COURSE INFORMATION FORM

DISCIPLINE
Apparel and Textile

COURSE TITLE
Aesthetics and Design for Apparel and Textiles

CR.HR 3  LECT HR. 3  LAB HR.  CLIN/INTERN HR.  CLOCK HR. 

CATALOG DESCRIPTION
Elements and principles of design. Examination of aesthetic factors relating to apparel and promotional retail settings affecting consumer decisions.

PREREQUISITES

EXPECTED STUDENT OUTCOMES IN THE COURSE (ESO)
Upon completion of this course, the student will be able to:

1. Explain and use the elements of aesthetics and principles of design.
2. Employ specific terminology related to the elements and principles studied.
3. Identify, apply and integrate elements and principles to a variety of apparel and environment scenarios.
4. Examine product development with emphasis on an inspiration source and identification of its aesthetic properties.

GENERAL EDUCATION OUTCOMES (ESO)
Specify which general education outcomes, if any, are substantially addressed by the course. Numbers in parentheses identify the Expected Student Outcomes linked to the specific General Education Outcome.

Outcomes ESO

6. Humanities
   C. Identify aesthetic standards used to make critical judgments (1,2,3,4)
PROGRAM-LEVEL OUTCOMES

CAREER AND TECHNICAL EDUCATION PROGRAM OUTCOMES
Specify which Career and Technical program outcomes, if any, are substantially addressed by the course by completing the “Career and Technical Education template” to show the relationship between course and program outcomes to assessment measures.

Demonstrate ability to communicate effectively in oral, written and visual forms
- Produce effective visual materials to communicate product development or marketing strategies
- Develop and present effective oral presentations
- Demonstrate effective written communication
- Develop professional resume, portfolio, and career interview skills
- Recognize and use appropriate professional terminology

Recognition of current ethical and professional issues in textiles and apparel industries.
- Demonstrate knowledge of ethical issues related to labor, global trade, and free/fair trade.
- Demonstrate knowledge of environmental issues related to dyeing, weaving and manufacturing of apparel product.

Demonstrate ability to work effectively in groups and teams.
- Develop effective skills in brainstorming and identification of relevant ideas.
- Share responsibility and delegate duties. Demonstrate accountability to the group/team.
- Develop strategies and time lines for action and completion

Demonstrate professional expertise in marketing and product merchandising.
- Identify target markets, accessing of consumer audience.
- Identify appropriate marketing and merchandising strategies to reach target market
- Develop effective business planning appropriate to identified strategies.

Demonstrate professional creative and technical expertise in product development
- Identify target markets, accessing of consumer audience.
- Perform necessary creative research for targeted product development
- Develop designs and edit selections appropriately to serve target market

CLASS-LEVEL ASSESSMENT MEASURES
Student accomplishment of expected student outcomes will be assessed using the following measures. (Identify which measures are used to assess which outcomes.)

- Exams 1,2,3,4
- Class and group discussion 1,2
- Group activities 1,2
- Review sessions 1,2,3,4
- Focused assignments over specific topics 1,2,3,4
- Integrated projects 3,4
Individual instructors may order this outline as fits the needs of their individual courses. In addition, they may place more emphasis on some areas than on others. What is assured is that this particular list is covered in the course. Other topics may be added to a course as the instructor sees fit, and as time and interest allow. An *asterisk can be used to mark an item as optional.

I. Aesthetics
   A. Defining the aesthetic experience
   B. Apparel, body, and environment as contributors to aesthetic experience
   C. Value derived from products and environments
   D. Factors influencing aesthetic evaluation or preference

II. Elements and principles of design
   A. Visual and tactile elements of design
      1. color
      2. light
      3. line
      4. shape
      5. space
      6. texture
   B. Complexity, Order and Novelty
   C. Principles of Design
      1. balance
      2. emphasis
      3. rhythm or repetition
      4. proportion
      5. contrast
      6. unity/harmony

III. Aesthetics related to skills of the apparel professional