FDM 172 - Visual Communication in Fashion Design and Merchandising  
Spring 2016

Course Description: Beginning skills in Adobe Illustrator and Adobe Photoshop for fashion rendering of storyboards, trend boards, and product design.

Prerequisites: Major in Fashion Design and Merchandising, FDM 101, FDM 102

Credit Hours: 3 Credits

Class Meeting: MWF 12:00 -1:50, Quigley 106.


Instructor: Judy Huyck, 311E Quigley Hall, (453-1984); huyck@siu.edu.

Office Hours: By appointment: Monday/Wednesday – 10:00am to 11:30am, Tuesday – 11:00pm to 2:00pm

Course objectives:
1. To learn basic rendering skills using Adobe Illustrator and Adobe Photoshop.
2. To recognize, evaluate, and solve basic visual communication problems for fashion design and merchandising.
3. To gain proficiency in using Adobe Illustrator and Adobe Photoshop to create effective communication using story boards, trend boards, and product design.
4. To gain an understanding of the principles of art in visual communication.

Grade Breakdown:

<table>
<thead>
<tr>
<th>Grade Breakdown</th>
<th>Grading Scale</th>
</tr>
</thead>
<tbody>
<tr>
<td>Practical exercises</td>
<td>170pts</td>
</tr>
<tr>
<td>Projects (5)</td>
<td>250pts</td>
</tr>
<tr>
<td>Presentation</td>
<td>20pts</td>
</tr>
<tr>
<td>Digital Portfolio</td>
<td>50pts</td>
</tr>
<tr>
<td>Attendance (45 days, 2pts per day)</td>
<td>90pts</td>
</tr>
<tr>
<td>Total Points</td>
<td>580pt</td>
</tr>
</tbody>
</table>

Grading Scale:
90% – 100% A = 580 - 522
80% – 89%  B = 521 - 463
70% – 79%  C = 462 - 404
60% – 69%  D = 403 - 345
Below 60%  F = 344 - below

Topical Outline:
Adobe Illustrator  60%
Adobe Photoshop   40%

Instructional Methods: Evaluation Methodology:
Demonstration Practical exercises
Reading Projects
Critiques Presentations

Bibliography
Lab Rules:
1. Show respect to others, do not disturb them, or move their work and supplies without consent.
2. No drinks or food in the lab.
3. Clean up after yourself; back up and save all work to a flash drive.
4. No cell phone; turn off and put away during class time.
5. No earphones during demonstration time (always leave one ear open for listening in class).
6. Come prepared to work.
7. Always log off of the computer before leaving class, remove your flash and push your seat in.
8. No offensive images such as nudity or profanity (if in question, check with instructor).

Course Policies

1. Attendance is mandatory! Points are given for each day of attendance, in order to earn these points you must arrive to class on time with all the required materials. You must put away any items you used at the end of class and clean up your workspace. Arriving late or leaving early, and not cleaning will result in a deduction of attendance points. If you have to miss a class, it is your responsibility to get any missed information, etc. from another student. 3 late arrivals will count as an absence. All demonstrations begin at the beginning of class - students are responsible to make up any missed information or work.

2. Make-Up Assignment Policy: If you miss the due date for a class project, you must contact the instructor within 24 hours of the missed class time. If you do not contact the instructor within that 24 hour period, you will not be allowed to make up the test or hand in the project. The instructor will evaluate any other extenuating circumstances in the event that the student cannot contact the instructor within that 24 hour period. Make sure if you have medical documentation for an absence that you bring it to the instructor. There is a 5% reduction in grade for late assignments

3. Excused absences included:
   a. Personal illness or injury: must be documented by doctor’s excuse incorporating exam or project date.
   b. Family Emergency:
      i. Death in the family
      ii. Parent, child, sibling, or spouse in hospital (must provide documentation incorporating exam or project date)
      iii. Child is ill (must provide medical documentation incorporating exam or project date)
   c. Participation in a SIU sanctioned event in which you are to officially represent SIU. Require documentation from team or other type of SIU supervisor to whom you report.

4. No cell phones during class, except emergency situations; instructor should be notified in advance. If you are caught texting during class the cell phone will be taken until the end of the class on that day or you will be asked to leave and attendance points deducted for the day. Phones must be silenced completely, no vibration.

5. No head phones or personal music in class. If you miss an announcement or instruction because you have your ears plugged, it is your responsibility to obtain missing information from a fellow student. If determined acceptable, the instructor will provide music for the whole class.

6. No food or drink is allowed in the sewing lab or computer lab. Other students use this space; we cannot take the risk of something getting on their projects or yours, as this would result in point deduction.

7. Open labs are offered during the semester, this is extra time that you can work on your projects. You cannot bring friends, children, or significant others. Models will be allowed only as needed for fittings.

8. If you are using a machine or piece of equipment and you have problems, please notify an instructor.
Incomplete/WF Policy:

**Incomplete:** A grade of I (Incomplete) is given only under extraordinary circumstances. Each request will be considered on an individual basis. Incompletes can only be given if the student is doing passing work (a C or better) at the time that the incomplete is requested. You have one calendar year to complete an Incomplete, otherwise it turns automatically into an F. It is the responsibility of the student to take care of his or her incomplete grade status.

**Withdrawal from Class:** It is the responsibility of the student to start the process for an official withdrawal from class. If a student just stops attending a class without officially withdrawing from the class before the tenth (10th) week of classes, the instructor may assign a grade of WF, along with noting the last day of attendance in the course. This is a grade designation that is computed as an F in the students GPA, and may affect your financial aid eligibility. If you do not wish to continue in a course, please see your advisor immediately so that you can officially withdraw from the course.

9. **Changes in Course Syllabus:** If a change in syllabus needs to be made, changes will be announced during scheduled class times, either orally or in a memo. Usually, the types of changes that may be expected are modifications in lecture topics (i.e., pushing a lecture up, or pushing a lecture back), changes in exam or project due dates (usually to a later date), or elimination of selected projects or project

**Other policies can be added if determined necessary by the instructor or department.**

---

**Quigley Hall Emergency Response Procedures**

Spring 2013

Southern Illinois University Carbondale is committed to providing a safe and healthy environment for study and work. Because some health and safety circumstances are beyond our control, we ask that you become familiar with the SIUC Emergency Response Plan and Building Emergency Response Team (BERT) program. Emergency response information is available on posters in buildings in Quigley Hall and elsewhere on campus, available on the BERT’s website at [www.bert.siu.edu](http://www.bert.siu.edu), Department of Public Safety’s website [www.dps.siu.edu](http://www.dps.siu.edu) (disaster drop down) and in the Emergency Response Guidelines pamphlet. Know how to respond to each type of emergency.

Instructors will provide guidance and direction to students in the classroom in the event of an emergency affecting your location. **It is important that you follow these instructions and stay with your instructor during an evacuation or sheltering emergency.** The Building Emergency Response Team will provide assistance to your instructor in evacuating the building or sheltering within the facility.

If an evacuation of Quigley Hall is required during an emergency, ALL School of Architecture students, faculty, and staff (from all three programs) are to gather ASAP after exiting in the grassed area east of the Quigley Courtyard and covered walkway area to determine if there are people unaccounted for at that particular time. There are four SoA faculty members that are part of the SIUC Quigley Hall BERT Team (Brazley, Frisch, Kidd, White, and Wojnarowski) who will be facilitating the necessary emergency
procedures. There are BERT Posters located in numerous public areas throughout Quigley with Quigley Team emergency phone numbers.

**Do not hesitate to call 911** if you have any sense of emergency and there isn’t a faculty or staff person available to immediately assist – **911 Staff** are highly qualified and prepared professionals to make a response decision and to give you advice over the phone.

<table>
<thead>
<tr>
<th>PROGRAM</th>
<th>AREA</th>
<th>LOCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food and Nutrition</td>
<td>1</td>
<td>Woody Hall grassed area West of Quigley Main Entry</td>
</tr>
<tr>
<td>Child Development Laboratory</td>
<td>2</td>
<td>North Side Quigley beyond Fenced Area</td>
</tr>
<tr>
<td>Social Work</td>
<td>3</td>
<td>Grassed Area NE of Loading Dock and Auditorium</td>
</tr>
<tr>
<td><strong>School of Architecture</strong></td>
<td>4</td>
<td>Grassed Area East of Quigley Patio and the Covered Walkway</td>
</tr>
<tr>
<td>College of Education - Pre-School</td>
<td>5</td>
<td>Grassed Walkways Area beyond South Entry</td>
</tr>
<tr>
<td>General Classrooms &amp; Auditorium</td>
<td>1, 3, &amp; 4</td>
<td><strong>Please instruct those outside faculty, students, and visitors during an emergency</strong></td>
</tr>
</tbody>
</table>
Syllabus Attachment
Spring 2016

IMPORTANT DATES *
Semester Class Begins: 01/19/2016
Last day to add a class (without instructor permission): 01/24/2016
Last day to withdraw completely and receive a 100% refund: 01/31/2016
Last day to drop a course using SalukiNet: 04/03/2016
Last day to file diploma application (for name to appear in Commencement program): 02/12/2016
Final examinations: 05/09–05/13/2016

Note: For outreach, internet, and short course drop/add dates, visit Registrar’s Academic webpage http://registrar.siu.edu/

SPRING SEMESTER HOLIDAYS
Martin Luther King, Jr.’s Birthday Holiday 01/18/2016
Spring Break 03/12—03/20/2016

WITHDRAWAL POLICY - Undergraduate only
Students who officially register for a session may not withdraw merely by the stopping of attendance. An official withdrawal form needs to be initiated by the student and processed by the University. For the proper procedures to follow when dropping courses and when withdrawing from the University, please visit http://registrar.siu.edu/catalog/undergraduatecatalog.html

INCOMPLETE POLICY - Undergraduate only
An INC is assigned when, for reasons beyond their control, students engaged in passing work are unable to complete all class assignments. An INC must be changed to a completed grade within one semester following the term in which the course was taken, or graduation, whichever occurs first. Should the student fail to complete the course within the time period designated, that is, by no later than the end of the semester following the term in which the course was taken, or graduation, whichever occurs first, the incomplete will be converted to a grade of F and the grade will be computed in the student's grade point average. For more information please visit: http://registrar.siu.edu/grades/incomplete.html

REPEAT POLICY
An undergraduate student may, for the purpose of raising a grade, enroll in a course for credit no more than two times (two total enrollments) unless other-wise noted in the course description. For students receiving a letter grade of A,B,C,D, or F, the course repetition must occur at Southern Illinois University Carbondale. Only the most recent (last) grade will be calculated in the overall GPA and count toward hours earned. See full policy at http://registrar.siu.edu/catalog/undergraduatecatalog.html

GRADUATE POLICIES
Graduate policies often vary from Undergraduate policies. To view the applicable policies for graduate students, please visit http://gradschool.siu.edu/about-us/grad-catalog/index.html

DISABILITY POLICY
Disability Support Services provides the required academic and programmatic support services to students with permanent and temporary disabilities. DSS provides centralized coordination and referral services. To utilize DSS ser-vice, students must come to the DSS to open cases. The process involves interviews, reviews of student-supplied documentation, and completion of Disability Accommodation Agreements.
http://disabilityservices.siu.edu/

PLAGIARISM
Student Conduct Code http://srr.siu.edu/student_conduct_code/

MORRIS LIBRARY HOURS
http://www.lib.siu.edu/about

SAFETY AWARENESS FACTS AND EDUCATION
Title IX makes it clear that violence and harassment based on sex and gender is a Civil Rights offense subject to the same kinds of accountability and the same kinds of support applied to offenses against other protected categories such as race, national origin, etc. If you or someone you know has been harassed or assaulted, you can find the appropriate resources here: http://safe.siu.edu

SALUKI CARES
The purpose of Saluki Cares is to develop, facilitate and coordinate a university-wide program of care and support for students in any type of distress—physical, emotional, financial, or personal. By working closely with faculty, staff, students and their families, SIU will continue to display a culture of care and demonstrate to our students and their families that they are an important part of the community.
For Information on Saluki Cares: (618) 453-5714, or siucares@siu.edu,
http://salukicares.siu.edu/index.html

EMERGENCY PROCEDURES
Southern Illinois University Carbondale is committed to providing a safe and healthy environment for study and work. We ask that you become familiar with the SIU Emergency Response Plan and Build-ing Emergency Response Team (BERT) programs. Emergency
response information is available on posters in buildings on campus, available on BERT’s website at www.bert.siu.edu, Department of Safety’s website at www.dps.siu.edu (disaster drop down) and the Emergency Response Guideline pamphlet. Instructors will provide guidance and direction to students in the classroom in the event of an emergency affecting your location. **It is important that you follow these instructions and stay with your instructor during an evacuation or sheltering emergency.**

**INCLUSIVE EXCELLENCE**

SIU contains people from all walks of life, from many different cultures and sub-cultures, and representing all strata of society, nationalities, ethnicities, lifestyles, and affiliations. Learning from and working with people who differ is an important part of education as well an essential preparation for any career. **For more information please visit: http://www.inclusiveexcellence.siu.edu/**

**LEARNING AND SUPPORT SERVICES**

Help is within reach. Learning support services offers free tutoring on campus and math labs. To find more information please visit the Center for Learning and Support Services website:

**Tutoring** : http://tutoring.siu.edu/

**Math Labs** http://math.siu.edu/courses/course-help.php

**WRITING CENTER**

The Writing Center offers free tutoring services to all SIU students and faculty. To find a Center or Schedule an appointment please visit http://write.siu.edu/

**AFFIRMATIVE ACTION & EQUAL OPPORTUNITY**

Our office's main focus is to ensure that the university complies with federal and state equity policies and handles reporting and investigating of discrimination cases. **For more information visit:**

http://diversity.siu.edu/

**Additional Resources Available:**

**SALUKINET**: https://salukinet.siu.edu/cp/home/displaylogin

**ADVICEMENT**: http://advisement.siu.edu/

**PROVOST & VICE CHANCELLOR**: http://pvcaa.siu.edu/

**SIU ONLINE**: http://online.siu.edu