

Business of Fashion
Course Number: 29:134:476
Course Title: Industry of Fashion II

COURSE DESCRIPTION

This course is designed to introduce students to the basic principles of the fashion knitwear industry. Students will be introduced to knitwear manufacturing techniques and terminology. Through lecture and hand on techniques, students will understand the nuances of the knitwear as a competitive niche market within the business of fashion. Students are required to learn how woven fabrics are treated and purchased vs. yarns and/or cut & sew fabrics. In addition, students will develop a finalized branded product geared toward this lucrative niche market.

COURSE MATERIALS

Required Textbook: Designing a Knitwear Collection from Inspiration to Finished Garments By Lisa Donforio- Ferrezza & Marilyn Hefferen ISBN 978-1-56367-492-1

Canvas Use: This course requires an ongoing constant use of canvas by students. As all announcements, assignments, changes, etcetera are posted there; the student is responsible for remaining up to date at all times. Please be sure to bring the syllabus and any potentially relevant handouts to each class (not the book).

****Note: This syllabus is extremely detailed. Please be sure you refer to it for answers to your questions on administrative matters/exams/dates/assignments, etcetera before asking me. This is the best way to make sure I don't make a mistake in answering your question, and in not losing valuable information that ultimately you will be held accountable for. My memory is not perfect, which is why I take care to give you the information in detailed and organized written manner upfront to the extent possible.*

LEARNING GOALS AND OBJECTIVES

Course Objectives: Students will learn the following

- Recognition of various markets in Knit Wear
- Consumer Research and Profiling
- Identifying various segments of the knitwear production process

Cut & Sew vs. Full Fashion Manufacturing

- A historical and cultural overview of Knitwear and contemporary dress
- Understanding the sample room environment by executing Knitwear Methods
- Analyzing Knitwear products according to demographics and psychographics
- Usage of Fashion Knitwear terminology and understanding of industry acumen
- Exploration of career opportunities within the Knitwear industry

*** *Note: The prerequisite/co-requisite for this course is 'Introduction to Fashion and Industry*

*** *Additional exceptions can be made upon department chair approval*

ACADEMIC INTEGRITY

I do NOT tolerate cheating. Students are responsible for understanding the RU Academic Integrity Policy (<http://academicintegrity.rutgers.edu/>).

I will strongly enforce this Policy and pursue *all* violations. On all examinations and assignments, students must sign the RU Honor Pledge, which states, "On my honor, I have neither received nor given any unauthorized assistance on this examination or assignment." I will screen all written assignments through *SafeAssign* or *Turnitin*, plagiarism detection services that compare the work against a large database of past work. Don't let cheating destroy your hard-earned opportunity to learn. See business.rutgers.edu/ai for more details.

ATTENDANCE AND PREPARATION POLICY

- Expect me to attend all class sessions. I expect the same of you. If I am to be absent, my department chair or I will send you notice via email and Canvas as far in advance as possible. If you are to be absent, report your absence in advance at <https://sims.rutgers.edu/ssra/>. If your absence is due to religious observance, a Rutgers-approved activity, illness, or family emergency/death and you seek makeup work, also send [me/TA] an email with full details and supporting documentation [within X days of your first absence]. [Explain other aspects of your absence policy in detail; it will save you trouble later.]
- For weather emergencies, consult the campus home page. If the campus is open, class will be held.
- Expect me to arrive on time for each class session. I expect the same of you.
- Expect me to remain for the entirety of each class session. I expect the same of you.
- Expect me to prepare properly for each class session. I expect the same of you. Complete all background reading and assignments. You cannot learn if you are not prepared. The minimum expectation is that for each 3 hour class session, you have prepared by studying for at least twice as many hours.

- Expect me to participate fully in each class session. I expect the same of you. Stay focused and involved. You cannot learn if you are not paying attention.
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CLASSROOM CONDUCT

Items to cover include: cold calling, hand-raising, cell phones, laptops, bathroom breaks, food & drink, side conversations, sleeping, name cards, seating arrangements, etc. Be as clear and specific as possible. If you use clickers, inform students of the penalties for not bringing a clicker, and notify them that operating a clicker for another student is a violation of academic integrity and will not be tolerated.]

Readings:

Readings from the handouts will be assigned for each class. In addition, readings from the handout package will be assigned regularly, and are considered required. It is important to arrive to class having read the assigned chapter(s) and handout(s) on the day required. I reserve the right to call upon you during class to provide explanations or answers to questions. Please be aware that the degree of the student's preparation (or lack thereof) may be used to determine marginal grades.

GRADING POLICY

Course grades are determined as follows:

There will be on midterm exam (written) and a Final Project (paper plus design collection). Weekly homework will be assigned (theory and knowledge essay format). Group Homework Assignments will be assigned 3 times throughout the semester. In each of these, you will receive one grade only: the team grade. Learn to collaborate creatively as part of a design team.

Homework/Participation **20%**

Midterm **35 %**

Final Project **45%**

Class Attendance: You are expected to attend class, and be responsible for knowing what goes on in class. Most course announcements will be made as announcements on canvas. Some E-mail will be sent, but to the Canvas e-mail address only. It is your responsibility to check canvas frequently.

COURSE SCHEDULE

Topic	Lecture	Home Reading Assignments	Notes	Upcoming Due Dates
<u>Week 1: Introduction to Course</u> Notes: You will need to go home and read the first handouts. Make sure this is the course for you!	Course objectives, requirements, general overview, introduction to material	Read Chapter 1 & 2 Hefferen The History of Knit Wear		
<u>Week 2: Review of the Design Process as a Whole</u>	Identifying the consumer, Identifying your market, Understanding Industry Sectors: Sweaters, Cut and Sew Knits. Fast Fashion, Couture, Ready to Wear. Understanding the industry calendar and the challenges it presents.	Read Handout A1		
<u>Week 3: A History of Knitwear</u>	Identifying key styles. What is a Gurnsey versus a Fisherman's sweater? Raglan versus set-in, Shawl collars, etc. Identify the styles throughout history and trace their origins. Analyze lasting Trends. Cultural Influences	Read Chapter 9 Hefferen. Presentation Trends for Knitwear A2		

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	<u>Week 4: Trend Analysis and Forecasting</u>	<p>What are trends? Learn about trends in silhouette, color and texture. Identify what is doing well in the market now and learn how to forecast the future trends. Seasonal Analysis and identification of trend components. Incorporating forecasting into the design process.</p>	<p>Chapter 9 Hefferen. (Continued)</p> <p>A3</p>		
<u>Week 5: Inspiration and Design: Sketching and Mood Boards</u>	<p>Learn how to translate trends into your inspiration. Finding inspirational motifs. Learn to sketch your inspirations. Create fashion illustrations, technical sketches, Mood Boards and Production Specifications for Industry Fashion Knitwear.</p>	<p>Read Chapter 8 Hefferen. Computer Aided Design for KnitWear</p> <p>A4</p>			

<u>Week 6:</u> <u>Introduction to</u> <u>Industry</u> <u>Technology</u>	Overview of today's industry technology and process. Learn about the limitations and abilities of the various technological options and how your designs can be translated to the machine knit process. Meet our knitwear machines.	Read Chapter 3 Hefferen. Yarn Basics A5		
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<u>Week 7:</u> <u>Introduction to</u> <u>Yarn and Fibers</u>	Understanding Drape, How different fibers act and hold up. Wool versus Alpaca, Novelty Yarns versus traditional fibers, Synthetic versus Natural, Understanding Gauge. Successful integration of different fibers in industry and across trends. Cost structure.	Read Chapter 4 Hefferen. Stitch Fundamentals A6		
<u>Week 8: Using the</u> <u>Technology:</u> <u>Introduction</u>	Machine Knitting Introduction: Hands on tutorials.	Read Chapter 5 Hefferen. Knitting Methods		

<u>Week 9: Designing on the Machine/Incorporating Drape</u>	How does gauge affect drape? Create samples with different drape. Incorporating knowledge regarding fibers and drape and translating into your designs within the confines of the machine's capabilities.	Read Chapter 7 Hefferen. Knitting A Sample Garment		
<u>Weeks 10, 11: Exploring Advanced Machine Knitting Techniques</u>	Expertly construct knit garments and accessories. Utilize state-of-the-industry technology for professional projects	Read Chapter 6 Hefferen. Preparing the design development package		
<u>Week 12,13,14: Brand and Create your Final Collection</u>	Brand and develop a ready to wear collection with coordinating knit swatches. Create a mood board, have fabric swatches. Create Knit downs, Apply the elements and principles of design as they relate to knit and woven fabrics. Identify your color palette, your consumer, what			

	market you are gearing this towards, cost of production and material, pricing. Written paper on relevance within cultural status quo, historical and cultural and economic influences.			
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SUPPORT SERVICES

If you need accommodation for a *disability*, obtain a Letter of Accommodation from the Office of Disability Services. The Office of Disability Services at Rutgers, The State University of New Jersey, provides student-centered and student-inclusive programming in compliance with the Americans with Disabilities Act of 1990, the Americans with Disabilities Act Amendments of 2008, Section 504 of the Rehabilitation Act of 1973, Section 508 of the Rehabilitation Act of 1998, and the New Jersey Law Against Discrimination. More information can be found at ods.rutgers.edu.

[Rutgers University-New Brunswick ODS phone (848)445-6800 or email dsoffice@echo.rutgers.edu]

[Rutgers University-Newark ODS phone (973)353-5375 or email ods@newark.rutgers.edu]

If you are *pregnant*, the Office of Title IX and ADA Compliance is available to assist with any concerns or potential accommodations related to pregnancy.

[Rutgers University-New Brunswick Title IX Coordinator phone (848)932-8200 or email jackie.moran@rutgers.edu]

[Rutgers University-Newark Office of Title IX and ADA Compliance phone (973)353-1906 or email TitleIX@newark.rutgers.edu]

If you seek *religious accommodations*, the Office of the Dean of Students is available to verify absences for religious observance, as needed.

[Rutgers University-New Brunswick Dean of Students phone (848)932-2300 or email deanofstudents@echo.rutgers.edu]

[Rutgers University-Newark Dean of Students phone (973)353-5063 or email DeanofStudents@newark.rutgers.edu]

If you have experienced any form of *gender or sex-based discrimination or harassment*, including sexual assault, sexual harassment, relationship violence, or stalking, the Office for Violence Prevention and Victim Assistance provides help and support. More information can be found at <http://vpva.rutgers.edu/>.

[Rutgers University-New Brunswick incident report link: <http://studentconduct.rutgers.edu/concern/>. You may contact the Office for Violence Prevention and Victim Assistance at (848)932-1181]

[Rutgers University-Newark incident report link: https://cm.maxient.com/reportingform.php?RutgersUniv&layout_id=7 . You may also contact the Office of Title IX and ADA Compliance at (973)353-1906 or email at TitleIX@newark.rutgers.edu. If you wish to speak with a staff member who is confidential and does **not** have a reporting responsibility, you may contact the Office for Violence Prevention and Victim Assistance at (973)353-1918 or email run.vpva@rutgers.edu]

If students who have experienced a temporary condition or injury that is adversely affecting their ability to fully participate, you should submit a request via <https://temporaryconditions.rutgers.edu> .

If you are a military *veteran* or are on active military duty, you can obtain support through the Office of Veteran and Military Programs and Services. <http://veterans.rutgers.edu/>

If you are in need of *mental health* services, please use our readily available services.

[Rutgers University-Newark Counseling Center: <http://counseling.newark.rutgers.edu/>]

[Rutgers Counseling and Psychological Services–New Brunswick: <http://rhscaps.rutgers.edu/>]

If you are in need of *physical health* services, please use our readily available services.

[Rutgers Health Services – Newark: <http://health.newark.rutgers.edu/>]

[Rutgers Health Services – New Brunswick: <http://health.rutgers.edu/>]

If you are in need of *legal* services, please use our readily available services: <http://rusls.rutgers.edu/>

Students experiencing difficulty in courses due to *English as a second language (ESL)* should contact the Program in American Language Studies for supports.

[Rutgers–Newark: PALS@newark.rutgers.edu]

[Rutgers–New Brunswick: eslpals@english.rutgers.edu]

If you are in need of additional *academic assistance*, please use our readily available services.

[Rutgers University-Newark Learning Center: <http://www.ncas.rutgers.edu/rlc>]

[Rutgers University-Newark Writing Center: <http://www.ncas.rutgers.edu/writingcenter>]

[Rutgers University-New Brunswick Learning Center: <https://rlc.rutgers.edu/>]

[Optional items that many faculty include:

- Students must sign, date, and return a statement declaring that they understand the RU Academic Integrity Policy.
- Students must sign, date, and return a statement declaring that they understand this syllabus.]