, including experimental design, data analysis and interpretation, and getting valid conclusions through information integration.	
Graduation Requirement 5	Using modern tools: Being able to develop, select and use appropriate technologies, resources, modern engineering tools, and information technology tools aiming at complex engineering problems, including the prediction and simulation of complex garment engineering problems, and understanding its limitation.	Course Objective 1,2,3,4,5
Graduation Requirement 8	Professional norms: Having humanities, social and scientific qualities, and social responsibility, being able to understand and comply with the engineering ethics and norms and perform responsibility in garment engineering practices.	Course Objective 5,6,7
Graduation Requirement 10	Communication: Being able to communicate and interchange effectively with industry colleagues and the public on complex garment engineering issues, including writing reports and design manuscript, statement, clarity expression or response command, and having a certain international vision, being able to communicate and interchange in a cross-cultural context.	Course Objective 1,2,3,4,5,6,7
Graduation Requirement 12	Lifelong learning: Having independent learning and lifelong learning consciousness, having the ability to learn continuously and to adapt to development.	Course Objective 5,6

### III Correlations between Course Objectives and Graduation Requirements

**Course Content 1:** Methods of Literature Reading and Writing Literature Reviews (support course objective 1, 2, 3, 4, 5, 6, 7)

**Reference Hours:** 4 hours (Lecture 2hours, Lab 2hour)

**Learning Objectives:**

1. Master the methods of literature consulting, take notes, and grasp the methods and requirements of writing literature reviews.

2. Have the ability to thinking independently, skills of founding and solving problems.

HW: Select a research topic, read more than 10 literatures, then write one literature review.

**Course Content:**

1. Literature retrieval: the sources of literature

2. The methods of literature reading: take notes and compile notes

3. The methods of writing literature review

**Lab:** literatures searching and reading .

**HW:** Select a research topic, read more than 15 literatures, then write one literature review.

**Course Content 2:** Methods of Making PPT (support course objective 1, 2, 3, 4,5)

**Reference Hours:** 2 hours (Lecture 1hours, Lab 1hour)

**Learning Objectives:**

1. Master the methods of literature consulting, take notes.
2. Grasp the methods and requirements of writing literature reviews.

**Course Content:**

1. The role in PPT presentation
2. PPT content organization, PPT template selection and application
3. Outstanding PPT case analysis

**HW:** Make a PPT report, and the PPT required to be beautiful with clearly and focused lines.

**Course Content 3:** Related Introduction of Graduation design (thesis) (support course objective 1, 2, 3, 4, 5)

**Reference Hours:** 2 hours (Lecture 1hours, Lab 1hour)

**Learning Objectives:**

1. Comprehensively understand all tasks and requirements of graduation design (thesis).
2. Have the ability to do theoretical study and scientific expedition independently.

**Course Content:**

1. The finally handover thesis materials
2. Stages and important contents of the graduation thesis
3. Specification requirements of the thesis format

**HW:** Design a figure and a table, fill in them in accordance with the requirements of graduation thesis format.

**Course Content 4:** Literature retrieval and paper writing practice (support course objective 1, 2, 3, 4, 5)

**Reference Hours:** 8 hours (Lecture 1hours, Lab 7hour)

**Learning Objectives:**

1. Master the methods of literature consulting, take notes, and grasp the methods and requirements of writing literature reviews.

**Course Content:**

1. Basic steps of research paper writing
2. Writing skill of research paper and literature review
2. Literature retrieval, reading and writing practice

**HW:** Select a research topic, read more than 15 literatures, then write one literature review.

**Course Content 5:** Seminar of literature review (support course objective 1, 2, 3, 4, 5)

**Reference Hours:** 4 hours (Lecture 1hours, Lab 3hour)

**Learning Objectives:**

1. Improve students' ability of communication and expression in academic research.

**Course Content:**

1. Literature Reviews presentation
2. Topic discussion based on literature reviews

#### **IV Period Distribution and Teaching Modes**

##### **1 Practice Plan and Requirement**

Hours	Teaching Methods	Lecture	Exercise or Lab	Discussion	Notes	Total
Course content						
Unit 1: Methods of Literature Reading and Writing Literature Reviews		2	2	0		4
Unit 2: Methods of Making PPT		1	1	0		2
Unit 3: Related Introduction of Graduation design (thesis)		1	1	0		2
Unit 4: Literature retrieval and paper writing practice		1	7	0		8
Unit 5: Seminar of Literature Reviews		1	3	0		4
Total		6	14	0		20

##### **2 Suggestions for Teaching**

The Scheduling teaching will be provided by combining the intensive class, dispersion teaching and individual tuition. Teacher will arrange a half day for intensive class to introduce document reading, the methods of writing literature review and making PPT, and the related requirements of graduation design. Students have to determine the subject direction, collect and read document materials, make notes, and then writing literature review and making the report with PPT. Besides, in order to make students understand the requirements of graduation design, teachers should provide the relevant materials and some outstanding diploma thesis as reference.

##### **3 Suggestions for Course Learning**

Students can use a lot of spare time to collect documentation, literature analysis, and writing

literature reviews. And master the methods of items-selecting, researching, and analyzing research results through learning others' research achievement.

## VI Assessment

(Assessment content and methods must correlate with course objectives.)

Assessment Methods or Approaches	Assessment Requirements	Assessment Weighting	Evaluation of Course Objectives
Attendance		10%	
Table and figure	Good format	10%	Course Objective 1,2,3,4,5,6,7
Literature Reviews	Good writing; Good format; Comprehensive reference	60%	Course Objective 1,2,3,4,5,6,7
PPT report	Good Format; Good presentation	20%	Course Objective 1,2,3,4,5,6,7

## VII Textbooks and References

### 1. Recommended Textbook

[1] 李振华主编，文献检索与论文写作，北京:清华大学出版社, 2016 年出版

### 2. Reference Book

[2] 邢彦辰，毕业论文写作与文献检索（第 2 版），北京:北京邮电大学出版社，2013 年出版

[3] (美)马奇, (美)麦克伊沃 著, 陈静, 肖思汉译: 《怎样做文献综述——六步走向成功》，上海教育出版社，2011 年出版

[4] 张黎著: 怎样写好文献综述——案例及评述，科学出版社，2008 年出版

[5] 张志、包翔、刘俊编著: 《说服力 让你的 PPT 会说话》，人民邮电出版社，2010 年出版。

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Reviewed by : WU Qiaoying (吴巧英)

Date: 2021-5-20

# Syllabus of Project Practice 1

**Course Name/Title:** Project Practice 1

**Course code:** 92950

**Course Type:** Specialized Course      Practical Compulsory Course

**Total Teaching Hours:** 2weeks

**Course Credit:** 2

## I Course Introduction

Project practice is an important practical course. The course make the students review series of structure design classes which have be learned. And this course is a simulation of develop production in the fashion industry that deepen students' understanding of clothing development and cultivate students' ability of independent development design. In this process, students are required to be able to use knowledge and skills what they have learned to solve problem properly happened in the process of development. Cultivate students' craftsmanship spirit. The course integrates traditional costume and culture, the comparison of costume structure between China and western countries and other contents, so that students have good aesthetic and humanistic qualities, and cultivate students' national confidence.

## II Course Objective

### 4. Ideological and political Objectives

Course Objective 1: Understand traditional clothing and culture, build up national confidence.

Course Objective 2: Understand the differences between China and western countries in garment structure design, have a good aesthetic and humanistic quality.

### 2. Knowledge Objectives

Course Objective 3: Establish fundamental knowledge, basic methods and technique of draping.

Course Objective 4: Understand the relationship among body shape, draping and flat patterns.

### 3. Capability Objectives

Course Objective 5: Drape and manipulate the muslin to make style corrections.

Course Objective 6: Follow a design sample from sketch to finished garment through draping.

Course Objective7: Develop independent learning ability, initiative exploration and independent thinking ability. Improve students' innovative consciousness.

### 4. Quality Objectives

Course Objective 8: Obtain the basic essence of professional staff in apparel industry, the inner quality of group cooperation and to develop the good habit of diligent thinking and in-depth study.

Course Objective 9: Strengthen the understanding and judgement of the professional function of fashion design and engineering, and promote the professional function quality.

### III Correlations between Course Objectives and Graduation Requirements

<b>Graduation Requirements</b>	<b>Graduation Requirements Index Point</b>	<b>Course Objectives</b>
Graduation Requirement 3	Design/Develop solution: Being able to design solutions for complex garment structures, processes, and manufacturing engineering problems; designing a system, unit, component, or process to meet a particular requirement; and being able to reflect innovation in the design process, taking into account social, health, safety, law, culture and environment factors.	Course Objective 1,2,3,4,5,6
Graduation Requirement 4	Research: Being able to conduct research on complex garment engineering problems based on scientific principle and applying scientific methods, including experimental design, data analysis and interpretation, and getting valid conclusions through information integration.	Course Objective 1,2,3,4,5,6
Graduation Requirement 5	Using modern tools: Being able to develop, select and use appropriate technologies, resources, modern engineering tools, and information technology tools aiming at complex engineering problems, including the prediction and simulation of complex garment engineering problems, and understanding its limitation.	Course Objective 1,2,5,6,7
Graduation Requirement 6	Engineering and society: Being able to perform reasonable analysis based on relevant background of garment engineering, evaluating the impact of clothing engineering practices and complex clothing engineering problem solutions on society, health, safety, law and culture, and understanding the responsibility to be undertaken.	Course Objective 1,2,7,8,9
Graduation Requirement 7	Environment and sustainable development: Being able to understand and evaluate the impact of	Course Objective 1,2,7,8,9

	engineering practice aiming at complex clothing engineering problems on the sustainable development of environment and society.	
Graduation Requirement 8	Professional norms: Having humanities, social and scientific qualities, and social responsibility, being able to understand and comply with the engineering ethics and norms and perform responsibility in garment engineering practices.	Course Objective 1,2,7,8,9
Graduation Requirement 9	Individuals and teams: Being able to take on roles of individuals, team members, and leaders in a multidisciplinary team.	Course Objective 1,2,7,8
Graduation Requirement 10	Communication: Being able to communicate and interchange effectively with industry colleagues and the public on complex garment engineering issues, including writing reports and design manuscript, statement, clarity expression or response command, and having a certain international vision, being able to communicate and interchange in a cross-cultural context.	Course Objective 1,2,7,8
Graduation Requirement 11	Project management: Understanding and mastering the principles of engineering management and economic decision making, and being able to be applied in a multidisciplinary environment.	Course Objective 1,2,7,8
Graduation Requirement 12	Lifelong learning: Having independent learning and lifelong learning consciousness, having the ability to learn continuously and to adapt to development.	Course Objective 1,2,7,8

(Note: Basic courses and specialized courses must correlate with the graduation requirements as specified in the Program outline. The correlated graduation requirement index point must be put before the descriptive phrases or sentences. General courses are exempted from this rule.)

#### IV Correlations between Course Content and Course Objectives

Num.	Course Content	Teaching Requirement	Period	Teaching modes	Course Objectives
1	<b>Course Content 1:</b> Prepare before class	<b>Course Content:</b> 1.Assign task to the students two weeks before the course. 2.One week before the course, complete the grouping and select the subject of the project. 3.Introduce traditional clothing and culture, and the latest developments in the fashion industry.	4	lecture	course objective 1,2,7,8

Num.	Course Content	Teaching Requirement	Period	Teaching modes	Course Objectives
		4.Complete five design plans before the course			
2	<b>Course Content 2:</b> Process and methods of garment development	<b>Course Content:</b> 1.Develop process of clothing product in fashion enterprise. 2.Develop methods of clothing products . 3.Develop process of clothing product cases. 4.Select the style of design.	4	Lecture& demonstration	(support course objective 1, 2, 3,4,6,8)
3	<b>Course Content 3:</b> Practice of structure design for design sketch	<b>Course Content:</b> 1.Make the paper pattern for the style. 2.Make the muslin sample and adjust. 3..Make the pattern from the muslin sample.	6	Demonstration & tutorial	course objective 1, 2, 3,4,5,6,7
4	<b>Course Content 4:</b> Sample making for paper pattern	<b>Course Content:</b> 1.Watch video of sewing. 2. Practice to cutting fabric. 3. Practice to making sample. 4. Analyze the problems that may arise during the process and discuss the solutions,Cultivate students to be good at thinking habits and innovative thinking.	6	Lecture& demonstration& tutorial	support course objective 1, 2, 3,4,5,7
5	<b>Course Content 5:</b> Students do presentation and discuss, learn each other.	<b>Course Content:</b> 1.Students write the project report that includes source of inspiration, design description, sketches, specifications, fabrics, process explanation and practice thoughts. 2.Students give Presentation and explanation for their project. 3.Students discuss how to improve the work, build up national confidence.	4	Demonstration & discuss	course objective 1,2,3,8,9
6	<b>Course Content 6:</b> : Digitizing the Patterns	<b>Unit Objectives:</b> 1.Learn to change the pattern to the digital patterns. 2.Learn how to edit & modify the digital patterns. <b>Course Content:</b> 1.Complete the digital readout for the style. 2.In PDS system, edit & modify the digital patterns. <b>HW:</b> Students finish the digital patterns.	5	Lecture& demonstration& tutorial	support course objective 1, 2, 3, 4, 5,6,7

Num.	Course Content	Teaching Requirement	Period	Teaching modes	Course Objectives
7	Course Content 7: Edit & add seam allowance for the digital pattern	<p><b>Unit Objectives:</b> Learn the add seam allowance for the digital patterns in Pattern Design system of AccuMark system.</p> <p><b>Course Contents:</b> 1.For the whole collection, edit &amp;confirm the details of the deigital patterns 2.Add seam allowance for the digital pattern.</p> <p><b>Lab :</b> Complete the seam allowance of the digital patterns.</p> <p><b>HW:</b> Students complete the seam allowance of the digital patterns.</p>	5	Lecture& demonstration& tutorial	support course objective 1, 2, 3,4,5,7,8
8	Course Content 8: Make marker for the digital patterns	<p><b>Unit Objectives:</b> Learn how to make auto maker by using PDS system.</p> <p><b>Course Contents:</b> 1.According to the collection, complete the process document for the patterns marker; 2.Completed the whole process of automatic marker 3.Summarize the results, summarize the practice and complete the experiment report.</p> <p><b>HW:</b> Students complete the experiment report.</p>	6	Lecture& demonstration& tutorial	course objective 1, 2, 3,4,5,7,9

#### V Period Distribution and Teaching Modes

Students practice the whole process of clothing products development and in this process students should try to find the suitable way of design the apparel structure and fabric. Students should finish the project in group.

Unit project will be assigned in each unit, which can allow students to consolidate learning and can enhance students to analyze problem-solving abilities. Students should complete all unit project and final project to obtain the ability including basic skill, basic methods and practice ability, capability of solving problems by using PDS system.

#### 1. Teaching Hours Allocation

##### (1) Theoretical Teaching Hours Allocation Table

Methods Class Hour Course Content	Teaching			Remark	Subtotal
	Lecture	Exercise	Discussion		
Process and methods of garment	4				4

Practice of structure design	3				3
Sample making	2				2
Digitizing the Patterns	2				2
Edit & add seam allowance	2				2
Make marker	2				2
Total	15				15

**(2) Lab Hours Allocation Table**

Experimental Project Name	Summary	Experimental Environment	Lab Hours	Number in Each Group	Experimental Attributes	Requirements
Practice of structure design	Pattern making	Draping Lab	7	1	integrated	required
Sample making	Make fabric sample	Draping Lab	8	1	basic	required
Digitizing the Patterns	Digitizing the Patterns	CAD Lab	3	1	design	required
Edit & add seam allowance	Edit & add seam allowance for the digital pattern	CAD Lab	3	1	design	required
Make marker	Make marker for the digital patterns	CAD Lab	4	1 person	design	required
Total			25			

## 2. Teaching Methods

A variety of teaching methods including situation teaching method, demonstration teaching method and tasking teaching method are applied. The combination of introduce, demonstration and inquiry are emphasized during teaching process to provide students with various learning experiences and encourage their initiatives.

## VI Assessment

Students will be evaluated on classroom performance, technical knowledge and demonstrated skills in completion of unit projects, final project and final exam.

<b>Assessment Methods or Approaches</b>	<b>Assessment Requirements</b>	<b>Assessment Weighting</b>	<b>Evaluation of Course Objectives</b>
Classroom Performance	Ask for leave before class if can't be present. Take an active part in class discussion.	10%	Course Objective 1,2,3,6
Sample development(include pattern making)	Complete conventional assignments on time and according to quality requirements.	30%	Course Objective 1,2,3,4,5,6,7,8,9
Project report	Complete assignment on time and according to quality requirements.	24%	Course Objective 1,2,6,7,8
Unit Projects	Complete conventional assignments on time and according to quality requirements.	8%	Course Objective 1,2,3,4,5,7,8
Final report	Complete big assignment on time and according to quality requirements.	28%	Course Objective 1,2,3,6,7,8,9

## VII Textbooks and References

[1] 朱秀丽、吴巧英主编：《女装结构设计 with 产品开发》，中国纺织出版社，2011 年出版。

[2] 张文斌：《服装工艺学》成衣工艺分册，中国纺织出版社，2004。

[3] 罗戎蕾主编：《服装 CAD 基础》，高等教育出版社，2009 年出版。

### 2. Reference Book

[1] Bernard Zamkoff: 《Basic pattern skill for Fashion Design》，Fairchild Publications, 1999.

[2] 海伦·约瑟夫、阿姆斯特朗：《高级服装结构与纸样》（基础篇），东华大学出版社，2013。

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**Reviewed by :** YANG Yunchu 杨允出)

**Date:** 2021-5-20

## Syllabus of Project Practice 2

**Course Name/Title:** Project practice 2

**Course code:** 92951

**Course Type:** Specialized Course, Compulsory Course

**Total Teaching Hours:** 2weeks

**Course Credit:** 2

### I Course Introduction

Project Practice 2 is a major disciplinary course for undergraduate major in apparel. Students grasp the technique and processes of apparel industry production process by practicing based on they have learned related major Courses. Students also practice apparel manufacturing processes and basic technique through a special product designed by themselves in this course. This course should enable students with fundamental knowledge of apparel manufacturing to enhance their ability and knowledge of basic methods and basic skills in apparel manufacturing..

### II Course Objective

#### 1. Ideological and political Objectives

Course Objective 1: Understand traditional clothing and culture, build up national confidence.

Course Objective 2: Understand the differences between China and western countries in garment structure design, have a good aesthetic and humanistic quality.

#### 2. Knowledge Objectives

Course Objective 3: Provide students with a Practice of the apparel manufacturing cycle from product development to production based on understanding fundamental knowledge, basic methods and technique of the apparel industry production process

Course Objective 4: Create awareness of the global and technological realities of apparel manufacturing

#### 3. Capability Objectives

Course Objective 5: Drape and manipulate the muslin to make style corrections.

Course Objective 6: Follow a design sample from sketch to finished garment using draping.

Course Objective 7: Develop independent learning ability, initiative exploration and independent thinking ability. Improve students' innovative consciousness.

#### 4. Quality Objectives

Course Objective 8: Obtain the basic essence of professional staff in apparel industry, the inner quality of group cooperation and to develop the good habit of diligent thinking and in-depth study.

Course Objective 9: Strengthen the understanding and judgement of the professional function of fashion design and engineering, and promote the professional function quality.

### III Correlations between Course Objectives and Graduation Requirements

<b>Graduation Requirements</b>	<b>Graduation Requirements Index Point</b>	<b>Course Objectives</b>
Graduation Requirement 3	Design/Develop solution: Being able to design solutions for complex garment structures, processes, and manufacturing engineering problems; designing a system, unit, component, or process to meet a particular requirement; and being able to reflect innovation in the design process, taking into account social, health, safety, law, culture and environment factors.	Course Objective 1,2,3,4,5,6
Graduation Requirement 4	Research: Being able to conduct research on complex garment engineering problems based on scientific principle and applying scientific methods, including experimental design, data analysis and interpretation, and getting valid conclusions through information integration.	Course Objective 1,2,3,4,5,6
Graduation Requirement 5	Using modern tools: Being able to develop, select and use appropriate technologies, resources, modern engineering tools, and information technology tools aiming at complex engineering problems, including the prediction and simulation of complex garment engineering problems, and understanding its limitation.	Course Objective 1,2,3,4,5,6,7
Graduation Requirement 6	Engineering and society: Being able to perform reasonable analysis based on relevant background of garment engineering, evaluating the impact of clothing engineering practices and complex clothing engineering problem solutions on society, health, safety, law and culture, and understanding the responsibility to be undertaken.	Course Objective 1,2,3,4,5,6,7, 8
Graduation Requirement 7	Environment and sustainable development: Being able to understand and evaluate the impact of engineering practice aiming at complex clothing engineering problems on the sustainable development of environment and society.	Course Objective 1,2,,5,6,7,8,9
Graduation Requirement 8	Professional norms: Having humanities, social and scientific qualities, and social responsibility, being able to understand and comply with the engineering ethics and norms and perform responsibility in garment	Course Objective 7,8,9

	engineering practices.	
Graduation Requirement 9	Individuals and teams: Being able to take on roles of individuals, team members, and leaders in a multidisciplinary team.	Course Objective 1,2,,3,5,6,7,8,9
Graduation Requirement 10	Communication: Being able to communicate and interchange effectively with industry colleagues and the public on complex garment engineering issues, including writing reports and design manuscript, statement, clarity expression or response command, and having a certain international vision, being able to communicate and interchange in a cross-cultural context.	Course Objective 1,2,5,6,7,8,9
Graduation Requirement 11	Project management: Understanding and mastering the principles of engineering management and economic decision making, and being able to be applied in a multidisciplinary environment.	Course Objective 1,2,3,4,5,6,7,9
Graduation Requirement 12	Lifelong learning: Having independent learning and lifelong learning consciousness, having the ability to learn continuously and to adapt to development.	Course Objective 1,2,7,8

(Note: Basic courses and specialized courses must correlate with the graduation requirements as specified in the Program outline. The correlated graduation requirement index point must be put before the descriptive phrases or sentences. General courses are exempted from this rule.)

#### IV Correlations between Course Content and Course Objectives

Num.	Course Content	Teaching Requirement	Period	Teaching modes	Course Objectives
1	<b>Course Content 1:</b> Seam corners	<b>Learning Objectives:</b> Learn to define & add seam corners for the digital patterns in Pattern Design system of Accumark system. <b>Course Content:</b> 1.Learn the name of the common seam corners. 2.Learn the methods of adding seam corners <b>Lab :</b> Complete the exercise of the seam corners. <b>HW:</b> Students complete the exercise of the seam corners.	6	Lecture& demonstration& tutorial	course objective 1, 2, 3, 5
2	<b>Course Content 2:</b> Add Seam corners for the collection	<b>Learning Objectives:</b> Learn to define & add seam corners for the digital patterns in Pattern Design system of Accumark system. <b>Course Content:</b> 1.Define your seam allowances for all your	3	Lecture& demonstration& tutorial	course objective 1, 3, 5,6

Num.	Course Content	Teaching Requirement	Period	Teaching modes	Course Objectives
		<p>patterns</p> <p>2.For the whole collection, edit &amp;add the seam corners in according to the different of patterns</p> <p>3.Swap the Sew and Cut Lines</p> <p><b>Lab :</b> Complete the seam allowance of the digital patterns.</p> <p><b>HW:</b> Students complete the seam allowance of the digital patterns.</p>			
3	<b>Course Content 3 :</b> The Grade Rule Table	<p><b>Learning Objectives:</b> Learn how to establish the Grade Rule Table for the digital patterns by using PDS system.</p> <p><b>Course Content:</b></p> <p>1. According to the collection, complete the grade rule.</p> <p>2.Completed the whole grade rule tables.</p> <p><b>HW:</b> Students complete grade rule tables.</p>	3	Lecture& demonstration& tutorial	course objective 1, 2, 3, 5
4	<b>Course Content 4 :</b> Establish the net digital patterns	<p><b>Learning Objectives:</b> Learn how to make the net digital patterns by using PDS system.</p> <p><b>Course Content:</b></p> <p>1.According to the collection, assign the rule table for the digital patterns.</p> <p>2.Assign all the rule number for each grading point.</p> <p>3.Check and complete the net digital patterns.</p> <p><b>HW:</b> Students complete grade rule tables.</p>	4	Lecture& demonstration& tutorial	course objective 3,4,6
5	<b>Course Content 5 :</b> Make marker for the grading digital patterns	<p><b>Learning Objectives:</b></p> <p>Learn how to make auto &amp;interactive marker for the grading digital patterns by using PDS system.</p> <p><b>Course Content:</b></p> <p>1.According to the collection, complete the process document for the patterns marker for all grading digital patterns</p> <p>2.Completed the whole process of automatic marker.</p> <p>3.Completed the interactive marker.</p> <p>4.Summarize the results, summarize the practice and complete the experiment report.<b>HW:</b> Students complete the experiment</p>	4	Lecture& demonstration& tutorial	course objective 2, 4, 7

Num.	Course Content	Teaching Requirement	Period	Teaching modes	Course Objectives
		report.			
6	<b>Course Content 6:</b> Sample checking, revising and approval and approval.	<p><b>Learning Objectives:</b></p> <p>1.Review and practice the process of Apparel manufacturing.</p> <p>2.Understand the relationship between the product development and the manufacturing process</p> <p><b>Course Content:</b></p> <p>1. Review and analysis the process of Apparel manufacturing.</p> <p>2. Introduce the relationship between product development and manufacturing, Students will focus on the processes of preproduction prepare including pattern making and revising, sample making and approval , labor management and how the selection of specific processes affect the market cost of the product.</p> <p><b>Pratice content:</b> Students select a basic product from the product-line designed by themselves at the course of Project Practice 1</p> <p>1.Pattern checking and revising.</p> <p>2.Sample checking ,remaking</p> <p><b>HW :</b> 1. Prepare everything for class according to course requirement.</p> <p>2.Continue finishing the details of the Praticce content</p>	5	Lecture& demonstration& tutorial	course objective 1, 2, 3, 5,6
7	<b>Course Content 7:</b> Developing Product Standards and Specifications	<p><b>Learning Objectives:</b></p> <p>1.Review the content and methods of technique designing</p> <p>2.Understand the main methods and procedures of technique designing through a giving apparel analysis and research .</p> <p><b>Course Content:</b></p> <p>1.Review the content and methods of technical designing,</p> <p>2.Sample garment analyzing and technical designing</p>	5	Lecture& demonstration& tutorial	course objective 1, 2, 4, 5, 6

Num.	Course Content	Teaching Requirement	Period	Teaching modes	Course Objectives
		<p>3.Developing Product Standards and Specifications</p> <p><b>Pratice content:</b></p> <p>1.Sample garment analysis and technical designing revises, including the stitch type and seam type selecting, the sewing thread and needle selecting, the proper technique and process using in the garment assembly and finishing</p> <p>2.Making and revising a specification after Sample garment analyzing and technical designing</p> <p><b>Key Points and special difficulties:</b> Product analyzing and specification writing</p> <p><b>HW:</b> 1.Go back through the Garment Analysis and Style Specification Worksheet for the product. Add another section to each part of the specification worksheet to make the specifications more complete.</p> <p>2. Writing of the sample garment specification.</p>			
8	<p><b>Course Content 8:</b> Garment breakdown and processes time study</p> <p>1.</p>	<p><b>Unit Objectives:</b></p> <p>1.Review garment breakdown and processes time study how to make a Cutting plan according to product order through Analyzing fabric characteristics and manufacturing technique of apparel .</p> <p>2.Understand the relationship between the garment breakdown and processes time study and the mass-production line design</p> <p><b>Course Contents:</b></p> <p>1.Garment processes breakdown</p> <p>2.Technical processes time study</p> <p><b>Pratice content:</b></p> <p>2.Garment processes breakdown ,write down and analysis the technical steps of garment when sample making</p> <p>Technical processes time study; make a technical processes flow chart ,write down the time cost of every step when sample making.</p> <p><b>Key Points and special difficulties:</b></p>	5	Lecture& demonstration& tutorial	course objective 1, 2, 3, 5,7

Num.	Course Content	Teaching Requirement	Period	Teaching modes	Course Objectives
		Technical processes time study <b>HW :</b> 1. Use stop watch to make a measurement and time study continue finishing the details of time measurement. 2.Making a flow diagram of the sample product.			
9	<b>Course Content 9:</b> The mass-production line design and Production line layout	<b>Unit Objectives:</b> 1.Review the principle and point of the mass-production line design and Production line layout 2.Understand the methods and technique of The mass-production line design and layout <b>Course Contents:</b> 1.The mass-production line design, estimate machines and workers numbers in a product line according to the data of time studying , calculate the pitch time of the production line ,combinate the technical steps properly according to the pitch time. 2.Production line layout ,design and make a good balance production line layout and try to get effective product flow in product line. <b>Pratice content:</b> 1.Analysis the data of time studying, estimate machines and workers numbers in a product line,then calculate the pitch time of the production line. 2.Make a good balance and effective production line layout according to the combination of the technical steps properly by using the pitch time. <b>Key Points and special difficulties:</b> Production line layout <b>HW:</b> 1. Making a flow diagram of the sample garment ,calculate the pitch time of the production line. 2. Making a diagram of the production line layout according to product technical analysis.	5	Lecture& demonstration& tutorial	course objective 1, 2, 3, 4, 6

## V Period Distribution and Teaching Modes

Unit project will be assigned in each unit, which can allow students to consolidate learning and can enhance students to analyze problem-solving abilities. Students should complete all unit project and final project to obtain the ability including basic skill, basic methods and practice ability, capability of solving problems by using PDS system.

### 1. Teaching Hours Allocation

#### (1) Theoretical Teaching Hours Allocation Table

Methods Class Hour Course Content	Teaching			Remark	Subtotal
	Lecture	Exercise	Discussion		
Seam corners	2				2
Edit & add seam allowance	1				1
The Grade Rule Table	1				1
Establish the net digital patterns	1				1
Make marker	1				1
Sample checking ,revising and approval	2				2
Developing Product Standards and Specifications	2				2
Garment breakdown and processes time study	2				2
The mass-production line design and Production line layout	2				2
Total	14				14

#### (2) Lab Hours Allocation Table

Experimental Project Name	Summary	Experimental Environment	Lab Hours	Number in Each Group	Experimental Attributes	Requirements
Seam corners	1、seam corners exercises 2、Add Seam corners for the collection	CAD Lab	4	1 person	design	required
Edit & add seam allowance	Edit & add seam allowance for the digital pattern	CAD Lab	2	1 person	design	required

The Grade Rule Table	establish the Grade Rule Table	CAD Lab	2	1 person	design	required
Establish the net digital patterns	make the net digital patterns	CAD Lab	3	1 person	design	required
Make marker	Make marker for the digital patterns	CAD Lab	3	1 person	design	required
Pattern checking and revising	Sample checking ,remaking and pattern revising	Marker Lab	3	1 person	basic	required
Sample garment analysis and technical designing	Making and revising a specification after Sample garment analyzing and technical designing	Marker Lab	3	1person	basic	required
Garment breakdown and processes time study	Garment processes breakdown and use stop watch to make a measurement of time study	Marker Lab	3	1person	basic	required
Make a good balance and effective production line layout	Make a good balance and effective production line layout according to the combination of the technical steps properly by using the pitch time	Marker Lab	3	1person	basic	required
Total			26			

## 2. Teaching Methods

A variety of teaching methods including situation teaching method, demonstration teaching method and tasking teaching method are applied. The combination of introduce, demonstration and inquiry are emphasized during teaching process to provide students with various learning experiences and encourage their initiatives.

## VI Assessment

Students will be evaluated on classroom performance, technical knowledge and demonstrated skills in completion of unit projects, final project and final exam.

Assessment Methods or Approaches	Assessment Requirements	Assessment Weighting	Evaluation of Course Objectives
Classroom Performance	Ask for leave before class if can't be present. Take an active part in class discussion.	10%	Course Objective 1,2,3,5
Unit Projects1	Complete conventional assignments on time and according to quality requirements.	10%	Course Objective 1,2,3,4,5,7,8
Final report 1	Complete big assignment on time and according to quality requirements.	35%	Course Objective 1,2,3,6,7,8
Unit Projects2	Complete conventional assignments on time and according to quality requirements.	25%	Course Objective 1,2,3,4,5,7,8
Final Project 2	Complete big assignment on time and according to quality requirements.	20%	Course Objective 1,2,3,6,7,8,9

## VII Textbooks and References

### 1. Recommended Textbook

- [1].张文斌, 纺织工业出版社 《服装工艺学——成衣工艺分册》
- [2].邹奉元主编: 《成衣工艺学》(第二版), 浙江大学出版社, 2016年出版
- [3] 罗戎蕾主编: 《服装 CAD 基础》, 高等教育出版社, 2009年出版。

### 2. Reference Material

- [1].Apparel Manufacturing Ruth E.Glock; Grace I.Kunz; Macmillan Publishing Company(2010).
- [2].姜蕾编著: 《服装生产工艺与设备》(第二版), 中国纺织出版社, 2008年出版。

### 3. Internet resource

- [1][http://www.icourses.cn/coursestatic/course\\_2175.html](http://www.icourses.cn/coursestatic/course_2175.html) (爱课程网-中国大学资源共享课)
- [2]<http://zjedu.mooccollege.com/course-home/655> (浙江省高等学校精品在线开放课程共享平台)

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**Reviewed by : YANG Yunchu (杨允出)**

**Date: 2021-5-20**

# Syllabus of Graduation Practice

**Course Name/Title:** Graduation Practice      **Course code:** 92952

**Course Type:** Specialized Course      Practical Compulsory Course

**Total Teaching Hours:** 2 weeks

**Course Credit:** 2

## I Course Introduction

"Graduation Practice" is one of the main contents of enterprise learning stage. This course should enable the students to have the professional knowledge to solve engineering problems of practical ability, to familiar with market research method, to content the users' needs and reach technology development, with planning and the ability to improve the plan, master the ability to choose the appropriate method of theory and practice to solve the practical engineering problems, strong sense of innovation and product development and design, technical transformation and preliminary innovation, have participated in the project and the project management ability, have effective communication, teamwork and good engineering ability.

## II Course Objective

### 1. Politic-Ideological Objectives

Course Objective 1: Strengthen students' ideals and beliefs, stimulate their patriotic feelings, enhance social responsibility.

Course Objective 2: Enable students to have high moral and professional ethics, cultivate students with the spirit of craftsmanship, unity and cooperation.

### 2. Knowledge Objectives

Course Objective 3: Familiar with the key process, related theory and professional knowledge of product development, production and circulation in garment enterprise.

Course Objective 4: Master the related theory and professional knowledge of garment production and management. Know about the frontier knowledge of clothing industry practice and research.

### 3. Capability Objectives

Course Objective 5: Have Practical ability, and the ability to apply the knowledge of engineering disciplines, engineering science, engineering technology and management learnt in the previous course.

Course Objective 6: Have the ability to adapt to the enterprise, understand the characteristics

of the department, management system and quality standards.

Course Objective 7: Have the ability to participate in projects and engineering management. Have abilities to conduct effective communication, team work. Have comprehensive engineering skills.

Course Objective 8: Have the ability to write reports and oral communication skills during internship defense.

#### 4. Quality Objectives

Course Objective 9: Master the method and means of solving practical problems with professional knowledge of clothing. Have the ability to multi angle analysis all kinds of garment production and garment management problems. Cultivate the quality of problem solving.

Course Objective 10: Strengthen the understanding and judgment of the professional function of fashion design and engineering, and promote the professional function quality.

### III Correlations between Course Objectives and Graduation Requirements

Graduation Requirements	Graduation Requirements Index Point	Course Objectives
Graduation Requirement 1	Engineering knowledge: Being able to apply mathematics, natural science, engineering foundation and professional knowledge to solve complex garment engineering problems.	Course Objective 3,4,5,6
Graduation Requirement 3	Design/Develop solution: Being able to design solutions for complex garment structures, processes, and manufacturing engineering problems; designing a system, unit, component, or process to meet a particular requirement; and being able to reflect innovation in the design process, taking into account social, health, safety, law, culture and environment factors.	Course Objective 3,4,5,6,7
Graduation 5	Using modern tools: Being able to develop, select and use appropriate technologies, resources, modern engineering tools, and information technology tools aiming at complex engineering problems, including the prediction and simulation of complex garment engineering problems, and understanding its limitation.	Course Objective 7,8,9
Graduation 6	Engineering and society: Being able to perform reasonable analysis based on relevant background of garment engineering, evaluating the impact of clothing engineering practices and complex clothing engineering problem solutions on society, health, safety, law and culture, and understanding the responsibility to be undertaken.	Course Objective 7,9,10
Graduation 7	Environment and sustainable development: Being able to understand and evaluate the impact of engineering practice aiming at complex clothing engineering problems on the sustainable development of environment and society.	Course Objective 1,7,9,10

Graduation Requirement 8	Professional norms: Having humanities, social and scientific qualities, and social responsibility, being able to understand and comply with the engineering ethics and norms and perform responsibility in garment engineering practices.	Course Objective 1,2,7,9,10
Graduation Requirement 9	Individuals and teams: Being able to take on roles of individuals, team members, and leaders in a multidisciplinary team.	Course Objective 2,6,7,9,10
Graduation Requirement 10	Communication: Being able to communicate and interchange effectively with industry colleagues and the public on complex garment engineering issues, including writing reports and design manuscript, statement, clarity expression or response command, and having a certain international vision, being able to communicate and interchange in a cross-cultural context.	Course Objective 7,8,9
Graduation Requirement 11	Project management: Understanding and mastering the principles of engineering management and economic decision making, and being able to be applied in a multidisciplinary environment.	Course Objective 9
Graduation Requirement 12	Lifelong learning: Having independent learning and lifelong learning consciousness, having the ability to learn continuously and to adapt to development.	Course Objective 4,9

#### IV Correlations between Course Content and Course Objectives

**Course Content 1:** Product design, production and sales process practice in garment enterprise (support course objective 1, 2, 3, 4, 5, 6, 7, 8,9,10)

**Reference Hours:** 2 weeks

##### **Learning Objectives:**

1. Grasp the methods and route of applying basic theory and methods of garment technology and management in actual production and operation of enterprise.
2. Familiar with methods and means of applying garment professional knowledge to solve practical problems. Improve the abilities of analyzing and solving all kinds of problems occur in garment production and management.
3. Deep understand the requirements of each part of the enterprise. Enhance the professional function and improve the adaptability of enterprises.

##### **Course Content:**

1. Use the knowledge to analyze the technical, management and other issues involved in the position.
2. Learn the whole process of new product development, production and sales. Identify the key points of new product development, production and sales.
3. Participate in or independently design, product or sell new products. Participate in or

independently solve technical and management problems encountered in practice.

4. Record the practice process. Think deeply, summarize and write practice diary and practice report.

5. Graduate practice defense

## V Period Distribution and Teaching Modes

### 1. Period Distribution

(1) Lab Hours Allocation Table

Experimental Project Name	Summary	Experimental Environment	Lab Hours	Number in Each Group	Experimental Attributes	Requirements
Graduate practice	Participate in the study and work in the related position of garment enterprise. Deal with the problems in garment production and management.	Garment enterprise	2 weeks	1	comprehensive	Required. The students complete the graduation practice under the guidance of the school instructor and the tutor.
Total			20			

Each student is required to write 2 pieces of internship diary, describing the whole process of graduation practice and reflection, finding the practice problems, finding solutions, and then write one practice report.

Reporting requirements:

(1) Summarize the practice of general situation of enterprises;

(2) Summary the technical work: including the associated with the work of the technical development, market, users' demand, technical scheme, the technical content and technical data (including design drawings, documents, etc.)

(3) Through the practice to found our shortage and make a summary to improve themselves.

### 2. Teaching Methods

Graduate practice is a compulsory course for students major in garment design and engineering before graduation design in senior year. It's a course for students to apply the

specialized knowledge and skills learnt in university to practice in the real world. All the hours should be done in enterprise.

1. Make clear the purpose of practice. Through the course, students can use their own professional theoretical knowledge to participate in the relevant departments of the enterprise to learn and work. Meanwhile, their practical ability of integrating theory with practice will be trained.

2. Put forward the basic requirement of strengthening practice. In order to achieve the purpose of teaching, this course defines the basic requirements for practice. That is, through the practice in the enterprise, students should: a. Understand the technical phase of product design (or development, or processing, or marketing etc.); b. Be able to work independently; c. Be able to identify problems, analyze problems, and propose new ideas or rationalization proposals in combination with practice.

### 3. Suggestions for Course Learning

It is a course to apply the specialized knowledge and skills learnt in university to practice in the actual work of enterprise. The students will complete the graduation practice under the guidance of the school instructor and the tutor.

1. According to the arrangement of tutor, the students participate in design, production, marketing, international trade etc. They are expected to understand the division of labor in different departments of an enterprise, and put forward their own opinion.

2. The students interactive analyze and discuss with the teacher towards existing problems in garment enterprises, understand the theory knowledge they learnt, and gradually deepen the understanding of the overall knowledge system and improve the operation skills.

## VI Assessment

Students will be evaluated on Practice performance, Practice report and Practice defense.

Assessment Methods or Approaches	Assessment Requirements	Assessment Weighting	Evaluation of Course Objectives
Practice performance	Attendance, working ability and working attitude	50%	Course Objective 1,2,3,4,5,7,8,9,10
Practice report	2 practice diary, 1 practice report. Writing should be standard, record should be detailed, summary should be thorough.	40%	Course Objective 1,2,3,4,5,6,7,8,9,10
Practice defense	Explain clearly, answer questions correctly.	10%	Course Objective 1,2,8,9,10

## **VIII Textbooks and References**

### **1. Reference Textbook**

[1] Paula J. Myers-McDevitt: 《Apparel Production Management and the Technical Package》  
(1st Edition) , Fairchild Books, 2010.

[2] Ruth E.Glock, Grace I.Kunz: 《Apparel Manufacturing: Sewn Product Analysis》 (4<sup>th</sup>  
Edition) , Macmillan Publishing Company, 2004.

[3] 张文斌等编著: 《成衣工艺学》(第3版), 中国纺织出版社, 2008年出版。

[4] 陈霞主编: 《服装生产工艺与流程》(第2版), 中国纺织出版社, 2014年出版。

[5] 孙菊剑: 《服装零售终端运营与管理》(第2版), 东华大学出版社, 2014年出版。

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**Date: 2021-5-20**

## Syllabus of Graduation Design (Thesis)

**Course Name/Title:** Graduation Design (Thesis)      **Course Code:** 92953

**Course Type:** Specialized Course      Practical Compulsory Course

**Total Teaching Hours:** 16 weeks

**Course Credit:** 8

### I Course Introduction

"Graduation Design (Thesis)" is the primary method to overall inspect the training effect of students' comprehensive quality and practical ability, as well as an important foundation of graduation and degree certification in Fashion Design and Engineering Specialty. Graduation Design (Thesis) includes the whole procedures such as thesis proposal, design (thesis) and defense. This course should enable the students to make comprehensive use of the knowledge and skills, improve the ability to analyze and solve practical problems, be brave in exploration and innovation in practice, hold serious scientific attitude and rigorous work style.

### II Course Objective

#### 1. Knowledge Objectives

**Course Objective 1:** Absorb new research ideas and methods by reading Chinese and foreign literature. Cite documents reasonably, analyze and summarize domestic and international research results in the field of clothing. Put forward some theoretical and practical research topics, and complete the literature review.

**Course Objective 2:** Master the basic methods of the subject research. Use the professional knowledge of clothing and other engineering knowledge to design the technical line of the project.

**Course Objective 3:** Master the method of writing scientific papers. Be able to systematically describe the procedure such as background, experiment and analysis, conclusion and application of the subject.

#### 2. Capability Objectives

**Course Objective 4:** Through the training of graduation design (thesis), students will have the ability to obtain information, analyze independently, read and translate foreign language literature in this field.

**Course Objective 5:** Have the ability to master the basic theory and skills of the subject, and can have project approachment.

**Course Objective 6:** Have the ability to use computer (including retrieving information, computer graphics, data processing, applications of multimedia software, etc.).

**Course Objective 7:** Have the ability to write a paper or design specification, and oral

expression capacity on the thesis defense.

### 3. Quality Objectives

**Course Objective 8:** Through studying this course, with the help of professional teachers, students will fully exercise their capacity to solve practical problem by using of the knowledge and skills comprehensively.

**Course Objective 9:** Train students' scientific research ability, at the same time, edify their spirit of independent analysis and innovation.

**Course Objective 10:** Enhance students' confidence in domestic scientific research and technology, and encourage students to make their own contributions to the scientific research and technological development in China.

### III Correlations between Course Objectives and Graduation Requirements

<b>Graduation Requirements</b>	<b>Graduation Requirements Index Point</b>	<b>Course Objectives</b>
Graduation Requirement 1	Being able to apply mathematics, natural science, engineering foundation and professional knowledge to solve complex garment engineering problems.	Course Objective 1,2,3,4,9
Graduation Requirement 2	Being able to apply to the basic theory of mathematics, natural science and engineering science. Identifying, expressing, and analyzing complex garment engineering problems through literature research to obtain effective conclusions.	Course Objective 1,2,3,4,6,8, 10
Graduation Requirement 3	Being able to design solutions for complex garment structures, processes, and manufacturing engineering problems; designing a system, unit (component) or process to meet a particular requirement; and being able to reflect innovation in the design process, taking into account social, health, safety, law, culture and environment factors.	Course Objective 1,2,3,5,6,8
Graduation Requirement 4	Being able to study complex garment engineering problems based on scientific principles, including designing experiments, analyzing and interpreting data, and getting reasonable and valid conclusions through information synthesis.	Course Objective 2,3,5,6,7,9
Graduation Requirement 5	Being able to develop, select and use appropriate technologies, resources, modern engineering tools, and information technology tools aiming at complex engineering problems, including the prediction and simulation of complex garment engineering problems, and understanding its limitation.	Course Objective 4,5,6,8, 10
Graduation Requirement 6	Being able to perform reasonable analysis based on relevant background of garment engineering, evaluating the impact of clothing engineering practices and complex clothing engineering problem solutions on society, health, safety, law	Course Objective 1,3,4,5,8

	and culture, and understanding the responsibility to be undertaken.	
Graduation Requirement 7	Being able to understand and evaluate the impact of engineering practice aiming at complex clothing engineering problems on the sustainable development of environment and society.	Course Objective 1,3,4,8
Graduation Requirement 8	Having humanities, social and scientific qualities, and social responsibility, being able to understand and comply with the engineering ethics and norms and perform responsibility in garment engineering practices.	Course Objective 1,2,4,9
Graduation Requirement 9	Being able to take on roles of individuals, team members, and leaders in a multidisciplinary team.	Course Objective 2,3,4,9
Graduation Requirement 10	Being able to communicate and interchange effectively with industry colleagues and the public on complex garment engineering issues, including writing reports and design manuscript, statement, clarity expression or response command, and having a certain international vision, being able to communicate and interchange in a cross-cultural context.	Course Objective 1,2,3,4,5,7, 10
Graduation Requirement 11	Understanding and mastering the principles of engineering management and economic decision making, and being able to be applied in a multidisciplinary environment.	Course Objective 8,9
Graduation Requirement 12	Having independent learning and lifelong learning consciousness, having the ability to learn continuously and to adapt to development.	Course Objective 4,5,6,7,8,9, 10

#### IV Correlations between Course Content and Course Objectives

**Course Content 1: Literature Review** (Support course objective 1, 3, 4, 10)

**Course Content and Learning Objectives:**

1. Divide different subject words according to the topic; Complete relevant research by searching relevant literature.
2. Summary and integrate literature according to the background of the selected topic, the significance of the topic, research methods, research results and so on.
3. Write references separately, attached with reference documentations.

**Key Point:** Synthesizing the theories and facts put forward in other documents, and comparing various academic viewpoints by asking questions and analyzing problems. Clarify the history, current situation and development direction of the question.

**Difficult Point:** Literature can not be a simple stack of existing papers. Through the discussion, we should generally reflect the present research situation, point out the existing problems as well as the development trend and direction in the future.

**Course Content 2: Thesis Proposal** (Support course objective 1,2,5,7,8,9, 10)

**Course Content and Learning Objectives:**

1. Summarize the significance of the topic, and analyze the feasibility of the subject.
2. Draw up the basic content of the research and the main problems to be solved.
3. Draw up the overall research ideas (methods and technical routes) and expected research results.
4. Arrange research work plan (schedule).
5. Defense the thesis with PPT.

Key Point: Draw up the basic content of the research and the main problems to be solved.

Difficult Point: Draw up the overall research ideas (methods and technical routes) and expected research results.

**Course Content 3: Subject Implementation** (Support course objective 3,4,5,6,7,8,9)

**Course Content and Learning Objectives:**

1. Draw up detailed rules for the implementation of the subject experiment.
2. Implement experiment part of the subject and gain the relevant experimental data.
3. Using a variety of analysis methods, related software to process data.

Key Point: Experimental implementation of the subject: Ensure the accuracy and reliability of the data.

Difficult Point: Rational use of analytical methods: The method of analysis should be innovative and practical.

**Course Content 4: Thesis Writing** (Support course objective 1,2,3,5,6,7,8,9)

**Course Content and Learning Objectives:**

1. Summarize the subjects, tools and methods of the project.
2. Discusses the subject analysis process: Expound the analysis method, analysis procedure and related conclusions by using specialty theories.
3. Summarize the conclusion of the thesis, refine the innovation point of the thesis and put forward the prospect.

Key Point: Expound the analysis method, analysis procedure and related conclusions by using specialty theories.

Difficult Point: Some innovations have been made in the oretical discourse, analytical means, etc.

**Course Content 5: Thesis Defense** (Support course objective 3,5,6,7,9, 10)

**Course Content and Learning Objectives:**

1. Make PPT reports systematically and succinctly aimed at the detail implementation of the project.
2. State the background of the subject, implementation methods, results and other related content concisely and clearly.

Key Point: Concisely describe the research process of the subject, and point out the conclusions and innovations of the thesis.

Difficult Point: According to teachers' questions, explain reasonably and express views correctly.

**V Period Distribution and Teaching Modes**

**1. Teaching Hours Allocation**

<b>Experimental Project Name</b>	<b>Summary</b>	<b>Experimental Equipment or Environment</b>	<b>Lab Hours</b>	<b>Number in Each Group</b>	<b>Experimental Attributes</b>	<b>Requirements</b>
<b>Literature Review</b>	More than 10 references were searched, and the literature review should be at least 2000 words.		2 weeks	1	Comprehensive	Required
<b>Literature Translation</b>	More than 2 foreign language materials (about 10000 characters); 2 English translations of more than 2000 Chinese characters should be completed. The source text will		1 weeks	1	Comprehensive	Required

	be printed at the front of the translation, and the original text will be appended after the translation.					
<b>Thesis Proposal</b>	No less than 3000 words, including the following: A. Analysis of significance and feasibility; B. Research on the basic content and the main problems to be solved; C. The overall research ideas (methods and technology) and the expected results; D. Research plan (schedule); E. Reference; F. Reply comments and signature of group teachers.		2 weeks	1	Comprehensive	Required
<b>Subject Implementation</b>	Test, process data and analyze according to the schedule of the proposed report.	Garment engineering laboratory or other laboratory sites required by the instructor.	4 weeks	1	Comprehensive	Required
<b>Thesis Writing</b>	Independently complete the		5 week	1	Comprehensive	Required

	thesis writing (not less than 10000 words) and bound according to graduation thesis writing requirements, including cover, letter of integrity, Chinese abstract, foreign language abstract, catalogue, thesis body, reference, acknowledgment and appendix.		s			
<b>Thesis Defense</b>	Summarize and make statements with PPT, according to the specific implementation of the topic. Answer questions raised by the teachers in the team.		2 weeks	1	Comprehensive	Required

## 2. Suggestions for Teaching

This course is a link of practical teaching, with emphasis on encouraging students to make experiment and writing independently, but the guidance of professional teachers is still very important. To ensure the quality of graduation design (thesis), the number of students instructed by each teacher should be appropriate. In principle, there are no more than 6 students in the field of science and engineering, and each teacher's instruction time should be no less than once a week.

The teacher needs to do the following things:

(1) Guide students to choose subjects, and fill in the task book and schedule carefully before the students enter the subject.

(2) Guide students to gather information, read the relevant literature, write literature review, subject-selecting report, foreign language translation, manual or report of graduation project and paper correctly, and which should be carefully reviewed.

(3) Being responsible for student's attendance, checking the progress and quality of their work regularly, and discuss with students.

(4) Guide students to handle the relationship between graduation project (Thesis) and employment properly, and provide employment guidance for students actively.

(5) Guide students to grasp the characteristics of China's fashion industry, select the unique innovative research topic, and carry out research on the fashion industry with Chinese characteristics.

(6) Help students enhance their confidence in domestic file of scientific research and technology, and encourage students to make their own contributions to domestic scientific research and technological development.

### 3. Suggestions for Course Learning

Students must complete the task of graduation design (Thesis) in strict quality and quantity according to the requirements of the instructors. Also students must complete the task of graduation project (Thesis) independently and give full play to subjective initiative and creativity. What's more, the graduation design documents must comply with the format specifications and writing requirements, otherwise, there is no qualification for graduation defenses. Finally, make necessary modifications in time according to the respondents' opinions after the defenses.

### VI Assessment

Assessment Methods or Approaches	Assessment Requirements	Assessment Weighting	Evaluation of Course Objectives
The teacher who guide papers and achievements scoring	<ul style="list-style-type: none"> <li>● The quality of literature review is good. The reference literature of reading is abundant, and the number of words is up to standard.</li> <li>● The task of the project should be understood and reasonable implementation plan should be proposed, the report content meets the requirement, and the quality is high.</li> </ul>	35%	Course Objective 1,2,3,4,5,6,7,8,9

	<ul style="list-style-type: none"> <li>● Perform the required tasks excellently; good learning attitude and initiative; respect teachers and have good cooperation spirit; observe discipline without truancy; take care of public facilities</li> </ul>		
The paper reviews teachers (or review group) scoring	<ul style="list-style-type: none"> <li>● Closely linked to the training target of this major, and the practical significance is obvious.</li> <li>● The quality of the literature review is good. The reference literature of reading is abundant, and the number of words is up to standard.</li> <li>● The task of the project should be understood and reasonable implementation plan should be proposed, the report content meets the requirement, and the quality is high.</li> <li>● Complete the foreign language translation on time according to the requirements, which is accurate and of good quality. The research approach of the graduation project (Thesis) is reasonable and with unique and innovative views. The experimental data is accurate and reliable. Students should have strong practical ability who can skillfully use the basic theory and basic skills of the profession, and express the concepts clearly and correctly; students should master the calculation method skillfully, and calculate the result correctly. The structure of the thesis is rigorous, the level is clear, the writing is fluent, the logic is careful. If there are diagrams, the diagrams are made accurately and elegant, and the format is standardized.</li> </ul>	35%	Course Objective 1,2,3,4,5,6,7,8,9
Thesis defense team scoring	Explain the concept accurately and clear in thinking, and can correctly and	30%	Course Objective 2,3,5,6,7

	fluently answer the main questions raised by the respondent team.		
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## VII Textbooks and References

According to the nature and direction of the subject, the relevant materials and reference materials are recommended by the supervisor when the assignment book is issued.

**Written by: ZHAI Lina (翟丽娜)**

**Reviewed by: YANG Yunchu (杨允出)**

**Date: 2021-5-20**

# Syllabus of Practice in Fashion Firms

**Course Name/Title:** Practice in Fashion Firms      **Course code:** 92954

**Course Type:** Specialized Course      Practical Compulsory Course

**Total Teaching Hours:** 2Weeks

**Course Credit:** 2

## I Course Introduction

This course is a practical course arranged centrally. It is a required course for the specialty of fashion engineering. The purpose is to enable students to further understand the actual situation of the production, operation and management of modern garment enterprises, and to deepen the understanding of the theoretical knowledge and enhance the perceptual knowledge. Through production practice, enhance the practical ability of students, require students to use the learned knowledge and skills to solve and deal with actual problems occurring in production process. Further enhance their capability of analyzing and solving problems.

## II Course Objective

### 1. Knowledge Objectives

Course Objective 1: Be familiar with production process, equipment commonly used and methods of workmanship.

Course Objective 2: Grasp the strategy and method of the actual operation of fashion firms;

### 2. Capability Objectives

Course Objective 3: Cultivate the strong adaptability to fashion firms and know management system well.

Course Objective 4: Promote the professional quality of the clothing design and engineering.;

Course Objective 5: Solve practical problems by utilizing theoretical knowledge

### 3. Quality Objectives

Course Objective 6: Strengthen the understanding and judgement of the professional function of fashion design and engineering, and promote the professional function quality.

Course Objective 7: Obtain the basic essence of professional staff in apparel industry, the inner quality of group cooperation and to develop the good habit of diligent thinking and in-depth study.

Course Objective 8: Cultivate students to be practical and rigorous, patient and focused,

hardworking. Enhance students' ability of teamwork, problem solving and entrepreneurship.

### III Correlations between Course Objectives and Graduation Requirements

<b>Graduation Requirements</b>	<b>Graduation Requirements Index Point</b>	<b>Course Objectives</b>
Graduation Requirement 3	Design/Develop solution: Being able to design solutions for complex garment structures, processes, and manufacturing engineering problems; designing a system, unit, component, or process to meet a particular requirement; and being able to reflect innovation in the design process, taking into account social, health, safety, law, culture and environment factors.	Course Objective 1,2,4
Graduation Requirement 4	Research: Being able to conduct research on complex garment engineering problems based on scientific principle and applying scientific methods, including experimental design, data analysis and interpretation, and getting valid conclusions through information integration.	Course Objective 2,4,5,6,8
Graduation Requirement 5	Using modern tools: Being able to develop, select and use appropriate technologies, resources, modern engineering tools, and information technology tools aiming at complex engineering problems, including the prediction and simulation of complex garment engineering problems, and understanding its limitation.	Course Objective 1,2,3,4,5
Graduation Requirement 6	Engineering and society: Being able to perform reasonable analysis based on relevant background of garment engineering, evaluating the impact of clothing engineering practices and complex clothing engineering problem solutions on society, health, safety, law and culture, and understanding the responsibility to be undertaken.	Course Objective 4,5,6,8
Graduation Requirement 7	Environment and sustainable development: Being able to understand and evaluate the impact of engineering practice aiming at complex clothing engineering problems on the sustainable development of environment and society.	Course Objective 5, 6
Graduation Requirement 8	Professional norms: Having humanities, social and scientific qualities, and social responsibility, being able to understand and comply with the engineering ethics and norms and perform responsibility in garment engineering practices.	Course Objective 3, 4,6,7
Graduation Requirement 9	Individuals and teams: Being able to take on roles of	Course Objective

	individuals, team members, and leaders in a multidisciplinary team.	6,7,8
Graduation Requirement 10	Communication: Being able to communicate and interchange effectively with industry colleagues and the public on complex garment engineering issues, including writing reports and design manuscript, statement, clarity expression or response command, and having a certain international vision, being able to communicate and interchange in a cross-cultural context.	Course Objective 4, 5, 6, 7,8
Graduation Requirement 11	Project management: Understanding and mastering the principles of engineering management and economic decision making, and being able to be applied in a multidisciplinary environment.	Course Objective 2,3,5,6
Graduation Requirement 12	Lifelong learning: Having independent learning and lifelong learning consciousness, having the ability to learn continuously and to adapt to development.	Course Objective 7

#### IV Correlations between Course Content and Course Objectives

**Course Content 1:** Practice in products development and production process(support course objective 1, 2,3,4, 5, 6, 7)

**Reference Hours:** 2 weeks

##### Learning Objectives:

1. Understand deeply the basic concept and method of technology and management of garment production.
2. Grasp the actual production experience
3. Finish the design of new product, the flow chart of production process and try to participate in production

##### Course Content:

1. Utilize the knowledge learned to analyze the problems of technology and workmanship
2. Study the process of new products design, grasp the key points of design
3. Study the process of production and grasp the key points

#### V Period Distribution and Teaching Modes

##### 1. Teaching Hours Allocation

##### Lab Hours Allocation Table

Experimental	Summary	Experimental	Lab	Number	Experimental	Requirements
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Project Name		Environment	Hours	in Each Group	Attributes	
Practice in fashion firms	Participate in production, cooperate with the technicians to solve technical problems of production process	Workrooms in fashion firms	2 weeks	1 person	integrated	required
Total			2weeks			

Ten internship diaries and one internship report are required

## 2. Suggestions for Teaching

This is a course of utilizing the knowledge learned to solve practical problems. All the time of internship is arranged in fashion firms.

1) Confirm aim: Through 2 weeks' internship, students can participate in departments of firms to work by utilizing the knowledge learned. The working capability of students will be enhanced.

2) Upgrade request:

- a. Understand the content of products design (or development, manufacturing, marketing)
- b. Accomplish the jobs in position independently
- c. Find out problems, analyze problems and give some reasonable suggestion.

## 3. Suggestions for Course Learning

1. Students participate in the departments of design, production, marketing and trading, work and study in different positions, find out problems and solve problems by utilizing the knowledge learned. In the process of practice, 10 internship diaries are required to record the jobs every day.

2. Internship report is required. The report should objectively record the process of practice, combine with professional knowledge, evaluate all aspects of the enterprise production and management, give reasonable suggestion and creative thinking, put forward a better solution.

## VI Assessment

Students will be evaluated on attendance, practice performance and final reports.

Assessment Methods or Approaches	Assessment Requirements	Assessment Weighting	Evaluation of Course Objectives
Attendance	Attend all the teaching sessions on time and ask for leave without any reason	10%	Course Objective 6, 7
Practice performance	According to the practice dairy ,evaluate Practice attitude , and actively participation in practice and study	50%	Course Objective 1, 2, 3, 4, 5
Final reports	Record in detail, find out problems, give suggestion, has standard format	40%	Course Objective 1, 2, 3, 4, 5, 6, 7

## VII Textbooks and References

### 1. Recommended Textbook

[1]邹奉元：《成衣工艺学》，浙江大学出版社，2016。

### 2. Reference Book

[1]姜蕾：《服装生产工艺与设备》（第二版），中国纺织出版社，2008。

[2]鲍卫君：《服装制作工艺(成衣篇)》（第3版），中国纺织出版社，2016。

[3]陈霞：《服装生产工艺与流程》（第2版），中国纺织出版社，2014。

### 3. Internet Resource

[1][http://www.icourses.cn/coursestatic/course\\_2175.html](http://www.icourses.cn/coursestatic/course_2175.html)

[2]<http://zjedu.moocollege.com/course-home/655>

Written by: KONG Yuan (孔媛)

Reviewed by: YANG Yunchu (杨允出)

Date: 2021-5-20

# Syllabus of SPSS Data Analysis in Garment Research

**Course Name/Title:** SPSS Data Analysis in Garment Research      **Course code:** 92957

**Course Type:** Basic Courses      Compulsory Course

**Total Teaching Hours:** 32 (Classroom Hours:20      Laboratory Hours or Tutorial Hours: 12 )

**Course Credit:** 2

## I Course Introduction

This is a practical course on introducing data analysis with SPSS software. Topics include: brief Introduction to SPSS, frequencies and descriptive Statistics, graphical presentation, T tests and analysis of variance, non-parametric tests, correlate and regression, factor analysis, cluster analysis. Emphasis in this course is on the application and analysis of the statistical data in apparel engineering area, especially in apparel marketing research and experimental data analysis.

Students are expected to complete a project on a real data set. Students who complete this course will be able to perform basic statistical computing using SPSS in apparel marketing research and experimental data analysis. Furthermore, they will have sufficient knowledge of data analysis to take upper-level applied statistics courses.

## II Course Objective

### 1. Knowledge Objectives

Course Objective 1: Be able to perform basic statistical computing using SPSS in apparel marketing research and experimental data analysis.

Course Objective 2: Know how to analyze the results outputted from SPSS system and write the analyzing report.

### 2. Capability Objectives

Course Objective 3: Be familiar with the descriptive statistics and the application of tables and graphs using SPSS system.

Course Objective 4: Know how to apply some professional statistics methods to analyze the problems in apparel marketing research.

Course Objective 5: Know how to apply some professional statistics methods to analyze the experimental data in garment engineering experiments and marketing research .

### 3. Quality Objectives

Course Objective 6: Obtain the basic theory knowledge of professional statistics and have comprehensive knowledge of data analysis for garment project research and further graduate studies.

Course Objective 7: Cultivate students to respect data and seek truth from facts or data.

### III Correlations between Course Objectives and Graduation Requirements

Graduation Requirements	Graduation Requirements Index Point	Course Objectives
Graduation Requirement 4	Research: Being able to conduct research on complex garment engineering problems based on scientific principle and applying scientific methods, including experimental design, data analysis and interpretation, and getting valid conclusions through information integration.	Course Objective 1,2,3,4,5,6,7
Graduation Requirement 5	Using modern tools: Being able to develop, select and use appropriate technologies, resources, modern engineering tools, and information technology tools aiming at complex engineering problems, including the prediction and simulation of complex garment engineering problems, and understanding its limitation.	Course Objective 1,2,3,4,5,6,7
Graduation Requirement 8	Professional norms: Having humanities, social and scientific qualities, and social responsibility, being able to understand and comply with the engineering ethics and norms and perform responsibility in garment engineering practices.	Course Objective 1,2,6,7
Graduation Requirement 12	Lifelong learning: Having independent learning and lifelong learning consciousness, having the ability to learn continuously and to adapt to development.	Course Objective 6,7

### IV Correlations between Course Content and Course Objectives

**Course Content 1:** SPSS Basic Knowledge (support course objective 1, 2)

**Reference Hours:** 4 hours (Lecture 3hours, Lab 1hour)

**Learning Objectives:**

1. Learn characteristics and requirements of this course.
2. Learn the basic knowledge of SPSS system.

**Course Content:**

1. Overview of SPSS system
2. Database Files and data Editor
3. Syntax Editor and Output View
3. Data Preparation and transformation
4. File Handling and File Transformations

**Lab:** Be familiar with the interface of Data Editor in SPSS system; Data Preparation and transformation.

**HW:** Install the SPSS system in your own computer; create a data spreadsheet based on a real questionnaire.

**Course Content 2:** Descriptive Statistics, Tables and Graphs (support course objective 1, 2, 3, 5)

**Reference Hours:** 5 hours (Lecture 3hours, Lab 2hour)

**Learning Objectives:**

1. Learn the descriptive Statistics methods and application.
2. Learn to do data analysis using tables and graphs.

**Course Content:**

1. Frequencies statistics
2. Descriptive statistics
3. Explore and Crosstabs
4. Multiple Response Analysis
5. Custom Tables and Graphs
6. Case Study in Apparel Marketing Research

**Lab:** (1) A comprehensive analysis based on a questionnaire investigation of apparel marketing; (2) A comprehensive analysis based on a selling data of apparel products

**HW:** Write a report based on above two comprehensive analysis.

**Course Content 3:** T-Tests and ANOVA (support course objective 1, 2, 3, 5)

**Reference Hours:** 4 hours (Lecture 3hours, Lab 1hour)

**Learning Objectives:**

1. Learn the functions and application of T-Tests.
2. Learn the functions and application of ANOVA.

**Course Content:**

1. One-Sample T Test
2. Independent Samples T Test
3. Paired Samples T Test
4. One Way ANOVA
5. GLM Model

**Lab:** Case Study of T Tests and ANOVA

**HW:** Application of T Tests and ANOVA in apparel marketing or experimental data analysis

**Course Content 4:** Nonparametric Tests (support course objective 1, 2, 3, 5)

**Reference Hours:** 3 hours (Lecture 2hours, Lab 1hour)

**Learning Objectives:**

1. Learn the nonparametric tests methods and the application.

**Course Content:**

1. One-Sample Nonparametric Tests
2. Independent-Samples Nonparametric Tests
3. Related-Samples Nonparametric Tests
- 4.

**Lab:** Case Study of Nonparametric Tests

**HW:** Application of Nonparametric Tests in apparel marketing or experimental data analysis.

**Course Content 5:** Correlate and Regression (support course objective 1, 2, 3, 5)

**Reference Hours:** 5 hours (Lecture 3hours, Lab 2hour)

**Learning Objectives:**

1. Learn the correlate analysis and application.
2. Learn the regression analysis and application.

**Course Content:**

1. Bivariate Correlations
2. Partial Correlations
3. Linear Regression
4. Curve Estimation
5. Logistic Regression
6. Nonlinear Regression

**Lab:** Case Study of Correlate and Regression Analysis

**HW:** Application of Multiple Linear Regression in apparel marketing or experimental data analysis.

**Course Content 6:** Cluster and Discriminant Analysis (support course objective 1, 2, 3, 5)

**Reference Hours:** 3 hours (Lecture 2hours, Lab 1hour)

**Learning Objectives:**

1. Learn the Cluster Analysis and application.
2. Learn the Discriminant and application.

**Course Content:**

1. TwoStep Cluster Analysis.
2. Hierarchical Cluster Analysis
3. Discriminant Analysis

**Lab:** Case Study of Cluster analysis and Discriminant Analysis

**HW:** Case Study of Cluster analysis and Discriminant Analysis

**Course Content 7:** Factor Analysis and Reliability Analysis (support course objective 1, 2, 3, 5)

**Reference Hours:** 4 hours (Lecture 2hours, Lab 2hour)

**Learning Objectives:**

1. Learn the Factor analysis and application.
2. Learn Principal component analysis and application.

**Course Content:**

1. Factor Analysis Descriptives
2. Factor Analysis Extraction
3. Factor Analysis Rotation
4. Factor Analysis Scores
5. Principal component analysis
5. Using reliability measures to analyze survey items

**Lab:** Case Study of Factor Analysis, Principal component analysis and Reliability Analysis

**HW:** Case Study of Factor Analysis, Principal component analysis and Reliability Analysis

**Course Content 8:** Case Study and Final Project (support course objective 1, 2, 3, 5)

**Reference Hours:** 4 hours (Lecture 2hours, Lab 2hour)

**Learning Objectives:**

1. Learn the overview of data analysis in apparel engineering.
2. Learn how to do data analysis in apparel engineering.

**Course Content:**

1. The overview of data analysis in apparel engineering
2. Case studies of data analysis in apparel marketing research
3. Case studies of Experimental data analysis in garment or fabric performance research
4. Case studies of Anthropometric data and Ergonomic research
5. Final Project: Case studies of data analysis in apparel engineering

**Lab:** Final Project: Case studies of data analysis in apparel engineering

**HW: Final Project:** Case studies of data analysis in apparel engineering

**V Period Distribution and Teaching Modes**

**1 Practice Plan and Requirement**

Hours	Teaching Methods	Lecture	Exercise or Lab	Discussion	Notes	Total
Course content						
Unit 1: SPSS Basic Knowledge		3	1	0		4
Unit 2: Descriptive Statistics, Tables and Graphs		3	2	0		5
Unit 3: T-Tests and ANOVA		3	1	0		4
Unit 4: Non parametric Tests		2	1	0		3
Unit 5: Correlate and Regression		3	2			5
Unit 6: Cluster and Discriminant Analysis		2	1	0		3
Unit 7: Factor Analysis and Reliability Analysis		2	2	0		4
Unit 8: Case Study and Final Project		2	2	0		4
Total		20	12	0		32

**2 Suggestions for Teaching**

A variety of teaching methods and a flexible range of activities are suggested to provide students with various learning experiences and encourage their initiatives. Each 4 hour class meeting for the course will be taught in a computer classroom so that students will have access to software for all parts of the course. Each unit will involve lectures combined with computer lab demonstrations.

**3 Suggestions for Course Learning**

Homework is an important part to guide students to learn and check the teaching effectiveness, and a sign to reflect the requirements of the course. In general, Unit project will be assigned in each unit, which can allow students to consolidate learning and can enhance students to analyze problem-solving abilities.

**VI Assessment**

(Assessment content and methods must correlate with course objectives.)

Assessment Methods or Approaches	Assessment Requirements	Assessment Weighting	Evaluation of Course Objectives
Attendance	Present on time	10%	
Assignments	According each assignment requirement	55%	Course Objective 1,2,3,4,5,6,7
Final Project	According the final project requirements	35%	Course Objective 1,2,3,4,5,6,7

Note: 1. Assessment methods or approaches mainly include classroom performance, conventional assignments, unit tests, mid-term exam, final exam, big assignments, course paper, project design and works, etc.

2. Assessment requirements include frequencies of assignments, assessment methods (open-book, close-book), and project design requirements, etc.

3. Assessment Weighting refers to the percentage that assessment methods or approaches take up in the total score.

## **VII Textbooks and References**

### **1. Recommended Textbook**

[1] 薛薇, SPSS 统计分析方法与应用(第 4 版), 中国电子出版社, 2017 年

### **2. Reference Book**

[1]. 刘小红 编著: 《服装营销数据分析》, 中国纺织出版社, 2005 年。

[2]. 张莉, 刘国联 编著: 《服装市场调研分析——SPSS 的应用》, 中国纺织出版社, 2003 年出版。

[3]. Discovering Statistics Using IBM SPSS Statistics (3 edition), SAGE Publications Ltd, 2009

[4]. Alistair W.Kerr, Howard K Hall and Stephen A Kozub. Doing Statistics with SPSS. SAGE Publications, 2002.

### **3. Internet Resource**

[1] The help documents of IBM SPSS system, <http://127.0.0.1:54798/help/index.jsp>

**Written by: Yang Yunchu (杨允出)**

**Reviewed by: WU Qiaoying (吴巧英)**

**Date: 2021-5-20**

# Syllabus of Fashion Sketch

**Course Name/Title:** Fashion Sketch      **Course code:** 93901

**Course Type:** Basic Course    Optional Course

**Total Teaching Hours:** 32 (Classroom Hours:16    Laboratory Hours or Tutorial Hours: 16)

**Course Credit:** 2

## I Course Introduction

Fashion Sketch is a fundamental course for undergraduate major in apparel. This course should enable students with basic fashion drawing technology to understand the method and process of drawing in apparel design.

## II Course Objective

### 1. Political Objective

Course Objective 1: Look for the essence of Chinese traditional painting art, insisting that the nation is the world, and insisting on cultural self-confidence.

### 2. Knowledge Objectives

Course Objective 2: Understand the proportions of the contemporary fashion figure.

Course Objective 3: Sketch the fashion figure in front, turned and back views.

### 3. Capability Objectives

Course Objective 4: Learn to identify and sketch garment details and silhouettes that will enable the student to clothe the fashion figure in their own original designs.

Course Objective 5: Learn to render designs in marker and colored pencils..

Course Objective 6: Understand color theory and its application to contemporary fashion trends.

Course Objective 7: Understand a variety of sketching such as roughs, design development and finished art.

### 4. Quality Objectives

Course Objective 8: Acquire the skills to create a simple design presentation.

Course Objective 9: Learn to develop free hand drawing skills using photographs and various blocking methods

## III Correlations between Course Objectives and Graduation Requirements

<b>Graduation Requirements</b>	<b>Graduation Requirements Index Point</b>	<b>Course Objectives</b>
Graduation Requirement 1	Professional norms: Having humanities, social and scientific	Course Objective

	qualities, and social responsibility, being able to understand and comply with the engineering ethics and norms and perform responsibility in garment engineering practices.	1,2,3,4
Graduation Requirement 2	Communication: Being able to communicate and interchange effectively with industry colleagues and the public on complex garment engineering issues, including writing reports and design manuscript, statement, clarity expression or response command, and having a certain international vision, being able to communicate and interchange in a cross-cultural context.	Course Objective 3,4,5
Graduation Requirement 3	Lifelong learning: Having independent learning and lifelong learning consciousness, having the ability to learn continuously and to adapt to development.	Course Objective 5,6,7,8

(Note: Basic courses and specialized courses must correlate with the graduation requirements as specified in the Program outline. The correlated graduation requirement index point must be put before the descriptive phrases or sentences. General courses are exempted from this rule.)

#### IV Correlations between Course Content and Course Objectives

Num.	Course Content	Teaching Requirement	Period	Teaching modes	Course Objectives
1	<b>I Fashion Proportions</b> 1. Course components 2. Analyzing a fashion photo and drawing a moving fashion figure from photo. 3. Drawing turned fashion figures. 4. Techniques for using colored markers and colored pencils, Color theory and Fashion Design.	1. Learn characteristics and requirements of this course. 2. Learn how to draw different gestures before drawing the whole collection.	8	lectures, online courses, video playback, style design, etc.	Course objective 1, 2,6
2	<b>II Details in marker</b> 1.Design development, perspective on the body. 2.Drawing finished swimsuit designs on a fashion figure. 3.Drawing garment details; collars and sleeves, simple skirt designs. 4.Finishing design sketches in color.	1. Learn basic drawing in color. 2. Learn to draw the details in fashion.	8	lectures, online courses, video playback, style design, etc.	Course objective 3,4,5

Num.	Course Content	Teaching Requirement	Period	Teaching modes	Course Objectives
3	<b>III. Drawing garments</b> 1. Drawing and designing jackets and pants. 2. Drawing and designing using pleats and drapery	1. Learn to draw the different garments. 2. Learn to render the garments.	8	lectures, online courses, video, style design, etc.	Course objectives 3,6,7,8
4	<b>IV. Drawing fabrics and flats</b> 1. Rendering simple fabric textures in color 2. Drawing flats of your designs.	1. Learn to render the fabrics. 2. Learn to draw the flats.	8	lectures, online courses, video playback, style design, etc.	Course objectives 3,6,7,8

#### V Period Distribution

Course Name	Unit	Basic Contents	Unit Hours	Unit Hours Allocation		Remark
				Lecture	Experiment/Training	
Teaching Content 1		Fashion Proportions	8	4	4	
Teaching Content 2		Details in marker	8	4	4	
Teaching Content 3		Drawing garments	8	4	4	
Teaching Content 4		Drawing fabrics and flats	8	4	4	
Total			32	16	16	

#### Teaching Modes

1. Fashion magazines in the library.
2. Students can check in library
3. Students should surf some fashion internet to know the current fashion trend.
4. Students should prepare pencils, color pencils, markers, fashion journal.

#### VI Assessment

(Assessment content and methods must correlate with course objectives.)

<b>Assessment Methods or Approaches</b>	<b>Assessment Requirements</b>	<b>Assessment Weighting</b>	<b>Evaluation of Course Objectives</b>
Classroom Performance	Ask for leave before class if can't be present. Take an active part in class discussion.	5%	Course Objective 1,2,5
Unit Projects	Complete conventional assignments on time and according to quality requirements.	40%	Course Objective 1,2,3,4,6,7
Final Project	Complete big assignment on time and according to quality requirements.	55%	Course Objective 1,2,5,6,7,8

Note: 1. Assessment methods or approaches mainly include classroom performance, conventional assignments, unit tests, mid-term exam, final exam, big assignments, course paper, project design and works, etc.

2. Assessment requirements include frequencies of assignments, assessment methods (open-book, close-book), and project design requirements, etc.

3. Assessment Weighting refers to the percentage that assessment methods or approaches take up in the total score.

### **VII Textbooks and References**

[1] CAROL A. NUNNELLY : 《 Fashion illustration school A complete handbook for aspiring designers and illustrators 》 , Thames & Hudson, 2009

[2]邓琼华、胡艳丽主编: 《马克笔时装画表现技法》, 人民邮电出版社, 2013 年出版。

### **3. Internet Resource**

[1] <https://www.wgsn.com>

[2] <https://www.haibao.com>

[3] <https://www.vogue.com.cn/>

**Written by: ZHAO Liyan 赵丽妍**

**Reviewed by: YANG Yunchu(杨允出)**

**Date: 2021-5-20**

# Syllabus of Fashion-Past and Present

**Course Name/Title:** Fashion-Past and Present      **Course code:** 93903

**Course Type:** Basic Course; Compulsory Course

**Total Teaching Hours:** 32 (Classroom Hours: 20; Library Hours or Tutorial Hours: 12)

**Course Credit:** 2

## I Course introduction

This course provides Fashion School students with knowledge of historic clothing. Concentrating on Western fashion, slide lectures will cover the prehistoric and ancient eras to the 20<sup>th</sup> century. Design projects for the current market will be created with inspirational historic material covered in the lectures, utilizing library, museum, and other research sources. Historic inspiration utilized by contemporary designers will also be analyzed.

## II Course Objective

### 1) political Objectives

The study of this course should enable students to understand the development and advantages of our country's clothing industry and the current international situation, and establish patriotic feelings.

### 2) Knowledge Objectives

Fashion theory and body art;

Fashion history;

### 3) Capability Objectives

Cultural analysis and aesthetic appreciation of each period dressing;

Technical knowledge of typical period clothing;

### 4) Quality Objectives

Obtain the essence of fashion in past and present, and utilize the historic inspiration for modern fashion design;

## III Correlations between Course Objectives and Graduation Requirements

Graduation Requirements	Graduation Requirements Index Point	Course Objectives
Graduation Requirement 1	Design/Develop solution: grasp the professional theory, technology of clothing and have strong ability of practical operation ,innovation and control.	Course Objective 1,2

Graduation Requirement 2	Be able to work independently in fashion design ,creative design and garment development.	Course Objective 3,4
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#### IV Correlations between Course Content and Course Objectives

num	content	requirements	periods	Teaching modes	course objectives
1	Fashion in the past; Fashion in Present times		20	class	1,2,3
2	modern fashion design		12	lab	1,2,3,4

#### V Periods distribution and teaching modes

##### 1)Periods distribution

Num.	Course Content	Teaching Requirement	Period	Teaching modes		Course Objectives
				class	lab	
1	Course outline, guidelines and basic knowledge	4. Principles of Fashion;Body art;	8	6	2	1,2
2	1. Fashion in the past; 2. Cultural analysis and Aesthetic appreciation.	Prehistoric/Early Europe/ Ancient Near East 4. Three basic human discoveries or inventions; 5. Four basic garments; 6. Basic fabrications; 7. Types of garments;	16	12	4	3, 2
3	Fashion in Present times		4	1	3	1,2

Num.	Course Content	Teaching Requirement	Period	Teaching modes		Course Objectives
				class	lab	
4	Methods of utilization of historic inspirations in modern fashion design		4	1	3	1,2

## 2) Teaching modes

### 1. Teaching Organization Form

Organize classroom teaching through the combination of class centralized teaching and individual tutoring. The teacher introduces the method and technology through lecture and demonstration, arranges practice corresponding to the content of the lesson, then helps the students to get the course content through individual guidance.

### 2. Teaching Methods

A variety of teaching methods including situation teaching method, demonstration teaching method and tasking teaching method are applied. The combination of introduce, demonstration and inquiry are emphasized during teaching process to provide students with various learning experiences and encourage their initiatives.

### 3. Teaching Means

Beside traditional teaching methods, multimedia aided instruction and network assisted instruction are applied to improve course teaching quality and efficiency.

## V Suggestions for Course Learning

1. The students prepare and review the course content in the spare time by the courseware provided by the teacher.

2. Students can study independently through the various teaching resources provided by the course website platform to expand the scope and depth of learning.

3. The assignment is an important part to guide students to learn and check the teaching effectiveness, and a sign to reflect the requirements of the course. Unit projects and term project are assigned to assist students to consolidate learning and can enhance students to analyze problem-solving abilities.

## VI Assessment

Students will be evaluated on classroom performance, technical knowledge and demonstrated skills in completion of unit projects, final project and final exam.

<b>Assessment Methods or Approaches</b>	<b>Assessment Requirements</b>	<b>Assessment Weighting</b>	<b>Evaluation of Course Objectives</b>
Attendance and attitude	Class attendance and learning attitude	10%	Course Objective 1,2,3,4,
Unit Projects	Complete conventional assignments on time and according to quality requirements.	50%	Course Objective 1,2,3,4
Final Project	Complete big assignment on time and according to quality requirements.	40%	Course Objective 1,2,3,4,

## **VII Textbooks and References**

### **Textbooks**

1. Jennifer Farley Gordon, Colleen Hill, Sustainable Fashion---Past, Present, and Future, Bloomsbury Academic, 2015;

### **Reference Books**

1. Payne, Blanche, History of Costume, Harper and Row, 1965;
2. Ribeiro, Aileen and Cumming, Valerie, The Visual History of Costume, Batsford, 1989; .
3. Boucher, Francois, 20000 Years of Fashion, Abrams, 1967;

### **Internet Resources:**

1. [www.costumegallery.com](http://www.costumegallery.com);
  2. [www.style.cim](http://www.style.cim)
  3. [www.dressmakingresearch.com](http://www.dressmakingresearch.com)
  4. [www.costumes.Org](http://www.costumes.Org);
- Pinterest; Bazaar, WGSN; RUNWAY (VOUGUE)

**Written by: LI Yanmei (李艳梅)**

**Reviewed by: YANG Yunchu (杨允出)**

**Date: 2021-5-20**

# Syllabus of Fashion Art and Design

**Course Name/Title:** Fashion art and design

**Course code:** 93907

**Course Type:** Basic Course

**Total Teaching Hours:** (Classroom Hours:16 Laboratory Hours or Tutorial Hours:16 )

**Course Credit:** 2

## I Course Introduction

This course is a basic course majoring in fashion design,. This course requires teachers to display with n theory and pictures at the same time. In this course, the students will understand the latest fashion trends, the basic theoretical knowledge of fashion and fashion trends.The students can use an inspiration to design a collection.Chinese traditional fashion culture will also be taught in this course.

## II Course Objective

### 2. Political Objective

Course Objective 1: Look for the essence of Chinese traditional costume culture, insisting that the nation is the world, and insisting on cultural self-confidence.

### 2. Knowledge Objectives

Course Objective 2: The cultivation of innovative consciousness, strong artistic quality and engineering quality, knowledge, ability and overall quality of coordinated development, generous, strong practical ability, comprehensive quality, compound application market strong concept, excellent professional talents.

Course Objective 3: The cultivation of innovative consciousness, strong artistic quality and engineering quality, knowledge, ability and overall quality of coordinated development, generous, strong practical ability, comprehensive quality, compound application market strong concept, excellent professional talents.

Course Objective 4: Learn to identify and sketch garment details and silhouettes that will enable the student to clothe the fashion figure in their own original designs.

### 3. Capability Objectives

Course Objective 5: Learn to render designs in marker and colored pencils..

Course Objective 6: Understand color theory and its application to contemporary fashion trends.

Course Objective 7: Understand a variety of sketching such as roughs, design development and finished art.

#### 4. Quality Objectives

Course Objective 8: Acquire the skills to create a simple design presentation.

Course Objective 9: Learn to develop free hand drawing skills using photographs and various blocking methods

Course Objective 10: The designer should have the comprehensive ability of judgment, observation, appreciation and artistic accomplishment.

#### III Correlations between Course Objectives and Graduation Requirements

Graduation Requirements	Graduation Requirements Index Point	Course Objectives
Graduation Requirement 1	To master the basic knowledge of clothing, basic theory, basic skills, to improve students' comprehensive quality, and to enhance the international standards in the fashion industry.	Course Objective 1、 2、 3、 4、 6、 8、 9、 10
Graduation Requirement 2	To enhance the creative and practical ability. Grasp the knowledge in fashion fields, get higher art appreciate ability.  Systematically grasp the basic theory knowledge and basic skills of fashion design, clothing product structure planning, fashion market research, fashion consulting analysis and Application	Course Objective 1、 2、 3、 5、 6、 8
Graduation Requirement 3	Strong ability of listening, speaking, reading and writing  Physical fitness standards must be tested.	Course Objective 1、 2、 3、 4、 5、 6、 7、 8、 9

(Note: Basic courses and specialized courses must correlate with the graduation requirements as specified in the Program outline. The correlated graduation requirement index point must be put before the descriptive phrases or sentences. General courses are exempted from this rule.)

#### IV Correlations between Course Content and Course Objectives

Num.	Course Content	Teaching Requirement	Period	Teaching modes	Course Objectives
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Num.	Course Content	Teaching Requirement	Period	Teaching modes	Course Objectives
1	<b>I Fashion design concept</b> 1. The purpose of design 2. The definition of design 3. The creation of design 4. The category of garment	Master the basic knowledge of Fashion.	8	lectures, online courses, video playback, style design, etc.	Course Objective 1, 2, 3, 4, 5, 6, 7, 8
2	<b>II The principle of fashion design</b> 1. The aestheticism on fashion design 2. The silhouette and detail about garment 3. The way about fashion design. 4. The classification of garment. 5. The style of fashion.	1. Master how to use some inspiration to do fashion design. 2. Master the way to classify the garment, the importance of fashion style, and relationship between fashion style and silhouette. 3. Master the category of garment and how to get a whole set of policies	24	lectures, online courses, video playback, style design, etc.	Course Objective 1, 4, 5, 6, 7, 8, 9

### V Period Distribution

Class Unit Name	Content	Unit Hours	Unit Class Hours Distribution		Remark
			Lecture	Practice	
Unit 1	Fashion design concept	8	4	4	
Unit 2	The principle of fashion design	24	12	12	
Total		32	16	16	

### Teaching Modes

5. Fashion magazines in the library.
6. Students can check in library
7. Students should surf some fashion internet to know the current fashion trend.
8. Students should prepare pencils, color pencils, markers, fashion journal.

### VI Assessment

(Assessment content and methods must correlate with course objectives.)

Assessment Methods or Approaches	Assessment Requirements	Assessment Weighting	Evaluation of Course Objectives
Attendance	Attend to the class each time	5%	
Process control	Finish the homework on time.	30%	
Final project	Finish the homework personal and on time.	50%	
Marketing Presentation	Prepare the information including the inspiration, color, details,etc.	15%	

Note: 1. Assessment methods or approaches mainly include classroom performance, conventional assignments, unit tests, mid-term exam, final exam, big assignments, course paper, project design and works, etc.

2. Assessment requirements include frequencies of assignments, assessment methods (open-book, close-book), and project design requirements, etc.

3. Assessment Weighting refers to the percentage that assessment methods or approaches take up in the total score.

#### **VII Textbooks and References**

[www.style.com](http://www.style.com)

[www.wgsn.com](http://www.wgsn.com)

**Written by: ZHAO Liyan 赵丽妍**

**Reviewed by: YANG Yunchu(杨允出)**

**Date: 2021-5-20**

# Syllabus of Internet Fashion Business Model

**Course Name/Title:** Internet Fashion Business Model

**Course Code:** 94612

**Course Type:** (Specialized Course)(Optional Course)

**Total Teaching Hours:** 48 (Classroom Hours: 36 Laboratory Hours or Tutorial Hours: 12)

**Course Credit:** 3

## I Course Introduction

This course aims to help students to understand the impact of internet and other related technologies on the fashion industry, facilitate their abilities to reconstruct the traditional fashion business model with internet thinking, and enhance their confidence and willingness to carry out entrepreneurial activities in the fashion industry. This course integrates the knowledge of clothing design, marketing, corporate strategy and other disciplines. It is not only the comprehensive application of the pre-courses such as Introduction to Fashion Industry and Clothing Consumption Behavior, but also an important guide for students to determine their future career. This course is comprehensive, applicable, inspiring and interesting. It requires students to actively participate in the teaching activities, summarize the experience from case study, find the solutions by brainstorming, and improve themselves in practice. This course will reveal the nature and principles of fashion, so as to help students develop a healthy notion of consumption, and enhance their cultural confidence and national identity.

## II Course Objective

### 1. Knowledge Objectives

To understand the characteristics of the political, economic, social and technological environment of fashion industry in the internet age, and be familiar with the business modes of Internet + fashion brands, designer brands, co-branding, shared wardrobe, second-hand clothing, customization, virtual clothing, fashion podcasts, wearable fashion and other business models.

### 2. Capability Objectives

Be able to explain the reasons for success or failure of certain internet fashion enterprises, and put forward the defects of various internet fashion business models and corresponding improvement directions.

### 3. Quality Objectives

Be able to identify entrepreneurial opportunities in internet fashion industry, has a strong willingness and confidence to work in the internet fashion industry or start a business.

### 4. Ideology Objectives

To help students correctly understand the nature and principles of fashion and luxury brands and develop a healthy notion of consumption, demonstrate the advantages and opportunities of Chinese fashion in the internet age and enhance students' cultural confidence and national identity.

### III Correlations between Course Objectives and Graduation Requirements

<b>Graduation Requirements</b>	<b>Graduation Requirements Index Point</b>	<b>Course Objectives</b>
Graduation Requirement 6	Being able to perform reasonable analysis based on relevant background of garment engineering, evaluating the impact of clothing engineering practices and complex clothing engineering problem solutions on society, health, safety, law and culture, and understanding the responsibility to be undertaken.	Course Objective 1, 2
Graduation Requirement 7	Being able to understand and evaluate the impact of engineering practice aiming at complex clothing engineering problems on the sustainable development of environment and society.	Course Objective 2, 3
Graduation Requirement 8	Having humanities, social and scientific qualities, and social responsibility, being able to understand and comply with the engineering ethics and norms and perform responsibility in garment engineering practices.	Course Objective 1, 3
Graduation Requirement 9	Being able to take on roles of individuals, team members, and leaders in a multidisciplinary team.	Course Objective 3, 4
Graduation Requirement 11	Understanding and mastering the principles of engineering management and economic decision making, and being able to be applied in a multidisciplinary environment.	Course Objective 2, 4
Graduation Requirement 12	Having independent learning and	Course Objective 3, 4

	lifelong learning consciousness, having the ability to learn continuously and to adapt to development.	
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(Note: Basic courses and specialized courses must correlate with the graduation requirements as specified in the Program outline. The correlated graduation requirement index point must be put before the descriptive phrases or sentences. General courses are exempted from this rule.)

#### IV Correlations between Course Content and Course Objectives

Order	Content	Requirement	Hours	Teaching Modes	Course Objectives
1	1. A brief introduction to the Internet age (1) Internet characteristics (2) Internet culture (3) Internet spirit (4) Internet thinking 2. Customer value creation in the Internet age (1) Changes in consumers' lifestyle (2) Internet gene, customer experience and decision making (3) Create value for customers with big data	1) Understand the characteristics and influences of the Internet (2) Strengthen confidence in China's economic	12	Lecturing and online courses	Course Objective 1, 4
2	3. Influence of the Internet on the fashion industry (1) Impact of the Internet on traditional business models (2) The outlet of clothing brands in the Internet age (3) Internet thinking and clothing brand operation 4. Business model reconstruction and innovation of clothing brands (1) Internet thinking and business	(1) Understand the impact of Internet on traditional fashion business models (2) Understand the trend of fashion industry in the Internet age (3) Understand the principles of fashion and eliminate the	12	Lecturing, online courses and group discussion	Course Objective 1, 2, 4

Order	Content	Requirement	Hours	Teaching Modes	Course Objectives
	models (2) Reconstruction of O2O business model of clothing brands (3) O2O business model innovation of clothing brands	blind worship of foreign luxury brands			
3	5. Customized and original brand business model (1) Craftsman spirit of traditional clothing (2) Internet + customization (3) Original designer brand 6. Co-branding and cross-border cooperation (1) Fashion brands (2) Co-branding (3) Brand crossover cooperation	(1) Understand the craftsman spirit of fashion design and enhance cultural confidence (2) Understand the operation modes of Internet fashion business models (3) Enhance the awareness and ability to start a business in the Internet fashion industry	12	Lecturing, online courses and group discussion	Course Objective 1, 2, 3, 4
4	7. Fashion and sustainability (1) Shared closets (2) Second-hand clothing (3) Sustainable fashion 8. Internet + new fashion (1) Virtual clothing (2) Fashion Podcasts (3) Wearable fashion	(1) Understand the relationship between fashion and sustainability (2) Understand the operation of Internet fashion business (3) Enhance the awareness and ability to start a business in the	12	Lecturing, online courses and group discussion	Course Objective 1, 2, 3, 4

Order	Content	Requirement	Hours	Teaching Modes	Course Objectives
		Internet fashion industry			

### V Period Distribution and Teaching Modes

#### 1. Period Distribution

Contents	Modes		Discussion	Notes	Subtotal
	Hours	Lecturing			
1. A brief introduction to the Internet age 2. Customer value creation in the Internet age	10		2		12
3. Influence of the Internet on the fashion industry 4. Business model reconstruction and innovation of clothing brands	8		4		12
5. Customized and original brand business model 6. co-Branding and cross-border cooperation	10		2		12
7. Fashion and sustainability 8. Internet + new fashion	8		4		12
Total	36		12		48

#### 2. Teaching Modes

(1) Lecturing

Teachers carefully prepare teaching materials before class and explain theories in class. For the

teaching materials, ensure the theories are scientific and systematic; for the teaching media, use more video, audio and cartoons to help students understand.

(2) Online learning

Students are required to complete video viewing, homework and online discussions on the MOOC platform.

(3) Group discussion

In groups of no more than 5 students, choose one latest and hottest fashion topics on the internet, and report the development, reasons, viewpoints and inspirations of it, from the perspective of business model adaptation.

**VI Assessment**

(Assessment content and methods must correlate with course objectives.)

Assessment Methods or Approaches	Assessment Requirements	Assessment Weighting	Evaluation of Course Objectives
Class performance	Attendance, class discussion and learning attitude	20	Course Objective 1, 3, 4
Group presentation	Team of 5 students, presentation of 15 minutes. Focus on the students' ability to apply the theories to conduct case study and their oral expression.	20	Course Objective 1, 2, 3, 4
Thesis	Analyze the defects and entrepreneurial opportunities of internet fashion business models, no less than 5000 words. Emphasize on the ability to comprehensively apply the theories, and whether they can put forward insightful ideas.	60	Course Objective 1, 2, 3

Note: 1. Assessment methods or approaches mainly include classroom performance, conventional assignments, unit tests, mid-term exam, final exam, big assignments, course paper, project design and works, etc.

2. Assessment requirements include frequencies of assignments, assessment methods (open-book, close-book), and project design requirements, etc.

3. Assessment Weighting refers to the percentage that assessment methods or approaches

take up in the total score.

#### **VII Textbooks and References**

(1) Textbooks:

[1] Zhu Weiming, “Internet +” Fashion Brand O2O Business Model, Zhejiang University Press, 2019.

(2) Reference books:

[1] Zhu Weiming, Clothing Brand Operation, China Textile Press, 2016.

(3) Network resources:

[1] <https://www.icourse163.org/course/ZSTU-1003629002>

**Written by: Zengrui Xiao (肖增瑞)**

**Reviewed by: YANG Yunchu(杨允出)**

**Date: 2021-5-20**

# Syllabus of Introduction to Fashion Industry

**Course Name/Title:** Introduction to Fashion Industry

**Course code:** 94901

**Course Type:** Basic Course    Compulsory Course

**Total Teaching Hours:** 32 hours (Classroom Hours: 28, Laboratory Hours or Tutorial Hours: 4)

**Course Credit:** 2

## **I Course Introduction**

This course covers the history, characteristics, and global interrelationships of all segments in the fashion industry. The course explores how fiber, textile, and apparel producers, retailers, and home furnishings companies merchandise and market their products within the industry and to the ultimate consumer. Students are expected to participate in class discussion during the course. As consumers, students have a vast knowledge and experience in buying fashion apparel, accessories, and cosmetics. The interaction of their opinions and class lectures will strengthen their knowledge of the fashion industry.

## **II Course Objective**

Upon completion of the course, students are expected to be able to:

### **1. Knowledge Objectives**

Course Objective 1: Differentiate the segments within the fashion industry with regard to function, structure and marketing technique.

Course Objective 2: Demonstrate an understanding of the increasingly narrow gap between the fashion and home furnishing industries created by technology, brand extension and designer crossover.

Course Objective 3: Understand and interpret the stages of the fashion cycle.

### **2. Capability Objectives**

Course Objective 4: Characterize major organizations within each segment of the fashion industry, illustrated by the Industry Flow Chart, inclusive of their contribution to the whole. Understand the numerous segments within the fashion industry; including menswear, women's wear, children's wear, innerwear, accessories, and cosmetics.

Course Objective 5: Demonstrate correct usage of industry terminology in all aspects of the course requirements, primarily written. Demonstrate proficiency in utilizing key concepts through a written paper related to a fashion designer/brand.

### **3. Quality Objectives**

Course Objective 6: Understand the various channels of distribution within the fashion industry.

Course Objective 7: Identify pertinent historical events, which have significantly impacted the growth and development of the various segments of the fashion industry.

Course Objective 8: To arouse students to think deeply, to combine their personal dreams with the mission of The Times, to establish a sense of responsibility, and to strive for the great rejuvenation of the Chinese nation.

### III Correlations between Course Objectives and Graduation Requirements

Graduation Requirements	Graduation Requirements Index Point	Course Objectives
Graduation Requirement 6	Engineering and society: Being able to perform reasonable analysis based on relevant background of garment engineering, evaluating the impact of clothing engineering practices and complex clothing engineering problem solutions on society, health, safety, law and culture, and understanding the responsibility to be undertaken.	Course Objective 1,2,3
Graduation Requirement 7	Environment and sustainable development: Being able to understand and evaluate the impact of engineering practice aiming at complex clothing engineering problems on the sustainable development of environment and society.	Course Objective 2,3,4,5
Graduation Requirement 8	Professional norms: Having humanities, social and scientific qualities, and social responsibility, being able to understand and comply with the engineering ethics and norms and perform responsibility in garment engineering practices.	Course Objective 4,5,6,7,8
Graduation Requirement 12	Lifelong learning: Having independent learning and lifelong learning consciousness, having the ability to learn continuously and to adapt to development.	Course Objective 1,2,3,4,5,6,7,8

### IV Correlations between Course Content and Course Objectives

**Course Content 1:** Course Introduction

**Reference Hours:** 4 hours

**Learning Objectives:**

1. Learn the whole flow of fashion industry.
2. Learn four markets in fashion industry.

**Course Content:**

1. Course Introduction: Requirements, Objectives, Designer Project, and Grading Policies

2. A Century of Fashion.
3. The fashion industry flow chart.
4. The terminology of fashion.
5. Components of fashion.
6. The fashion cycle.

**HW:** Handout 1: Fabulous and Forty: Diane Von Furstenberg's Wrap Journey.

Read and review Chapter 1. Read and review Chapter 2

**Course Content 2:** Nature of Fashion

**Reference Hours:** 6 hours (Lecture 4hours, Lab2hour)

**Learning Objectives:**

1. Learn basic principles of fashion.
2. Learn environment, movement and business of fashion.

**Course Content:**

1. Market segmentation.
2. The economic environment.
3. The sociological environment
4. Factors influencing fashion movement.
5. Predicting the movement of fashion.
6. Theories of fashion adoptions.
7. Forms of business ownership.
8. Business growth and expansion.

**HW:** Handout 3: Alexander Wang X H&M Collaboration Draws Early Fans.

Handout 4: Fashion's New Favorites – Korean Celebrities

Handout 5: Neiman Marcus Acquires Mytherusa.com

Read and review Chapter 3. Read and review Chapter 4

**Course Content 3:** The Materials of Fashion

**Reference Hours:** 2 hours

**Learning Objectives:**

1. Learn Textiles, Fiber, and Fabrics / Leather and Fur

**Course Content:**

1. The fiber, textile, and fabric industry.
2. The trimmings industry.

3. The leather and fur industry.

**HW:** Read and review Chapters 5/6.

**Course Content 4:** Product Development

**Reference Hours:** 2 hours

**Learning Objectives:**

1. Learn basic product development process.

**Course Content:**

1. The product development process.

2. Industry practices and trends.

**HW:** Read and review Chapter 7.

**Course Content 5:** Clothing industry

**Reference Hours:** 4 hours

**Learning Objectives:**

1. Learn women's and men's apparel industry.

2. Learn children's and teen's apparel industry.

**Course Content:**

1. History of women's and men's apparel industry.

2. Organization and operation of women's and men's apparel industry.

3. Merchandising and marketing.

4. Organization and operation of children's apparel industry.

5. Industry trends.

**HW:** Handout 6: Women's Apparel Prices Fall in September.

Read and review Chapters 8/9. Read and review Chapter 10

**Course Content 6:** Accessories / Home Fashions

**Reference Hours:** 4 hours

**Learning Objectives:**

1. Learn accessories industry.

2. Learn home fashions industry.

**Course Content:**

1. The category of innerwear.

2. The function and types of accessories.

3. The category of cosmetics.
4. The category of home fashions.

**HW:** Read and review Chapter 11/12/13/14.

**Course Content 7:** Global fashion markets

**Reference Hours:** 2 hours

**Learning Objectives:**

1. Learn global fashion markets.
2. Learn global sourcing and merchandising

**Course Content:**

1. Market terminology.
2. Domestic and foreign fashion markets.
3. International balance of trade.

**HW:** Read and review Chapter 15/16..

**Course Content 8:** Fashion Retailing

**Reference Hours:** 6 hours (Lecture 4hours, Lab 2hour)

**Learning Objectives:**

1. Learn fashion Retailing.
2. Learn retail Policies and Strategies.

**Course Content:**

1. Types and characteristics of different fashion retailers.
2. Trends in retailing.

**HW:** Handout 2: A&F Changes Strategy as Logos Lose Allure

Read and review Chapters 17/18

**Course Content 9:** Fashion auxiliary services

**Reference Hours:** 2 hours

**Learning Objectives:**

1. Learn fashion auxiliary services..

**Course Content:**

1. Offered by the media.
2. Advertising, publicity, and public relations agencies.
3. Store design and visual merchandising services.

4. Information resources.

**HW:** Read and review Chapter 19.

## V Period Distribution and Teaching Modes

### (1) Period Distribution

Course Unit Name	Basic Contents	Unit Hours	Unit Hours Allocation		Remark
			Lecture	Experiment/Training	
Course Content 1	Course Introduction	4			
Course Content 2	Nature of Fashion	6	4	2	
Course Content 3	The Materials of Fashion	2			
Course Content 4	Product Development	2			
Course Content 5	Clothing industry	4			
Course Content 6	Accessories / Home Fashions	4			
Course Content 7	Global fashion markets	2			
Course Content 8	Fashion Retailing	6	4	2	
Course Content 9	Fashion auxiliary services	2			
Total		32			

### (2) Teaching Modes

1. The syllabus is made according to actual teaching experiences in reference to original English syllabus of FIT.
2. The teaching content and emphasis can be adjusted according to the characteristics and requirements of different majors.
3. Main teaching methods are class lectures. It can be assisted with assignments and class discussion (at least twice).
4. The final exam can be taken in close-book or open-book according to different levels of students. The assessment weighting is: class performance 20%, course project 40% and final exam 40%.
5. During the teaching process, teacher should show real examples, such as pictures and

videos to students so as to make students have a deep impression and understanding about teaching content.

## VI Assessment

Students will be evaluated on classroom performance, technical knowledge and demonstrated skills in completion of unit projects, final project and final exam.

Assessment Methods or Approaches	Assessment Requirements	Assessment Weighting	Evaluation of Course Objectives
Classroom Performance	Ask for leave before class if can't be present. Take an active part in class discussion.	20%	Course Objective 2,5
Course Project	Choose a famous fashion designer in history. Research related information. Write an article about him/her.	40%	Course Objective 1,2,3,4,5
Final Exam	Close-book	40%	Course Objective 1,2,3,4,5

## VII Textbooks and References

### 1. Recommended Textbook

[1] Elaine Stone: 《The Dynamics of Fashion》 (3rd Edition), Fairchild Publication, 2008.

### 2. Reference Book

[1] 《Women's Wear Daily》

[2] 《Vogue》, 《Elle》, 《Haper's Bazaar》

### 3. Internet Resource

[1] <http://www.style.com>

[2] <http://www.wgsn.com/cs/>

[3] <http://www.nofashion.cn/>

[4] <http://www.vogue.com.cn/>

Written by: PAN Lifeng (潘力丰)

Reviewed by: YANG Yunchu(杨允出)

Date: 2021-5-20

# Syllabus of Apparel Product Development

**Course Name/ Title:** Apparel Product Development

**Course code:** 94902

**Course Type:** Basic Course , Compulsory Course

**Total Teaching Hours:** 48 hours (Classroom Hours: 40, Laboratory Hours or Tutorial Hours: 8)

**Course Credit:** 3

## I Course Introduction

This course is for apparel design & merchandising major undergraduate. It covers the history and scope apparel product development, and the importance of various forms of fashion retail brands product development. Student will learn the corresponding marketing strategies and understand the various product factors when give a specific target market, such as the color, texture, fabric, shape. Students will also in the product developing process, understanding the relationship between planning stage and work stage. The course introduces a specific target market, for a specific brand apparel product development process involved in the concept and method, and studied the product development process and stages, including from the study phase, the stage of production, and delivery stage of product.

## II Course Objective

Upon completion of the course, students are expected to be able to:

### 1. Knowledge Objectives

Course Objective 1: Understand the history and scope apparel product development, the importance of various forms of retail institutions.

Course Objective 2: Establish the corresponding marketing strategy should consider various factors when give a specific target market.

### 2. Capability Objectives

Course Objective 3: Determine the color, texture, fabric, shape and other related research when give a specific target market.

Course Objective 4: Understanding the relationship between planning stage and production stage.

### 3. Quality Objectives

Course Objective 5: Simulate the actual apparel product development in the related activities.

Course Objective 6: To know the modern technical means and traditional crafts of style, fabric and plate shape in a rational way, and cultivate the craftsman spirit of China's independent design and development of international clothing brands.

### III Correlations between Course Objectives and Graduation Requirements

Graduation Requirements	Graduation Requirements Index Point	Course Objectives
Graduation Requirement 3	Design/Develop solution: Being able to design solutions for complex garment structures, processes, and manufacturing engineering problems; designing a system, unit, component, or process to meet a particular requirement; and being able to reflect innovation in the design process, taking into account social, health, safety, law, culture and environment factors.	Course Objective 1,2,6
Graduation Requirement 7	Environment and sustainable development: Being able to understand and evaluate the impact of engineering practice aiming at complex clothing engineering problems on the sustainable development of environment and society.	Course Objective 3,4
Graduation Requirement 8	Professional norms: Having humanities, social and scientific qualities, and social responsibility, being able to understand and comply with the engineering ethics and norms and perform responsibility in garment engineering practices.	Course Objective 1,2,3,6
Graduation Requirement 9	Individuals and teams: Being able to take on roles of individuals, team members, and leaders in a multidisciplinary team.	Course Objective 3,4,5
Graduation Requirement 12	Lifelong learning: Having independent learning and lifelong learning consciousness, having the ability to learn continuously and to adapt to development.	Course Objective 1,2,3,4,5

### IV Correlations between Course Content and Course Objectives

#### Course Content 1: Course Introduction

**Reference Hours:** 6 hours

#### Learning Objectives:

1. Learn the basic conceptions of apparel product development.
2. Learn the different between fashion design and merchandising

#### Course Content:

1. Introduction: nature, purpose, requirement; calendar, schedule; teaching process (assignments, test method). Learn about line sheets and how they are used.
2. The brand classification.
3. What is the apparel product development?
4. How to learn the course well? and how to succeed in this occupation?

5. The advantages and disadvantages of apparel product development.
6. The elements of fashion trends.
7. The fashion trend forecasting organizations.

**HW:** Understand the basic concept of apparel product development

**Course Content 2:** Research

**Reference Hours:** 6 hours (Lecture 4hours, Lab2hour)

**Learning Objectives:**

1. Learn how to research for next season.

**Course Content:**

1. Product development process and product development calendar.
2. How to carry out the research work for product development of next season.
3. How to research fashion trends.
4. How to research past sales.
5. The balance among brand, apparel and stores.

**HW:** Research fashion trends and complete the trends report.

**Course Content 3:** Stage 1 of product development

**Reference Hours:** 10 hours

**Learning Objectives:**

1. The basic PD theory: balance, unity, focus, symmetry ,etc.
2. The basic PD theory: fabric, printing & patterns, fabric, dyeing, etc.

**Course Content:**

1. Color theory: color wheel, color coordination, fashion color forecasting.
2. How to adjust sources of inspiration gradually become actual product creation.
3. The ratio between basic style, fashion, and promotion.
4. Printing and design.
5. Knitted and woven fabrics.
6. Dyeing and printing type.
7. Stripes and checks: the latest trend for next season..

**HW:** Distinguish different fabric, and fabric style suitable for the different styles of clothing.

According to fashion trends, make the new color-ways for a chosen brand.

**Course Content 4:** Stage 2 of product development

**Reference Hours:** 8 hours (Lecture 6hours, Lab2hour)

**Learning Objectives:**

1. The basic PD theory: patterns, SKC, SKC, etc
2. Principles of product development: assortment, fitting, etc.

**Course Content:**

1. Repeated patterns.
2. Premier vision exhibition.
3. Change of pattern color and dimensions.
4. The concept of SKU.
5. Types of assortments.
6. Grading, store layout.
7. Size range, size ratio.
8. Sample size, tolerance.
9. The size of measuring method.

**HW:** Finish the printing and patterning development process.

**Course Content 5:** Stage of production

**Reference Hours:** 6 hours (Lecture 4hours, Lab2hour)

**Learning Objectives:**

1. Learn production process

**Course Content:**

1. The product development process.
2. Buyers' role in the process.
3. SPA system and buyer's system.

**HW:** Finish product development process for the chosen brand.

**Course Content 6:** Stage of sourcing and pricing

**Reference Hours:** 8 hours (Lecture 6hours, Lab2hour)

**Learning Objectives:**

1. Learn sourcing.

2. Learn Merchandising and marketing.

**Course Content:**

1. Calculating cost.
2. Global sourcing and production: advantages & disadvantages.
3. The domestic sourcing and production.
4. Negotiation content with factory.
5. Timing, sale promotion and pricing formula.
6. Markup and profits.

**HW:** Finish pricing system according to the planned markup.

**Course Content 7:** Stage of promotion

**Reference Hours:** 4 hours

**Learning Objectives:**

1. Learn techniques of communication.

**Course Content:**

1. Correct communicate with customer feedback.
2. How to have good coordination skills.
3. Related terms.
4. Merchandising system: advantages and disadvantages.

**HW:** Finish the final project.

**V Period Distribution and Teaching Modes**

**(1) Period Distribution**

Course Unit Name	Basic Contents	Unit Hours	Unit Hours Allocation		Remark
			Lecture	Experiment/Training	
Course Content 1	Course Introduction	6			
Course Content 2	Research	6	4	2	
Course Content 3	Stage 1 of product development	10			
Course Content 4	Stage 2 of product development	8	6	2	
Course	Stage of production.	6	4	2	

Content 5					
Course Content 6	Stage of sourcing and pricing	8	6	2	
Course Content 7	Stage of promotion.	4			
Total		48			

## (2) Teaching Modes

1. The syllabus is made according to actual teaching experiences in reference to original English syllabus of FIT.
2. The teaching content and emphasis can be adjusted according to the characteristics and requirements of different majors.
3. Main teaching methods are class lectures. It can be assisted with assignments and class discussion (at least twice).
4. During the teaching process, teacher should show real examples, such as pictures and videos to students so as to make students have a deep impression and understanding about teaching content.

## VII Assessment

Students will be evaluated on classroom performance, technical knowledge and demonstrated skills in completion of unit projects, final project and final exam.

Assessment Methods or Approaches	Assessment Requirements	Assessment Weighting	Evaluation of Course Objectives
Classroom Performance	Ask for leave before class if can't be present. Take an active part in class discussion.	10%	Course Objective 1,2,3,4
Research trends	Research fashion trends of next season according to the assignment requirement.	20%	Course Objective 2,3
Research markets	Research markets and products of this season according to the assignment requirement.	20%	Course Objective 2,4
Course Project	Develop the products of next season in team co-operation.	50%	Course Objective 2,3,4,5

## VIII Textbooks and References

### 1. Recommended Textbook

[1]Maurice J. Johnson: 《Apparel Product Development》 , Prentice Hall Press, 2nd Edition  
[ISBN: 978-0130254399], 2000

## **2. Reference Book**

- [1] 《Women's Wear Daily》
- [2] 《Vogue》 , 《Elle》 , 《Haper's Bazaar》

## **3. Internet Resource**

- [1]All-in-English 4A platform  
<http://4a.zstu.edu.cn/hep/hepCoursePortalAction.do?courseid=759>
- [2][http:// www.style.com](http://www.style.com)
- [3][http:// www.wgsn.com/cs/](http://www.wgsn.com/cs/)
- [4] <http://www.nofashion.cn/>
- [5] <http://www.vogue.com.cn/>

**Written by: PAN Lifeng (潘力丰)**

**Reviewed by: YANG Yunchu(杨允出)**

**Date: 2021-5-20**

# **Syllabus of Fashion Merchandising Theory Principles and Practice**

**Course Name/Title :** Fashion Merchandising Theory Principles and Practice **Course Code :**  
**94904**

**Course Type:** Compulsory

**Total Teaching Hours:** 48 Hours (32 Lecture Hours, 16 Discussion Hours)

**Course Credit:** 3 Credits

## **I Course Introduction**

This is the “capstone” course for Fashion Design and Engineering students. It integrates the skills and knowledge acquired in previous Fashion Marketing and related courses. Students assume the role of fashion merchandise store planner/allocator for a multi-unit retail organization. Using advanced MS Office Excel skills students enhance and hone their Excel skills. In Excel, they analyze their assigned business and forecast future needs. Students also come to understand that they will transfer many Excel-based functions as they learn to navigate and utilize Allocation to distribute inventory. After some additional critical thinking and analytical skills are developed, students will make a current diagnosis and future strategy formulation for a real company (retail or wholesale) in the industry. An executive from this company will act as an inside information resource by answering questions posed by the students. Working in teams, students will integrate their own financial, merchandising, competitive shopping, and operational research with the information provided by the company’s representative. From this, students will identify and quantify the priority challenges in the company and articulate a specific merchandising-based theory principles and practice to address these challenges and to position the company for future sales and profit growth. Finally, students will provide a convincing and substantiated argument for their strategy both in a verbal/visual format and in a written report.

## **II Course Objective**

### **3. Knowledge Objectives**

students are expected to be able to master:

- 1.1 the essence of fashion marketing activities
- 1.2 marketing principles and techniques in modern fashion industry
- 1.3 industrial chain division and process of profit production

## 2. Capability Objectives

- 2.4 procedures of product planning
- 2.5 how to arrange buying money reasonably
- 2.6 the preliminary skill of brand planning
- 2.7 budget of product planning
- 2.8 calculate the quantity of put-into-production
- 2.9 price marking and controlling

## 3. Quality Objectives

Students are expected to be able to :

- 3.10 seize fashion market information
- 3.11 set up profit goals for enterprises by means of accounting production cost and make price decisions
- 3.12 manage and control in the following process of MD
- 3.13 think independently and stick to self-innovation

## 4. Education Objectives

Adhere to professional ethics and assume social responsibilities; Have a strong humanistic and scientific literacy; Establish a scientific outlook on the world and life.

### III Correlations between Course Objectives and Graduation Requirements

Graduation Requirements	Graduation Requirements Index Point	Course Objectives
Graduation Requirement 1	Describe the role of a distribution analyst/allocator and store planner in a retail companies; including benefits to retail organizations, required skills and job functions.	Course Objective 1.1,1.2
Graduation Requirement 2	Thoroughly explain reasoning used to forecast demand based on prior sales, inventory levels, planned turn and current trend by classification, location and	Course Objective 1.2,1.3

	style.	
Graduation Requirement 3	Understand and set up planning and allocation criteria by store location using store attributes such as volume, region, climate, and level of fashion.	Course Objective 1.2,1.3
Graduation Requirement 4	Research and identify any company's ownership status, market positioning, target customer, major competitors, mission, and vision.	Course Objective 2.4,2.5
Graduation Requirement 5	Calculate, benchmark (against successful competitors and industry norms), identify strengths and weaknesses, and set goals for any company's performance in the areas of sales, gross margin, net profit margin, operating expense, earnings per share, dividends, and inventory turns.	Course Objective 2.6, 2.7
Graduation Requirement 6	Articulate the possible fiscal limitations on proposed merchandising strategies by calculating and assessing a company's current ratio, quick ratio, and total debt to equity ratio.	Course Objective 2.8, 2.9
Graduation Requirement 7	Locate, analyze and interpret internal and external sources of information about a company in order to	Course Objective 3.10, 3.11,3.12

	determine that company's strengths, weaknesses, opportunities, and threats, its core competencies, and its competitive advantages.	
Graduation Requirement 8	Integrate professional shopping analysis and comparison shopping analysis into an overall company assessment and a merchandising reorganization.	Course Objective 3.12, 3.13
Graduation Requirement 9	Identify the top one or two areas of critical performance deficiency within a company.	Course Objective 3.14, 4
Graduation Requirement 10	After exploring the pros and cons of several merchandising strategies, identify the best strategy for a company to implement in order to address this/these deficiencies.	Course Objective 2, 3, 4
Graduation Requirement 11	Construct a clear, convincing, and fully-substantiated argument in favor of that strategy.	Course Objective 1, 2, 3, 4

(Note: Basic courses and specialized courses must correlate with the graduation requirements as specified in the Program outline. The correlated graduation requirement index point must be put before the descriptive phrases or sentences. General courses are exempted from this rule.)

#### **IV Correlations between Course Content and Course Objectives**

This is an elementary curriculum for undergraduate students majoring in fashion design and engineering. Students will get to know merchandising after learning basic knowledge, principles and skills. Adopting bilingual teaching, the class integrates

theory with practice, which not only improves students' comprehensive abilities, but also raises their consciousness of integrating with global market. In short, the course is set to train professional talents to have innovational spirit and practical ability.

## V Period Distribution and Teaching Modes

## VI Assessment

(Assessment content and methods must correlate with course objectives.)

Assessment Methods or Approaches	Assessment Requirements	Assessment Weighting	Evaluation of Course Objectives
Classroom performance	Punctual attendance; Leave procedures; Classroom attention is high	10%	Course Objective 1,2
Work at ordinary times	Complete homework process, content and quality meet course requirements, and complete on time. Assessment 2-3 times	30%	Course Objective 1,2,3
Course assignments	Complete the assignments according to the requirements given by teachers, both in quantity and quality.	60%	Course Objective 1, 2, 3, 4

Note: 1. Assessment methods or approaches mainly include classroom performance, conventional assignments, unit tests, mid-term exam, final exam, big assignments, course paper, project design and works, etc.

2. Assessment requirements include frequencies of assignments, assessment methods (open-book, close-book), and project design requirements, etc.

3. Assessment Weighting refers to the percentage that assessment methods or approaches take up in the total score.

## VII Textbooks and References

1. <Merchandising Theory Principles and Practice> Grace I. Kunz
2. <Fashion Entrepreneurship—Retail Business Planning> Michele Granger Tina Sterling.

Written by: Li Ren (任力)

Reviewed by: YANG Yunchu(杨允出)

Date: 2021-5-20

## **Fashion Advertising and Promotion**

**Course Name/Title:** Fashion Advertising and Promotion      **Course code:** 94906

**Course Type:** Basic Course    Compulsory Course

**Total Teaching Hours:** 48 (Classroom Hours:24    Practice Hours: 18 Discuss Hours:6 )

**Course Credit:** 3

### **I Course Introduction**

“The clothing advertising and sales promotion” is a basic course facing to the fashion Engineering majors, based on the courses multimedia communication and technology, fashion retail management, the photography foundation, etc., at the same time combining with the features of the clothing industry. This course has a wide theoretical basis and, at the same time, is a course of use and application. The purpose of this course is to learn fashion plane advertisement design and making, fashion television ads script production and shooting, and fashion promotion skills after the students have understood the functions and goals of the fashion advertising and promotion.

### **II Course Objective**

Course Objective 1: Establish fundamental knowledge, basic features and functions of fashion advertisements.

Course Objective 2: Understand the basic concepts, types and constructions of advertising companies. Know the importance of Ad. Strategies.

#### **2. Capability Objectives**

Course Objective 3: Learn the elements of fashion advertising design work. Develop the creative ideas of fashion print Advertisement.

Course Objective 4: Write fashion commercial films’ scripts and make fashion commercial films.

Course Objective5: Grasp the techniques of fashion Ad. and Promotion events.

#### **3. Quality Objectives**

Course Objective 6: Strengthen the understanding the balance of creative thinking and the logic thinking.

### **III Correlations between Course Objectives and Graduation Requirements**

<b>Graduation Requirements</b>	<b>Graduation Requirements Index Point</b>	<b>Course Objectives</b>
Graduation Requirement 1	Professional norms: Having humanities, social and scientific	1,2,3,4,5,6

	qualities, and social responsibility, being able to understand and comply with the engineering ethics and norms and perform responsibility in garment engineering practices.	
Graduation Requirement 2	Communication: Being able to communicate and interchange effectively with industry colleagues and the public on complex garment engineering issues, including writing reports and design manuscript, statement, clarity expression or response command, and having a certain international vision, being able to communicate and interchange in a cross-cultural context.	1,2,3,4,5,6
Graduation Requirement 3	Project management: Understanding and mastering the principles of engineering management and economic decision making, and being able to be applied in a multidisciplinary environment.	3,4,5,6
Graduation Requirement 4	Lifelong learning: Having independent learning and lifelong learning consciousness, having the ability to learn continuously and to adapt to development.	1,2,3,4,5,6

#### IV Correlations between Course Content and Course Objectives

#### IV Correlations between Course Content and Course Objectives

Num.	Course Content	Teaching Requirement	Period	Teaching modes	Course Objectives
1	Introduction of Fashion Ad. and promotion	1. Learn basic concepts of the fashion advertising and promotion. 2. Understand the functions and significance of fashion advertising and promotion.	8	Classroom lectures, online courses, group discussions	Course objectives 1, 2
2	Advertisement companies and Ad. Strategies	1. Learn the different departments of advertisement companies and its functions. 2. Learn to make good advertisement strategies.	8	Classroom lectures, online courses, group discussions	Course objectives 1, 2
3	Fashion Print Advertisement	1. Learn the elements of a fashion print ad. 2. Learn to print advertisement design Students learn to make a print fashion brand advertisement.	8	Classroom lectures, online courses, group discussions	Course objectives 1, 2,3,

Num.	Course Content	Teaching Requirement	Period	Teaching modes	Course Objectives
4	Fashion CF script production and make a commercial film	1、 Students are required to understand the features of commercial film. 2、 Learn the features of CF literature script. 3、 Learn to write CF literature script. 4、 Learn the features and production of storyboard script.	8	Classroom lectures, online courses, group discussions	Course objectives 1, 2, 3,4
5	Fashion show, PR events planning and execution	1、 Students are required to know the best time and strategies of fashion promotion. 2、 Learn the different types of TV advertisement.	8	Classroom lectures, online courses, group discussions	Course objectives 1, 2,3,4,5
6	Team project presentation and remark	1. Understand the timing and methods of fashion promotion; 2. Master the way of store product promotion, combined with domestic new media promotion channels, through brand promotion to the world to convey the brand and cultural confidence of Chinese consumers. 1. Understand the physical and soft factors related to store sales performance; 2. Through the improvement or reset of the relationship between people and freight yard, the sales performance of the store can be improved.	8	Classroom Presentation, group discussions	Course objectives 1, 2,3,4,5,6

## V Period Distribution and Teaching Modes

**Course Content 1:** Introduction of Fashion Ad. and promotion. (Support course objective 1, 2)

**Reference Hours:** 8 hours

### Learning Objectives:

1. Learn basic concepts of the fashion advertising and promotion.
2. Understand the functions and significance of fashion advertising and promotion.

### Course Content:

1. The definitions of advertising and fashion advertising.
2. The features of fashion advertising.
3. The types of fashion advertising.
4. The concept and types of fashion promotion.
5. The functions of fashion advertising and promotion.

6. The features of traditional and non-traditional advertisement.

**Practice:** Students collect different fashion advertisements and analyze them.

**Course Content 2:** Advertisement companies and Ad. Strategies (support course objective 1, 2,)

**Reference Hours:** 8 hours

**Learning Objectives:**

1. Learn the different departments of advertisement companies and its functions.
2. Learn to make good advertisement strategies.

**Course Content:**

1. International top 5 advertisement companies.
2. Professional advertisement companies and department functions setting.
3. The goal of advertisement strategies.
4. The content of advertisement strategies.

**Practice:** Students learn to make fashion brand advertisement strategies.

**Course Content 3:** Fashion Print Advertisement (support course objective 1,2,3)

**Reference Hours:** 8 hours

**Learning Objectives:**

1. Learn the elements of a fashion print ad.
2. Learn to print advertisement design and production

- Course Content:**
- 1、 The features of fashion print advertising.
  - 2、 Fashion print advertising creativity.
  - 3、 Fashion print advertising design and production. .

**Practice:** Students learn to make a print fashion brand advertisement.

**Course Content 4:** Fashion CF script production and make a commercial film (support course objective 1,2,3,4)

**Reference Hours:** 8 hours

**Learning Objectives:**

- 1、 Students are required to understand the features of commercial film.
- 2、 Learn the features of CF literature script.
- 3、 Learn to write CF literature script.
- 4、 Learn the features and production of story board script.

**Course Content:**

- 1、 The definition of commercial film literature script.
- 2、 The features of literature script.
- 3、 How to write literature script.
- 4、 The definition and features of story board script.
- 5、 How to produce story board script.

**Practice:** Students learn to make a commercial film.

**Course Content 5:** Fashion show, PR events planning and execution (support course objective 1, 2,3,4,5)

**Reference Hours:** 8 hours

**Learning Objectives:**

- 1、 Learn the functions of PR.
- 2、 Learn the features of advertising soft paper and learn to write.
- 3、 learn to plan an event and execute it.

**Course Content:**

- 1、 The definition of PR and its functions.
- 2、 The advertising soft paper: definition, features and advantages.
- 3、 How to write the soft paper .
- 4、 The case of events.
- 5、 Plan and execute the events.

**Course Content 6:** Team project presentation and remark (Support course objective 1,2,3,4,5,6)

**Reference Hours:** 8 hours

**Learning Objectives:**

- 1、 Learn how to do the final project presentation.
- 2、 Learn how to remark the other team's final works.
- 3、 Learn to revise the individual and team works.

**Course Content:**

- 1、 The presentation.
- 2、 The discussion and remark the other team's final works.

3、 How to revise the individual and team works.

4、 The conclusion of the course.

**Presentation:** present the final teamwork.

**Theoretical Teaching Hours Allocation Table**

<b>Teaching Methods</b>	<b>Lectur</b>	<b>Practic</b>	<b>Discus</b>	<b>Subtot</b>
<b>Class Hour</b>	<b>e</b>	<b>e</b>	<b>s</b>	<b>al</b>
<b>Course Content</b>				
1. Introduction of Fashion Ad. and promotion	4	4		8
2. Advertisement companies and Ad. Strategies	6		2	8
3. Fashion Print Advertisement	4	4		8
4. Fashion CF script production and make a commercial	2	6		8
5. Fashion show, PR events planning and execution	4		4	8
6. Team project presentation and remark	4	4		8
Total	24	18	6	48

**Suggestions for Teaching**

**1. Teaching Organization Form**

" Fashion Advertising and promotion " is a highly practical course. We must adhere to the principle of emphasizing both theory and practice. We should pay special attention to teaching and practice on the basis of the explanation, the discussion, the demonstration, the observation and the practice comprehensively.

**2. Teaching Methods**

A variety of teaching methods including situation teaching method, demonstration teaching method and tasking teaching method are applied. The combination of introduce, demonstration and inquiry are emphasized during teaching process to provide students with various learning experiences and encourage their initiatives.

**3. Teaching Means**

Beside traditional teaching methods, multimedia aided instruction and network assisted instruction are applied to improve course teaching quality and efficiency.

**Suggestions for Course Learning**

1. The students prepare and review the course content in the spare time by the courseware provided by the teacher.

2. Students can study independently through the various teaching resources provided by the course website platform to expand the scope and depth of learning.

3. The assignment is an important part to guide students to learn and check the teaching

effectiveness, and a sign to reflect the requirements of the course. The personality, social relationships, and network are necessary for problem-solving.

## VI Assessment

Students will be evaluated on classroom performance, technical knowledge and demonstrated skills in completion of unit projects, final project and final exam.

Assessment Methods or Approaches	Assessment Requirements	Assessment Weighting	Evaluation of Course Objectives
Attendance and Classroom Performance	Attend the class on time and ask for leave before class if can't be present. Take an active part in class discussion.	10%	Course Objective 1,2,
Unit Projects	Complete conventional assignments on time and according to quality requirements.	60%	Course Objective 1,2,3,4,5
Final Project	Complete final assignment on time and finish presentation according to quality requirements.	30%	Course Objective 1,2,3,4,5,6

## VII Textbooks and References

### 1. Recommended Textbook

[1] Jay & Ellen Diamond: 《Fashion Advertising & Promotion》, China Textile Publishing Co., 1998

### 2. Reference Book

[1] [美] 乔治·贝尔奇, 贝尔奇: 《整合营销传播视角》(第九版), 北京: 中国人民大学出版社, 2014年4月。

Written by: CAI Jianmei (蔡建梅)

Reviewed by: YANG Yunchu (杨允出)

Date: 2021-5-20

# Syllabus of Fashion Consumer Behavior

**Course Name/Title:** Fashion Consumer Behavior      **Course code:** 94909

**Course Type:** Basic Course, Compulsory Course

**Total Teaching Hours:** 32 (Classroom Hours: 28 Laboratory Hours or Tutorial Hours: 4)

**Course Credit:** 2

## I Course Introduction

Fashion consumer behavior is a compulsory basic course faced to freshman in University. Through systematic course study, students can form the understanding of the consumer decision-making process, the relationship consumers have with fashion apparel and lifestyle, the role that the marketing environment has on consumer behavior, the consumer segmentation process, how the activities of marketing communications are utilized to persuade consumers, the ways which brands identify and differentiate their products for the consumer, how creative strategy and creative executions are utilized to persuade the consumer.

## II Course Objective

### 5. Ideological and political Objectives

Course Objective 1: Understand traditional fashion and culture, build up national confidence.

Course Objective 2: Understand the differences between China and western countries in culture and fashion marketing, have a good aesthetic and humanistic quality.

### 2. Knowledge Objectives

Course Objective 3: To frame students' understanding of fashion consumer behavior, own basic theory of fashion consumer behavior.

Course Objective 4: To understand the basic knowledge about fashion consumer behavior. Such as consumer decision making is a process. Purchase is a process too, which includes pre-purchase, purchase, and post purchase. Understand the process and how customer recognize value is important.

Course Objective 5: Understanding the consumer communication method and process, and talking how to involve positive evaluation to specific fashion brand.

Course Objective 6: Positioning and repositioning to match customer needs. Stress consumer analysis skill and theory. Finally discuss CDSTEP theory and relevant factors affect target consumer.

### 3. Quality Objectives

Course Objective 7: Combined with basic knowledge about consumer behavior, encourage students to study related knowledge about design, brand and consumer. Led them study

customer analysis, marketing survey, creative thinking method, business, branding more by themselves.

Course Objective 8: Encourage students utilize logic analysis capability to study, combine design and logic thinking pathway together.

### III Correlations between Course Objectives and Graduation Requirements

Graduation Requirements	Graduation Requirements Index Point	Course Objectives
Graduation Requirement 4	Research: Being able to conduct research on complex garment engineering problems based on scientific principle and applying scientific methods, including experimental design, data analysis and interpretation, and getting valid conclusions through information integration.	Course Objective 1,2,4,6
Graduation Requirement 6	Engineering and society: Being able to perform reasonable analysis based on relevant background of garment engineering, evaluating the impact of clothing engineering practices and complex clothing engineering problem solutions on society, health, safety, law and culture, and understanding the responsibility to be undertaken.	Course Objective 1,2,3,4,5,6
Graduation Requirement 7	Environment and sustainable development: Being able to understand and evaluate the impact of engineering practice aiming at complex clothing engineering problems on the sustainable development of environment and society.	Course Objective 1,4,5,6
Graduation Requirement 8	Professional norms: Having humanities, social and scientific qualities, and social responsibility, being able to understand and comply with the engineering ethics and norms and perform responsibility in garment engineering practices.	Course Objective 1,4,5,6
Graduation Requirement 12	Lifelong learning: Having independent learning and lifelong learning consciousness, having the ability to learn continuously and to adapt to development.	Course Objective 5,6

### IV Correlations between Course Content and Course Objectives

Num.	Course Content	Teaching Requirement	Period	Teaching modes	Course Objectives
1	Course Content	Learning Objectives:	4	Lecture&	Course

Num.	Course Content	Teaching Requirement	Period	Teaching modes	Course Objectives
	<p><b>1: Introduction</b> Part ( Basic Theory about Fashion Consumer Behavior, Fashion Consumer and Marketing, Fashion Consumer and Fashion Market )</p>	<p>Introduce the main contents of the course and the arrangement of time, assignments and examination requirements. Fashion consumer behavior is a integrated course contains knowledge about design, art, marketing, management, and psychology. Students through study of this chapter can form an understanding that fashion consumer behavior is an process, refer s to an individual or group select, purchase, utilize, storage product, service, experience, to meet the needs and wants finally. Simultaneously, fashion trend has its lifestyle, different group of people have different fashion recognition degree and time. Digital tome renew fashion consumer behavior greatly. Through study of this chapter, will helpful to student understand about fashion market and specialty of fashion consumer behavior. Assist with case study to form a deeper learning about fashion consumer behavior.</p> <p><b>Course Content :</b></p> <p><b>Section 1 Fashion consumer behavior and relevant theory and concepts</b></p> <ol style="list-style-type: none"> <li>1. Definition of consumer</li> <li>2. Customer and consumer (Different)</li> <li>3. Fashion consumer behavior is a process</li> <li>4. Role theory (Consumer viewpoint and marketing viewpoint)</li> </ol> <p><b>Section 2 what is marketing</b></p> <ol style="list-style-type: none"> <li>1. A simple model of the marketing process</li> <li>2. Needs wants demands and buying power (wants+ buying power=Demand)</li> <li>3. Concept of market, brand, exchange and relationship</li> <li>4. The selling and marketing concepts contrasted</li> <li>5. Marketing management</li> </ol>		demonstration& tutorial	objective 1, 6

Num.	Course Content	Teaching Requirement	Period	Teaching modes	Course Objectives
		<p><b>Section 3 Customer relationship management</b></p> <p>1. Stable relationship between brand and customer, create memory.</p> <p>2. Customer satisfaction (some firms seek to delight customers by exceeding expectations)</p> <p>3. Value proposition and customer perceived value</p> <p><b>Section 4 Dynamic market</b></p> <p>1. Contemporary specific economic surrounding</p> <p>2. Digital times</p> <p>3. Global market</p> <p>4. Sustainable market and design (ethics), non-profitable market</p> <p><b>Section 5 case study</b></p> <p>Fashion market and consumer purchase model tracking skill and observation methods (through picture analysis)</p>			
2	<p><b>Course Content 2:</b> Fashion consumer and consumer behavior</p>	<p><b>Learning Objectives:</b></p> <p>Understand the consumer market and the major factors that influence consumer buyer behavior. Introduce and analysis CDSTEP theory. Identify and discuss the staged in the buyer decision process. Describe the adoption and the diffusion process for new products. Define the business market and identify the major factors that influence business buyer behavior.</p> <p><b>Course Content:</b></p> <p><b>Section 1 Major factors influence consumer behavior</b></p> <p><b>Section 2 Main stages of fashion consumer purchase decision</b></p> <p><b>Section 3 case study about Tide</b></p> <p>1. Market research, advertising goal and insight, visual expression, message organize, implement evaluation)</p> <p>2. Communication with customer</p>	4	Lecture & demonstration & tutorial	Course objective 1, 2, 3, 4

Num.	Course Content	Teaching Requirement	Period	Teaching modes	Course Objectives
		<p>through layout, art and words.</p> <p><b>Section 4 stimuli of consumer behavior</b></p> <p><b>Section 5 CDSTEP theory</b></p> <ol style="list-style-type: none"> <li>1. Culture (Culture and subculture, social construction, ideology)</li> <li>2. Demographic (age, lifecycle, position, career, lifestyle)</li> <li>3. Social</li> <li>4. Technology</li> <li>5. Economic</li> <li>6. Political</li> </ol> <p><b>Section 6 consumer motivation</b></p> <ol style="list-style-type: none"> <li>1. What is motivation</li> </ol> <p>A motive is a need that is sufficiently pressing to direct person to seek satisfaction.</p> <ol style="list-style-type: none"> <li>2. Maslow's hierarchy of needs</li> </ol> <p>Physiological needs, safety needs, social needs, esteem needs, self-actualization needs</p> <ol style="list-style-type: none"> <li>3. Recognition and process</li> <li>4. Different motivation of fashion consumer</li> <li>5. Motivation and process (driving theory and expectation theory)</li> <li>6. Need recognition</li> </ol> <p><b>Section 7 Psychology factor</b></p> <ol style="list-style-type: none"> <li>1. Belief and attitude</li> <li>2. Purchase decision (Need recognition, information research, evaluation of alternatives, purchase decision, post purchase behavior)</li> </ol> <p><b>Section 8 new product adoption</b></p> <ol style="list-style-type: none"> <li>1. Stages in the adoption process</li> </ol> <p>Awareness, interest, evaluation, trial, adoption</p> <ol style="list-style-type: none"> <li>2. Adopter categorization</li> </ol> <p>Innovator, early adopter, early majority, late majority, laggards.</p> <ol style="list-style-type: none"> <li>3. Fad, trend, and fashion</li> <li>4. Fashion dissemination theory</li> </ol>			
3	<b>Chapter 3 Analyzing the</b>	<b>Learning Objectives:</b> consists of forces that affect the ability of businesses to build and	4	Lecture & demonstr	Course objectiv

Num.	Course Content	Teaching Requirement	Period	Teaching modes	Course Objectives
	<b>fashion marketing environment</b>	<p>maintain successful relationships with target customers. Study market environment from microenvironment and macro environment. Many firms are passive and simply react to changes in the marketing environment.</p> <p><b>Course contents:</b></p> <p><b>Section 1 marketing environment</b></p> <p>1. Micro environment The company itself, suppliers, marketing intermediaries, competitors, publics, customers</p> <p>2. Macro environment Cultural environment, demographic environment, social trends, technological environment, economic environment, political environment,</p> <p><b>Section2 fashion industry construction</b></p> <p>1. Fiber and woven 2. Color and trends 3. Material 4. Prints 5. Manufacture 6. Supports 7. Agency 8. Retailer</p>		ation& tutorial	e 4, 5, 6
4	<b>Chapter 4 Company and marketing strategy (partnering to build customer relationship)</b>	<p><b>Learning Objectives:</b> Brand value and customer value are all comes from customer relationship management. Through 4P and 4C marketing mix, SWOT analysis to understand product core element and key communicate tool. Explain companywide strategic planning and its four steps, discuss how to design business portfolios and growth strategies.</p> <p><b>Course contents:</b></p> <p><b>Section 1 Case study</b> Nike Creating customer experience and community brand</p> <p><b>Section 2 Creating customer value</b> Marketers must practice partner relationship management.</p> <p><b>Section 3 marketing strategy and the</b></p>	4	Lecture& demonstration& tutorial	Course objective 2,3, 6

Num.	Course Content	Teaching Requirement	Period	Teaching modes	Course Objectives
		<p><b>marketing mix</b></p> <p>1. 4P marketing mix ( Product viewpoint) Product, price, place, promotion</p> <p>2. 4C marketing mix ( Customer viewpoint) Customer, cost, convenience, communication</p> <p><b>Section 4 fashion and fashion market SWOT analysis</b></p> <p>Strengths, weaknesses, opportunities, threats</p>			
5	<p><b>Chapter 5 Fashion brand product and service and branding</b></p>	<p><b>Learning Objectives:</b> How to create customer value</p> <p><b>Course contents:</b></p> <p><b>Section 1 Concept of product</b></p> <p>1. Product level Core customer value Actual product Augmented product</p> <p>2. Actual product Brand name, quality level, packaging, design, features</p> <p>3. Augmented product Delivery and credit, product support, warranty, after-sale service</p> <p><b>Section 2 Concept of service</b></p> <p><b>Section 3 Concept of brand</b></p> <p><b>Section 4 Branding</b></p> <p><b>Section 5 Packaging design and visual merchandising, display in store</b></p> <p><b>Section 6 Product line design and product category</b></p> <p><b>Section 7 Building strong brands</b></p> <p>1. Brand equity 2. Brand positioning 3. Brand name selection 4. Brand sponsorship and brand development</p>	4	Lecture & demonstration & tutorial	Course objective 3, 5, 6)

Num.	Course Content	Teaching Requirement	Period	Teaching modes	Course Objectives
6	<p><b>Unit 6 Market Segmentation, Targeting and Positioning (Creating value for target customer)</b></p>	<p><b>Learning Objectives:</b> Define the major steps in designing a customer-driven marketing strategy: marketing segmentation, targeting, differentiation, and positioning. List and discuss the major bases for segmentation consumer and business market. Explain how firm identify attractive market segments and choose a market-targeting strategy. Discuss how companies differentiate and position their products for maximum competitive advantage.</p> <p><b>Course contents:</b></p> <p><b>Section 1 STP marketing strategy and its meaning, targeting a specific group of people</b></p> <ol style="list-style-type: none"> <li>1. Segmentation index and process</li> <li>2. Targeting</li> <li>3. Positioning</li> </ol> <p><b>Section 2 fashion marketing index</b></p> <ol style="list-style-type: none"> <li>1. Demographic (Age, gender, family size, family lifestyle, income, occupation, education, race, religion, generation, nationality)</li> <li>2. Geographic (Nations, regions, countries, states, neighborhoods,</li> <li>3. Psychographic (social class, lifestyle, personality characteristics)</li> <li>4. Behavioral (consumer knowledge, attitudes, uses, responses to a product)</li> </ol> <p><b>Section 3 Segmenting international markets</b></p> <ol style="list-style-type: none"> <li>1. Developed country market, developing country market, emerging market</li> <li>2. Global brand, national brand, regional brand</li> </ol> <p><b>Section 4 Market targeting</b></p> <ol style="list-style-type: none"> <li>1. Segment size</li> <li>2. Segment structural attractiveness</li> <li>3. Fit with company objectives</li> <li>4. Company resources</li> </ol> <p><b>Section 5 choose a targeting strategy</b></p>	4	Lecture& demonstration& tutorial	Course objective 1, 2, 3

Num.	Course Content	Teaching Requirement	Period	Teaching modes	Course Objectives
		1. Company resources 2. Product variability 3. Product's life-cycle stage 4. Market variability 5. Competitors' marketing strategies <b>Section 6 Fashion brand positioning</b> 1. Culture different of western and eastern brands 2. Market positioning different 3. Special value proposition			
7	<b>Unit 7 Communicating customer value: advertising and marketing communications</b>	<b>Learning Objectives:</b> define the five promotion mix tools for communicating customer value. Discuss the changing communications landscape and the need for integrated marketing communications. Describe and discuss the major decisions involved in developing an advertising program. Explain how companies use public relations to communicate with their publics. <b>Course contents:</b> <b>Section1 Promotion mix</b> 1. The integrated Marketing Communication 2. The integrated Marketing Communication (consumer, marketing strategy, communication skill) 3. Shaping the overall promotion mix 4. Advertising <b>Section 2 value</b> 1. Core value 2. Value system 3. Value list <b>Section 3 Fashion and accessory brand case study</b> <b>Section 4 American fashion consumer behavior after 911</b>	4	Lecture & demonstration & tutorial	Course objective 2, 3
8	<b>Unit 8 The global marketplace and fashion</b>	<b>Learning Objectives:</b> Course contents: understanding global market equals differences. The culture, market, distribution, political, law, and customer are total different.	4	Lecture & demonstration & tutorial	Course objective 1, 2, 3, 4, 5, 6

Num.	Course Content	Teaching Requirement	Period	Teaching modes	Course Objectives
	<b>consumer</b>	<p>Relates to global brand analysis, to learn how different in global marketplace.</p> <p><b>Course contents:</b></p> <p><b>Section 1 Contemporary fashion market and consumer</b></p> <p><b>Section 2 Major international marketing decisions</b></p> <p><b>Section 3 Looking at the global marketing environment</b></p> <p><b>Section 4 Global market plan</b></p> <p><b>Section 5 Culture difference in global marketplace</b></p> <p><b>Section 6 Reading material</b></p> <ol style="list-style-type: none"> <li>1. Beauty in the orient</li> <li>2. What China's trendsetters are wearing</li> <li>3. How lynx changed cultural nations about men and fragrance in China</li> </ol>			

## V Period Distribution and Teaching Modes

### 1. Teaching Hours Allocation

Course Unit Name	Basic Contents	Unit Hours	Unit Hours Allocation		Remark
			Lecture	Experiment/Training	
Teaching Content 1	Introduction Part ( Basic Theory about Fashion Consumer Behavior, Fashion Consumer and Marketing, Fashion Consumer and Fashion Market )	4	4	0	
Teaching Content 2	Fashion consumer and consumer behavior	4	4	0	
Teaching Content 3	Analyzing the fashion marketing environment	4	4	0	
Teaching Content 4	Company and marketing strategy (partnering to build customer relationship)	4	4	0	
Teaching Content 5	Fashion brand product and service and branding	4	4	0	
Teaching Content 6	Market Segmentation, Targeting and Positioning (Creating value for target	4	4	0	

	customer )				
Teaching Content 7	Communicating customer value: adverting and marketing communications	4	2	2	
Teaching Content 8	The global marketplace and fashion consumer	4	2	2	
Total		32	28	4	

## 2. Teaching Methods

Practical ability is the basic skill training for students majoring in art and design. In order to enable students to learn this course intuitively, to increase the sensibility of creative topics, the use of multi-media means and the observation of works are the key parts of teaching devices.

*Fashion consumer behavior* adopt several teaching methods, such as case-based teaching, topic-based teaching, hands-on practice teaching. The teaching devices such as field operation, group discussion, prize competition, role playing and task driving are applied.

## VI Assessment

(Assessment content and methods must correlate with course objectives.)

Assessment Methods or Approaches	Assessment Requirements	Assessment Weighting	Evaluation of Course Objectives
Classroom Performance	Ask for leave before class if can't be present. Take an active part in class discussion.	20%	Course Objective 2,5
Test	Assessment standard 1, 2, 3, 4 Close-book	30%	Course Objective 1,2,3,4,5
Final Project	Complete final assignment on time and according to quality requirements.	50%	Course Objective 1,2,3,4,5

Note: 1. Assessment methods or approaches mainly include classroom performance, conventional assignments, unit tests, mid-term exam, final exam, big assignments, course paper, project design and works, etc.

2. Assessment requirements include frequencies of assignments, assessment methods (open-book, close-book), and project design requirements, etc.

3. Assessment Weighting refers to the percentage that assessment methods or approaches take up in the total score.

## VII Textbooks and References

### **1. Recommended Textbook**

[1] Michael R. Solomon、 Nancy Rabolt: Consumer Behavior in Fashion (Second edition), Person prentice hall, 2009.

### **2. Reference Book**

[1] LeonG. Schiffman、 Leslie Lazar Kanuk: Fashion Consumer Behavior, Person prentice hall, 2004.

[2] Liu Lixian: Customization and digital——New Customer, Zhejiang University pub, 2016.

[3] Java. Halepete: Retailing in emerging markets, Fairchild books New york, 2011.

[4] 刘丽娴: 数字化客制化——新型消费者, 浙江大学出版社, 2016出版.

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**Reviewed by: Yang Yunchu (杨允出)**

**Date: 2021-5-20**

# **Syllabus of Business Writing for International Fashion Trade**

**Course Name/Title:** Business Writing for International Fashion Trade

**Course code:** 94912

**Course Type:** Specialized Courses    Optional Course

**Total Teaching Hours:** 32 (Classroom Hours:24    Tutorial Hours: 8 )

**Course Credit:** 2

## **I Course Introduction**

Fashion Business Letter Writing is a major-related course for undergraduate major in apparel. It introduces three Cs of business letter writing for fashion international trade, including the whole process of international trade from establishing business relationship, inquiry, offer, counter-offer, acceptance, signing the contract, payment, packing, shipment, insurance, claim and arbitration, etc. This course should enable students with basic technology to communicate and negotiate by business letters in fashion international trade.

## **II Course Objective**

Upon completion of the course, students are expected to be able to:

### **1. Knowledge Objectives**

Course Objective 1: Establish fundamental knowledge of the structures and characteristics of business letters.

Course Objective 2: Grasp the common sentence patterns and expressions of various letters, and writing principles.

### **2. Capability Objectives**

Course Objective 3: improve fashion business English writing ability and communicative skills.

Course Objective 4: Promote the ability to settle problems in practical business operations and business negotiations in particular.

### **3. Quality Objectives**

Course Objective 5: Understand the characteristics of business English writing from basic principles, grasp the writing principle and style of simplicity and integrity, clarity and correctness.

Course Objective 6: Develop the ability to think and create while promote the analyze and

make judgments ability.

Course Objective 7: To introduce to students the achievements of China's reform and opening up, the outstanding achievements in the development of foreign trade, China's "One Belt And One Road" initiative, and the promotion of the great rejuvenation of the Chinese nation.

### III Correlations between Course Objectives and Graduation Requirements

Graduation Requirements	Graduation Requirements Index Point	Course Objectives
Graduation Requirement 8	Professional norms: Having humanities, social and scientific qualities, and social responsibility, being able to understand and comply with the engineering ethics and norms and perform responsibility in garment engineering practices.	Course Objective 2,4,6,7
Graduation Requirement 10	Communication: Being able to communicate and interchange effectively with industry colleagues and the public on complex garment engineering issues, including writing reports and design manuscript, statement, clarity expression or response command, and having a certain international vision, being able to communicate and interchange in a cross-cultural context.	Course Objective 1,2,3,4,5,6
Graduation Requirement 12	Lifelong learning: Having independent learning and lifelong learning consciousness, having the ability to learn continuously and to adapt to development.	Course Objective 3,4,6,7

### IV Correlations between Course Content and Course Objectives

**Course Content 1:** An Overview of Business Letter-writing (support course objective 1, 5,6)

**Reference Hours:** 4 hours (Lecture 4hours)

**Learning Objectives:**

1. Learn the layout of business letters, envelope addressing.
2. Know the way to master letter-writing skills.

**Course Content:**

1. Essentials of business letter-writing
2. Layout of business letters
3. Envelope addressing
4. The tendency of business letter-writing

**Course Content 2:** Establish Business Relations (support course objective 2, 3, 4, 6)

**Reference Hours:** 4 hours (Lecture 3hours, Practice 1hour)

**Learning Objectives:**

1. Learn the layout of establish business relations letters
2. Grasp the styles, words & phrases commonly used in these letter-writing.

**Course Content:**

1. Introduce the information channels
2. The general structure of an establish business relation letter
3. Letter Study
4. Useful sentence patterns

**Assignment:** Letter-writing exercises of establish business relations

**Course Content 3:** Enquires and Replies (support course objective 2, 3, 4, 6)

**Reference Hours:** 4 hours (Lecture 3hours, Practice 1hour)

**Learning Objectives:**

1. Learn the layout of enquire and reply letters
2. Grasp the styles, words & phrases commonly used in these letter-writing.

**Course Content:**

1. What is an enquire.
2. The general structure of an enquire letter
3. The general structure of a reply letter
4. Letter Study
5. Useful sentence patterns

**Assignment:** Letter-writing exercises of enquire and reply.

**Course Content 4:** Quotations, Offers (support course objective 2, 3, 4, 6)

**Reference Hours:** 4 hours (Lecture 3hours, Practice 1hour)

**Learning Objectives:**

1. Learn the layout of quotation, offer letters.
2. Grasp the styles, words & phrases commonly used in these letter-writing.

**Course Content:**

1. What is a quotation and what is an offer .
2. The difference between firm offer and non-firm offer.
3. The general structure of a quotation or an offer letter.
4. Letter Study

5. Useful sentence patterns

**Assignment:** Letter-writing exercises of quotation or offer.

**Course Content 5:** Counter-offers (support course objective 2, 3, 4, 6)

**Reference Hours:** 4 hours (Lecture 3hours, Practice 1hour)

**Learning Objectives:**

1. Learn the layout of counter-offer letters.
2. Grasp the styles, words & phrases commonly used in these letter-writing.

**Course Content:**

1. What is a counter-offer .
2. The general structure of a counter-offer letter
3. Letter Study
4. Useful sentence patterns

**Assignment:** Letter-writing exercises of counter-offer.

**Course Content 6:** Orders and Their Fulfillment (support course objective 2, 3, 4, 6)

**Reference Hours:** 4 hours (Lecture 3hours, Practice 1hour)

**Learning Objectives:**

1. Learn the layout of order and its fulfillment letters.
2. Grasp the styles, words & phrases commonly used in these letter-writing.

**Course Content:**

1. What is an order and its fulfillment.
2. The general structure of an order and its fulfillment letter
3. Letter Study
4. Useful sentence patterns

**Assignment:** Letter-writing exercises of order and its fulfillment.

**Course Content 7:** Complaints and Adjustments (support course objective 2, 3, 4, 6)

**Reference Hours:** 8 hours (Lecture 5 hours, Practice 1 hour exam 2hours )

**Learning Objectives:**

1. Learn the layout of complaint and adjustment letters .
2. Grasp the styles, words & phrases commonly used in these letter-writing.

**Course Content:**

1. What is a complaint and its adjustment .

2. The general structure of a complaint letter
3. The general structure of an adjustment letter
4. Letter Study
5. Useful sentence patterns

**Assignment:** Letter-writing exercises of complaint and its adjustment.

**Exam:** Write two fashion business letters as required.

## V Period Distribution and Teaching Modes

### (1) Period distribution

Methods Class Hour Course Content	Teaching			Remark Exam	Subtotal
	Lecture	Exercise	Discussion		
1. An Overview of Business Letter-writing	4				4
2. Establish Business Relations	3	1			4
3. Enquires and Replies	3	1			4
4. Quotations, Offers	3	1			4
5. Counter-offers	3	1			4
6. Orders and Their Fulfillment	3	1			4
7. Complaints and Adjustments	5	1		2	8
Total	24	6		2	32

### (2) Teaching modes

1. As Fashion business English writing is a very practical course, students' practice session is also important. So the classroom teaching organization is a combination of class centralized teaching, students' practice and individual tutoring. The teacher introduces the method and technology of business letter communicating and negotiating through lectures, arranges classroom letter writing exercises corresponding to the content of the lesson, then helps the students to grasp the course content through individual guidance.

2. Teachers should make use of a variety of teaching methods such as tasking teaching method and discussion teaching methods. While teaching, they should utilize business materials in the textbook and examples from internet resources, connect them with practical business activities so as to improve students' comprehension and mastery of all kinds of business writing material and to enable them grasp forms of different business letters and apply them.

3. Beside traditional teaching methods, multimedia aided instruction and network assisted instruction are applied to improve course teaching quality and efficiency.

## VI Assessment

Students will be evaluated on classroom performances, communicating and negotiating skills in completion of unit assignments and final exam.

Assessment Methods or Approaches	Assessment Requirements	Assessment Weighting	Evaluation of Course Objectives
Classroom Performance	Ask for leave before class if can't be present. Take an active part in class discussion.	5%	Course Objective 2,3,4,6
Unit Assignments	Letter-writing exercises of each unit	45%	Course Objective 1,2,3,4,5,6
Final Exam	Close-book Write two fashion business letters as required.	50%	Course Objective 1,2,3,4,5,6

## VII Textbooks and References

### 1. Recommended Textbook

[1] 《商务文本写作信函部分》，浙江理工大学国际时装技术学院，2005年出版。

[2] 甘鸿编著：《ENGLISH FOR INTERNATIONAL BUSINESS COMMUNICATION》（修订本），上海科学技术文献出版社，2004年出版。

[3] 许德全编著：《1+1 实操商务英语教程——函电》，教育科学出版社出版，2015年出版。

### 2. Reference Book

[1] Herta A. Murphy, Herbert W. Hildebrandt and Jane P. Thomas (1997): Effective Business Communications, 7th den, McGraw-Hill

### 3. Internet Resource

[1] <http://www.wenglish.com>

[2] <http://www.waimao-abc.cn/>

[3] <http://www.en8848.com.cn/bec/waimao/>

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Reviewed by: YANG Yunchu (杨允出)

Date: 2021-5-20

## Syllabus of Fashion Retailing Management

**Course Name/Title:** Fashion Retailing Management      **Course code:** 94918

**Course Type:** Basic Course    Compulsory Course

**Total Teaching Hours:** 48 (Classroom Hours:24    Practice Hours: 24 )

**Course Credit:** 3

### I Course Introduction

In this course students learn the background and basic theory of retailing, covering the world of retailing, retailing format, multichannel retailing. Then the students will learn the retail market strategies and store location, layout and display. The next step is to learn the knowledge of management, Include Customer Relationship Management, Human Resource Management, Info System and Supply Chain Management, The Role of a store manager and Customer Service.

### II Course Objective

#### 1. Knowledge Objectives

Course Objective 1: Establish fundamental knowledge, basic features and definitions of fashion retailing management.

Course Objective 2: Understand the basic concepts, types of retail format. Know the importance of retail channel strategies.

#### 2. Capability Objectives

Course Objective 3: Learn the elements of store location and find a suitable location for target retailer.

Course Objective 4: Learn the space design of a retail store and redesign the target retail store.

Course Objective 5: Grasp the techniques of improving the sales of a retail store.

#### 3. Quality Objectives

Course Objective 6: Strengthen the understanding the balance of creative thinking and the logic thinking.

### III Correlations between Course Objectives and Graduation Requirements

Graduation Requirements	Graduation Requirements Index Point	Course Objectives
Graduation Requirement 1	Research: Being able to conduct research on complex garment engineering problems based on scientific principle and applying scientific methods, including experimental	1,2,3,4,5,6

	design, data analysis and interpretation, and getting valid conclusions through information integration.	
Graduation Requirement 2	Using modern tools: Being able to develop, select and use appropriate technologies, resources, modern engineering tools, and information technology tools aiming at complex engineering problems, including the prediction and simulation of complex garment engineering problems, and understanding its limitation.	1,2,3,4,5,6
Graduation Requirement 3	Professional norms: Having humanities, social and scientific qualities, and social responsibility, being able to understand and comply with the engineering ethics and norms and perform responsibility in garment engineering practices.	1,2
Graduation Requirement 4	Project management: Understanding and mastering the principles of engineering management and economic decision making, and being able to be applied in a multidisciplinary environment.	3,4,5,6
Graduation Requirement 5	Lifelong learning: Having independent learning and lifelong learning consciousness, having the ability to learn continuously and to adapt to development.	1,2,3,4,5,6

#### IV Correlations between Course Content and Course Objectives

Num.	Course Content	Teaching Requirement	Period	Teaching modes	Course Objectives
1	Global fashion retail industry Fashion consumer	1. Understand the course learning scope and assessment content; 2. Master the definition of fashion retail; 3. Understand the general situation of global fashion retail industry; 4. Understand the contribution of fashion retail industry to economy and society; 5. Understand the category and characteristics of retail industry and the importance of clothing retail management; 6. Understand the retail development strategic advantages of domestic fashion brands based on the platform resource advantages of Ali, Jingdong, Baidu, Tencent, etc.  1. Master the classification and consumption characteristics of fashion consumers, consumption demand and its changes; 2. Understand fashion consumption situation and purchasing behavior,	8	Classroom lectures, online courses, group discussions, etc	Course objectives 1, 2

Num.	Course Content	Teaching Requirement	Period	Teaching modes	Course Objectives
		fashion brand and consumption behavior, etc; 3. To understand the brand self-confidence and cultural self-confidence of millennial young consumers, and specifically show their consumption enthusiasm for domestic fashion brands.			
2	Fashion Retail Format retail strategy	1. Understand the definition and types of fashion retail formats; 2. Master the characteristics and development trend of fashion retail. 1. Understand the strategic intention and planning of fashion retailers. 2. Understand the differences among retail strategy, brand strategy and channel strategy	8	Classroom lectures, online courses, group discussions	Course objectives 1, 2
3	Fashion retail location & Organizational structure	Understand the organizational structure design, job requirements and promotion path of fashion retail enterprises of different sizes. 1. Learn how to analyze the business circle. 2. Understand that the location of clothing retail stores is closely related to the company's development strategy; 3. Master the basic elements of retail location, 4. Learn how to evaluate the pre-selected location, 5. Learn how to make location decision.	8	Classroom lectures, online courses, group discussions	Course objectives 1, 2,3,
4	Retail store's layout and commercial space design	1. Through field investigation, master the layout planning and design of retail stores. 2. Through the observation and measurement of actual stores, learn the external design and internal design of stores, learn how to combine creativity with commerce, and understand the aesthetic and functional needs of retail store design. 1. Understand the purchasing requirements of fashion goods; 2. Master the key of fashion goods organization.	8	Classroom lectures, online courses, group discussions	Course objectives 1, 2, 3,4
5	The retail Store management	1. Understand the display requirements of different brands and categories of goods; 2. Combined with the characteristics of domestic brands, design the display scheme to highlight the characteristics of domestic brands (especially the national and national fashion clothing); 1. Understand the elements of store sales management; 2. Understand the matters needing attention in store	8	Classroom lectures, online courses, group discussions	Course objectives 1, 2,3,4,5

Num.	Course Content	Teaching Requirement	Period	Teaching modes	Course Objectives
		sales management; 3. Understand the value of service.			
6	How to Improve the sale of retail stores	1. Understand the timing and methods of fashion promotion; 2. Master the way of store product promotion, combined with domestic new media promotion channels, through brand promotion to the world to convey the brand and cultural confidence of Chinese consumers. 1. Understand the physical and soft factors related to store sales performance; 2. Through the improvement or reset of the relationship between people and freight yard, the sales performance of the store can be improved.	8	Classroom Presentation, group discussions	Course objectives 1, 2,3,4,5,6

## V Period Distribution and Teaching Modes

**Course Content 1:** Introduction of fashion retailing management. (Support course objective 1, 2)

**Reference Hours:** 8 hours (Lecture 6 hours, Discuss 2 hours)

### Learning Objectives:

1. Learn what happened and is happening and will happen in retail world.
2. Understand the functions of retailing and what we will learn in this course.

### Course Content:

7. The definitions of retailing and retailing management.
8. The importance of fashion retailing management.
9. The tendency of fashion retailing.
10. The concept and types of consumers.
11. The characters of consumer behaviors and its relations with the retail store.

**Practice:** Students pick one retail store and tell us why he/she like it.

**Course Content 2:** Retail formats and retail strategy. (Support course objective 1, 2)

**Reference Hours:** 8 hours (Lecture 4 hours, Practice 4hours)

### Learning Objectives:

1. Understand the definition and features of retail format and its tendency.
2. Learn the plan of retailers and how to make a strategy for the retailer.

### Course Content:

- 1、 The types of retail format.
- 2、 The tendency of retail format.
- 3、 The retail strategy.
- 4、 How to make a strategy for the retailer.
- 5、 The channels strategy of a retailer.

**Practice:** Students make a plan for retailer's strategy.

**Course Content 3:** Fashion retail organizational structure & location. (Support course objective 1, 2, 3)

**Reference Hours:** 8 hours (Lecture 4 hours, Practice 4 hours)

**Learning Objectives:**

1. Learn how to analyze the retailing circle and know which is the suitable circle for the retailer.
2. Understand the elements of the location and how to make an assessment for a location.

**Course Content:**

- 1、 Retailing circle
- 2、 The assessment of the location of a retail store.
- 3、 The decision of the best location for the retailer.

**Practice:** Students visit the different retailing circle to find a best location for the target retailer.

**Course Content 4:** Retail store's layout and commercial space design. (Support course objective 1, 2, 3, 4)

**Reference Hours:** 8 hours (Lecture 3 hours, Practice 5 hours)

**Learning Objectives:**

1. Learn how to analyze the retail space and make a plan for its layout.
2. Understand the elements of commercial space design and how to design it.
3. Understand how to balance the aesthetic needs and business needs.

**Course Content:**

- 1、 Retail store's layout design.
- 2、 The elements of exterior space design and how to design it.
- 3、 The elements of interior space design and how to design it.

**Practice:** Students visit the different retailing space to design or redesign the commercial space for the target retailer.

**Course Content 5:** The retail store management. (Support course objective 1,2,3,4,5)

**Reference Hours:** 8 hours (Lecture 5 hours, Practice 3 hours)

**Learning Objectives:**

1. Learn what happened and is happening and will happen in retail world.
2. Understand the functions of retailing and what we will learn in this course.

**Course Content:**

- 1、 The retail store structure.
- 2、 The daily management and the safety management in retail store.
- 3、 The elements of merchandise display.
- 4、 HR and financial management.

**Practice:** Students learn to improve the sale of a retail store combining to what he/she learned.

**Course Content 6:** How to improve the sales of a fashion retail store. (Support course objective 1, 2, 3, 4, 5, 6)

**Reference Hours:** 8 hours (Lecture 4hours, Practice 4hours)

**Learning Objectives:**

1. Learn what's the problem in the retail store.
2. Find the solutions for the problems.

**Course Content:**

- 1、 The elements of a retail store's sales.
- 2、 The problems of a retail store.
- 3、 The solutions for the problems.

**Practice:** Students present the final work on how to improve the sales of a retail store.

**Theoretical Teaching Hours Allocation Table**

Class Hour Course Content	Teaching Methods			Subtotal
	Lecture	Practice	Discuss	
1. Introduction of fashion retailing management.	5		3	8
2. Retail formats and retail strategy.	4		4	8
3. Fashion retail organizational structure & location	3	5		8

4. Retail store's layout and commercial space design	2	6		8
5. The retail store management	6		2	8
6. How to improve the sales of fashion retail stores	4	2	2	8
Total	24	13	11	48

### **Suggestions for Teaching**

#### **1. Teaching Organization Form**

" Fashion Retailing Management " is a highly practical course. We must adhere to the principle of emphasizing both theory and practice. We should pay special attention to teaching and practice on the basis of the explanation, the discussion, the demonstration, the observation and the practice comprehensively.

#### **2. Teaching Methods**

A variety of teaching methods including situation teaching method, demonstration teaching method and tasking teaching method are applied. The combination of introduce, demonstration and inquiry are emphasized during teaching process to provide students with various learning experiences and encourage their initiatives.

#### **3. Teaching Means**

Beside traditional teaching methods, multimedia aided instruction and network assisted instruction are applied to improve course teaching quality and efficiency.

### **Suggestions for Course Learning**

1. The students prepare and review the course content in the spare time by the courseware provided by the teacher.

2. Students can study independently through the various teaching resources provided by the course website platform to expand the scope and depth of learning.

3. The assignment is an important part to guide students to learn and check the teaching effectiveness, and a sign to reflect the requirements of the course. The personality, social relationships, and network are necessary for problem solving.

### **VI Assessment**

Students will be evaluated on classroom performance, technical knowledge and demonstrated skills in completion of unit projects, final project and final exam.

<b>Assessment Methods or Approaches</b>	<b>Assessment Requirements</b>	<b>Assessment Weighting</b>	<b>Evaluation of Course Objectives</b>
Attendance and	Attend the class on time and	10%	Course Objective 1,2

Classroom Performance	ask for leave before class if can't be present. Take an active part in class discussion.		
Unit Projects	Complete conventional assignments on time and according to quality requirements.	60%	Course Objective 1,2,3,4,5
Final Project	Complete final assignment on time and finish presentation according to quality requirements.	30%	Course Objective 1,2,3,4,5,6

Note: 1. Assessment methods or approaches mainly include classroom performance, conventional assignments, big assignments, project design and works, etc.

2. Assessment requirements include frequencies of assignments, assessment methods and project design requirements, etc.

3. Assessment Weighting refers to the percentage that assessment methods or approaches take up in the total score.

## VII Textbooks and References

### 1. Recommended Textbook

[1] Dimitri Koumbis, Fashion Retailing: From Management to Merchandising, Publisher: Bloomsbury, 2014.12

### 2. Reference Book

[1] Barry Berman, Joel R. Evans 零售管理[M],第九版,北京:中国人民大学出版社,2007.2

[2] (美)杰伊·戴蒙德 艾伦·戴蒙德 谢里·利特著,方刚译,上海:东华大学出版社,2017.3 出版。

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Reviewed by: YANG Yunchu (杨允出)

Date: 2021-5-20

# Syllabus of Fashion Trend Analysis and Forecasting

**Course Name/Title:** Fashion Trend Analysis and Forecasting    **Course code:** 94936

**Course Type:** Basic Course, Compulsory Course

**Total Teaching Hours:** 48 (Classroom Hours: 40 Laboratory Hours or Tutorial Hours: 8)

**Course Credit:** 3

## I Course Introduction

Fashion Trend Analysis and Forecasting is a course about the interpretation of past, present and future fashion, introducing and analyzing fashion prediction methods. The course resources are connected with the first-hand fashion consultation of international fashion capitals such as Fashion Institute of Technology. The course explores various current popular phenomena and hot fashion issues, and analyzes their social and cultural backgrounds, as well as various artistic phenomena and humanistic thoughts matching with various popular phenomena. Combined with the history of clothing and the process of fashion evolution, this paper discusses many factors that affect the trend of fashion. The course breaks the traditional Western perspective of fashion trend analysis and habitual thinking, and interprets the international fashion system and Western fashion phenomenon by standing in the East and looking at the west, so that students can improve their artistic accomplishment and understanding of fashion through the course learning.

## II Course Objective

### 6. Ideological and political Objectives

Course Objective 1: The course breaks the traditional Western perspective of fashion trend analysis and habitual thinking, and interprets the international fashion system and Western fashion phenomenon by standing in the East and looking at the west, so that students can improve their artistic accomplishment and understanding of fashion through the course learning.

### 2. Knowledge Objectives

Course Objective 2: To frame students' understanding of fashion system and basic knowledge of fashion trend prediction by learning.

Course Objective 3: To understand the basic knowledge and development trend of color, to complete a brand proposal about target consumer group, life style, interpretation of trend elements (theme, color, shape, fabric etc..) by using the popular life cycle theory and popular prediction method.

Course Objective 4: To analyze the trend during Queen Victoria period, the Edward period and other historical periods, and sum up internal relations a specific historical period of social thought, art phenomenon and a cultural phenomenon, life style and popular development path

through the evolution of the various historical periods of popular phenomenon and popular elements of interpretation since 1900 by further contact the current hot issues.

### 3. Capability Objectives

Course Objective 5: To grasp the popular trend summarizes the project in accordance with the needs of the brand and the target consumer group characteristics, students will understand how to use the trend to increase the competitiveness of apparel products, understand the relationship between brand positioning, pricing and fashion life cycle.

Course Objective 6: To complete purposeful design practice exercises and develop good hands-on, analytical and inductive skills. Understanding the latest trends in fashion.

### 4. Quality Objectives

Course Objective 7: To have a certain understanding of creative themes, styles and sensitivities and possess the modern creative thinking and design development qualities from the perspective of aesthetic language, combining with the design objective in-depth analysis and evaluation on the quality of creative material, creative theme, style and sense of a certain degree of understanding, with modern design and develop the quality of creative thinking.

## III Correlations between Course Objectives and Graduation Requirements

Graduation Requirements	Graduation Requirements Index Point	Course Objectives
Graduation Requirement 4	Research: Being able to conduct research on complex garment engineering problems based on scientific principle and applying scientific methods, including experimental design, data analysis and interpretation, and getting valid conclusions through information integration.	Course Objective 1,2,3,5,7
Graduation Requirement 5	Using modern tools: Being able to develop, select and use appropriate technologies, resources, modern engineering tools, and information technology tools aiming at complex engineering problems, including the prediction and simulation of complex garment engineering problems, and understanding its limitation.	Course Objective 1,2,3,4,5,6,7

Graduation Requirement 8	Professional norms: Having humanities, social and scientific qualities, and social responsibility, being able to understand and comply with the engineering ethics and norms and perform responsibility in garment engineering practices.	Course Objective 1,2,5,6,7
Graduation Requirement 12	Lifelong learning: Having independent learning and lifelong learning consciousness, having the ability to learn continuously and to adapt to development.	Course Objective 6,7

#### IV Correlations between Course Content and Course Objectives

Num.	Course Content	Teaching Requirement	Period	Teaching modes	Course Objectives
1	<b>Chapter 1 Basic knowledge of fashion trend</b>	<p>Course introduction section. Introduce the main contents of the course and the arrangement of time, assignments and examination requirements. By explaining the core elements of the fashion trends, students should be able to track trends, understand and predict trends. From the perspective of public life and profession to discuss the consultation methods to get future fashion, and analyze the differences, connections and internal logic of style, trend and fashion.</p> <p>Let students to follow the tips of fashion trends, to understand, predict and analyze trends, by explaining the five elements of fashion trends, from the perspective of public life and profession to discuss the consultation methods to get future fashion. Finally, to interpret the differences connections and internal logic of style, trend and fashion, and leads students to analyze the brand in the fashion shop, teach them how to achieve the brand value better according to their own orientation and the trend. By this way ,we can link theory with practice, deepening students' understanding of what they are</p>	4	Lecture& demonstration& tutorial	course objective:1,2

Num.	Course Content	Teaching Requirement	Period	Teaching modes	Course Objectives
		<p>talking about in class, and improving students' practical ability and interest in learning better.</p> <p><b>Section 1 Fashion and trend</b></p> <ol style="list-style-type: none"> <li>1. The definition of fashion.</li> <li>2. The elements of fashion trend: color, fabric, silhouette, details and pattern</li> </ol> <p><b>Section 2 how to get information of fashion trend</b></p> <ol style="list-style-type: none"> <li>1. The methods of fashion trend forecast</li> <li>2. Style, trend and fashion</li> <li>3. Extracurricular practice - to guide students looking for the season's fashion style in the store</li> <li>4. Various trend forecasting methods, popular systems, Forecast Ltd and methods in the popular system</li> </ol> <p><b>Section 3 Professional institutions and methods for forecasting trends</b></p> <ol style="list-style-type: none"> <li>1. In order to discuss the circulation of color to connect the trend forecast with market ,price and brand by combining with wave theory. To have a further discussion about the internal relations about the trends' life cycle, price and the consumer's trend perception.</li> <li>2. Circulation and emersion of trend</li> <li>3. The impact on trend of demographic, geographic and psychological statistics</li> <li>4. To sort out and classify the current trends of brand trends, and help learners understand the trend connotations by combination of charts and case studies</li> </ol>			
2	<p><b>Chapter 2</b></p> <p><b>Color theory and color trend</b></p>	<p>To analyze the steps and process of color trend discovery and development by analyzing the knowledge of color theory. Combined with the division of brand market positioning, this course will focus on the current development track of trend, and explore its future direction.</p> <p><b>Section 1 Basic theory of color</b></p>	4	Lecture& demonstration& tutorial	Course objective:1,2,3

Num.	Course Content	Teaching Requirement	Period	Teaching modes	Course Objectives
		<p><b>Section 2 Color trend forecasting</b></p> <ol style="list-style-type: none"> <li>1. The circulation and history of color</li> <li>2. The development trace of color</li> <li>3. Basic form and color analysis of wave theory</li> <li>4. The overall evolution process comparison of color development , and its future development inferred direction</li> </ol> <p><b>Section 3 Color rend and its market</b></p> <ol style="list-style-type: none"> <li>1. Color trends market applications</li> <li>2. Price and brand</li> </ol> <p><b>Section 4 Color trend and its market</b></p> <ol style="list-style-type: none"> <li>1.The symbolism of color</li> <li>2.The color symbol under the background of cultural difference</li> <li>3.To discuss the differences of color perception between different cultural backgrounds and regional consumers in terms of consumer's popular choice and cultural perspective from the perspective of color psychology and color geography</li> </ol>			
3	<p><b>Chapter 3 History of Costume and the evolution of trend</b></p>	<p>To understand the zeitgeist and trend of each period ,to discuss the relationship between history of costume and the evolution of trend. To learn and reproduce fashion design from contemporary fashion designers, and analyze the contemporary brand for each period of popular use and reproduction.To determine the trend of the future and the law of internal development by combining the prevalence of history with the current popular elements.</p> <p><b>Section 1 The trend and contemporary design application in Vitoria</b></p> <p><b>Section 2 The trend and contemporary design application in Edward</b></p> <p><b>Section 3 The trend and contemporary design application in 1920s</b></p>	12	Lecture& demonstration& tutorial	Course objective:1,2,4

Num.	Course Content	Teaching Requirement	Period	Teaching modes	Course Objectives
		<p><b>Section 4 The trend and contemporary design application in 1930s</b></p> <p><b>Section 5 The trend and contemporary design application in 1940s</b></p> <p><b>Section 6 The trend and contemporary design application in 1950s</b></p> <p><b>Section 7 The trend and contemporary design application in 1960s</b></p> <p><b>Section 8 The trend and contemporary design application in 1970s</b></p> <p><b>Section 9 The trend and contemporary design application in 1980s</b></p> <p><b>Section 10 The trend and contemporary design application in 1990s</b></p>			
4	<p><b>Chapter 4 Trends forecasting methods and information collection</b></p>	<p>Enable students to understand the sources of trend information and learn to collect it through various channels. Introduce all kinds of professional information websites, such as First Style, WGSN, Fashion Snoop, Pantone, etc.</p> <p><b>Section 1 A horizontal comparison of the mainstream professional trends forecasting agencies' work methods and content</b></p> <ol style="list-style-type: none"> <li>1. A collection of first-hand information</li> <li>2. A collection of second-hand information</li> </ol> <p><b>Section 2 Summarize the sources of fashion information collection</b></p> <ol style="list-style-type: none"> <li>1. Market information from level 1 to 3</li> <li>2. Consumer information</li> <li>3. Media information</li> <li>4. Regional culture</li> <li>5. Emerging technologies</li> <li>6. In addition to the relevant industry information, it also includes information from the Internet celebrities, the street snap, the community and the opinion leaders;</li> </ol> <p><b>Section 3 Web sites for trend information</b></p>	4	Lecture & demonstration & tutorial	Course objective: 1,2,3,5,6,7

Num.	Course Content	Teaching Requirement	Period	Teaching modes	Course Objectives
		<p>1. Main reference sites and subject modules for trends</p> <p>2. Introduction for WGSN</p> <p><b>Section 4 brand research and fashion elements, influencing factors</b></p> <p>1. The study of target consumers and their lifestyles</p> <p>2. The target market preferences and attitudes</p> <p>3. The consumer adoption and acceptance time for trend</p> <p><b>Section 5 Target consumers and brand positioning</b></p> <p>1. Multi-dimensional dynamic position</p> <p>2. The interpretation of Brand positioning based on trend</p>			
5	<p><b>Chapter 5</b></p> <p><b>Explore fashion</b></p>	<p>To analyze the relationship between trend ,fashion, culture and society, to understand the relationship between fashion and social phenomena by linking them with real time information, and to help students understand the essential problems under the fashionable phenomenon.</p> <p><b>Section 1 Achieve brand popularity, heat, through cross-border means</b></p> <p>1. The definition of crossover</p> <p>2. Major types of crossover</p> <p>3. Crossover creates fashion</p> <p>4. Brand case studies of crossover</p> <p><b>Section 2 The fashion phenomenon, combined with brand analysis, social, cultural and ideological trends</b></p> <p>1. Fashion and trend</p> <p>2. Fashion and society</p> <p>3. Fashion and culture</p> <p>4. Fashion media</p> <p><b>Section 3 The essential condition of the fashion capital</b></p> <p>1. The formation time and objective factors of the fashion capital in the world (population density, economic</p>	4	Lecture& demonstration& tutorial	Course objective: 1,2,5,6,7

Num.	Course Content	Teaching Requirement	Period	Teaching modes	Course Objectives
		<p>development, etc.)</p> <p>2. The essential condition for becoming a fashion center (multicultural, convenient transportation, etc.)</p> <p>3. Fashion spread theory (trickle down theory, trickle across theory, trickle up theory)</p>			
6	<b>Chapter 6 Factors affecting the fashion</b>	<p>As a complex social phenomenon, fashion embodies the spirit of the times, or zeitgeist, is closely related to social change, economic prosperity, cultural trends and the natural environment. This chapter emphasizes social, cultural and psychological factors which have influenced fashion, and how did they influence people's ways of thinking, aesthetic values in each historical stage. Throughout the history of human clothing development, the fashion changes of each one have mapped the characteristics of the times and the trajectory of social changes. The political movement, economic development, scientific and technological progress and cultural trends of thought in different historical periods can be reflected in different features in the fashion popularization.</p> <p><b>Section 1 Social factors</b></p> <p><b>Section 2 Political factors</b></p> <p><b>Section 3 Artistic Ideological Trends</b></p> <p><b>Section 4 Economic factors</b></p> <p><b>Section 5 Population factors</b></p> <p><b>Section 6 Cultural factors</b></p> <p><b>Section 7 Psychological factors</b></p>	4	Lecture & demonstration & tutorial	Course objective: 1, 4
7	<b>Chapter 7 Contemporary art, costume and fashion</b>	<p>Sum up the art schools since twentieth Century and their influence on fashion trend. Analyze the trend of art schools at present. Inspire students in better thinking and understanding by combining art, culture, and commerce with fashion phenomena.</p> <p><b>Section 1 Pop and New Pop</b></p>	8	Lecture & demonstration & tutorial	Course objective: 1, 2, 3, 4, 5, 6, 7

Num.	Course Content	Teaching Requirement	Period	Teaching modes	Course Objectives
		<b>Section 2 Contemporary objectivism</b> <b>Section 3 Minimalism</b> <b>Section 4 Idealism</b> <b>Section 5 New Expressionism</b> <b>Section 6 New Realism</b> <b>Section 7 Post Modernism</b>			
8	<b>Chapter 8 The development of fashion trends and its visual expression</b>	<p>In this chapter, students can master the methods of forming and refining the fashion theme. They can collect, organize, analyze and predict the theme, and combine the specific brand to complete the training of the concept, theme, organization and expression.</p> <b>Section 1 Fashion acceptance theory</b> <b>Section 2 Visual representation of trends</b> <b>Section 3 How to present from the perspective of art, composition, style and literal</b> <b>Section 4 The development and expression of fashion trends</b>	8	Lecture & demonstration & tutorial	Course objective: 1, 2, 3, 4, 5, 6, 7

## V Period Distribution and Teaching Modes

### 1. Teaching Hours Allocation

Course Name	Unit	Basic Contents	Unit Hours	Unit Hours Allocation		Remark
				Lecture	Experiment/Training	
Teaching Content 1		Basic knowledge about fashion forecasting and prediction	4	4		
Teaching Content 2		Color theory and color trend	4	4		
Teaching Content 3		Fashion history and fashion evolution	12	12		
Teaching Content 4		The method of fashion forecasting and prediction	4	4		
Teaching Content 5		Discussion about fashion	4	4		
Teaching Content 6		Factors affect fashion	4	4		
Teaching Content 7		Contemporary art and fashion	8	4	4	

Teaching Content 8	Fashion development and visual presentation	8	4	4	
Total		48	40	8	

## 2. Teaching Methods

The curriculum is full of rhythmic changes: theory and practice, in class and out of class, static and dynamic. Enhance interaction with students in the classroom, encourage students to hands-on experience, thinking and communication. For example, in chapter two, we take students to the fashion shop and encourage them to collocate with fashion style on their own, and we comment on the spot, the teaching effect is outstanding.

Having a depth integration of curriculum construction and information technology. From the past purely multimedia teaching method to a diversified and informational teaching mode, including multimedia teaching, distant teaching, video teaching and network resources teaching. With the depth analysis of the curriculum and a variety of information technology methods, we set a best combination, through the use of micro class, Mooc, flip the classroom and other forms, to enhance the teaching experience and to further develop the clothing marketing course characteristic: combining fashion and market closely.

## VI Assessment

(Assessment content and methods must correlate with course objectives.)

Assessment Methods or Approaches	Assessment Requirements	Assessment Weighting	Evaluation of Course Objectives
Course expression	Attendance Answer question Participation	20%	Course objection1,2,5
Test	Assessment standard1,2,3,4	30%	Course objection1,2,3,4,5,6
Finial project	Choose a specific consumer group, do the marketing survey, analysis target market, summarize inspiration, fashion recognition, lifestyle, career and so forth. Use power point present the silhouette, color, and texture.	50%	Course objection1,2,3,4,5,6

Note: 1. Assessment methods or approaches mainly include classroom performance, conventional assignments, unit tests, mid-term exam, final exam, big assignments, course paper, project design and works, etc.

2. Assessment requirements include frequencies of assignments, assessment methods (open-book, close-book), and project design requirements, etc.

3. Assessment Weighting refers to the percentage that assessment methods or approaches take up in the total score.

## **VII Textbooks and References**

### **1. Recommended Textbook**

[1] Fashion forecasting and prediction (all English notes compiled by self)

### **2. Reference Book**

[1]Chelsea Rouso: 《Fashion Forward — A guide to Fashion Forecasting》, Fairchild books. Inc. Newyork published, 2012.

### **3. Internet Resource**

[1]Fashion forecasting and prediction. 4A website construction resources:  
<http://4A.zstu.edu.cn>

[2]Fashion forecasting and prediction. Official website: <http://www.fashion.zstu.edu.cn>

[3]Fashion forecasting and prediction. Micro-blog and WeChat side

[4]<https://www.wgsn.com/cs/>

[5]<http://www.nofashion.cn/>

[6]<http://www.vogue.com.cn/>

[7][www.fashionsnoops.com](http://www.fashionsnoops.com)

[8][www.wgsn.com](http://www.wgsn.com)

[9][www.trendstop.com](http://www.trendstop.com)

[10][www.edekoort.com](http://www.edekoort.com)

[11][www.peclersparis.com](http://www.peclersparis.com)

[12][www.doneger.com](http://www.doneger.com)

[13][www.fashionsnoops.com](http://www.fashionsnoops.com)

[14]<http://trendcouncil.com>

[15][www.lesouk.com](http://www.lesouk.com)

[16][www.trendtablet.com](http://www.trendtablet.com)

**Written by: LIU Lixian (刘丽娴)**

**Reviewed by: Yang Yunchu (杨允出)**

**Date: 2021-5-20**

# **Fashion Merchandising Math and Inventory Management**

**Course Name/Title:** Fashion Merchandising Math and Inventory Management

**Course code:** 94937

**Course Type:** Basic Course    Compulsory Course

**Total Teaching Hours:** 48 (Classroom Hours:40    Laboratory Hours or Tutorial Hours: 8)

**Course Credit:** 3

## **I Course Introduction**

Students will learn to analyze and become able to recognize the relationships of Retail Sales, Mark Up, Price Changes, Profit and Loss, Seasonal Plans and OTB. Students will learn to analyze performance using percents and dollars values. Basic Retail Math concepts and formulas will be examined, in detail, using case studies and traditional homework assignments. Students will use spreadsheet programs to analyze case studies and solve problems.

Students learn to navigate industry specific replenishment software, JDA Advanced Store Replenishment (ASR). With the use of Excel spreadsheets students extract data and investigate the way in which the software functions and the direct correlation to the Statistics. Using the case study method, students make decisions involving inventory investments, seasonal profiling and long-term merchandising strategies.

## **II Course Objective**

Upon completion of the course, students are expected to be able to:

### **1. Knowledge Objectives**

Course Objective 1: Basic Retail Math concepts and formulas will be examined, in detail, using case studies and traditional homework assignments.

Course Objective 2: Students will use spreadsheet programs to analyze case studies and solve problems.

### **2. Capability Objectives**

Course Objective 3: Analyze and become able to recognize the relationships of Retail Sales, Mark Up, Price Changes, Profit and Loss, Seasonal Plans and OTB.

Course Objective 4: Learn to analyze performance using percents and dollars values.

### **3. Quality Objectives**

Course Objective 5: With the use of Excel spreadsheets students extract data and investigate the way in which the software functions and the direct correlation to the Statistics.

Course Objective 6: Using the case study method, students make decisions involving inventory investments, seasonal profiling and long-term merchandising strategies.

Course Objective 7: To understand fully in the present stage of China's garment industry structure adjustment, apply professional knowledge to propose positive advices for the development of Chinese independent brand clothing enterprises.

### III Correlations between Course Objectives and Graduation Requirements

Graduation Requirements	Graduation Requirements Index Point	Course Objectives
Graduation Requirement 4	Research: Being able to conduct research on complex garment engineering problems based on scientific principle and applying scientific methods, including experimental design, data analysis and interpretation, and getting valid conclusions through information integration.	Course Objective 1,2,7
Graduation Requirement 5	Using modern tools: Being able to develop, select and use appropriate technologies, resources, modern engineering tools, and information technology tools aiming at complex engineering problems, including the prediction and simulation of complex garment engineering problems, and understanding its limitation.	Course Objective 2,3,7
Graduation Requirement 7	Environment and sustainable development: Being able to understand and evaluate the impact of engineering practice aiming at complex clothing engineering problems on the sustainable development of environment and society.	Course Objective 2,3,4
Graduation Requirement 8	Professional norms: Having humanities, social and scientific qualities, and social responsibility, being able to understand and comply with the engineering ethics and norms and perform responsibility in garment engineering practices.	Course Objective 4,5
Graduation Requirement 12	Lifelong learning: Having independent learning and lifelong learning consciousness, having the ability to learn continuously and to adapt to development.	Course Objective 4, 5,6

### IV Correlations between Course Content and Course Objectives

**Course Content 1: Introduction** (support course objective 1, 2)

**Reference Hours:** 4 hours (Lecture 3hours, Lab 1 hour)

**Learning Objectives:**

1. Explanation of Course objectives
2. Define the importance that performance measurements represent based on today's goals

and challenges in the retail industry

3. Importance of statistical analysis to the successful completion of the job
4. The increasingly importance and capability of data capture
5. Review career opportunities

**Course Content:**

1. Course objectives
2. Course calendar
3. Course administrative procedures
4. Grading criteria
5. EDI, Quick Response (QR)
6. Demand Forecasting
7. Inventory replenishment (push vs. pull)
8. Supply Chain Management (SCM)

**Course Content 2: SALES AND COST ANALYSIS** (support course objective 2,3,4)

**Reference Hours:** 6 hours (Lecture 5 hours, Lab 1 hour)

**Learning Objectives:**

Students will be able to:

1. Calculate sales using specified merchandising formulas with a calculator and in a spreadsheet program.
2. Define and explain the significance of specified merchandising terms used to control and plan for profitability.
3. Evaluate dollar merchandising sales performance by company, family of business, department, classification, sub-classification and floor space.
4. Characterize sales performance and utilize statistics to substantiate their conclusions.
5. Characterize core metrics (key performance indicators) used to evaluate e-commerce.
6. Project and analyze dollar sales.
7. Formulate spreadsheet to reflect sales measurements.
8. Invoiced cost of goods and understand cost controls.

**Course Content:**

1. Data type
2. Information organization:
3. Comp Sales Analysis
4. Additional sales analyses
5. Department / Store analysis
6. Suggested Case Study Topic: TY/LY Sales
7. Invoices and Terms

**Course Content 3: DEVELOPING MARK UP STRATEGIES** (support course objective 2,3,4)

**Reference Hours:** 8 hours (6 Lecture hours, Lab2 hours)

**Learning Objectives:**

Students will be able to:

1. Define specified merchandising terms.
2. Utilize specified merchandising formulas.
3. Identify the components that affect gross sales and net sales.
4. Discuss the impact of reductions on both gross margin and operational profit.
5. Calculate retail pricing to achieve specific mark-up requirements.
6. Calculate the initial mark-up (IMU) supporting a given revenue statement (P&L).
7. Explore the impact on IMU requirement when performance figures change.
8. Calculate maintained mark-up (MMU)

**Course Content:**

1. Initial mark-up vs. maintained mark-up
2. Cumulative markup
3. Using Mark Up to plan the balance of a purchase at cost or retail.
4. Price Points and Markup
5. Suggested Case Study: Use a UPC Scan Program to compare and discuss Markup on specific item

**Course Content 4: PRICE CHANGES** (support course objective 3,4, 5,6)

**Reference Hours:** 8 hours (Lecture 6 hours, Lab 2 hours)

**Learning Objectives:**

Students will be able to:

1. Define markdown terminology
2. Relate markdowns to current retail price structure
3. Identify markdowns as a percent to sales
4. Understand the cumulative impact of markdowns
5. Formulate spreadsheet to calculate and markdowns and markdown percents.

**Course Content:**

1. Calculate markdown as a percent of the retail Price.
2. Calculate markdown to a single unit
3. Calculate markdowns for multiple units
4. Calculate multiple markdowns on a single item and a group of items
5. Relate total markdowns as percent of sales
6. Evaluate Vendor allowance based on Markdown percent.
7. Suggested Case Study Topic: Comparison of Markdown strategies of Brick and Mortar stores vs. E-tailers

**Course Content 5: GROSS MARGIN COMPONENTS** (support course objective 3,4, 5,6)

**Reference Hours:** 8 hours (Lecture 6 hours, Lab 2 hours)

**Learning Objectives:**

Students will be able to:

1. Understand rationale for using net sales as the base for budgeting
  - a. Components of revenue spending: Product purchases and cost, operational expenses, and operational profit
2. Distinguish differences between Gross Margin, Operating Expenses, and Net Profit
3. Define the use of Gross Margin analysis
4. Analyze the profit elements as a percentage of Net Sales.
5. Define the use of percentage analysis of Gross Margin

6. Formulate spreadsheet presentation of Gross Margin and P&L statement.

**Course Content:**

1. Calculate Gross Margin and determine percent to sales
2. Identify operation expenses
3. Calculate net Profit and determine percent to sales
4. Calculate the impact of vendor allowances
5. Suggested Case Study

**Course Content 6: THE REPLENISHMENT ENVIRONMENT** (support course objective 3,4, 5,6)

**Reference Hours:** 6 hours (Lecture 6 hours)

**Learning Objectives:**

Upon successful completion of this unit, the student will be able to:

1. Describe replenishment and the collaborative environment
2. Considerations for and benefits of its use, requirements, functions and distinguishing characteristics from other aspects of retail planning.

**Course Content:**

1. Differences between replenishment with VMI and retail planning
2. Evaluation of Inventory Management Systems
3. Benefits of using a collaborative replenishment process
4. How are replenishment results measured?
5. Requirements for collaboration
6. Career Opportunities
7. Introduction to the Four Steps of Buying
  - (1) Demand Forecasting
  - (2) Lead Time Forecasting
  - (3) Order Policy Analysis
  - (4) Service Level

## V Period Distribution and Teaching Modes

### (1) Period distribution (Theoretical Teaching Hours)

Class Hour Course Content	Teaching Methods			Remark	Subtotal
	Lecture	Exercise	Discussion		
1. Introduction	4				4
2. SALES AND COST ANALYSIS	6				6
3. DEVELOPING MARK UP	8				8
4. PRICE CHANGES	8				8
5. GROSS MARGIN COMPONENTS	8				8
6. THE REPLENISHMENT	6				6
Total	40				40

### (2) Period distribution (Lab Hours)

Experimental Project Name	Summary	Experimental Environment	Lab Hours	Number in Each Group	Experimental Attributes	Requirements
HW Unit1	Use formula	Calculator	1	1 person	Exercise	required
HW Unit2	Use formula	Calculator	1	1 person	Exercise	required
HW Unit3	Use formula	Calculator	1	1 person	Exercise	required
MID EXAM	Exercise	Calculator	1	1 person	Test and Evaluation	required
HW Unit4	Use formula	Calculator	1	1 person	Exercise	required
HW Unit5	Use formula	Calculator	1	1 person	Exercise	required
FINAL EXAM	Evaluation	Calculator	2	1 person	Test and Evaluation	required
Total			8			

### (3) Teaching modes

1. The teacher introduces the method and technology of calculating all kinds of Index and how to use those formula and arranges classroom exercises corresponding to the content of the lesson. Organize classroom teaching through the combination of class centralized teaching and individual tutoring and helps the students to grasp the course content through exercise and use.

2. A variety of teaching methods including situation teaching method, demonstration teaching method and tasking teaching method are applied. The combination of introduce, demonstration and inquiry are emphasized during teaching process to provide students with various learning experiences and encourage their initiatives.

3. Beside traditional teaching methods, multimedia aided instruction and network assisted instruction are applied to improve course teaching quality and efficiency.

## VI Assessment

Students will be evaluated on classroom performance, exercise and homework, mid exam and final exam.

Assessment Methods or Approaches	Assessment Requirements	Assessment Weighting	Evaluation of Course Objectives
Classroom Performance	Ask for leave before class if can't be present. Take an active part in class discussion.	20%	Course Objective 1,2
Mid Exam	Complete conventional assignments on time and according to quality requirements.	30%	Course Objective 2,3,4,5,6
Final Exam	Close-book	50%	Course Objective 2,3,4,5,6

## VII Textbooks and References

### 1. Recommended Textbook

[1] Math for Merchandising, Moore, 3<sup>rd</sup> edition Prentice Hall 2005 (new edition Spring 2011)

[2] Mathematics for Retail Buying, Tepper, 6<sup>th</sup> Edition, Revised, Fairchild, 2008

[3] Merchandising Mathematics for Retailing, Easterling, Slottman, Jernigan, Marshall, 5<sup>th</sup> edition, Prentice Hall, 2012.

### 2. Reference Book

[4] A Practical Approach to Merchandising Math, Cushman 1<sup>st</sup> edition Fairchild, 2009

[5] Fisher, Marshall L., and Ananth Raman. The new science of retailing: how analytics are transforming the supply chain and improving performance. Boston, Mass.: Harvard Business Press, 2010. Print.

[6] "Global Supply Chain, Logistics Management, Technology: SupplyChainBrain." Global Supply Chain, Logistics Management, Technology: SupplyChainBrain. N.p., n.d. Web. 12 Aug. 2013.

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