

FASHION DESIGN & TECHNOLOGY PROGRAMS  
**Information Package**  
 (see Kwantlen's website at [www.kwantlen.ca](http://www.kwantlen.ca))

**Contacts**

- **Admissions, 604-599-2512**, [admissions@kwantlen.ca](mailto:admissions@kwantlen.ca), Admissions Office for an Application and for questions regarding, the Application and Registration Processes.
- **International Education, 604-599-2534**, [inted@kwantlen.ca](mailto:inted@kwantlen.ca), for Application and Registration Information for International Students.
- **Mary Boni, 604-599-2551**, [mary.boni@kwantlen.ca](mailto:mary.boni@kwantlen.ca), Coordinator, Fashion Programs, for further Program Information.
- **Mary Boni, 604-599-2551**, [mary.boni@kwantlen.ca](mailto:mary.boni@kwantlen.ca), Prior Learning Assessment (PLA) Coordinator, for further Fashion Program PLA Information
- **Counselling & Advising, 604-599-2600** [advisor@kwantlen.ca](mailto:advisor@kwantlen.ca) - make an appointment for further program information and educational advising.

*Centre for Applied Design Studies Information sessions are held twice yearly in mid October and mid February from 4:30 p.m. to 6:00 p.m. Contact the Admissions Office (604-599-2585) for exact dates.*

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*(Information contained in this package is subject to change without notice)*

## FASHION PROGRAMS

*Offered at the Richmond Campus - Centre for Applied Design Studies*

### **Educational Choices in Fashion Design & Technology**

Kwantlen University College introduced a four-year Bachelor of Applied Design in Fashion Design and Technology in September, 1999. The degree program provides a unique integrated study of design, production and marketing concepts essential for career success. Students will develop skills in balancing creativity with marketability.

Kwantlen also offers a two-year Fashion Design and Technology Diploma Program and a one-year Fashion Marketing Certificate Program.

## **BACHELOR OF APPLIED DESIGN IN FASHION DESIGN & TECHNOLOGY**

### **1. Program Description**

This is a four-year selective entry program leading to a Bachelor of Applied Design in Fashion Design and Technology. The program is organized into eight semesters and carries a minimum of 120 university college credits.

As the only program of its kind in western Canada, Kwantlen's 4-Year Bachelor of Applied Design in Fashion Design and Technology program prepares students for careers in the global apparel economy in fashion design, production, marketing and computer technology. This dynamic program features comprehensive industry-based education and training using leading-edge technology; class projects facilitated by prominent apparel companies such as Lululemon; and an extensive internship that results in employment.

*"My 4 years at Kwantlen were some of the most fun filled, intense, hard working and rewarding years of my life. The program gives you what you put into it. If you are passionate about the fashion industry and it is your dream to work in it, this is the best place to get your career started.*

*Not only will you leave the program grounded in the fundamentals of the industry (design, marketing ,production) but you will also leave with industry experience and contacts. Whether you want to work in New York City or Vancouver, this program helps you build your career and take you wherever it is that you want to go"*

*Celeste Makow Design Assistan  
Mountain Equipment Co-op*

The Fashion Design and Technology Degree Program is a full-time program. Students wishing to study part-time would need to apply to the Fashion Marketing Certificate for the first year. The core of the fashion design program, design, and drafting and sewing courses are not available to Fashion Marketing students as they are best taken one year after the other for continuity. Once accepted into the Fashion Design program, if continuing on a part-time basis, students would need to establish an educational plan with the fashion program coordinator to ensure that all pre and co-requisite courses are undertaken in a timely manner.

**International students** are required to study full-time.

Entry into the program will be portfolio based for all applicants. All students entering the Fashion Design and Technology program will be considered degree program students. At the end of the second year students have the option to continue into the third year of the degree program or exit with a Diploma. See Entrance Requirements to the first year on pages 4 - 7 and to the third year, on page 8.

Students enter the program with a passionate commitment to fashion design. An intended objective of the program is that they retain that attitude, and broaden their interest and understanding of the place of fashion in the world. Graduates will be able to understand the diverse nature of the industry, their own strengths and abilities, and, therefore, be able to choose an appropriate career path with success. At the end of the program students will be more capable, versatile, and flexible, and have greater confidence in their abilities and potential.

The focus of the program is on education and training in areas of design, production, and marketing of the apparel industry. A typical fashion career requires awareness of market trends, the ability to design for a specific market, and skills in pattern drafting, fit, sewing, costing, apparel-industry software and working with in-house production people or contractors.

**The program provides:**

- ⇒ extensive background knowledge of the apparel industry
- ⇒ instruction in the principles of fashion design
- ⇒ an opportunity for development of critical thinking skills and conceptualization through the design process
- ⇒ awareness of the importance of trends in the clothing trade
- ⇒ experience in the use of research and fashion forecasting techniques
- ⇒ knowledge of sourcing raw materials and contractors
- ⇒ knowledge and skills in garment construction, pattern drafting, grading and marker making
- ⇒ integrated training in computer-aided design, costing, specification sheet development, pattern grading and marker making
- ⇒ training in industrial sewing and pressing
- ⇒ knowledge of and experience in production planning, costing and execution
- ⇒ oral and visual communication techniques
- ⇒ team work opportunities
- ⇒ knowledge of the business environment, locally, nationally and internationally
- ⇒ opportunities to link with industry via reality-based projects with industry
- ⇒ employability skills, including an extensive internship with a local apparel company
- ⇒ integrated liberal education courses which complement fashion studies.

Considerable demands are placed on students to develop professional standards in creative problem solving and technical skills. The program simulates a professional atmosphere by providing relevant equipment and by demanding punctuality and strict adherence to schedules. Garments designed throughout the program reflect market trends by balancing creativity with marketability and are produced in standard sizes using industrial drafting and sewing techniques. Students enjoy the opportunity to study and learn about the role of a fashion designer through industry linked classroom projects in collaboration with local apparel companies.

Program facilities are excellent at Kwantlen – high quality production equipment includes: industrial straight sewing machines, computerized buttonholer, sergers, steam irons, a vacuum press and a fusing machine. Classrooms are spacious and well lit. A program resource centre complements the larger Kwantlen library. State-of-the-art computers and apparel industry software are used for designing, pattern manipulation, grading and marker making. Computers are also used for garment costing, word processing, digital portfolio development and computer-aided instruction in textiles and design principles.

**Fashion industry specific Computer Software used in the program includes:**

- Adobe Illustrator® CS2: Adobe Illustrator®, Photoshop®, and InDesign®; and Microsoft Office®: includes Word®, Power Point® and Excel® for flats, specification sheets, buyers' kits and costing
- Gerber Garment Technology® and CADTERNS® for pattern development, grading and marker making.

Software training is introduced early in the program to allow students to integrate computer technology throughout the program and leave with industry-ready computer skills.

Certain courses are structured to simulate a workplace or job environment. Others require that students work extensively in groups to meet the course objectives. In both these cases, students are expected to attend classes regularly, to be punctual, and to demonstrate a satisfactory level of performance and rate of progress within the timelines set for various course activities.

Some courses meet twice a week for two hours each. Sewing, drafting and drawing courses meet for three-hour sessions in the first semester and other studio-based design courses meet for four and five-hour sessions. Drafting and sewing sessions run for 10 to 12 hours a week starting in semester 2.

## **2. Career Potential**

The apparel industry, important in being the fifth largest secondary industry in BC, is changing to compete with global and domestic markets. The traditional highly skilled apparel labour force is retiring. It is vital to the growth of the industry that a new generation of apparel professionals with fully developed interpersonal and technological capabilities be prepared to take the place of these people.

With over 300 apparel companies in the lower mainland, BC has a vibrant, well-established apparel industry producing a wide range of products. **Graduates work in the design, marketing and production departments for vibrant lower mainland**

**companies such as Arc'teryx, Aritzia, Arson/Orb, Gentle Fawn, lululemon, Mac & Jac, Mavi Jeans, Mountain Equipment Co-op, Plenty , Plum Clothing and Sugoi performance Wear**, to name a few. Depending upon capabilities and interests, students work for large companies as members of design, production or marketing teams, or for smaller design houses where they are expected to work in all aspects of the business, or engage in entrepreneurial (examples include **Allison Wonderland, Evan & Dean, Flaming Angels, Lace Embrace Atelier and A-Z Collection running out of New York**) or freelance endeavours. Retail management is another option. Similar opportunities are available worldwide with grads currently with **Nike, Abercrombie and Finch and Volcom in the U.S.A. and Chloe in Paris, France**. In all instances, graduates need to be well versed in all three areas (design, production and marketing) of the business to participate fully as team players. Emerging designers prosper best if they have a solid background and experience in production and marketing.

The nature of entry-level jobs is changing within the BC apparel industry. The degree program opens career opportunities for graduates due to increased knowledge of design, technology, production and marketing. The extensive internship component of the degree provides relevant work experience.

The degree, which has been developed with reference to the needs of students and of industry employers has increased the number of initial jobs available to program graduates, expanded the distance one can progress within a company, and provides education for personal and social achievement. Cross-cultural awareness and tolerance are essential attributes both within the fashion industry with its mix of people from all backgrounds, and within liberal education. General or liberal education electives, English, marketing, business, and communications courses which students will take as part of the degree will expose them to many ways of being and thinking which can only enrich them as designers and members of society. Writing and making presentations are important elements of the program.

**The program offers a successful career placement service due to its extensive ties to industry** through a wide range of activities such as: faculty experience working in the industry; setting up student internships; staying in touch with grads who have their own businesses, freelance or work for a company; constant attendance at industry events, incorporating field trips, guest speakers and industry linked projects into the curriculum and membership in associations such as Apparel BC, Fashion High and the Original Costume Museum Society.

*"The opportunity to design for diverse markets. Industry links with MEC and Off The Wall challenged us with real-world projects and when I graduated from Kwantlen I felt like I was already part of the industry. The program definitely prepared me for the fashion industry and I can truly say I love my job and the company I work for!"*

*Edina Bartell, Production Management  
Global Collective Design Inc., Arson/Orb labels*

### 3. Student Profile

Most people who apply to the program have a passionate lifelong interest in fashion. They may come directly from high school, transfer from other institutions, be mature individuals returning to the profession or making a career change, or industry personnel seeking upgrading. Applicants have a desire to undertake the depth of study that a degree program offers.

Graduates from a two-year fashion program other than Kwantlen's who wish to pursue a degree will be assessed in a flexible manner. Applicants may challenge segments of the program and gain advanced standing at various levels. (see page 8 for details). Applicants with experience in the fashion industry may gain credits through Prior Learning Assessment. Contact the PLA Coordinator, Mary Boni, (604) 599-2551, mary.boni@kwantlen.ca for further information.

**Industry personnel** who wish to take a specific course or courses on a part-time basis to complement their job skills may do so with permission of the Program Coordinator. Applicants must be fluent in written and spoken English. Some course prerequisites may be waived based on work experience. Contact the Program Coordinator, Mary Boni, (604) 599-2551, mary.boni@kwantlen.ca for further information.

### 4. Entrance Requirements

- *Applications are accepted from November 1 to March 31 for the following September.*
- *International applicants should consult the International Office for application deadline information.*
- *In early April, only applicants who have provided evidence of meeting the English requirement by March 31<sup>st</sup> will receive an invitation to the orientation and portfolio review session to take place in late April.*

## 4.1 Entrance Requirements to the First Year of the Fashion Design & Technology Program

*Proof of having met the English Requirement (outlined in the chart pages 6 & 7) **must accompany the application.***

*All **non high school applicants** must submit interim grades by March 31 and meet the English entrance requirements prior to April 30. If you are completing this requirement through attendance in a Kwantlen course, we will access your final grade before the April 30 deadline. If you are attending another post-secondary institution, you must submit a final official transcript and a Request for Transfer Credit form before April 30. Any applicant who has not submitted proof of the English requirement by April 30, 2007 will be removed from the list of eligible applicants.*

*Applicants currently in high school must submit interim grades by March 31, with final grades required as soon as they become available.*

Additional **entry level requirements** are outlined in the **chart on pages 6 and 7** and will be evaluated via an orientation and portfolio review session with the program faculty.

Applicants must attend an **orientation and portfolio review session** at a designated time. The purpose of the session is to offer potential students the opportunity to meet faculty, ask questions about the program and determine, more specifically, what the program entails. **Please note this session is not an interview.**

While you are attending the orientation session, faculty will be reviewing applicants' portfolios in another room. The portfolio assessment includes an appraisal of sewn garments, design work, computer skills, fashion profession awareness, life skills, transcripts, letters of reference, resume and a statement of interest and intent in the fashion industry. Students will also be required to complete a math exercise and written questionnaire. *Note: The transcripts sent with the program application are not available for faculty. **Applicants must bring a copy to the orientation, to be left with faculty, along with a copy of your resume, certificates, letters of reference and a statement of interest in the fashion industry.*** A request for each of these documents is listed under several categories in the chart. Only one copy of each needs to be left with us and should include all of the information referred to in the chart.

The chart on pages 6 and 7 and the top of page 8 provides specific details related to the portfolio assessment. **Read the chart carefully and be sure to refer back to it frequently as you compile the components that will make up your portfolio. Use the chart as a checklist to ensure that everything required is included.** The portfolio assessment team is looking for ***evidence*** of your knowledge and skills in the form of examples of work completed in each area that must be included in the portfolio at the time of the portfolio review session. A value will be assigned to the quality of the evidence provided: good, fair or poor. Applicants who consistently score in the fair to good categories will be accepted into the program.

All students entering the Fashion Design and Technology program will be considered degree program students. At the end of the two-year program, all qualified students have the option to continue on into the degree program (see Entrance Requirements to the Third Year on page 8).

42 students are accepted into the first year on an annual basis. Applicants who successfully gain entrance to the program will be accepted based on date of application if more than 42 applicants qualify in a given year. All remaining qualified applicants will be wait-listed until the end of late registration in September of the same year. Applicants who are wait-listed or who were not accepted into the program will be categorized as Fashion Marketing certificate program students.

All designated Fashion Marketing students will have access to specific fashion courses (see asterisks on the 4-Year Plan, page 10) based on availability of seats. You may choose to complete the certificate program, but are not required to do so for future entry into the Fashion Design and Technology Program. All Fashion Marketing program students who wish to apply or re-apply to the Fashion Design and Technology program (including wait-listed students and accepted students who did not accept a seat offered in the previous year) must do so from **November 1 - March 31** for the following year.

Acceptance into the program in one year does not guarantee acceptance in future years if you turn down a seat. In past portfolio review sessions, it was recommended to applicants to continue developing their entry-level skills. If you attended a portfolio session in the past, you must attend again and you should present new evidence of further development of skills and abilities.

**Note: Good health, patience and ability to endure long working hours are necessary for training and working in the apparel industry**

**FASHION DESIGN & TECHNOLOGY PROGRAM**  
**Entry Level Requirements (use column 3 as a check list)**

<i>Minimum Entry Level Requirements</i>	<i>Education, Skills, and Abilities Needed in the Fashion Profession</i>	<i>Evidence of Education, Skills, and Abilities to be Included in Your Portfolio (Use as a Checklist)</i>	<i>How the Evidence will be Assessed at the Orientation &amp; Portfolio Review</i>
<p><b><u>1. English Requirements</u></b></p> <p>Applicants must provide proof with <i>application</i> to the program of <b>ONE</b> of the following:</p> <ul style="list-style-type: none"> <li>• English 12 with a minimum of a B grade</li> <li>• C or higher in any one of the following: ENGL 1100 or ENGQ 1099 or ENGL 1099 or ABEE 0091 or PSPE 1091 or ENGP 1091 or ABEE 0097 or PSPE 1097 or ENGP 1097</li> <li>• B or higher in ELST 0381 and ELST 0383</li> <li>• Kwantlen English Placement Test, with a recommendation to ENGL 1100</li> <li>• LPI with an Essay score of 30 or higher</li> <li>• Equivalent English course completed and transferred from another post secondary institution</li> </ul>	<p>Designers, production people and marketers require strong oral and written communication skills to effectively present their ideas, products and services.</p>	<p>Photocopy of transcript.</p> <p><i>Applicants attending Grade 12 <b>must submit an interim English 12 grade by March 31<sup>st</sup></b>. Kwantlen receives interim transcripts from the Ministry in late May. This timing is too late for the fashion program acceptance process. Therefore, it is the responsibility of each applicant to ensure that his/her school sends the interim transcript prior to March 31<sup>st</sup>.</i></p>	<p>Photocopy of transcript will be left behind and reviewed.</p>
<p><b><u>2. Sewing Skills</u></b></p> <p>Minimum B in Textile Studies 11 &amp; 12</p> <p><b><u>or</u></b> Clothing &amp; Textiles 12A</p> <p><b><u>or</u></b> other related senior high school courses</p> <p><b><u>or</u></b> extensive sewing experience*</p> <p>*Can be self taught or learned via non-credit courses or tutoring.</p> <p>See types of garments required for the portfolio in the 3<sup>rd</sup> column. If you are able to provide fair to well made garments that include all of the items on the list, then you likely have sufficient experience.</p>	<p>Designers, production people and marketers need knowledge of and ability to work with fabrics.</p> <p>An understanding of construction is part of design, production and marketing decisions.</p>	<p>Photocopy of high school transcript.</p> <p>6 – 10 maximum sewn garments (made from commercial patterns, draping or applicant's drafts).</p> <p>At least 4 different types of garments (i.e. skirts, pants, tops, dresses, jackets) in different types of fabrics. Garments should include each of the following garment components: darts, 2 different types of zippers, 2 different types of pockets, set-in sleeves, collars, cuffs, buttons, and buttonholes.</p> <p><b><i>At least one garment must be lined.</i></b></p> <p>Bring your best work.</p> <p>If you have experience in pattern drafting, then be sure to include samples of your work (not required).</p>	<p>Photocopy of transcript will be left behind and reviewed.</p> <p>Garments will be assessed for:</p> <ul style="list-style-type: none"> <li>- variety of styles and fabrics</li> <li>- range and accuracy of sewing techniques</li> <li>- providing all garment components listed</li> <li>- accuracy of sewing</li> </ul> <p>Garments included in the portfolio should be <b>clean, well pressed and on a hanger.</b></p> <p>Pattern making experience is not a requirement but will be noted if samples of work are provided</p>

<b><i>Minimum Entry Level Requirements</i></b>	<b><i>Education, Skills, and Abilities Needed in the Fashion Profession</i></b>	<b><i>Evidence of Education, Skills, and Abilities to be Included in Your Portfolio (Use as a Checklist)</i></b>	<b><i>How the Evidence Will be Assessed at the Orientation &amp; Portfolio Review</i></b>
<p><b><u>3. Design &amp; Drawing Skills</u></b> Training, skills and experience.  Learning may be from classes or self-taught.</p>	<p>Designers, production people and marketers need to be able to express ideas visually and to be able to understand drawings.</p>	<p>Photocopies of transcripts or certificates.  Evidence will be comprised of 3 parts: sketchbook(s), 2 pieces of your work and a design exercise. See the information following this chart on the next page for details**.</p>	<p>Photocopies of transcripts and certificates will be left behind and reviewed.  Assessed for frequency of drawing, experimentation with ideas and materials and process.</p>
<p><b><u>4. Computer Keyboard Skills</u></b>  Word-processing. Internet research skills.</p>	<p>Designers, production people and marketers use computer programs to research trends, design, draft, and market garments.</p>	<p>Photocopies of transcripts and certificates.  Examples of computer generated work, i.e. printouts of resume, spreadsheets, designs or pattern drafts and a list of computer programs used in your resume.</p>	<p>Photocopies of transcripts will be left behind and reviewed.  The portfolio of computer - generated work will be assessed for variety and level of skill.</p>
<p><b><u>5. Basic Math Skills</u></b>  Addition, subtraction, multiplication and division of fractions and decimals.</p>	<p>Designers, production people, and marketers use math to determine sizing and wholesale and retail costs.</p>	<p>Photocopies of transcripts and certificates.  Evidence of being able to perform basic math.</p>	<p>Photocopies of transcripts will be left behind and reviewed.  A simple math test will be part of the orientation. A calculator may be used.</p>
<p><b><u>6. Basic Awareness of the Fashion Profession</u></b>  Names of Vancouver-based design/manufacturing companies with a description of their products. Include a summary of the industry based on your research.  Not required, but if you have it, include work experience in the areas of apparel design, production, marketing or retail.</p>	<p>Designers, production people and marketers base decisions on awareness of the fashion profession.</p>	<p>Resume  A statement of interest in the fashion industry.  Written evidence to include a journal, or diary of fashion industry related reading and information and analysis about Vancouver-based design/manufacturing companies.  Information can be found in BC publications, from the Internet and by visiting stores that design and manufacture some of their products locally (i.e. Plum Clothing, Please Mum, Off the Wall, Mountain Equipment Co-op) See pg. 19 for an expanded list of BC companies.</p>	<p>Photocopies of transcripts, resume and a statement of interest will be left behind and reviewed.  Applicants will complete a questionnaire on awareness of the fashion profession.  Any journals, research or files will be assessed for variety and organization.</p>
<p><b><u>7. Life Skills</u></b>  Team skills, personal management skills, problem solving and organizational skills, stress management.</p>	<p>People in all areas of the fashion profession work in teams and independently to meet deadlines.</p>	<p>Photocopies of transcripts and certificates of life-skills courses.  Resume.  3 photocopied letters of reference from instructors or employers. Letters should address items under #7 in left hand column.</p>	<p>Photocopies of resume and letters of reference will be left behind and reviewed.  Applicants will complete a questionnaire on life skills.</p>

**\*\* EVIDENCE OF DESIGN AND DRAWING SKILLS to include in your portfolio**

**1. SKETCHBOOK(S)**

Submit 1-2 *current* (worked on within the last year) sketchbooks of any size showing your clothing and design ideas and drawings. Sketchbooks should give a sense of how you work, and may include drawings, writings, photos, fabric swatches, and whatever else works for you. Date all work, and show written thoughts about your work. We are more concerned with evidence of attempting to draw out ideas than skillfully drawn images.

**2. TWO EXAMPLES of ART/ DESIGN WORK**

Submit any 2 pieces of your art or design work. Write a brief analysis of *why* you included these particular pieces (not a description of the pieces themselves).

**3. DESIGN EXERCISE**

Along with your invitation to the Orientation and Portfolio Session you will receive instructions for a simple design exercise to be included in your portfolio.

**4.2 Entrance Requirements to an Advanced Year – 2, 3, or 4 of the Fashion Design & Technology Program**

**Current Kwantlen Students continuing into third year directly from second year** must have completed years 1 and 2 with an average cumulative GPA of 2.7 or higher with a final grade of B- or greater in FASN 2200 (Design Drawing II) and FASN 2220 (Drafting and Sewing IV). No formal application is required but you will be asked to make a deposit by mid May to hold a seat.

**In addition a minimum of a C grade in each of the following is required for entrance to 3<sup>rd</sup> year: CMNS 1140, ENGL 1100 AND MRKT 1199**

**To all other applicants to an advanced year including Applicants wanting to transfer credits from another Fashion Program into years 2, 3 or 4 of the Kwantlen program and Applicants who graduated from Kwantlen's Fashion diploma program prior to 2001**

**Note: English 1100 is required for all Kwantlen degrees. In order to qualify for entrance to English 1100 you must provide evidence of one of the following with your application:**

- English 12 with a minimum B
- C or higher in any one of the following: ENGL 1100 or ENGQ 1099 or ENGL 1099 or ABEE 0091 or PSPE 1091 or ENGP 1091 or ABEE 0097 or PSPE 1097 or ENGP 1097
- B or higher in ELST 0381 and ELST 0383
- Kwantlen English Placement Test, with a recommendation to ENGL 1100
- LPI with an Essay score of 30 or higher
- If you have already completed an equivalent first year college or university level English course at Kwantlen or elsewhere then it will be considered as meeting both the English entrance requirement and English 1100 requirement for degree graduation. If taken elsewhere, you must file a request for transfer credit to Kwantlen along with your Application (appropriate form is available from the admissions department).

Apply to enter an advanced year of the Fashion Design & technology program by March 31 for the following September. Be sure to state the year of the program that you expect to enter on your application so that you are not bundled with 1<sup>st</sup> year applicants whose entrance requirements and portfolio review date are different.

**Contact or meet with the program coordinator as soon as you apply or if you are thinking of applying to an advanced year to start to determine courses you will need to take to complete the degree program. In a nutshell, all returning and transferring students need to complete all of the courses listed on the 4-Year plan on page 10. There could be bridging course you could be taking in the meantime while waiting for the portfolio review or the start-up of the program.**

In early April you will receive an invitation to an Orientation and Portfolio Review session to an advanced year to take place in late April or early May.

**Note: Completion of a diploma elsewhere does not guarantee placement into 3d year of the Kwantlen Fashion program.**

Kwantlen welcomes students transferring from other post secondary fashion programs. It is important to realize that all fashion programs vary in terms of the types of courses offered and the breadth and depth of each subject area. In order to

ensure success in the Kwantlen Fashion program it is necessary to thoroughly review each applicant's portfolio and transcripts to determine your knowledge and skills in order to appropriately place you. In reviewing your transcripts and portfolio we use the 4-Year plan on page 10 as a check list. Courses in the 4-Year Plan not previously undertaken or completed to the same skill level as the Kwantlen courses will need to be taken.

Often applicants transferring to Kwantlen have not taken first year English or Marketing which are important building blocks for years 2 through 4. In addition, the Kwantlen program introduces the full range of Microsoft Office programs (Excel, Word, Powerpoint) and Adobe CS2: Illustrator and Photoshop in the first year (2<sup>nd</sup> semester) to allow students to integrate their CAD skills throughout the rest of the program in order to be job ready when they graduate.

It is absolutely necessary to have completed these courses prior to entering years 2 through 4.

Additional courses offered in 1<sup>st</sup> and 2<sup>nd</sup> years not common to other fashion programs are FASN 1115 The Apparel Industry, FASN 1150 Retail Work Experience, FASN 2130 Technical Fashion Drawing (extensive skill development in using Illustrator to draw flat and Excel to develop costing sheets), FASN 2240 Computer-based Pattern Drafting (using Gerber Garment Technology) and CMNS 1140 Professional Communications. It is sometimes possible to fit these three courses into a 3<sup>rd</sup> or 4<sup>th</sup> year schedule or they can be taken as part of a bridging year. However, CAD pattern making is used extensively in fall of 3<sup>rd</sup> year and the 2240 course is only offered in the spring.

#### **Portfolio Requirements for advanced placement to Years 3 or 4:**

Completion of a fashion design diploma or equivalent as determined by Kwantlen fashion faculty with a **minimum of two years of study** from a recognized college or university with a minimum of 60 credits and an average cumulative GPA of 2.7 or higher with a final grade of B- or greater in courses equivalent to Kwantlen's FASN 2200 and FASN 2220 (see course descriptions on page 15).

**In addition a minimum of a C grade in each of the following is required for entrance to 3<sup>rd</sup> year: CMNS 1140, ENGL 1100 AND MRKT 1199**

#### **Additional requirements for applicants transferring from another post secondary fashion program**

The portfolio must include examples of work completed within a program of study of the following (photos are not acceptable):

- Evidence of design, design process and drawing skills via journals, research outlines, storyboards, groupings, collections
- Evidence of pattern making and garment construction skills via patterns and garments. We are looking for examples of a wide range of skills and knowledge. Provide example of advanced pattern making (your own blocks built from scratch and pattern manipulation) and examples of as many different types of garments as you can such as: swimwear, dresses, jackets, skirts, pant, coats, menswear, outerwear and anything else that shows the extent of your abilities.  
**Note:** Applicants who have not studied the same pattern drafting system used at Kwantlen may be required to do a self-study unit (materials available) prior to beginning the third year.
- Evidence (hardcopies or CD) of experience using CAD software such as Microsoft Office programs (Excel, Word, Powerpoint) and Adobe CS2: Illustrator and Photoshop
- reference letters (at least 2, 3 at most)
- high school and all post secondary transcripts
- current resume
- letter of intent
- one page report on what you know about the Vancouver fashion industry
- **if seeking transfer into year 4 provide** evidence of: textile design, product development, pattern grading, production and CAD pattern manipulation, grading, marker making related skills as well as having undertaken an extensive internship

Applicants who are missing a significant portion of the above Portfolio requirements and bridging courses will likely be placed in a combination of years such as years (1 and 2) or (2 and 3). One benefit to this is the course load often is not full-time, allowing for more time to work on courses or at a paid job and time get to know the city and the workings of Kwantlen which can often be daunting to those who are new to the Vancouver area.

In summary, a bridging year could include some or all of the **8** following courses depending on the individual needs of each applicant and the scheduling of the courses:

**ENGL 1100 Writing, Reading and Thinking:** (or any 1st year, post secondary, 3-credit English course)

**FASN 1115 The Apparel Industry-** covers the BC industry, necessary for understanding local competition and potential internships and employers

**FASN 1150 Retail Work Experience**

**FASN 1205 Computer Applications for Fashion** (or courses in Adobe Illustrator® & Microsoft Office®)

**FASN 2130 Technical Fashion Drawing**

**FASN 2240 Computer-based Pattern Drafting**

**MRKT 1199 Introduction to Marketing** (or any 1st year post secondary, 3 credit marketing course)

If entering 3<sup>rd</sup> or 4<sup>th</sup> year, must also complete the following 2 bridging courses or equivalent

**CMNS 1140** Introduction to Professional Communications (or any 1st year, post secondary, 3 credit business communications course).

Applicants without 60 credits of formal education, but with significant industrial experience or non-formal learning, may be able to obtain academic credits through Prior Learning Assessment. Contact the program coordinator to see how your work experience fits with the fashion program.

## 5. Program Content

The first year introduces students to the fundamentals of fashion design, drawing, pattern drafting and industrial sewing and includes important support courses in fashion, English, marketing and computer applications (Word, Excel, Powerpoint and Illustrator). Students meet local industry players through guest speakers and by attending local fashion events and industry tours.

The second year focuses on expanding fashion and technological -based knowledge and skill development and includes reality-based class projects in conjunction with key apparel companies.

The third year provides opportunity to develop advanced CAD skills in pattern making, grading and marker making, role play production planning and implementation. An intensive internship is combined with a senior course in product development.

In fourth year students design, market and produce an apparel line for a niche market, balancing creativity with marketability. **The year culminates in a professional fast-paced fashion show that annually draws an audience of over 2,000 people and extensive media coverage.**

Since the Internship is being held during one semester it is not possible for students to take a full load of courses, 15 credits, during that semester. Therefore, some semesters have more than 15 credits. Students should consider taking at least two or three courses during intersession and summer school over the 4-year period to keep semester loads between 12-15 credits.

Wherever possible, courses currently available to a wide range of students have been selected to provide as much flexibility as possible for fashion students. For example, English, Communications, Marketing and many liberal education elective courses are available on all campuses, every semester, including summer session, and at a variety of times during the day and week. Any of these courses may be taken at other colleges or universities

Since the fashion-specific offerings are to a small group, they will be offered during the regular fall and spring semesters, on weekdays, mostly during the day. Individual fashion (FASN) courses are offered once a year (see page 10 - The 4-Year Plan).

### Degree Requirements:

- |   |                    |
|---|--------------------|
| • Fashion specific courses                        | 96 credits         |
| • English (ENGL 1100)                             | 3 credits          |
| • Introduction to Marketing (MRKT 1199)           | 3 credits          |
| • Business & Technical Communications (CMNS 1140) | 3 credits          |
| • Electives (minimum 15 credits)*                 | 15 credits         |
| <b>TOTAL</b>                                      | <b>120 credits</b> |

\*Electives to include:

- minimum of **2 Liberal Education** courses (including 3 credits at the 3<sup>rd</sup> year level wherever possible): courses from selected areas of study that develop a breadth of knowledge and integrate with learning acquired in the program
- minimum of **1 Business or Marketing** related course
- minimum of **2 Other Electives** from any area of study, which could include business, marketing or fashion related courses not already required within the fashion program.

**Credential:** A Bachelor of Applied Design in Fashion and Technology is awarded to students who have successfully completed the program. Students have up to 10 years to complete program requirements. **All students must submit an Application for Graduation.**

**FASHION COURSE OFFERINGS - THE 4-YEAR PLAN (based on full-time attendance)**

**FASN courses are only offered in the semester as listed below**

<b>YEAR 1: FIRST SEMESTER (Fall – Sept. to Dec.)</b>		<i>Totals</i>	<i>22 + hours/wk</i>	<i>17 credits</i>
ENGL 1100*	Writing, Reading & Thinking <u>or</u> any 1 <sup>st</sup> yr., post secondary, 3 credit Eng. Course		4 hours	3 credits
FASN 1100	Fundamentals of Fashion Design		5 hours	3 credits
FASN 1115*	The Apparel Industry		3 hours	2.5 credits
FASN 1120	Drafting & Sewing I		6 hours	3.5 credits
FASN 1150*	Fashion Retail Work Experience – must do 1 <sup>st</sup> year and have until Aug. 1st Runs all year – may use part-time and summer jobs – paid or voluntary		(200 hr.)	2 credits
MRKT 1199*	Introduction to Marketing <u>or</u> any 1 <sup>st</sup> yr., post secondary, 3 credit marketing. course		4 hours	3 credits

<b>YEAR 1: SECOND SEMESTER (Spring – Jan. to April)</b>		<i>Totals</i>	<i>21 hours/wk</i>	<i>14 credits</i>
FASN 1205	Computer Applications for Fashion		4 hours	3 credits
FASN 1215*	Textile Science		4 hours	3 credits
FASN 1220	Drafting & Sewing II		10 hours	6 credits
FASN 1230	Fashion Drawing I		3 hours	2 credits

<b>YEAR 2: THIRD SEMESTER (Fall – Sept. to Dec.)</b>		<i>Totals</i>	<i>23 hours/wk</i>	<i>14.5 credits</i>
FASN 2100	Fashion Design I		5 hours	3 credits
FASN 2115*	History of Costume		3 hours	2.5 credits
FASN 2120	Drafting & Sewing III		12 hours	7 credits
FASN 2130	Technical Fashion Drawing		3 hours	2 credits

<b>YEAR 2: FOURTH SEMESTER (Spring – Jan. to April)</b>		<i>Totals</i>	<i>27 hours/wk</i>	<i>17 credits</i>
FASN 2200	Fashion Design /Drawing II		8 hours	5 credits
FASN 2220	Drafting & Sewing IV		12 hours	7 credits
FASN 2240	Computer-based Pattern Drafting		3 hours	2 credits
CMNS 1140*	Intro to Professional Communications <u>or</u> any 1 <sup>st</sup> year, post secondary, 3 credit business communications course		4 hours	3 credits

<b>YEAR 3: FIFTH SEMESTER (Fall – Sept. to Dec.)</b>		<i>Totals</i>	<i>25 hours/wk</i>	<i>15.5 credits</i>
FASN 3100	Textile Design		5 hours	3 credits
FASN 3120	Volume Production		12 hours	7 credits
FASN 3140	Pattern Grading & CAD		6 hours	4 credits
FASN 3150	Preparation For Fashion Industry Internship		2 hours	1.5 credits

<b>YEAR 3: SIXTH SEMESTER (Spring – Jan. to April)</b>		<i>Totals</i>	<i>30 hours/wk</i>	<i>9.5 credits</i>
FASN 3200	Product Development		6 hours	3.5 credits
FASN 3250	Fashion Industry Internship		(280 hr.)	3 credits
ELECTIVE			4 hours	3 credits

<b>YEAR 4: SEVENTH SEMESTER (Fall – Sept. to Dec.)</b>		<i>Totals</i>	<i>23 hours/wk</i>	<i>15.5 credits</i>
FASN 4100	Line & Portfolio Development		9 hours	5.5 credits
FASN 4150	Apparel in the Global Economy		6 hours	4 credits
ELECTIVE			4 hours	3 credits
ELECTIVE			4 hours	3 credits

<b>YEAR 4: EIGHTH SEMESTER (Spring – Jan. to April)</b>		<i>Totals</i>	<i>25 hours/wk</i>	<i>17 credits</i>
FASN 4220	Advanced Drafting and Sewing		12 hours	7 credits
FASN 4210	Fashion Business Practices		5 hours	4 credits
ELECTIVE			4 hours	3 credits
ELECTIVE			4 hours	3 credits

**ADDITIONAL FASN COURSES**

The following course is required for the Fashion Marketing Certificate – may not be used for the diploma or degree

FASN 2250*	The Business of Fashion (offered in the spring semester only)	4 hours/wk	3 credits
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The following course is an elective course if wanting to study an area of fashion in more depth – subject to instructor approval

FASN 4250	Self -Directed Study (offered fall semester only – allowed 2 terms to complete (on own time)	3 credits
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\* Courses available to Fashion Marketing students.

\*\* MRKT 1199 may be required to advance to Kwantlen’s upper level marketing courses.

## **DESIGN AND TECHNOLOGY DIPLOMA**

The two-year diploma program has changed substantially from the program offered prior to implementing the degree program in September 1999. It now includes all of the courses offered in the first two years of the Bachelor program and carries a minimum of 62.5 university college credits.

A similar student profile and the same prerequisites as the Bachelor program (**see above**) apply.

Deadline for application to this program is **March 31 for entry in the following September**. In early April you will receive an invitation to the orientation and portfolio assessment sessions to take place in late April or early May. *International applicants should consult the International Office for application deadline information.*

### **Diploma Requirements**

The same as the first 2 years of the degree program as outlined above.

### **Credential**

A Diploma of Associate in Fashion Design and Technology is awarded to students who have successfully completed the program with a minimum of 62.5 credits. Students have up to 10 years to complete program requirements. **All students must submit an *Application for Graduation*.**

## **FASHION MARKETING CERTIFICATE**

### **1. Program Description**

The Fashion Marketing Certificate offers the student marketing and business skills, basic knowledge of the fashion industry and an inside look at how apparel products are produced. It introduces the student to the activities that take place in buying, selling and promotion at the wholesale and retail levels.

The Fashion Marketing Certificate may be taken on its own or in conjunction with the Fashion Design and Technology Program. This program is an opportunity for students to explore the field of fashion. Students needing to prepare a portfolio for entry to the Fashion diploma program or preferring to start the program on a part-time basis often start out in this program. The certificate leads to some entry-level positions, mostly in retail, but as a one-year introductory theory-based program it is recommended that students planning a career in fashion or marketing consider a diploma or bachelor's program in either discipline. The Program carries a minimum of 30 university college credits and may be taken on a part-time or full-time basis.

**Due to a limited number of course sections offered in this program, admission to this open registration program is not a guarantee of registration into specific courses or that course requirements can be met in one year.**

### **2. Entrance Requirements**

Regular Kwantlen University College Admission requirements apply.

An English requirement applies for entry into all Fashion (FASN) courses. Applicants must have proof of any one of:

- English 12 with a minimum B
- C or higher in any one of the following: ENGL 1100 or ENGQ 1099 or ENGL 1099 or ABEE 0091 or PSPE 1091 or ENGP 1091 or ABEE 0097 or PSPE 1097 or ENGP 1097
- B or higher in ELST 0381 and ELST 0383
- Kwantlen English Placement Test, with a recommendation to ENGL 1100
- LPI with an Essay score of 30 or higher
- Equivalent English course completed and transferred from another post secondary institution

Deadline for application to this program is **June 30 for entry in the following September**. *International applicants should consult the International Office for application deadline information.* It is advisable to apply much sooner due to limited availability of seats. Registration times are based on date of application. Attendance at an orientation and portfolio assessment are not required for entrance to this program.

Students entering the Fashion Marketing Certificate program in January or May cannot access fashion courses until the fall semester.

### 3. Program Content

#### Core (13.5 credits)

FASN	1150	Fashion Retail Work Experience	2.0 Credits
FASN	1115	The Apparel Industry	2.5
FASN	1215	Textile Science	3.0
FASN	2250	Business of Fashion	3.0
MRKT	1199	Introduction to Marketing or any 1 <sup>st</sup> year, post-secondary, 3 credit marketing course*	3.0

\* MRKT 1199 may be required to advance to Kwantlen's upper level marketing courses.

#### Electives (Minimum 17 credits)

ACCT	1110	Principles of Accounting I	3.0 Credits
ACCT	1130	Business Mathematics	3.0
ACCT	1160	Accounting for Managers	3.0
BUSI	1110	Fundamentals of Business in Canada	3.0
BUSI	1210	Essentials of Management	3.0
BUSI	1215	Organizational Behaviour I	3.0
BUSI	2390	Business Law	3.0
BUSI	2405	Production/Operations Management	3.0
CBSY	1105	Introductory Microcomputer Applications or any 1 <sup>st</sup> year, post-secondary, 3 credit micro-computer applications course	3.0
CMNS	1140	Intro to Professional Communications - or any 1 <sup>st</sup> year, post-secondary, 3 credit business communications course	3.0
ECON	1100	Introduction to Economics	3.0
ECON	1101	Canadian Economic Issues	3.0
MRKT	1235	Small Business Essentials	3.0
MRKT	1299	Consumer Behaviour	3.0
MRKT	2111	Marketing Online	3.0
MRKT	2321	Retail Management I	3.0
MRKT	2340	Marketing Research	3.0
MRKT	2360	Selling and Sales Management	3.0
MRKT	2401	Advertising	3.0
MRKT	2455	International Marketing	3.0

Students wishing to take any of the second year Marketing (MRKT) electives may require more than one year to complete the Fashion Marketing Certificate due to prerequisite requirements. Check the Kwantlen University College Calendar.

**Due to a limited number of course sections offered in this program, admission to this open registration program is not a guarantee of registration into specific courses or that course requirements can be met in one year.**

#### Credential

A Fashion Marketing Certificate is awarded to students who have successfully completed the program with a minimum of 30 credits. Students have up to 5 years to complete program requirements. **All students must submit an *Application for Graduation*.**

## PROGRAM COSTS

The following costs and fees are estimates, quoted in Canadian dollars and are **subject to change without notice**. See the Kwantlen calendar for further details related to tuition and other related fees.

<i><b>COSTS</b></i>	<i><b>FASHION DESIGN &amp; TECHNOLOGY PROGRAM</b></i>				<i><b>FASHION MARKETING</b></i>
	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 4</b>	<b>Year 1</b>
Tuition *	4,050.00	4,050.00	4,050.00	4,050.00	4,050.00
<i>International Fees*</i>	<i>12,800.00</i>	<i>12,800.00</i>	<i>12,800.00</i>	<i>12,800.00</i>	<i>12,800.00</i>
Textbooks	1200.00	500.00	500.00	400.00	1200.00
Instruments**	1000.00	--	--	--	100.00
Expendable Supplies***	1000.00	1,200.00	800.00	1,200.00	150.00
Fashion Industry Events ****	200.00	200.00	200.00	200.00	200.00
<b>Totals</b>	<b>7,450.00</b>	<b>5,950.00</b>	<b>5,550.00</b>	<b>5,850.00</b>	<b>5,700.00</b>
<i><b>International Totals</b></i>	<i><b>16,200.00</b></i>	<i><b>14,700.00</b></i>	<i><b>14,300.00</b></i>	<i><b>14,600.00</b></i>	<i><b>14,450.00</b></i>

\* based on 30 credits/yr. and includes student fees, medical and dental (*no medical/dental for International students(see [www.kwantlen.ca](http://www.kwantlen.ca) for details)*)

\*\* Instruments - i.e. portfolio case, drafting rulers, scissors, calculator.

\*\*\* Expendable Supplies - i.e. fabric, notions, journals, prints, pens, pencils, fabric dyes, paper, presentation boards

\*\*\*\*Fashion Industry events - i.e. fashion shows, gallery tours

### Tips for Success in the Fashion Programs

The fashion industry is a very demanding profession. Success in the field is related to commitment, enthusiasm and hard work. To that end, the fashion programs simulate an industrial environment, placing high demands on students as they develop working skills and knowledge. Students need to be prepared to spend time outside the class equal to time spent in class. For example, a 3 hour class will require a minimum of 3 hours work outside class time.

Students who take a full load (5 courses - 20 to 25 hours) in a semester will need to commit at least 50 hours total per week to their studies. Our experience is that students who take a full load and work part-time are overwhelmed and too exhausted to learn. We advise students who need to be employed, to limit their working hours to no more than 8 hours a week. If you must work more than 8 hours per week, then you should take a reduced course load. Some students work full-time for a year before entering the program to save money in order to concentrate on their studies and make the best of their investment once they are enrolled in the program.

## COURSE DESCRIPTIONS

See Kwantlen's website for course descriptions of Marketing Certificate and other Elective courses.

### Year One: First Semester

<b>ENGL 1100</b>	<b>Writing, Reading and Thinking: An Introduction</b>	<b>4 hours</b>	<b>3 credits</b>
Students will learn to apply principles of rhetoric and critical analysis in response to selected readings. They will develop their writing skills through critical analyses of expressive and formal writing.			
<b>FASN 1100</b>	<b>Fundamentals of Fashion Design</b>	<b>2 hr. lec; 3 hr. lab</b>	<b>3 credits</b>
Students will work with the elements and principles of design as they relate to fashion. They will develop their ability to experiment with design process in two- and three-dimensions, and to formulate solutions to fashion design problems (with an emphasis on textiles and the use of a sketchbook). <i>Co-requisite: FASN 1120</i>			
<b>FASN 1115</b>	<b>The Apparel Industry</b>	<b>3 hr. lec</b>	<b>2.5 credits</b>
Students will acquire an historical awareness of the apparel industry and the current workings of the industry in local, national and global contexts. They will learn to identify the sectors of the industry from raw materials through to design, production and marketing to the consumer. Through field research, students will discover the wide range of local niche market apparel companies. Students will explore a variety of careers available in design, production and marketing of apparel and how the positions interrelate. They will determine their place as professionals in the field. <i>Prerequisite: See English entrance requirements.</i>			
<b>FASN 1120</b>	<b>Drafting &amp; Sewing I</b>	<b>2 hr. lecture; 4 hr. lab</b>	<b>3.5 credits</b>
Students will use standard-size body measurements to learn to draft basic skirt and pant blocks to industrial standards. They will also develop pattern manipulation skills. Students will learn to sew a variety of samples and a skirt of the student's own design using industrial equipment. <i>Co-requisite: FASN 1100</i>			
<b>FASN 1150</b>	<b>Fashion Retail Work Experience</b>	<b>200 hr. work place</b>	<b>2 credits</b>
Students will work 200 hours, paid or volunteer, to gain an understanding of the retail component of fashion in order to further their design, production and marketing knowledge and skills. They will provide evidence of their learning in journal form, self-assessment, and reference letters. <i>Prerequisite: See English entrance requirements</i>			
<b>MRKT 1199</b>	<b>Introduction to Marketing</b>	<b>4 hours</b>	<b>3 credits</b>
Students will learn the fundamentals of marketing and explore the relationships between companies, their customers and their competition. Students examine concepts that are integral to the field of marketing including marketing environment, customer behaviour, marketing research, product analysis, distribution, pricing strategies and promotion. They apply these concepts in solving marketing problems.			

### Year One: Second Semester

<b>FASN 1205</b>	<b>Computer Applications for Fashion</b> (course under development)	<b>4 hr. lec</b>	<b>3 credits</b>
Students will examine the role of computers in the business world of fashion. They will use the Microsoft Windows® operating system, the Internet and the Microsoft Office® spreadsheet, presentation and word processing software to develop solutions for fashion related business activities. Students will be introduced to the capabilities of Adobe Illustrator® using Illustrator's tools and techniques to create fashion related artwork.			
<b>FASN 1215</b>	<b>Textile Science</b>	<b>4 hr. lec</b>	<b>3 credits</b>
Students will develop their knowledge of how fabrics are created and used, and will be able to apply that understanding to make appropriate fabric choices in design and production. They will learn how factors such as industry issues, sourcing practices, labeling laws, fabric finishes and care instructions affect design, production and marketing decisions. <i>Prerequisite: FASN 1115</i>			
<b>FASN 1220</b>	<b>Drafting &amp; Sewing II</b>	<b>4 hr. lec; 6 hr. lab</b>	<b>6 credits</b>
Students will learn to use standard-size body measurements to draft pants, shirts, and dresses. They will continue to develop pattern manipulation skills. Students will sew a variety of samples, and a pant and shirt of the student's own design using industrial equipment. <i>Prerequisites: FASN 1120 or (IDDS 1170 and IDDS 1175) or (FASH 1120 and FASH 1130).</i>			
<b>FASN 1230</b>	<b>Fashion Drawing I</b>	<b>2 hr. lec; 1 hr. lab</b>	<b>2 credits</b>
Drawing nude and clothed figures, students will observe, analyze, imagine, and record fashion design ideas for various target markets. They will examine different kinds of fashion drawing, and will develop initial design sketches into presentation sketches, using drawing to communicate messages in design, production and marketing contexts. Students will develop critical awareness through studying cultural and historical influences affecting fashion drawing. <i>Prerequisites: FASN 1100</i>			

### Year Two: Third Semester

<b>FASN 2100</b>	<b>Fashion Design I</b>	<b>2 hr. lec; 3 hr. lab</b>	<b>3 credits</b>
Students will apply their knowledge and skills in a practical focus through links with industry and concurrent fashion classes. They will explore garment design solutions for specific contexts using historical, international, and local resources. They will formulate design solutions based on trend, forecasting, and market research. Students will critically analyze the diversity of design solutions and connect them to a social context. <i>Prerequisites: Prerequisites: FASN 1100 and 1150 and 1230 and (MRKT 1130 or MRKT 1199)</i> <i>Corequisites: FASN 2120 and 2130</i>			

**FASN 2115 History of Costume** **3 hr. lecture** **2.5 credits**  
 Students will apply historical design ideas in a current context in order to create and market design ideas. They will understand the cyclical nature of western fashion and will expand their awareness of fashion sources from other areas of the world. Through research, presentations and discussion, students will use past information to analyze and predict fashion trends. *Prerequisite: ENGL 1100 or 1110.*

**FASN 2120 Drafting & Sewing III** **4 hr. lec; 8 hr. lab** **7 credits**  
 Students will learn to use standard-size body measurements to draft basic blocks and manipulate them to make patterns for garments such as dresses, outdoor garments (vest or hoodie), and fully-lined jackets of their own designs. They will sew full-sized garments using these patterns and will also develop a drafting and sewing sample portfolio.

**FASN 2130 Technical Fashion Drawing** **2 hr. lec; 1 hr. lab** **2 credits**  
 Students will understand the different uses and kinds of technical fashion drawing. They will convey design ideas using technical drawings and terminology to accurately specify proportion, style and detail. Drawings will be developed initially by hand and developed using Adobe Illustrator© and incorporating Adobe Photoshop©. Students will produce a digital based portfolio focusing on technical fashion drawings. *Prerequisites: (FASH 1140 or FASN 1230) and CBSY 1105 and (FASH 1220 or FASN 1220). Corequisites: (FASH 1200 or FASN 2100) and (FASH 1211 or FASN 2110)*

### Year Two: Fourth Semester

**FASN 2200 Fashion Design & Drawing II** **3 hr. lec; 5 hr. lab** **5 credits**  
 Students will examine how design decisions affect production and marketing. Through links with industry, they will apply their knowledge and abilities in a practical focus. They will explore and critically analyze the balance between creativity and marketability through colour and textile experiments and choices. Students will create a portfolio of work applicable to job interviews. *Prerequisites: FASN 2100 and FASN 2130 and FASN 2110. Co-requisite: FASN 2220.*

**FASN 2220 Drafting & Sewing IV** **4 hr. lec; 8 hr. lab** **7 credits**  
 Students will be able to draft and sew high quality, marketable garments using standard-size body measurements. They will further develop their drafting manipulation skills to create production-ready patterns. By using sewing sample techniques acquired in previous courses, they will produce full-size garments such as swimsuits, coats, outdoor jackets, and menswear. There will be an emphasis on quality and efficiency. Students will be able to translate an original design into a saleable, finished product.

**FASN 2240 Computer-Based Pattern Drafting** **2 hr. lec; 1 hr. lab** **2 credits**  
 Students will learn how to operate the Gerber Accumark® computer pattern drafting systems in preparation for industry practice in grading, marker making, and pattern manipulation, with emphasis on manipulating pattern pieces to create new styles. *Prerequisites: CBSY 1105 and FASN 1220.*

**CMNS 1140 Intro to Professional Communications** **4 hours** **3 credits**  
 Students will be introduced to the theory and practice of business and technical oral communications. They will apply the analysis of context, message audience and purpose in the design, and delivery of presentations and will also learn and practice related written communication skills. *Prerequisite: See Kwantlen calendar for English requirements.*

### Year Three: Fifth Semester

**FASN 3100 Textile Design** **2 hr. lec; 3 hr. lab** **3 credits**  
 Through the study and analysis of the fabric traditions of different cultures, combined with class exercises, students will be able to create and produce unique textiles. They will increase their understanding of the components of structural and surface design processes in producing textile designs using a variety of media and techniques. They will understand the nature of textile design problems and will communicate solutions visually and verbally. This course connects to fashion design courses. *Prerequisites: FASN 2200 and (2110 or 1215)*

**FASN 3120 Volume Production** **4 hr. lec; 8 hr. lab** **7 credits**  
 Students will interpret design concepts by developing patterns manually and using apparel industry-based software (Gerber Accumark®) from technical drawings and finished garments. They will create production specification forms using Excel and Word. Students will experiment with planning and participating in mini production lines in piece-work, modular, and salary-based production. They will examine the inter-relationships between productions, design and marketing functions within an apparel company.

**FASN 3140 Pattern Grading & Computer Aided Drafting** **3 hr. lec; 3 hr. lab** **4 credits**  
 Grading is the process of making garment patterns (basic blocks) into larger and smaller sizes. Students will practice the basic principles and technology of grading standard-size block patterns. They will perform grading techniques manually and by computer, using apparel industry specific software (Accumark™ by Gerber Garment Technology). Computer-based markers (pattern piece layouts on fabric) will be produced from student-generated graded patterns. A portfolio of half-size grading samples will be compiled for future reference. Students will also review the use of CAD in the apparel industry.

**FASN 3150 Preparation For Fashion Industry Internship** **2 hr. lec.** **1.5 credits**  
 Students will learn the knowledge and skills to carry out a job search to secure a (volunteer) position with an apparel design/manufacturing company. They will develop skills in personal career assessment, resume writing, cover letters, portfolio presentation, and interview techniques. They will develop awareness of the career opportunities in the local apparel industry, internship policies and procedures and have an appreciation of human relations in the workplace. *Co-requisites: (FASH 2311 and FASH 2313) or (FASN 3120 and FASN 3140).*

### Year Three: Sixth Semester

**FASN 3200 Product Development** 3 hr. lec; 3 hr. lab 3.5 credits  
Students will develop the skills and knowledge to work effectively through the product development process using specialized fabrics and industry based projects. They will improve their ability to work with computer software and to work in teams.  
*Co-requisite: FASN 3250.*

**FASN 3250 Fashion Industry Internship** 300 hr. workplace 3 credits  
Students will transfer their previous learning to a “real world” situation during an internship with a local design/manufacturing company in the apparel sector. They will increase their knowledge of industry practices, develop contacts in the industry and be able to identify opportunities for their place as professionals in the field. *Prerequisite: FASN 3150.*

### Year Four: Seventh Semester

**FASN 4100 Line & Portfolio Development** 4 hr. lec; 5 hr. lab 5.5 credits  
Students will integrate personal direction with fashion industry practice through the process of designing a line of clothing for a chosen market niche. They will critically analyze the balance between creativity and marketability required for success in the profession, and link production plans to FASN 4150. Through consultations with industry professionals, students will create a comprehensive portfolio of work appropriate for their career directions. *Prerequisite: FASN 3200.*

**FASN 4150 Apparel in the Global Economy** 4 hr. lec; 2 hr. lab 4 credits  
Students will analyze the apparel global economy by studying international trade agreements, importing and exporting regulations, fabric testing standards, and sourcing of raw materials and production. Students will explore logistics issues such as inventory control, packaging, warehousing and transportation systems. They will create a business plan, costing scheme, quality control strategy, product specifications and production schedules according to domestic and international standards. Students will learn how to work with contractors locally and globally, including negotiating costs and terms. They will use current software such as Excel, Word and Adobe Illustrator or KaratCAD. *Prerequisites: (FASN 3120 and FASN 3140) or (FASH 2311 and FASH 2313).*

### Year Four: Eighth Semester

**FASN 4210 Fashion Business Practices** 5 hr. lec. 4 credits  
Students will participate in the planning and production of a fashion show as a form of self and group promotion. They will increase their ability to gain employment by establishing industry contacts and further developing professional fashion business practices in entrepreneurial, freelance and employed areas. *Prerequisite: FASN 4100. Co-requisite: FASN 4220.*

**FASN 4220 Advanced Drafting & Sewing** 4 hr. lec; 8 hr. lab 7 credits  
Students will draft and sew to produce professional quality, originally designed garments in a cost-efficient manner to meet production schedules. They will develop entry-level job skills by using advanced manual and computer-assisted pattern manipulation techniques in standard sizing. *Prerequisites: FASN 3120 and FASN 4100 and FASN 4150. Co-requisite: FASN 4210.*

### Additional Fashion Courses

**The following course is required for the Fashion Marketing Certificate:**

**FASN 2250 The Business of Fashion** 4 hr. lec. 3 credits  
Students will develop skills and practice in researching a fashion product from concept to customer. They will study the influences on fashion change, supply and demand for products and services, and explore business opportunities for the local retail and wholesale sector. Students will explore job opportunities and entrepreneurial ventures. They will write customer profiles, market district critiques, and a marketing plan for a small fashion-oriented business, and practice presenting their results.  
*Prerequisites: (FASH 1110 or FASN 1115 or FASN 1210) and (MRKT 1199 or MRKT 1130).*

**The following course is an elective course if wanting to study an area of fashion in more depth:**

**FASN 4250 Self-Directed Study** 3 credits  
Students will have the opportunity in their final year to integrate personal areas of interest with practice in the profession (subject to faculty approval). They will gain proficiency in entry level job knowledge and skills, as well as develop habits of independent learning through planning, researching, developing and presenting a negotiated area of fashion study. *Prerequisites: FASN 3200 and FASN 3250.*

## **SCHOLARSHIPS AND AWARDS**

### **Student Scholarships:**

Kwantlen Students may apply for a number of scholarships and awards. See the Scholarship and Award Office for further information.

Several Fashion specific scholarships go to deserving fashion students on an annual basis. Award winners are selected by the fashion faculty and are recognized for their academic standing, volunteer work in the community and apparel industry and contribution to the Kwantlen program area and community. The Fashion Awards are:

- available to second year students - Robyn Goodwyn Award in Fashion Design (\$1000) and The Enda B Fashion Award (\$900)
- available to third year students - 4 Fashion Design Program Awards (\$500 each)
- available to 4th year students - Simon Chang, Phyllis Levine Foundation Award (\$1000).
- other awards available to 2<sup>nd</sup>, 3<sup>rd</sup> and 4<sup>th</sup> year fashion students (\$500 each) include The Fabricana Imports Ltd. Award, The Charles Chan Kent Golden Wedding Award (Aero Garment Ltd.), Northern Feather Award, Sandra Sung Bridal Award, Omega Frontline Apparel Award, Dr. Carol Prantner and David Hollands Technical Fabric Award (750) and Plenty Award (\$1,000).

### **Student Competitions:**

Students in the fashion program are eligible for entry to a number of Design competitions. Several students have been finalists or winners in a variety of competitions including the International Smirnoff competition. Other competitions won by Kwantlen students include:

- International Textile & Apparel Association Student Design Competition. The prize was tuition and housing at the American Intercontinental University in London, England for one semester.
- Richmond, Sunbrite Business Association Contest for innovative business proposal in the BC Export category
- Canada Post Uniform competition.
- The Bay blanket design (converting the traditional blanket into urban streetwear)
- Thai competition, using traditional Thai fabrics and also sponsored by The Bay. 1st prize for the Thai competition was a free trip Thailand.
- Creativity and Craftsmanship in the Shanghai Dounghua University International Student Fashion Designer Competition. The prize was a scholarship to a Master's degree program at a Milan, Italy University
- The Portobello West Graduation Scholarship

### **Fashion Faculty Recognition**

- Joseph Segal Apparel Industry Recognition Award to the fashion faculty for Innovative Use of Technology
- Joseph Segal Apparel Industry Recognition Award to a fashion faculty for contributions to the Vancouver apparel industry
- National Institute for Staff and Organizational Development (NISOD) Teaching and Leadership Excellence Awards to three fashion faculty for development of industry linked projects for students and secondary school links with teachers of clothing and textiles and a creative approach to liberal education.

## **VISITING & EXCHANGE STUDENT OPPORTUNITIES**

Kwantlen has an agreement with the University of British Columbia (UBC) whereby Fashion students interested in a career as a secondary school clothing and textiles teacher may be eligible for entry to the UBC Teacher Education program in Home Economics upon completion of Kwantlen's fashion degree, 6 credits in English and 18 credits in Family Studies courses. Family Studies courses may be taken at UBC as either a visiting student at UBC while completing Kwantlen's fashion program (Family Studies courses can be used as elective credit for Kwantlen's fashion degree) or as a UBC student following graduation from Kwantlen's fashion program.

The Fashion program welcomes International students. Several International students from China have completed the degree and since 2002 Kwantlen has established exchange programs for fashion students with Universities in Helsinki, Finland, and in Taipei and Tainan in Taiwan. Kwantlen is in the process of developing further exchange opportunities for Kwantlen's fashion students.

Every two to three years the fashion program offers a student funded 9-day fashion study tour of New York City in the month of May. This optional non-credit tour includes site seeing, and tours of the Metropolitan Museum of Art, the Fashion Institute of technology, various fashion studios, a forecasting house, costume shop, accessory showroom and specialty boutiques.

## APPAREL INDUSTRY CAREER OPPORTUNITIES

<b>Design</b>	<b>Production</b>	<b>Marketing/Sales</b>
Product Management	Production Management	Marketing
Designing	Engineering Technician	Wholesale Sales
Merchandising	Production Supervision	Distribution
Product Development	Production Pattern Marking	Retail Sales
Trends Research	Pattern Grading	Buying
Colour Coordination	Marker Making	Fabric Buy/Sell
Fabric/Notions Sourcing	Final Costing	Importing/ Exporting
Story Board Development	Import/Export Quotas	Customer Service
Working Sketches	Purchasing	Small Business Mgt.
Illustration	Computer Operation	Fashion Show Coordination
Precosting	Cutting	Special Events Coordination
Technical Drawings (flats)	Machinery Knowledge	Trend Forecasting
Establish Specifications	Training Supervision	Computer Operations
First Pattern	Floor Supervision	Promotions
Sample Making	Machine Operators	Display
Check Fit & Construction	Finishing	Catalogue Development
Approve/Revise Samples	Quality Control	Fashion Journalism
Assist with Production Control	Logistics	Wardrobe Analysis
International Trade	International Trade	International Trade

All of the above requires ability to work with various software applications including spreadsheets, word processing, power point, Internet, drawing, image manipulation, drafting, grading, pattern manipulation, marker making, production planning and inventory control.

Apparel professionals need to understand all three areas of the industry. The three departments share many of the responsibilities listed above, and everyone must work as a team to ensure the success of an apparel line.

The role of the designer, also referred to as an industrial merchandiser or product developer, is an exciting one. Once the target market and function of a product has been determined, the designer researches the latest trends in colour, style, fabric and consumer lifestyles to use in the development of garments and related products. Apparel designers develop a wide range of merchandise including fashion, technical outerwear, active sportswear and tourism-related products.

Some designers are self-employed, designing for individual clients or their own retail outlet, or develop a “line” of clothing on a seasonal basis to sell to retailers. Many fashion program graduates work for apparel manufacturers or design studios, adapting men’s, women’s and children’s fashions for mass and niche markets. Fashion program graduates work in a variety of capacities including: design, merchandising, product development, pattern drafting and grading, CAD, production coordination and sales. There is a need in the apparel industry for skilled technical designers and pattern drafting and grading technicians for both in-house and freelance.

## WHERE DO FASHION STUDENTS GO AFTER GRADUATION?

### Vancouver Area

- Designers/Merchandisers/Technical Designers with large, medium and small scale manufacturers
- Pattern Makers/Graders freelance or with large, medium and small scale manufacturers
- Production Planning and Management, locally and internationally
- Computer-Aided Drafting and Marker Making Operators
- Wardrobe for theatrical, television and film productions
- Sales (wholesale and retail)
- Buyer for retail
- Fabric buyers for design/manufacturing companies

### Canada the USA and abroad

- Kwantlen fashion grads are working as Designers, Pattern Makers/Graders, and CAD operators or operating their own businesses throughout Canada, the U.S., London, Hong Kong, The Philippines and other Asian and European countries. Examples of international companies grads work for: Chloe in Paris, Nike, Volcom and Abercrombie and Finch. A 2005 grad owns her own menswear company, A to Z Collections which operates out of New York city.

### Transfer To Other Colleges and Universities

- graduates may be eligible for entry to UBC's Teacher Education program in Home Economics. See page 17
- to obtain further fashion knowledge and skills abroad or to pursue a career in theatre costume
- fashion degree grads have completed Master's degrees at SFU and Hong Kong Polytechnic

### Started Their Own Business

- set up studios and/or retail outlets
- set up small and medium scale manufacturing
- working from home for individual clients or developing a "line" for retailers
- free-lancing for a number of small companies, especially in the technical area; pattern drafting and grading.

### Travelling

- throughout the world to broaden their experience, while working for manufacturing companies in Hong Kong, Britain, France, Italy, Australia and New Zealand.

### Examples of Companies Owned by Graduates

Allison Wonderland	Street Sport Manufacturing	Soul Daisy	Lace Embrace Atelier
House Gallery Boutique	Sew What? Garment Manufacturers	Venus & Mar	Costume Alterations
Jolie Couture	FashionMark Solutions	Mimi & Marge	Flaming Angels Designs
Evan & Dean	Mia Melon	Luna Winters	Moda de Vida Design

### Examples Of Apparel/Manufacturing Companies Where Graduates Work

Arc'teryx	Helly Hansen Canada	Peekaboo Beans
Aritzia	Lijastyle	Plenty
Alpine Joe Sportswear	lululemon/OQQO	Plum Clothing Co. Inc
Arson/Orb	Mac & Jac	Quantum
Film Industry	Manuel Mendoza	Sugoi Athletic Apparel
Fitzwright Co. Ltd	Mavi Jeans	Tension Clothing
Gentle Fawn Designs	Mountain Equipment Co-op	Twice Shy
		Zonda Nellis Designs Ltd.

Full-time starting salaries range from \$2,800 to \$3,300 a month, depending on the position held, company and experience.

**Many degree graduates work for the company that they completed an Internship with. Kwantlen offers a successful Career Placement service via workopolis.com and through the Fashion Design & Technology program coordinator's office.**

*"Kwantlen's fashion degree program played a huge role in where I'm at in my career today, which is an assistant designer and product developer with Lululemon Athletica. Without the internship program and technical development skills I received at Kwantlen, working for my dream company in this position would not have been possible". Tanya Morrow*

## **FASHION DESIGN & TECHNOLOGY APPAREL INDUSTRY ADVISORY COMMITTEE**

Anne Yeadon-Jones (Chair)  
Designer, Yeadon Jones Designers & Consultants

David Goldman (Assistant Chair)  
President/Owner, Boys' Co.

Wendy deKruyff  
Owner, Dream Apparel & Articles for People

Peter Gordon  
President, Gordon Fabrics Ltd.

Denise Heuvel  
Pattern Systems Coordinator, Mountain Equipment Co-op

Lani Karls  
Vice President, Mac and Jac

Janice Larsen  
Product Engineering, Lululemon Athletica

Hajnalka Mandula  
Owner, Mandula Moda

Tanya Morrow  
Lululemon Athletica

Lesley Pollard  
Designer/Pattern Maker, Lesley Pollard

Carol Prantner  
Founder, Sugoi Performance Apparel

Rene Schindel  
Clothing & Textiles Instructor, Cambie Secondary School

Janet Smith  
Arts Editor, Georgia Straight

Christian Toth  
Owner, Off The Wall Clothing