

Fashion Design and Apparel Production

program overview

The Fashion Design and Apparel Production Diploma program, available at our Edmonton and Winnipeg campuses, is a twelve month program designed to provide students with the skills to prepare for careers in the fashion industry, such as independent designer or design assistant at an established label.

The program consists of three 16-week terms of in-school instruction and a 160 hour unpaid internship in industry.

Pattern Drafting

Pattern Drafting introduces you to drafting the basic block patterns for a standard size 8 body type and practicing the pattern manipulations that form the basis of all apparel design.

You will learn pattern design technical skills for:

- Skirts
- Dresses
- Pants
- Shirts
- Jackets
- Corsets

By the end of this course, you will have designed and drafted several projects, which will be the basis for the rest of your course curriculum. You will take Pattern Drafting, including Computer Pattern Drafting, in three terms.

Pattern Grading

This course focuses on the principles of pattern grading. Manual and machine grading techniques are used for increasing and decreasing size of the original pattern. You will grade in full scale from the patterns you have developed in the Pattern Drafting course. You will also learn the principles computerized grading.

Fashion Construction

You will study all necessary construction techniques which will form the content of a comprehensive sample book library that you will take with you upon graduation. You will master the use of an industrial sewing machine, serger, and pressing equipment. In addition to learning construction through sample sewing techniques, you will also design and produce several projects from your own ideas. These include: skirt, shirt, jacket, dress and corset.

All of these sample sewing techniques will be critical in the production of your final collection.

Fashion Sketching

This course serves as an introduction to figure drawing and developing a variety of fashion figure croquis (templates) and fashion illustration compositions. You will study proportion, balance and structure of a figure. You will be introduced to drawing, composition, and perspective as it relates to Fashion Illustration. In addition to learning the manual illustration technique, you will also learn to use Adobe Illustrator. You will take this course in three sections, over three terms.

Design and Color Theory

Design and Color Theory is an introductory course that illustrates the elements and principles of two and three-dimensional design. This theory is applied to fashion, both in production and illustration terms.

You will learn various elements and principles of design, including:

- Line
- Form
- Space
- Light
- Texture
- Proportion
- Movement
- Balance

As well, you will learn how artists and designers use color to enhance their designs. This course will be taught in two terms.

Fashion Seminar

This course will expose you to the concepts of fashion as seen through the eyes of both the designer and the merchandiser. Topics will include:

- Fashion cycles
- Fashion forecasting
- Psychology and sociology of fashion

You will learn about the importance of demographics as it pertains to fashion. You will look at the various notable historical and contemporary designers.

Textiles

This program offers an introduction to the world of textiles – their properties, care and use in the fashion industry including:

- Naturally regenerated fibers
- Synthetic fibers
- Yarns
- Finishing
- Coloration
- Labeling
- Fabric construction

Draping

In this course, you will learn a method that uses fabric as a means for creating a final garment pattern. You will learn the basics of fabric preparation, fabric tools, and the draping of basic patterns and design details. You will also learn how to drape knits and develop a knit block.

Historic Costume

If you don't know where you've been, it's hard to know where you're going. The importance of historic costume is the theme of this course. You will learn to identify specific design elements of costume and their influence on historical, present and future trends. The social, economic and historical events that influenced fashion will form part of the course curriculum.

Fashion Industry Overview

This course details the role and function of the designer in the fashion industry. It explores the relationship between designers, buyers, and sales representatives. This course is key in the development of your final collection including instruction on fashion business tools to market and sell your own designs.

You will learn the importance of:

- Target markets
- Catalogue development
- Costing

During this course, you will begin the development of your own collection, which must consist of eight original ensembles.

Portfolio Development

Here, you will learn how to create a professional fashion design portfolio. You will use the illustrated fashion designs rendered throughout your training, as well as photographs of your constructed designs.

Merchandising Practices

Presented in a lecture series, you will be exposed to a variety of guest speakers from the fashion retail industry. This course is an overview of the key components of:

- Fashion Merchandising
- Promotion
- Buying
- Display
- Advertising



Introduction to Small Business

This course will introduce you to the basics of starting and operating a small business. You will run a mock company on paper by planning:

- Store location
- Applying for a business license
- Accounting
- Taxes
- Cash flow
- Creating a business plan

Fashion Design Collection

The final 16 weeks of the Pattern Drafting and Sewing Construction components will focus on the design and construction of each student's Design Collection. This will consist of a line of eight outfits that will be shown in the MC College New Designer's Fashion Show presented in early Fall.

Internship

Each student will research at least five companies they would like to intern with. Based on availability and suitability, you will be placed in a practicum situation for 160 hours of unpaid work experience. Completion of this internship is a requirement for graduation.

MC College New Designer's Fashion Show

Each graduate will present their final collection at the MC College New Designer's Fashion Show. The fashion show is an exciting event and an opportunity for graduates to showcase their work for the media, industry representatives, friends and family.

Text Books and Materials

MC College will provide text books and some supplies. Applicants must be aware that in addition to tuition, they must purchase specific supplies and other supplies necessary to complete the program, as these are not provided by MC College. The cost for these supplies can vary greatly based on the type of design and fabric used for each project.



Program Prerequisites

Applicants must be at least 17 years old, and have a diploma with passing grades in Grade 12 English, Math and Social Studies. If an applicant does not meet this requirement, they may apply under mature student status.

Mature student applicants must be a minimum of 19 years old, and are required to successfully pass an entrance exam.

Applicants must fulfill a Sewing Proficiency requirement:

- Submit 3 garments you have sewn
- Any type of garment is acceptable:
 - Skirts
 - Dresses
 - Pants
 - Jacket
 - Shirt

You must submit actual garments. These will be returned to you following review.

Applicants must submit a Portfolio, including the following:

- Three dimensional design
 - Jewelry, sculpture, fashion accessory – a real piece, not just a photo
- Illustrate 5 outfits to serve as a wardrobe for a particular season
 - Draw out your ideas in color
 - Present designs on 8 1/2" x 11" paper
 - Front view of designs only
- Construct a collage with what you believe are current trends, using magazine photos or computer images.
 - Show casual wear, sportswear, club and career clothing
 - Collage must be presented on poster size Bristol board
- Research a Canadian Designer or Manufacturer
 - Present research in a format of your choice
 - Include Designer/Manufacturer website
 - Include a brief history, target market, production information and price points

Fashion Program: Sessions

Edmonton: September 4, 2012 – August 16, 2013

Winnipeg: September 4, 2012 – August 16, 2013

A detailed budget sheet of costs will be provided.

Edmonton

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