

COURSE SYLLABUS						
Course Title	Course Code	Semester	Course Hour/Week		Credit	ECTS
Fashion Wear Design I	TFAD 361	8	Theory 2	Practice 2	3	5
Course Type	Compulsory Courses	Department Elective	Faculty Elective	University Elective	CoHE (YÖK) Compulsory	Other
				x		
Level of Course	Associate Degree (Short Cycle)		Undergraduate (First Cycle)		Graduate / Doctoral (Second / Third Cycle)	
			x			

Language of Instruction	English
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Course Instructor(s)	Lec. Berke Uluşan	E-mail : berke.ulushan@arucad.edu.tr Office : AB-STE01
Course Objectives	<p>By the end of the course, students will:</p> <ol style="list-style-type: none"> 1. Understand and apply trend forecasting and target market analysis in fashion design. 2. Understand fashion as a form of visual storytelling and identity construction. 3. Develop a concept-driven mini fashion collection. 4. Create moodboards, storyboards, and digital concept boards. 5. Translate inspiration into silhouettes and expressive design sketches. 6. Digitally render fashion illustrations using Adobe software. 7. Design garments for self-created digital avatars. 8. Present a cohesive 6-look fashion collection as a visual project. 	

	Students will be able to:	Teaching Methods	Evaluation Methods
Course Learning Outcomes	1. Define fundamental concepts of fashion design, including trend research, target persona development, visual storytelling, and collection identity.	<ul style="list-style-type: none"> - Interactive lectures - Visual analysis sessions - Class discussions on fashion as communication - Case study reviews (fashion campaigns & designers) 	<ul style="list-style-type: none"> - Mid-term Exam - Participation
	2. Analyze visual research materials to extract themes, moods, and narrative directions for a fashion collection.	<ul style="list-style-type: none"> - Guided research workshops - Moodboard and storyboard demonstrations - Group critique sessions - Visual mapping exercises 	<ul style="list-style-type: none"> - Midterm Exam (research boards) - Final Exam (coherence of concept)
	3. Apply concept development methods by creating moodboards, storyboards, and thematic design frameworks reflecting a defined target persona.	<ul style="list-style-type: none"> - Studio workshops (board creation) - Adobe-based board layout exercises - Peer feedback sessions - Instructor critiques 	<ul style="list-style-type: none"> - Mid-Term Exam
	4. Develop original silhouette explorations and concept sketches that communicate emotional and aesthetic intentions.	<ul style="list-style-type: none"> - Silhouette exploration exercises - Hand sketching workshops - Proportion & exaggeration experiments - Iterative critique sessions 	<ul style="list-style-type: none"> - Mid-term Exam - Participation
	5. Create digitally rendered cohesive six-look mini fashion collection using digital tools (Photoshop, Illustrator), integrating color, texture, and composition.	<ul style="list-style-type: none"> - Branding & visual identity sessions - Layout design workshops - Poster & campaign creation exercises - Mock presentations 	<ul style="list-style-type: none"> - Final Exam Presentation
	6. Present design decisions through structured oral and visual presentations, articulating conceptual rationale professionally.	<ul style="list-style-type: none"> - Oral presentation workshops - Structured critique sessions - Peer review feedback rounds - Mock final presentation rehearsal 	<ul style="list-style-type: none"> - Final Exam Presentation

Course Content	In this course, students will explore the process of fashion collection development from concept to design. Through trend and season research, target audience analysis, and storyboard creation, students will conceptualize and sketch original designs. They will then refine their ideas into a cohesive collection that considers design criteria, production feasibility, and creative expression. Emphasis is placed on form exploration, storytelling, and linking design decisions to art, culture, and market needs.
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COURSE OUTLINE/SCHEDULE			
Week	Topic	Implementation (theory/practice)	Required Reading, Preliminary preparation
1	<ul style="list-style-type: none"> • Introduction to the course and research methods 	T/P	<ul style="list-style-type: none"> - Seivewright, Sorger (2017) (TT507.S425.2017) - Class demonstration
2	<ul style="list-style-type: none"> • Theme & Moodboard Development 	T/P	<ul style="list-style-type: none"> - Seivewright, Sorger (2017) (TT507.S425.2017) - Class demonstration
3	<ul style="list-style-type: none"> • Storyboard & Concept Development • Inspiration Translation & Concept Sketches 	T/P	<ul style="list-style-type: none"> - Seivewright, Sorger (2017) (TT507.S425.2017) - Rothman, (2016) (TT509. R675. 2016) - Class demonstration
4	<ul style="list-style-type: none"> • Silhouette Exploration; exaggerated forms, proportion and construction ideas. 	T/P	<ul style="list-style-type: none"> - Sorger, Udale (2017) (TT508. S67. 2017) - Renfrew, Renfrew, (2016) (TT507.R44.2016) - Rothman, (2016) (TT509. R675. 2016) - Class demonstration
5	<ul style="list-style-type: none"> • Design Sketching Techniques • Quick sketching • Proportion and Rendering Styles 	T/P	<ul style="list-style-type: none"> - Sorger, Udale (2017) (TT508. S67. 2017) - Renfrew, Renfrew, (2016) (TT507.R44.2016) - Class demonstration

6	<ul style="list-style-type: none"> Collection Criteria & Selection Sketch evaluation against design criteria (market, trend, concept) 	T/P	<ul style="list-style-type: none"> Sorger, Udale (2017) (TT508. S67. 2017) Renfrew, Renfrew, (2016) (TT507.R44.2016) Rothman, (2016) (TT509. R675. 2016) Class demonstration
7	<ul style="list-style-type: none"> Color & Textile Story Fabric swatches Color palettes Refining 3-look designs MID-TERM REVIEW 	T/P	<ul style="list-style-type: none"> Sorger, Udale (2017) (TT508. S67. 2017) Renfrew, Renfrew, (2016) (TT507.R44.2016) Fine (2021) (QC464.7. F55. 2021) Class demonstration
8	<ul style="list-style-type: none"> MID-TERM EXAM Work on selected designs, garment types, fabrication and production Garment Construction I 	T/P	<ul style="list-style-type: none"> Sorger, Udale (2017) (TT508. S67. 2017) Renfrew, Renfrew, (2016) (TT507.R44.2016) Class demonstration
9	<ul style="list-style-type: none"> Introduction to Digital Fashion; Translating hand sketches into digital artworks. Technical Sketching and Flats (Part I) Flats for the First Look 	T/P	<ul style="list-style-type: none"> Sorger, Udale (2017) (TT508. S67. 2017) Renfrew, Renfrew, (2016) (TT507.R44.2016) Class demonstration
10	<ul style="list-style-type: none"> Technical Sketching and Flats (Part II) Digital Coloring & Texturing Using brushes, layers, blending modes 	T/P	<ul style="list-style-type: none"> Sorger, Udale (2017) (TT508. S67. 2017) Renfrew, Renfrew, (2016) (TT507.R44.2016) Class demonstration
11	<p>Avatar Creation Workshop</p> <p>Students create:</p> <ul style="list-style-type: none"> A digital character Or stylized self-portrait Or experimental fashion persona using digital tools 	T/P	<ul style="list-style-type: none"> Sorger, Udale (2017) (TT508. S67. 2017) Renfrew, Renfrew, (2016) (TT507.R44.2016) Rothman, (2016) (TT509. R675. 2016) Class demonstration

12	<ul style="list-style-type: none"> • Designing Garments for Avatars • Applying silhouettes to digital bodies • Layer construction, shadows, fabric simulation 	T/P	<ul style="list-style-type: none"> - Sorger, Udale (2017) (TT508. S67. 2017) - Renfrew, Renfrew, (2016) (TT507.R44.2016) - Class demonstration
13	<p>Fashion as Branding</p> <p>Create:</p> <ul style="list-style-type: none"> • Collection logo • Collection name • Poster or campaign visual 	T/P	<ul style="list-style-type: none"> - Sorger, Udale (2017) (TT508. S67. 2017) - Renfrew, Renfrew, (2016) (TT507.R44.2016) - Rothman, (2016) (TT509. R675. 2016) - Class demonstration
14	<p>Craft Lab (Optional, Low-Skill)</p> <p>For interested students:</p> <ul style="list-style-type: none"> • Paper draping on mini mannequins • Fabric manipulation • Collage-based textile creation • Zero sewing required • Others continue digital refinement. 	T/P	<ul style="list-style-type: none"> - Sorger, Udale (2017) (TT508. S67. 2017) - Renfrew, Renfrew, (2016) (TT507.R44.2016) - Class demonstration
15	<p>Final Collection Development</p> <p>Prepare:</p> <ul style="list-style-type: none"> • 6 final digital looks • Final boards • Visual campaign poster <p>Mock critique session.</p>	T/P	<ul style="list-style-type: none"> - Sorger, Udale (2017) (TT508. S67. 2017) - Renfrew, Renfrew, (2016) (TT507.R44.2016) - Class demonstration
16	FINAL EXAM		

<p>Required Course Material(s) / Reading(s)/ Text Book(s)</p>	<ol style="list-style-type: none"> 1. Richards Sorger, Jenny Udale, <i>The Fundamentals of Fashion Design</i>, Bloomsbury, 2017 [TT508, S67, 2017] 2. Simon Seivewright, Kirsten L. Richard Sorger, <i>Research and Design For Fashion</i>, Fairchild Books, 2017 [TT507, S425, 2017] 3. Elinor Renfrew, Colin Renfrew, <i>Developing a Fashion Collection</i>, Fairchild Books, 2016 [TT507. R44. 2016] 4. Sharon Rothman, <i>The Fashion Designer's Sketchbook: Inspiration, Development and Presentation</i>, Fairchild Books, 2016 [TT509. R675. 2016] 5. Aaron Fine, <i>Color Theory: A Critical Introduction</i>, Bloomsbury, 2021 [QC494.F55. 2021]
<p>Recommended Course Material(s)/ Reading(s) /Other</p>	<ol style="list-style-type: none"> 1. Ellen Lupton, <i>Thinking with Type</i>, Princeton Architectural Press, 2014. 2. Grace Lees-Maffei, Rebecca Houze, <i>Design and Heritage: The Construction of Identity and Belonging</i>, Routledge, 2022. 3. David Airey, <i>Logo Design Love</i>, New Riders, 2015. 4. Timothy Samara, <i>Making and Breaking the Grid, Third Edition: A Graphic Design Layout Workshop</i>, Rockport Publishers, 2023.

ASSESSMENT		
Learning Activities	NUMBER	WEIGHT in %
Mid-Term	1	40
Quiz		
Assignment		
Project		
Field Study		
Presentation / Seminar		
Studio Practice		
Other (class participation)		
Contribution of Final Examination/Final Project/ Dissertation to the Final Grade	1	60
TOTAL		100

CONTRIBUTION OF COURSE LEARNING OUTCOMES TO PROGRAMME LEARNING OUTCOMES						
No	PROGRAMME LEARNING OUTCOMES	Level of Contribution (1-lowest/ 5-highest)				
		1	2	3	4	5
PLO 1	Explains the historical, cultural, and theoretical foundations of textile and fashion design within global artistic contexts.					
PLO 2	Recognizes textile materials, fabric structures, production technologies, and garment construction systems.					
PLO 3	Interprets fashion history, art history, and cultural phenomena in relation to contemporary fashion practices.					
PLO 4	Analyzes ethical, ecological, and sustainability principles within fashion and textile production processes.					
PLO 5	Applies drafting, draping, pattern-making, and garment construction techniques using traditional and digital tools.					
PLO 6	Develops original fashion collections through research, concept development, and advanced rendering techniques.					
PLO 7	Uses computer-aided design software and industrial technologies to visualize, produce, and present fashion designs.					
PLO 8	Produces innovative textile and fashion products by integrating technical skills with creative design processes and addressing design challenges through experimental and problem-solving approaches.					
PLO 9	Evaluates global fashion trends, forecasting systems, and market dynamics to inform design decisions.					
PLO 10	Collaborates effectively within interdisciplinary teams while managing time, workflow, and production processes.					
PLO 11	Communicates professional portfolios and fashion concepts to specialist and non-specialist audiences.					
PLO 12	Demonstrates professional responsibility by integrating ethical awareness, sustainability, and industry standards into practice while continuously developing professional competencies through lifelong learning.					


















ECTS / STUDENT WORKLOAD				
ACTIVITIES	NUMBER	UNIT	HOUR	TOTAL (WORKLOAD)
Course Teaching Hour (X weeks * total course hours)	14		4	56
Preliminary Preparation and self- study	14		4	56
Mid-Term	1		3	3
Quiz				
Assignment				
Project				
Field Study				
Presentation / Seminar				
Studio Practice				
Final Examination/ Final Project/ Dissertation	1		3	3
Other				
TOTAL WORKLOAD				118
TOTAL WORKLOAD / 25				4,7
ECTS				5

ETHICAL RULES WITH REGARD TO THE COURSE

Plagiarism Disclaimer

Detected and undetected plagiarism is a serious offence at any time and it could have devastating effects on your degree result and future professional lives.

Plagiarism is easy to avoid if you make sure to identify and acknowledge your sources thoroughly and do not copy directly from visual examples, designs, or notes that have in turn been taken word for word from your sources.

	SDG 1: No Poverty	
	SDG 2: Zero Hunger	
	SDG 3: Good Health and Well-Being	
	SDG 4: Quality Education	X
	SDG 5: Gender Equality	X
	SDG 6: Clean Water and Sanitation	
	SDG 7: Affordable and Clean Energy	
	SDG 8: Decent Work and Economic Growth	X
	SDG 9: Industry, Innovation and Infrastructure	X
	SDG 10: Reduced Inequalities	
	SDG 11: Sustainable Cities and Communities	
	SDG 12: Responsible Consumption and Production	X
	SDG 13: Climate Action	X
	SDG 14: Life Below Water	
	SDG 15: Life on Land	
	SDG 16: Peace, Justice and Strong Institutions	
	SDG 17: Partnership for the Goals	

ASSESSMENT DETAILS AND EVALUATION CRITERIA:

Final Grades will be determined according to the Course Learning Activities and Final Examination/ Project/ Dissertation Assessment Details as below, and comply by the Education and Examination Regulation set forth by the University.

*Mandatory attendance for all of our courses is 70%, regardless of medical reports. Reports will only be valid if exams cannot be attended. A report must be submitted within three working days to the faculty secretary following an exam by students who are unable to take the exam for health reasons.

PREPARED BY	Sen. Ins. Berke Uluşan
UPDATED	25/02/2026
APPROVED	Approved by the Departmental Board on 15.10.2025.