

FASHION | TECHNOLOGY

fdm special topic



FDM Special Topic
Fashion Technology
Fall 2011

FDM 45095-005
124 :: Rockwell
Tue/Thu :: 3:45pm - 5:00pm

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Course Description

This course introduces students to the fundamental concepts, procedures and techniques used for manipulating images and documents in digital imaging software and data management software.

Course Objectives

Through successful completion of classroom and independent lab activities it is expected that you will become proficient in data management software techniques, presenting information and composing digital images and graphics. The following is a sample of the tools, techniques, and concepts that will be covered.

- creating business budgets
- presenting information and data
- vocabulary associated with digital imaging and software packages
- raster v. vector graphics
- image resolutions, file types, importing + exporting
- input and output devices
- workspaces, navigation and palettes
- transformation tools :: moving, scaling, rotation
- layers :: stacking, opacity, adjustment
- fonts, type tools + typography basics
- filters + effects
- custom brushes and patterns
- workflow techniques + navigating between software packages
- working with shapes
- gradients + swatches

Spreadsheet Software

- Software basics
- Working with Dates and Times
- Working with Formulas
- Creating Business Budgets
- Managing Multiple Worksheets and Workbooks
- Macros in Depth
- Advanced Formatting Techniques

Photoshop specific

- image retouching + cleanup tools :: cloning, healing
- image adjustments
- color and color adjustments
- white balancing images :: levels, curves

Illustrator specific

- selection tools
- paths
- strokes and fills
- blends and transformations
- compound shapes, pathfinder and alignment

Required Supply List

- removable flash, jump drive or USB transfer drive, 2GB minimally
- notebook, pens and other classroom supplies.

Suggested Reading

Digital Fashion Illustration with Photoshop & Illustrator

Kevin Tallon
Batsford, 2008 - ISBN 0713490586

Digital Foundations

completely online book that is open source found at: <http://wiki.digital-foundations.net/>
Xtine Burrough, Michael Mandiberg
(all information and files are online but may be purchased in a book format)

Digital Textile Design: Portfolio Skills

Melanie Bowles, Ceri Isaac
Laurence King Publishers, May 2009 - ISBN-10: 1856695867

Fashion Designer's Handbook for Adobe Illustrator

Marianne Centner and Frances Vereker
Wiley-Blackwell, Apr 2007 - ISBN-10: 1405160551

Flats: Technical Drawing for Fashion

Basia Szkutnicka
Laurence King Publishers, May 2010 - ISBN-13: 978-1-85669-618-0

There are a variety of E-books for CS5 available thru the Kent State University Library's KentLink. Search for "Photoshop CS5" or "Illustrator CS5" at kentlink.kent.edu, click on any title that has the e-book icon on the right side of it's entry, and the click on "connect to electronic resource" -- this will take you to the actual e-book, and then click on start reading to access the actual e-book.

Online Resources

IMAGERY

Morgue File :: <http://www.morguefile.com/>
Creative Commons :: <http://creativecommons.org/> and <http://search.creativecommons.org/>
Google Images :: <http://images.google.com/>
Flickr :: <http://www.flickr.com/groups/freeuse>
Smithsonian Photography Initiative :: <http://photography.si.edu/default.aspx>
Pics4Learning :: <http://www.pics4learning.com/>
Open Photo :: <http://openphoto.net/>
Wikispecies :: http://species.wikimedia.org/wiki/Main_Page
The Creative Element :: <http://creativity103.com/index.htm>
BurningWell :: <http://www.burningwell.org/>
Open Clip Art Library :: <http://www.openclipart.org/>

TUTORIALS

Adobe Video Workshop :: http://www.adobe.com/designcenter/video_workshop/?id=vid0256
Layers Magazine :: <http://layersmagazine.com/category/tutorials/> click either *illustrator* or *photoshop*
45 Photoshop Tutorial Sites :: <http://www.1stwebdesigner.com/design/45-photoshop-tutorial-sites/>
Speckyboy.com :: <http://www.speckyboy.com> search for *photoshop + video tutorials*
Smashing Apps :: <http://www.smashingapps.com/>

There are many online resources available for both software :: just google it!

class policies

Attendance Policy

- Attendance will be taken every class with a sign in sheet.
- It is your responsibility to make sure to sign in if you are late.
- There is so much technical, conceptual and design information to absorb, regular attendance is essential.
- Contact the professor **IN ADVANCE** if you will not be in class (*by email is preferred*).
- Participation points are given to those who attend class hence absences will affect your grade.
- It is the student's responsibility to inquire about content that has been missed, to obtain any material that has been missed due to absence, and to turn in any assignments that are due.

Assignment Policy

- All assignments are due on the date specified on the syllabus :: any date changes will be emailed.
- Participants are encouraged to work with their peers and share their work in order to receive feedback prior to due dates.
- Any assignment that receives less than an 80% may be reworked and resubmitted.
In order to gain additional points participants must:
 - :: indicate what they would like to improve upon
 - :: indicate how they plan to do so
 - :: Due one week following receipt of a grade (emailed to professor)

Late Work Policy

- Late work is not accepted unless there is a medical, legal (court) or university documented excuse.
- If an assignment is later than one week from when it is due, and prior arrangements have not been made, the assignment will not be accepted.
- **NOTE:** If you are overwhelmed or feeling behind, please contact me **before (i.e. not the same day)** the assignment is due to discuss options.

Lab

- open class time/lab time is to be used for current assignments only
- the lab is open during building hours
- you may use it any time classes or special events are not in session
- Food, beverages and smoking are not permitted in the lab at any time.
- Phones and other devices are required to be turned on vibrate during class time.
- If you receive a call during class that you have to take, please step outside of the classroom.

Copyright

Always try to use your own graphics or from resources which explicitly give you permission to use their materials freely. If no clear "fair use", "public domain", or "creative commons" statement is available you should get permission if you use their materials in your project. At the very least you **MUST** give credit for where and from whom you have borrowed the material.

Give credit in the text of your document, on your Works Cited Page, or on a Credits page for everything that you use. Include copyright information beside or under images (photographs, charts, maps, pictures, graphics). Include the following information next to the image: "c" or the word "copyright", the name of the creator of the image, then the copyright date. If this information is not available in or on your source, you can list the bibliographic information or web address of the source.

university policies

Registration Requirement

The official registration deadline for this course is September 5, 2010 (Late Registration :: with fee :: September 12). University policy requires all students to be registered in each class they are attending. Students who are not officially registered for a course by published University deadlines should not be attending classes and will not receive credit or a grade for the course. Each student must confirm enrollment by checking their official class schedule (using Student Tools in FlashFAST) prior to the deadline indicated. Registration errors must be correct prior to the deadline.

Cheating & Plagiarism

Cheating and plagiarism constitute fraudulent misrepresentation for which no credit can be given and for which appropriate sanctions are warranted and will be applied.

“Plagiarism is the use or close imitation of the language and thoughts of another and the representation of them as one’s own work.” - Wikipedia.com

Students enrolled in the university, at all its campuses, are to perform their academic work according to standards set by faculty members, departments, schools and colleges of the university; and cheating and plagiarism constitute fraudulent misrepresentation for which no credit can be given and for which appropriate sanctions are warranted and will be applied.

“Plagiarize” means to take and present as one’s own a material portion of the ideas or words of another or to present as one’s own an idea or work derived from an existing source without full and proper credit to the source of the ideas, words, or works. As defined, plagiarize includes, but is not limited to:

- (a) The copying of words, sentences and paragraphs directly from the work of another without proper credit;
- (b) The copying of illustrations, figures, photographs, drawings, models, or other visual and nonverbal materials, including recordings, of another without proper credit; and
- (c) The presentation of work prepared by another in final or draft form as one’s own without citing the source, such as the use of purchased research papers..

(References: Administrative Policy and Procedures Regarding Student Cheating and Plagiarism; University Policy Register, 3342-07 [Chapter 3 pgs 15-24]; University Digest of Rules and Regulations [pg 9])

Students with Disabilities

University policy 3342-3-01.3 requires that students with disabilities be provided reasonable accommodations to ensure their equal access to course content. If you have a documented disability and require accommodations, please contact the instructor at the beginning of the semester to make arrangements for necessary classroom adjustments. Please note, you must first verify your eligibility for these through Student Accessibility Services (contact 330-672-3391 or visit www.kent.edu/sas for more information on registration procedures.)

Students Academic Complaint Policy + Procedures

In accordance with University Policy, problems should be discussed with the instructor first. If the issue remains unresolved then you may address your concerns with the department director.

(References: Faculty Handbook [pg 3-9]; Administrative Policy Regarding Student Academic Complaint; University Policy Register, 3342-4-16 [Chapter 4 pgs 43-48]; University Life Digest of Rules and Regulations [pg 13])

grading policy

Grades

A

The student presents the highest level of performance and attendance. The student's work reflects exceptional achievement both in quantity and quality, differentiating itself from other work, and surpassing all of the criteria set in the coursework descriptions. Ability to communicate and execute ideas exhibiting outstanding achievement. Demonstrates a mastery of the course concepts and shows the work ethic of a highly self-motivated student.

B

The student presents a good level of performance and attendance. The student's work is good/very good and reflects above-average achievement both in quantity and quality. Shows evidence of understanding the relationship between multiple course concepts. The student's ability to communicate and execute ideas exhibits above-average achievement.

C

The student presents an adequate level of performance and attendance. The student's work must reflect an acceptable achievement both in quantity and quality, and all work is completed as assigned. Meets all expectations of the assignment and demonstrates clear student effort and improvement.

D

The student presents a less than adequate level of performance and attendance. The student's achievement is below average in quality and/or quantity. The student's work reflects an inability to satisfactorily communicate and execute ideas.

F

The student presents a level of performance and attendance such that the course requirements have not been met. The student's work and attitude reflect an unsatisfactory level of achievement both in quantity and quality. The student exhibits an unsatisfactory ability to communicate and execute ideas and a pattern of low productivity.

Grading Scale

A	93-100	Excellent
A-	90-92	
B+	87-89	
B	83-86	Above Average / Good
B-	80-82	
C+	77-79	
C	73-76	Average / Satisfactory
C-	70-72	
D+	67-69	
D	65-66	Below Average / Poor
F	00-64	Unacceptable / Failure

course expectations

Student Responsibilities

All work turned in should be computer generated and typewritten. Plan and print out your work IN ADVANCE because last minute "computer-related" excuses will not release you from any deadlines.

ALWAYS make and keep backup copies of your work.

NEVER, and I mean NEVER work directly off your jump drive. Transfer your files locally and save back to the jump drive when finished. Make sure to eject them properly. Jump drives fail...often.

- consult class website at least once a week for updates: files, class resources
- attend all class sessions
- be punctual for class and participate
- bring appropriate materials + equipment to class
- read all assigned materials and do assigned tutorials
- prepare and submit all assignments by the appropriate due dates
- devote at a minimum 6 hours per week, fulfilling assignments, readings and understanding class concepts
- present all work in a professional manner
- be prepared to discuss readings and assignments in class
- inquire about + obtain any missed content due to absence
- have patience, persistence and discipline
- pay attention to detail
- be creative
- be self-confident and have pride in your work
- be fearless

Course Web Site

The syllabus and course documents will be made available thru FLASHLINE. The course blackboard site will begin to be propagated during the semester with grades. The course documents will be also be made available online via a course wiki at: <https://sites.google.com/a/kent.edu/fashiontechnology/>

Data Loss

Students are responsible to back up their files. Save your files in two places every time you are finished working on a file. At the end of class, for example, save on the hard drive and on your USB drive as well. Students are responsible for the re-creation of any lost or damaged files.

Final Grade Distribution

The final grade is based on the following:

participation (5pts/class)	=	150 pts	15%
in-class assignments (20 total)	=	200 pts	20%
project 1	=	100 pts	10%
project 2	=	50 pts	5%
project 3 [midterm]	=	125 pts	12.5%
project 4	=	75 pts	7.5%
project 5	=	100 pts	10%
project 6 [final]	=	200 pts	20%
TOTAL	=	1000 pts	100%

Optional Assignment

project 7 = 25 pts (added to project 6 grade)

in-class assignments

The 15 week course will be structured around in-class assignments and projects. Tutorials and exercises will create specific learning objectives to be applied directly to the current project. Most exercises or tutorials will build on knowledge learned in previous exercises and/or tutorials, culminating in the final project.

In-class assignments must be turned in prior to the next class session.

Assignment 1: *Create your weekly class + work schedule*

Assignment 2: *Create a spreadsheet comparing costs of cars to apartments*

Assignment 3: *Create a basic monthly expense spreadsheet for a single location store with formulas*

Assignment 4: *Make a monthly sales chart: one workbook for each month with a summary on 1st worksheet*

Assignment 5: *Create a word cloud infographic using Wordle.com*

Assignment 6: *Working with Layers Assignment :: Photoshop*

Assignment 7: *Mood Board Assignment :: Photoshop*

Assignment 8: *Photo Retouching Assignment :: Photoshop*

Assignment 9: *Photoshop Tennis!*

Assignment 10: *Pantone Color Story Assignment :: Photoshop*

Assignment 11: *Pattern Assignment :: half-drop :: Photoshop*

Assignment 12: *Pattern Assignment :: seamless :: Photoshop*

Assignment 13: *Font Assignment :: Photoshop*

Assignment 14: *Pen Tool Tracing: Curves :: Illustrator*

Assignment 15: *Pen Tool Tracing: Maze :: Illustrator*

Assignment 16: *Buttons and Stitches Assignment :: Illustrator*

Assignment 17: *Tank Top Flat Assignment :: Illustrator*

Assignment 18: *Warping Patterns Assignment :: Illustrator*

Assignment 19: *Live Paint Drawing Assignment :: Illustrator*

Assignment 20: *Shading Effects for Croquis :: Illustrator and Photoshop*

projects

Project 1 :: SPREADSHEET:: Excel

Create a spreadsheet for the monthly operation of a store. It must include: operating expenses, weekly and monthly sales goals for 5 employees. Make sure to use formatting and formulas
Project 1 is DUE Thursday of week 4.

Project 2 :: COLLAGE :: Photoshop

Choose a theme and using selections, transformations and layers collage a garment from parts onto the models provided.

Project 2 is DUE Thursday of week 6.

We will do a short presentation on these project - be prepared to speak about them.

Project 3 :: COLOR + FABRICATIONS :: Photoshop (midterm)

Choose a theme and seasons and design a color board with 5 colors and 5 patterns/fabrication swatches.

Show each of your 5 patterns in 2 color combinations (10 pattern swatches total on the board).

Rename the colors according to the theme and include the Pantone numbers for each color.

Project 3 is DUE Thursday of week 8.

We will turn these projects to me PRINTED and MOUNTED on boards.

You MUST have the files saved as PDFs for the class review and critique.

(pay attention to the difference between screen colors and printed color)

Project 4 :: FLATS :: Illustrator

Using Illustrator create tech packs flats for a top, bottom and one piece garment.

Show the front, back and details.

Project 4 is DUE Thursday of week 11.

Project 5 :: CROQUIS :: Illustrator + Photoshop

Using what you have learned in both Photoshop and Illustrator, choose a theme and season to create a croquis board. You can scan in, create from tracing a photograph or draw the croquis in Illustrator.

There must be a total of 3 professional quality croquis on the board.

Project 5 is DUE Tuesday of week 14.

We will present projects on screen for review and critique.

Project 6 :: COLLECTION :: Illustrator + Photoshop (final)

Choose a theme and seasons and design: 1 mood board, 1 color board with 5 colors and 5 patterns/fabrications,

a flats board and a croquis board. Theme must be consistent through all boards. Keep presentation looking

consistent by including at least 3 common elements on all of the boards.

Mood Board: Visually express your theme for your collection. Include title, season and inspirations.

Color Board: show the patterns in 2 color combinations. Rename the colors according to the theme and include the Pantone numbers for each color.

Flat & Croquis Board 1: include both front and back for: one top and one bottom (in black and white, 2 different color combinations and 1 pattern each). Include a croquis on the board showcasing the garment.

Flat & Croquis Board 2: include both front and back for: one piece garment (in black and white, 2 different color combinations and 1 pattern each). Include a croquis on the board showcasing the garment.

Project 6 is DUE for critique on your assigned Final for Finals week.

We will present projects DIGITALLY ONLY as PDFs for on-screen critique.

optional project

Project 7 :: DIGITAL TEXTILE PRINT :: TechStyleLAB :: Photoshop or Illustrator

Design a scarf in either Photoshop or Illustrator to be print out at the TechSTYLElab.

This project is optional as this course has no course fees and the student must cover the cost incurred by this project (per meter of fabric and printing costs). Specific details will be on project handout.

Project 7 is DUE turned in to the TechStyleLAB Monday of week 13 for printing.

Please bring your digitally printed textile for review and critique during your Final for extra credit.

weekly schedule

week 1 T :: AUG 30
Introduction to the course
Introduction to Excel :: 1
- Aligning Cells
- Inserting/Deleting Columns/Rows
- Formatting Cells
- Applying Basic Math Formulas
- Using Borders
- Applying Text Facetype
- Merging/Unmerging Cells

week 2 T :: SEPT 6
Working with Formulas :: Excel
- Adding
- Multiplying
- Subtracting
- Dividing
- Orders of Operations
- Create a spreadsheet comparing costs of cars to apartments

week 3 T :: SEPT 13
Worksheets + Workbooks :: Excel
- Referencing between worksheets
- Make monthly sales chart: one workbook for each month with a summary on 1st worksheet

week 4 T :: SEPT 20
WORK DAY
INDIVIDUAL INSTRUCTION FOR PROJECT 1 :: SPREADSHEET

week 5 T :: SEPT 27
Digital Imaging 101
- Raster v. Vector
- Image Size + Resolution
- Image Resources
- Copyright v. creative commons, fair use
- Working with Layers Assignment

week 6 T :: OCT 4
Introduction to Photoshop :: 2
- Scanning Images
- White Balancing Basics
- Photo Retouching + Cleanup
- Filters
- Photo Retouching Assignment

week 7 T :: OCT 11
Introduction to Photoshop :: 3
- Color Stories + Color Trends
- Working with Color
- Pantone Color Story Assignment

PROJECT 3 :: Photoshop MIDTERM COLOR + FABRICATIONS

R :: SEPT 1
Introduction to Excel :: 2
- Creating a Calendar
- Create your Weekly Class + Work Schedule

R :: SEPT 8
Creating Business Budgets :: Excel
- Create a basic spreadsheet of sales goals for a district of stores with formulas
- Create a basic spreadsheet of sales goals for a 5 sales people with formulas
- Create a basic monthly expense spreadsheet for a single location store with formulas

R :: SEPT 15
Advanced Formatting Techniques :: Excel
- Making cells change color or have checkmark depending on value
- Sorting Columns of Data

PROJECT 1 :: SPREADSHEET :: Excel

R :: SEPT 22
PROJECT 1 DUE

Infographics & Data Visualization
- Word Clouds: **Wordle**
- Timeline: **Dipity**
- Examples at: **Visual.ly & Daytum**
- Create a word cloud infographic

R :: SEPT 29
Introduction to Photoshop :: 1
- Basic Navigation
- Selection Tools
- Transformation Tools
- Crop Tools
- Mood Board Assignment

PROJECT 2 :: COLLAGE :: PHOTOSHOP

R :: OCT 6
PROJECT 2 DUE

PHOTOSHOP TENNIS!!!

R :: OCT 13
Introductions to Photoshop :: 4
- Custom Patterns
- Simple Tiling
- Half Drop
- Seamless

INDIVIDUAL INSTRUCTION FOR PROJECT 3 :: MIDTERM

weekly schedule

week 8	T :: OCT 18 WORK DAY <i>INDIVIDUAL INSTRUCTION FOR PROJECT 3 :: MIDTERM</i>	R :: OCT 20 PROJECT 3 :: MIDTERM PRESENTATIONS
week 9	T :: OCT 25 Introduction to Photoshop :: 5 <ul style="list-style-type: none">- Working with text + fonts- Importance of Font Choice- Font Download Sites- Installing Fonts- Font Assignment	R :: OCT 27 Introduction to Illustrator :: 1 <ul style="list-style-type: none">- Basic Navigation- Create Documents- Toolbox- Selection Tools- Shape Tools- Filling objects / Stroke / Stroke Weight- Pen Tool Tracing Assignments
week 10	T :: NOV 1 Introduction to Illustrator :: 2 <ul style="list-style-type: none">- Layers- Creating complete objects with Pen Tool- Rulers & Guides- Manipulating Objects- Type Tools- Buttons and Stitches Assignment	R :: NOV 3 Introduction to Illustrator :: 3 Flats 101 <ul style="list-style-type: none">- step-by-step flat production demo (pen tool)- Tech-Pack Examples- Tank Top Flat Assignment PROJECT 4 :: FLATS
week 11	T :: NOV 8 Introduction to Illustrator :: 4 <ul style="list-style-type: none">- Making a Color Story from a Photo- Eyedropper Tool- Saving a Swatch- Matching to a Pantone Colors- Color Guide- Filling object from swatch / color libraries- Patterns: creating, defining, using- Warping Patterns Assignment	R :: NOV 10 PROJECT 4 :: FLATS PRESENTATIONS TechStyleLAB: Digital Textile Printing & Laser Cutting <ul style="list-style-type: none">- Setting up files for Digital Printing- Laser cutting tips n tricks PROJECT 7 :: Digitally Printed Textile
week 12	T :: NOV 15 Croquis <ul style="list-style-type: none">- Placing saved images- Live Paint Drawing Assignment- Live-Tracing hand-drawn sketches- Tracing poses from photos Project 5 :: Croquis	R :: NOV 17 Croquis <ul style="list-style-type: none">- Illustrator / Photoshop workflow- PS :: Burn / Dodge tools- Shading Effects for Croquis Assignment <i>INDIVIDUAL INSTRUCTION FOR PROJECT 5 :: CROQUIS + PROJECT 7 :: TSLAB</i>
week 13	T :: NOV 22 PROJECT 7 :: DUE @ TSLAB WORK DAY <i>INDIVIDUAL INSTRUCTION FOR PROJECT 5 :: FINAL</i>	R :: NOV 24 THANKSGIVING BREAK :: NO CLASS
week 14	T :: NOV 29 PROJECT 5 :: CROQUIS PRESENTATION PROJECT 6 :: Collection Boards (FINAL)	R :: DEC 1 WORK DAY <i>INDIVIDUAL INSTRUCTION FOR PROJECT 6 :: FINAL</i>
week 15	T :: DEC 6 WORK DAY <i>INDIVIDUAL INSTRUCTION FOR PROJECT 6 :: FINAL</i>	R :: DEC 8 WORK DAY <i>INDIVIDUAL INSTRUCTION FOR PROJECT 6 :: FINAL</i>
DEC 13	Tuesday :: FINAL PROJECT CRITIQUE	:: 7:45 am - 10:00 am