

## **B.SC. FASHION DESIGN AND MARKETING**

### **COURSE DESCRIPTIONS**

#### **HFD100 Introduction to Textiles**

Textile Study. Classification of textile fibres according to their principle of origin or generic names e.g. Natural fibres and Man-Made fibres. Identification of textile fibre groups using burning, and solubility tests. Production/processing of fibers. Analysis of fibre, properties, yarn and fabric construction. Fabric finishes and colour application. Fabric end use. (HFD100: Introduction to Textiles is prerequisite to HFD104).

#### **HFD101 Principles of Art and Design**

Basic elements and principles of Art and Design. Application of colour to textile fibres and fabrics. Development of aesthetic awareness, emphasis on observational and presentation skills. Utilization of local resources and materials.

#### **HFD102 Introduction to Clothing Construction**

Choice, use and maintenance of tools and equipment; measuring tools, marking tools, pressing/ironing tools and their accessories. Fundamental construction techniques of different garment units, different types of seams, control of fullness, openings, and edge finishes, collars, sleeves, pockets. (HFD102: Introduction to Clothing Construction is prerequisite to HFD202).

#### **HFD103 Pattern Drafting**

Basic drafting tools, Personal body measurement chart, Standard measurement charts. Production of block patterns for men, women and children wear using personal and standard body measurements and basic tools. Advanced skills and knowledge in drafting blocks for tailored garments. Construction of "Muslin shell" for fitting. Diagnosis of fitting problems and application of remedial measures. (HFD103 Pattern Drafting is prerequisite to HFD204).

#### **HFD104 Laundry and Care of Textile Products**

Laundering textile products and clothing according to the type and properties of original fibres. Home dry cleaning. Appropriate laundry equipment and cleaning aids in relation to product processes and handling. General care of textile items: repair, storage, modern care labeling. (HFD100: Introduction to Textiles is prerequisite to HFD104).

#### **HFD105 Introduction to I.T. and CAD for Textiles**

Practical experience in design of fabric and fashion design using the computer. Current and relevant hardware and software applications for Computer Aided Design (CAD). Use of computers

and their applications in textile design and manufacture: scanners, digital camera, graphic table and pen. Video and print techniques for fashion and fabric designs.

### **HFD200      Socio-Cultural & Psychological Aspects of Clothing**

Forms of clothing in various cultures with emphasis on social organizations, cultural changes and adaptation to the environment. Cultural and sociological issues in costumes and fashion trends in various cultures over time. Social, psychological and economic consideration in selecting and buying family clothing. Collection of cultural fashion items and in-depth study of chosen cultures that have influenced fashion at the local and international levels.

### **HFD201      Pattern Grading**

Reproduction of patterns in different sizes by increasing or decreasing according to specific dimensions. Grading methods and identification of specific points for grading by means of X and Y coordinates. Grade rules, pattern adjustments and grading for men and women. Practice manual and computer techniques. (HFD103 Pattern Drafting is prerequisite to HFD201).

### **HFD202      Principles of Clothing Construction**

Principles of Clothing Construction. Clothing construction techniques using commercial patterns. Wardrobe planning and clothing for different age groups. Personal grooming. Pattern adjustment, fabric preparation, pattern layout, cutting and transferring of markings. Use of support fabrics. Fitting, pressing and garment evaluation. (HFD102: Introduction to Clothing Construction is prerequisite to HFD202).

### **HFD203      Drawing and Illustration**

Drawing and illustrations as key elements in design. Students to be introduced to basic skills, techniques and media essential to presentation of design projects. Students to develop observation skills in visual research and its application to design. Students to come up with individual styles and presentation as expression of self.

### **HFD204      Flat Pattern Design I**

Practicing and mastering principles involved in changing basic block patterns, to create patterns for chosen designs. Relating a two-dimensional design to a moving 3-dimensional figure. Use of 1/4-scale slopers to design basic styles involving darts manipulation, basic collars, facings, sleeves and skirts. (HFD103 Pattern Drafting is prerequisite to HFD204).

### **HFD205      Clothing for Special Groups**

The examination of specific conditions of the environment that are modified by special clothing. New fabrics that make possible new garment forms, and new environments that create new problems. Functions and aesthetics analysis of clothing needs across the life span. Children, the elderly and those whose abilities or situations create special needs.

### **HFD300 Home Furnishing and Interior Design**

Application of principles of art and elements of design to decorating, housing and furnishing and equipping the home with special consideration to aesthetic, economic, and social factors affecting choice. Selection and care of materials and finishes for various surfaces. Practical projects in designing and making of items for furnishing or decorating a home. Effective use of traditional and locally available materials to enhance existing furnishings of a home. (HFD202: Principles of Clothing Construction is prerequisite to HFD300).

### **HCU301 Introductory Statistics**

Basic statistical concepts; variables, measurements and scales. Descriptive statistics: frequency distributions, graphs and charts. Measures of central tendency and measures of variability. Estimation and hypothesis testing. Probability and normal distributions. Inferential statistics: t-tests, chi-square tests, analysis of variance, regression and correlation. Non-parametric statistics. Elementary data analysis.

### **HFD302 Survey of Textile and Clothing Industry**

Industries/firm tours of textile/clothing industries to study the activities and processes in relation to product development and production processes, quality control and marketing of textile products. Presentation of oral and written reports based on the field trips. The status of textile/clothing firms in Kenya in view of the historical perspective.

### **HFD303 Introduction to Research Methods**

Introduction to research methods. Meanings and types of research. Qualitative and quantitative approaches. Presentation and interpretation of data. Research proposal development, report writing and dissemination.

### **HFD304 Flat Pattern Design II**

Designing patterns by the flat pattern method to manipulate basic blocks to creative design features. Manipulation of bodice darts by slash and pivot methods. Manipulation of different parts of a garment. Various skirts e.g. fitting flared, circular and pleated. Neckline variations. Trouser and short manipulations, shirts and blouses, full dresses. Figure problems and pattern adjustments. (HFD204 Flat Pattern Design I is prerequisite to HFD304).

### **HFD305 Tailoring Techniques**

The manipulation of patterns, designs and tailoring techniques to produce a well-tailored garment. Cutting, fitting, stabilizing, shaping, pressing support fabrics, tailoring and equipment. Application of workmanship and knowledge to produce tailored garments using methods that are

distinct and unique from dressmaking. Evaluation of tailored garment. (HFD202: Principles of Clothing Construction is prerequisite to HFD305).

### **HFD306 Fashion Product Development**

Developing new and original concepts for product realization. Development of design statements relevant to selected market levels. Develop awareness and ability to work through an idea from illustration and sketching, to cutting, construction and quality control. Planning/evaluation, production systems, structure, management strategies and packaging.

### **HFD307 Fashion Merchandising**

Management of merchandising in an apparel firm. Merchandising and the fashion cycle. Role of fashion buyers. Development of a product line, design coordination, costing, sample making, specifications and resources selection. Forecasting sales and planning, inventory levels. Promotion and coordination of sales and production. Fashion forecasting.

### **HFD308 : Textile Performance Testing**

Relationship of fabric performance to use of textile consumer products. Textile performance standards and specifications. Fabric performance testing; physical and chemical testing, such as tests for fabric characteristics, fabric strength and elongation. Abrasions and wear, finish performance, colour fastness. Absorbency and repellence, comfort, and drape. (HFD100: Introduction to Textiles is prerequisite to HFD308).

### **HFD309 History and Conservation of Textiles and Costume**

Historical development of the use of fibres and textiles. Fabric construction methods and applied textile design as used across time and different cultures. Study of fashion through evaluation of historic fashion collections. Forces of change in society and the interrelationship with cultural fashion changes and adjustments. Evaluation of classic and individual textile motifs. Significance and methods of conservation. Social, cultural and economic importance of textile conservation in Africa.

### **HFD310 Studios and Workshop Presentation I**

Consolidation of learning, practical and creative experiences through gallery visits and field studies, event and exhibition visits, participation in national and international fashion and design events, photographing and design. Report writing. Portfolio presentation and application. (HFD310: Studios and Workshop Presentation I is prerequisite to HFD412).

### **HFD311 Practicum**

Supervised field attachment for work experience in a textile, clothing or design-related firm/industry in a relevant organization for a minimum of two months at the end of 300 level

units. Logbook to be submitted with a written report for assessment. Choice will depend on ones individual career goals and training needs.

### **HFD312 Fashion Marketing 1**

Nature, scope and development of marketing. Marketing strategies. The 4 Ps of marketing: product, price, promotion and place. Forces that influence the practice of marketing fashion and textile products: political, cultural, economic, technological, legal and socio-cultural. International marketing of textile products. (HFD312 : Fashion Marketing 1 is prerequisite to HFD409).

### **HFD400 Textile Design Application**

The colour scheme and principles of surface colour application on textiles. Practical experiences to include surface design and colour application using printing, batik, tie & dye methods. Exploration of other methods of surface decoration including the use of traditional colours and dyes from natural sources- e.g. plant roots and leaves.

### **HFD401 Entrepreneurship in Fashion Design**

Profile of an entrepreneur. Entrepreneurship model. Nature of small businesses and their contribution to economic growth of a country. Small enterprise model. Constraints related to business start up, survival, growth and entrepreneurial levels. Forms of legal business organization. Business plan: preparation and presentation.

### **HFD402 Programme Design and Evaluation**

Theory, methods and techniques used in the design, management and evaluation of Fashion Design and Marketing based programmes aimed at improving the quality of life. The project cycle. Monitoring and evaluation. Analysis of field experience and case studies.

### **HFD403 Industrial Attachment**

Each student will work in a specified industry for a minimum of 3 hours a week for a period of 1 semester for hands-on application of equipment and processes of CAD and CAM in industry, modeling agency or fashion design studio according to interests and career aspirations.

### **HFD404 Computer Applications in Textile**

Application of design software programs e.g. CorelDraw, PageMaker and Photoshop in designing textiles. Use of computer applications in the clothing and textile industry: E-Commerce, record keeping, design illustration, product promotion and marketing. Computer aided manufacturing systems to produce complete and final patterns for industry standard garments.

### **HFD405 Seminar in Contemporary Issues in Textile Industry**

Analysis of social, cultural, psychological, economic, environmental and political issues related to Fashion Design and Marketing. The effect of the issues on Textile industry and the possible

solutions. Review of seminar and research papers, thesis/dissertations, journal articles and literature in the area of Textiles, Clothing and Design. Preparations and presentation of a seminar paper.

#### **HFD406 Modeling Techniques**

Development of a fashion line through the process of product development to modeling. Fashion show and Catwalk. Interpretation of fashion themes. Modeling for different customer groups.

#### **HFD407 Garment Design by Draping**

Application of draping principles and techniques to create original garment designs. Experiment with different fabrics and styles for dressmaking and tailoring garments for men and women. Interrelate and analyze the underlying principles in the 3 dimensional (3D) method of garment making vs. the flat pattern approach. Other methods of pattern generation – “free hand.”

#### **HFD408 Experimental Apparel Design**

Experimental fashions/design ideas based on a theme considering: different groups in global population, weather conditions, activities, occasions, conventional or non- conventional materials, aspects of design, conservation, practical use of the items and viability of the venture. Inspiration from new technology, environment, performing arts and cultural activities. Problem solving for exceptional proportions. Appropriate presentation and display of project. Recommendations for research. (HFD304 Flat Pattern Design II is prerequisite to HFD408)

#### **HFD409 Fashion Marketing II**

Structural changes in the clothing industry. Imports and exports. Competitive marketing strategies. Retail buying. Sourcing in a liberalized economy. Sales, promotion and advertising. Textiles, clothing and consumers. Apparel marketing concepts fashion merchandising. Buying behaviour and market research, market segmentation and targeting. Product & brand distribution and marketing planning & control. (HFD312 : Fashion Marketing 1 is prerequisite to HFD409).

#### **HFD410 Apparel Accessories**

Product knowledge, levels of quality, selling points. Care and maintenance of accessories. Jewellery and cosmetic selection and use. Cottage industry. Project in the production of basic accessories. Modeling of various items.

#### **HFD411 Quality Control**

Specific aims of quality control in a manufacturing unit. Factors affecting quality. Responsibility for quality. Attitudes toward quality: operators, supervisors, and production managers. Effects of quality control on production. Areas of responsibility. Role of the quality manager. Supervisors’

duties in relation to quality. Types of quality control. Sampling pattern. Quality auditing. Method of specification installation. Product specifications and quality standards.

**HFD412 Studios and Workshop Presentation II**

Principles of merchandise presentation using fashion shows, modeling, window displays, point of purchase displays and mass presentations. Light and fixture/prop concepts. Fashion and design exhibitions, competitions and events through individual or team initiatives. (HFD310: Studios and Workshop Presentation I is prerequisite to HFD412).