



Bachelor of Design in Fashion Design

DEGREE PROGRAM GRID



YEAR 1			BREAK		YEAR 2			BREAK		YEAR 3		
QUARTER 1	QUARTER 2	QUARTER 3	QUARTER 4	QUARTER 5	QUARTER 6	QUARTER 7	QUARTER 8	QUARTER 9	QUARTER 10			
BUS114 Fashion & Creative Industries	BFD121 Textile Science	CST100 Cultural Theory	HST211 History of Fashion	BFD341 Textile Manipulation	ELFD300 Fashion Design Studio Elective	BFD361 Advanced Textiles & Technologies	BFD401 Practicum	BFD403 Capstone Collection I: Ideation	BFD431 Professional Development			
BFD112 Fashion Illustration	BFD141 Digital Application for Fashion	SUS100 Fundamentals of Sustainable Design	BFD202 Product Development: Ideation	CST201 Globalization and Cultural Competencies	BFD313 Computer-Aided Drafting	BFD331 Practicum Preparation		BFD432 Styling & Promotion				
BFD116 Drafting I	BFD205 Drafting & Sewing II	BFD222 3D Exploration Draping	BUS214 Fashion Marketing	BFD302 Product Development: Realization	BUS314 Consumer Behaviour	ELFD350 Fashion Design Studio Elective		BUS434 Entrepreneurship	BFD490 Capstone Collection II: Realization			
BFD115 Sewing I	ENG101 Rhetoric & Composition	BFD142 Concept Development in Fashion	BFD225 Women's Tailoring	MTH102 Research Methodologies	BFD351 Directed Study	BUS334 Brand Management		BFD402 Menswear	ELS101 Liberal Studies Elective			

10 Production & Management Courses 33 credits	+	8 Knowledge Building/ Employment Dev Courses 30 credits	+	5 Design Thinking and Application Courses 18 credits	+	5 Business Courses 15 credits	+	6 Liberal Studies Courses 18 credits	+	2 Fashion Design Studio Electives 6 credits	=	TOTAL 120 CREDITS
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Bachelor of Design in Fashion Design

COURSE DESCRIPTIONS



LaSalle College
Vancouver

QUARTER 1

BUS114 FASHION AND CREATIVE INDUSTRIES

Students will explore career opportunities in the entire global fashion industry textile and apparel supply chain from concept to post-consumer considerations. Students will analyze the role of a designer in fashion and related creative industries as responsible decision makers who question the impact of their decisions throughout the global supply chain. They will examine the different sectors of the industry, the key players involved and be personally involved in professional networking.
Credits: 3

BFD112 FASHION ILLUSTRATION

Students will develop skills in observation, figure drawing, morphology, graphic procedures and visual presentation using a range of drawing techniques. Students will illustrate the fashion figure in stylized 9-heads-tall proportions to serve as a foundation for developing and presenting fashion and costuming design ideas and apply movement, lighting, shadow and various fabric reproduction techniques.
Credits: 3

BFD116 DRAFTING I

Students will draft custom-fitted basic pattern blocks used in the assembly of garments. Within the pattern blocks, they will develop shapes, style lines, pleats, pockets and other details. Students will create garment patterns and sew prototypes from these patterns in Sewing I.
Credits: 3

BFD115 SEWING I

Students will develop fine motor skills necessary in using basic industrial sewing machines by applying industrial principles in assembling garment prototypes from patterns created in Drafting I. Using industrial manufacturing terminology and procedures, they will develop production plans for assembling garments.
Credits: 3

QUARTER 2

BFD121 TEXTILE SCIENCE

Students will investigate the origin and characteristics of raw materials used in the production of textiles related to apparel. They will demonstrate the various processes used to transform fibres into fabrics and determine how the choice of fibre and yarn production and finishing applications affect the performance, sustainability and end use of fabrics. Students will observe and distinguish between the various visual and tactile natures of fibres and fabrics on the market and how they relate to consumer needs. Students will also observe fibre and fabric properties through basic textile testing in the context of the anticipated performance of a fabric.
Credits: 3

BFD141 DIGITAL APPLICATION FOR FASHION

In this course, students will demonstrate the use of design and presentation software to build a foundational understanding of digital design tools for the fashion industry. They will develop an understanding of designing for specific target markets, and demonstrate the use of design software to create fashion flats, moodboards, lookbooks, digital sketches, and presentations. They will also utilize computer applications to develop an understanding of product costing, and budgets, and develop a foundational understanding of the purpose and application of technical packages (tech packs) for production.
Credits: 3

BFD205 DRAFTING & SEWING II

Students will produce patterns for garments using standard sizing, taking into account the characteristics of the fabrics used and garment assembly principles. They will consider alternative perspectives and attempts to deal with fabric waste through fabric optimization. Students will develop operations plans in accordance with industry standards to produce prototypes to further develop their skills in executing the assembly of various garments in an efficient manner and solving pattern and garment production problems.
Prerequisites: BFD115 and BFD116
Credits: 3

ENG101 RHETORIC AND COMPOSITION

Students will enhance their oral and written communication practices through focusing on the critical art of reading, writing, reflection, and discussion. They will develop the knowledge and skills to state, develop, organize, and support an argument or position. They will also utilize rhetoric, composition, and informal logic of the English Language in assignments.
Credits: 3

QUARTER 3

CST100 CULTURAL THEORY

Students will examine how cultural phenomenon shape our world and how, in turn, we shape it. They will compare the differences between the relationship between high and pop culture; how culture embodies power, gender, race, and class; and how material culture makes us who we are. Students will refer to social and cultural criticism, literature, urban planning, architecture, advertising, popular culture, and personal experience in examining these phenomena.
Prerequisite: ENG101
Credits: 3

SUS100 FUNDAMENTALS OF SUSTAINABLE DESIGN

Students will learn about the fundamentals and key topics associated with social, economic, and ecological sustainability ranging from microcosm, or the design of small objects to macrocosm, the design of buildings, cities, and the earth's physical surface. As a concept, sustainable design is growing across various fields and standards are emerging in fashion, interior, industrial, graphic, landscape, engineering, and architectural design. This course will provide an overview of sustainable movements across a variety of fields and provide insight into emerging practices, standards, and associations.
Credits: 3

BFD222 3D EXPLORATION DRAPING

Students will work in an atelier/ studio style environment suitable for custom design, fit, and costuming. They will create various elaborate garment styles while exploring the draping possibilities of various textiles. They will research and apply more advanced draping techniques to verify the fit and fall of prototypes, validate proportion and balance, and solve problems in order to make necessary modifications. They will demonstrate aesthetic appreciation, manual dexterity, and an understanding of the logic behind garment structure in communicating their vision. Finally, they will transfer their drapes into industry standard patterns for production.
Prerequisite: BFD205
Credits: 3

BFD142 CONCEPT DEVELOPMENT IN FASHION

Students will use the design thinking process for creating fashion or costuming concepts. They will apply analytical skills with a sense of empathy in response to the demands and requirements of a variety of end users, including those that may be underserved. They will design, test and modify selected concepts to ensure that their ideas match the interests of their selected market through the development of creative documentation and presentations. Consideration will be given to the role of the designer as a responsible corporate social decision maker.
Prerequisite: BFD112
Credits: 3

QUARTER 4

HST211 HISTORY OF FASHION

Students will analyze and interpret fashion phenomena in relation to various contextual factors: historical, social, economic, religious, political, technological, ecological and cultural, and their impact on the evolution of contemporary dress. Students will analyze and interpret the relationships between past and current fashion trends and important art and design movements as reflected in the cyclical nature of fashion and the varying influences of prominent figures and fashion designers.
Credits: 3

BFD202 PRODUCT DEVELOPMENT: IDEATION

Students will apply concepts of creativity and design thinking techniques used in the generation of ideas and problem-solving to develop prototypes for a knitwear collection. They will work in teams and apply human-centred marketing theory to explore and define a target market by visiting a variety of selected stores and boutiques to study the clientele and collect data to analyze and synthesize a knit collection for the customers they have chosen to reach. Students will manipulate pattern blocks to produce prototypes and samples of garment designs. They will conduct in-class critiques to iteratively prototype and improve their concepts. They will present samples that will be evaluated and put into production in Product Development: Realization.
Prerequisites: BFD141, BFD142 and SUS100
Credits: 3

BFD222 3D EXPLORATION DRAPING

Students will work in an atelier/ studio style environment suitable for custom design, fit, and costuming. They will create various elaborate garment styles while exploring the draping possibilities of various textiles. They will research and apply more advanced draping techniques to verify the fit and fall of prototypes, validate proportion and balance, and solve problems in order to make necessary modifications. They will demonstrate aesthetic appreciation, manual dexterity, and an understanding of the logic behind garment structure in communicating their vision. Finally, they will transfer their drapes into industry standard patterns for production.
Prerequisite: BFD205
Credits: 3

BFD225 WOMEN'S TAILORING

Students will develop more advanced pattern drafting and sewing skills in the production of more complex patterns for tailored garments. They will select an underserved women's market to design and produce a tailored outfit. Students will focus on styling and fit appropriate to their chosen market.
Prerequisites: BFD222
Credits: 3

QUARTER 5

BFD341 TEXTILE MANIPULATION

Students will transform fabric surfaces to express their creative vision in the world of Textile Manipulation. They will further explore fibre science and experiment with dye and pigments and their impact on the environment, print techniques, surface embellishments and fabric manipulation techniques. Students will also research and apply aging techniques to fabrics for costuming for film and stage. Techniques developed in this course can be applied to Costuming for Film, TV & Stage and other future design courses to create unique and original fabrics.
Prerequisites: BFD121 and BFD202
Credits: 3

CST201 GLOBALIZATION AND CULTURAL COMPETENCIES

Students will explore cultural theories and insights that can influence the conduct of international business and identify the leading theories of different world cultures. They will research and compare global business practices of organizations from different cultures and address major issues relative to conducting global business, including the various forms of communication, ethics, sustainability and marketing techniques used by businesses and consumers worldwide.
Prerequisites: CST100
Credits: 3

BFD302 PRODUCT DEVELOPMENT: REALIZATION

Students will explore the various types of manufacturing environments, production sewing systems, developments in production equipment and technology and finishing processes used in the apparel industry. They will work as a production team using creative and leadership strategies explored in Creative Design and Management to coordinate, supervise production and evaluate prototype and sample production activities. Students will manipulate pattern blocks to produce prototypes and samples of garments designed for a mini knit collection in Product Development, and provide the appropriate fabric and level of quality at the price range expected for the specific target market. They will maintain a process journal, and assess how the production team was affected by its design decisions and its performance as a team.
Prerequisite: BFD202
Credits: 3

MTH102 RESEARCH METHODOLOGIES

Students will explore user-centred and participatory research techniques for human-centred design in developing an ability to conduct insightful qualitative and quantitative research based on scientific and responsible design principles. They will examine how to use information and data collection resources including library, Internet, journals, government sources, interviews, and trend reports. Students will formulate questions and execute a range of primary and secondary research processes aimed at achieving strategic objectives.
Credits: 3

QUARTER 6

ELFD300 FASHION DESIGN STUDIO ELECTIVE

Credits: 3

BFD313 COMPUTER-AIDED DRAFTING

Students will be introduced to the features of the Gerber Garment Technology® software program that is used to maximize the production process in the creation of industry standard pattern making. They will digitize existing pattern blocks into the system and generate pattern modifications using the tool of the computer-based Pattern Design System® (PDS). They will explore how avatars for fitting and pattern drafting have advanced fit analysis. A portfolio of digital patterns will be compiled for future reference.
Prerequisite: BFD302
Credits: 3

BUS314 CONSUMER BEHAVIOUR

Students will build on the foundation established in Research Methods in accessing current industry methods for measuring and analyzing fashion consumers' purchasing patterns and brand preferences in a diverse and fragmented global market. They will isolate market categories, consider the internal and external influences that motivate consumer decision-making, interpret the reasons for these decisions, including consumer use practices, ethics and attitudes towards socially responsible consumption, and apply them to design and business decisions.
Prerequisite: MTH102
Credits: 3

BFD351 DIRECTED STUDY

In this course, students will engage with exploratory research practices in a purpose-built lab space. They will self-direct their own project plan and explore a variety of techniques, equipment, and outcomes as directed by design decisions. Students are encouraged to position themselves as capable of seeing ways of shifting towards more responsible (ecological, social, political) modes of design, production, and end-use.
Corequisite: BFD302 and MTH102
Credits: 3

QUARTER 7

BFD361 ADVANCED TEXTILES AND TECHNOLOGIES

Students will build on their previous knowledge and application of textiles through research analysis and synthesis of textile industry-related issues and innovations such as sustainability and environmental factors, global textile sourcing practices, trade agreements, labelling requirements, specialized textile finishes, fabric care, smart fabrics, and other new technologies in relation to their impact on textile and apparel design, production and marketing. They will also interpret consumer trends and end use practices, and their effect on textiles and technology to propose textile choices for specific applications and end users.
Prerequisites: BFD341
Credits: 3

BFD331 PRACTICUM PREPARATION

Students will carry out a practicum search to secure a practical work experience opportunity with an apparel design company or creative industry. They will research potential career opportunities in the fashion and creative industries and use a SWOT analysis to identify an appropriate personal career path. Students will research companies offering practicums to decide which employers best fit their goals. They will produce customized resumes, cover letters and a portfolio, practice interview techniques and develop awareness of practicum procedures and human relations in the workplace.
Prerequisite: Completed program course work to the end of Quarter 6
Credits: 3

ELFD350 FASHION DESIGN STUDIO ELECTIVE

Credits: 3

BUS334 BRAND MANAGEMENT

Students will critically analyze the key components of brand strategy and important trends in brand management in applying current theories and techniques to develop creative brands and position brand messages across communication channels. They will analyze and compare brands in order to interpret how businesses use brand identity to differentiate themselves from market competitors and communicate their ethics and value propositions to consumers. Students will practice creating and presenting a brand strategy for a preselected collection.
Prerequisite: BUS314
Credits: 3

QUARTER 8

BFD401 PRACTICUM

Students will demonstrate and test their acquired knowledge and skills in a professional setting related to the fashion or creative industries. They will operate and function as an employee in one or more departments of a fashion business or creative industry while contributing to the growth and success of the company. Students will further develop their creativity, critical and design thinking skills, maturity, and ability to observe, listen, communicate and participate in the workplace as they finalize their career plan and promote employment possibilities. At the end of the practicum, students will submit a written report demonstrating how they achieved the learning outcomes of the course.
Prerequisite: BFD331
Credits: 9

BFD402 MENSWEAR

In this specialization course in menswear, students will design both structured and unstructured clothing for the often underserved menswear market. Having already mastered producing apparel for women's wear, they will broaden their skillset to create more complex patterns, manually and digitally, for the male form.
Prerequisites: Completed program coursework to the end of Quarter 7
Credits: 3

QUARTER 9

BFD403 CAPSTONE COLLECTION I: IDEATION

Students will push the boundaries of what is accepted as the norm or status quo in developing a global fashion collection that represents a gap in the market, is innovative and considered ahead of the curve, or create a costuming collection for a creative industry. They will cultivate their own image as a designer by working independently, while integrating industry practices with courses taken from inside and outside the discipline. Students will develop an independent design proposal that balances responsibility and creativity with sale ability. They will conduct research and experimentation sufficient for a professional presentation as a senior project. The design proposal will form the basis for writing a business plan and defended in a presentation to faculty, peers and industry executives in Entrepreneurship during their final quarter. Students will produce key pieces from the collection in Capstone Collection II – Realization to stylize, photograph and present in their professional portfolio.
Prerequisites: BFD401
Credits: 6

BUS434 ENTREPRENEURSHIP

Students will generate a plan based on their design proposal in Capstone Collection I: Ideation that outlines an entrepreneurial business model and management strategy for starting and growing a fashion or costuming venture. They will implement steps required to prepare an ethical and sustainable entrepreneurial business plan, conduct market analysis in order to determine alternative and innovative business opportunities, review legal guidelines, and investigate various sources for funding and investment. They will validate the proposal's feasibility in consultation with members of the business community.
Prerequisites: BFD401
Credits: 3

LIBERAL STUDIES ELECTIVE I

Credits: 3

QUARTER 10

BFD431 PROFESSIONAL DEVELOPMENT

Students will examine and reflect on their identity as a designer in planning their career in the field of fashion design. They will reassess career options and employment opportunities in the field and use a SWOT analysis and other tools to formulate an appropriate personal career path. Students will enhance their skills in business communication and explore presentation techniques in developing a professional online e-portfolio to market themselves, and that represents their best work. The work should reflect students' uniqueness and ability to meet industry standards, including process, to demonstrate their personal aspirations and accomplishments.
Prerequisites: BFD403
Credits: 3

BFD432 STYLING AND PROMOTION

Students will stylize fashion or costuming looks for photo shoots, magazines, lookbooks, commercials and fashion shows or events. Students will create an action plan for a promotional event to showcase their Capstone Projects (fundraiser, fashion show, product launch, exposition, pop-up shop, art show, trunk show, community event, excerpt from a play, video, etc.). They will work as a team to brainstorm and generate a step-by-step action plan to attain project objectives, stylize the product presentation and manage a variety of communication tools. They will showcase their work by creating a mood and feeling using clothing, accessories and props, will source products and locations, practice set etiquette, networking and working with photographers and clients.
Prerequisites: BFD403
Credits: 3

BFD490 CAPSTONE COLLECTION II: REALIZATION

Students will utilize theoretical and practical skills developed throughout the program to work independently and to a high standard in the production of garments selected from the collection created in Capstone Collection I: Ideation. They will apply organizational skills in the coordination of production activities for prototypes and samples based on manufacturing standards for a global market. They will monitor their work-in-progress to ensure that the intended quality is being met and problems resolved as they arise.
Prerequisites: BFD403
Credits: 6