

# Fashion & Technology: Bachelor of Design

<b>Faculty of Design</b>	kwantlen.ca/design
<b>Fashion Design and Technology / Fashion Marketing</b>	kwantlen.ca/design/fashion
<b>Implementation Date</b>	01-Sep-2011
<b>Start Date(s)</b>	September
<b>Admission Type</b>	Selective entry
<b>Enrolment Type</b>	Limited enrolment
<b>Program Type</b>	Undergraduate
<b>Credential Granted</b>	Baccalaureate Degree
<b>Offered At</b>	Richmond
<b>Format</b>	Full-time Part-time
<b>How to Apply</b>	www.kwantlen.ca/admission

## DESCRIPTION

As the only four-year program of its kind in western Canada, Kwantlen's Bachelor of Design, Fashion and Technology program prepares students for careers in the global apparel economy in fashion design, production, marketing and computer technology. The program's curriculum is noted for its industry focus and on formulating design solutions that are both creative and marketable for the global apparel economy. Since 2005, over 90% of graduates have successfully entered the apparel industry with qualifications and experience which enable them to quickly progress to supervisory positions, technical specialties, and to move into leadership roles. This dynamic program features industry-based education and training using leading-edge technology, class projects facilitated by prominent apparel companies, and an extensive internship that results in employment.

The four-year selective-entry program is organized into eight semesters with a minimum of 120 credits in total. The program is taken on a full-time basis (a part-time option may be considered). Limitations apply to part-time studies. The diploma, which is the first two years of the degree program, consists of 62.5 credits in total.

The focus of the program is on education and training in areas of design, production, and marketing for the apparel industry. A typical fashion career requires analyzing market trends, the ability to design for a specific market, and knowledge of fabric, pattern drafting, fit, sewing, costing, logistics, import-export regulations, and working with in-house production people or contractors.

Considerable demands are placed on students to develop professional standards in critical thinking and technical skills. The program simulates a professional atmosphere by providing relevant equipment and by demanding punctuality and strict adherence to schedules. Garments designed throughout the program reflect market trends by balancing creativity with marketability and are produced in standard sizes using industrial drafting and garment construction techniques. Students enjoy the opportunity to study and learn about the role of a fashion designer through industry linked classroom projects in collaboration with local apparel companies.

General education and electives in English, marketing, business and courses from a wide range of offerings at Kwantlen, that

students will take as part of the degree, will expose them to a breadth of study which enriches students as designers. Writing and making presentations are important elements of the program.

High quality production equipment includes: industrial straight sewing and specialty machines, sergers, steam irons, a vacuum press and a fusing machine. Classrooms are spacious and well lit. State-of-the-art computers and apparel industry software are used for designing, spec drawing, buyers' kits, media kits, costing, pattern manipulation, grading, marker making and digital portfolio development.

Certain courses are structured to simulate a workplace or job environment, requiring students to work extensively in groups to meet course objectives. In all courses, students are expected to demonstrate a satisfactory level of performance and rate of progress within the timelines set for various course activities.

The program includes an extensive internship in the third year. Visit [www.kwantlen.ca/design/fashion.html](http://www.kwantlen.ca/design/fashion.html) for more details on all three of the Fashion programs.

## STUDENT PROFILE

Most people who apply to the program have a passionate lifelong interest in fashion. They may come directly from high school, transfer from other institutions, are mature individuals returning to the profession or making a career change, or industry personnel seeking upgrading. Applicants have a desire to undertake the depth of study that a degree program offers.

Applicants with experience in the fashion industry may gain credits through Prior Learning Assessment (PLA). Graduates from a two-year fashion program who wish to pursue a degree will be assessed on an individual basis.

Kwantlen has a student exchange agreement with a fashion school in London, England; Helsinki, Finland; Taipei, Taiwan; Melbourne, Australia, and is developing further exchange opportunities.

Students may challenge segments of the program for course work taken elsewhere and gain advanced standing at various levels.

Industry personnel who wish to take a specific course or courses on a part-time basis to complement their job skills may do so with permission of the Program Coordinator. Some course prerequisites may be waived based on work experience. Contact the Program Coordinator for further information.

## CAREER OPPORTUNITIES

The apparel industry, important because it is the fifth largest secondary industry in B.C., is changing to compete with global and domestic markets.

With over 300 apparel companies in the lower mainland, the well-established B.C. fashion industry offers many career choices. Graduates work in the design, marketing and production departments for vibrant lower mainland companies such as Arc'teryx, Aritzia, Arson/Orb, Gentle Fawn, lululemon, Mac & Jac, Mavi Jeans, Mountain Equipment Co-op, Off-The-Wall, Plenty and Sugoi Athletic Wear. Similar opportunities are available worldwide with graduates currently at Nike, Abercrombie & Fitch, Nordstrom, and Volcom in the U.S. and Chloe in Paris, France. Depending upon capabilities and interests, students work for large companies as members of design, production or marketing teams, or for smaller design houses where they are expected to work in all aspects of the business, or engage in entrepreneurial (examples include Allison Wonderland, Evan & Dean, Flaming Angels, Jolie Couture, and A-Z Collections running out of New York) or freelance endeavours. Retail management

is another option. Similar opportunities are available worldwide. In all instances, graduates need to be well versed in all three areas (design, production and marketing) of the business to participate fully as team players. Emerging designers prosper best if they have a solid background and experience in production and marketing.

Kwantlen has an agreement with UBC whereby Fashion students interested in a career as a high school clothing and textiles teacher may be eligible for entry to UBC's Bachelor of Education program in Home Economics upon completion of Kwantlen's fashion degree, including 6 credits in English and 18 credits in Family Studies courses. Family Studies courses may be taken at UBC as either a visiting student at UBC while completing Kwantlen's fashion program (Family Studies courses can be used as elective credit for Kwantlen's fashion degree) or as a UBC student following graduation from Kwantlen's fashion program.

The fashion program offers a successful informal job placement service due to its extensive ties to industry.

## PROGRAM ADMISSION REQUIREMENTS

In addition to Kwantlen's General university admission requirements including the undergraduate-level English Proficiency Requirement, the following program admission requirements apply:

- English 12 with a minimum grade of 'B' (or equivalent)
- Portfolio Review and Orientation Session\*

*\* Successful applicants will receive an invitation in early April to the required Orientation and Portfolio Review session to take place in late April or early May. Alternative portfolio review arrangements are possible for students who live outside the Greater Vancouver Region and who cannot attend in person. It is, however, in the best interest of applicants to make every effort to attend in person.*

Admission decisions to this program are based on interim grades therefore proof of grades must be submitted in accordance with the following deadlines:

- **Applicants currently in high school** must submit interim grades no later than March 31st with proof of final grades required as soon as they become available (no later than August 15th).
- **Applicants currently taking English preparatory courses** must submit interim grades by March 31st with proof of final grades required by April 30th.
- **Applicants currently attending another post-secondary institution** must submit a final official transcript and a Request for Transfer Credit form by March 31st.
- **For all other applicants**, proof of having met the program's English proficiency requirement must be provided by March 31st.

Any applicant who has not submitted proof of grades by the specified dates will be removed from the list of eligible applicants.

Applicants who are not accepted into the program may be interested in taking courses toward degree credits via the Fashion Marketing Diploma or the Foundations in Design program. Not all courses taken in these programs are eligible for credit toward the fashion degree therefore interested students should consult with an Educational Advisor, or with the Faculty of Design prior to applying.

## Portfolio Review

The portfolio review will demonstrate to faculty your skills in art and design, computer keyboarding skills, basic mathematical skills, and an awareness of the fashion profession. A simple math test and questionnaire on awareness of the fashion industry and team work skills will be part of the review.

Submission of the portfolio at the review session must include the following **original** work in sufficient number and variety to demonstrate the applicant's ability:

- Resume
- One-page statement of interest in the fashion program and the fashion industry
- Minimum of 3 letters of reference from teachers, instructors, coaches or employers
- Transcripts from high school and any post-secondary institutions attended (Note: transcripts sent with your application for admission are not available to faculty – you must include a copy in your portfolio)
- Transcripts or certificates of any life-skills courses
- Textile Studies (Grade 11 & 12) or Clothing and Textiles 12A with a minimum grade of 'B' (or demonstrated extensive sewing experience).
- Art and design work to include each of the following:
  - 1 – 2 sketchbooks of current work (date your work)
  - 2 examples of art or design work with a brief, written analysis of why you included these particular pieces and
  - Along with your invitation to the Portfolio Review session you will receive instructions for a design exercise to be included in your portfolio.
- Six to ten self-sewn garments made from commercial patterns, draping or applicant's own drafts that demonstrate a range of skills. Provide at least 4 different types of garments, i.e. skirts, pants, tops, dresses, jackets in different types of fabrics. Garments should include each of the following garment components: darts, two different types of zippers, two different types of pockets, set-in sleeves, collars, cuffs, buttons and buttonholes. At least one garment must be lined. Photographs not accepted.
- Written evidence to include a journal of fashion industry-related reading and information about Vancouver-based design/manufacturing companies
- Self-generated computer work (i.e., your resume, copies of spreadsheets, drawings) listing programs used and hard copy examples of computer work
- Evidence of leadership and community involvement such as team skills, personal management, problem solving and organizational skills, and stress management

For a detailed description of portfolio requirements, download an information package from [www.kwantlen.ca/fashion](http://www.kwantlen.ca/fashion).

## Upper-Level Program Admission

In addition to the Program Admission Requirements, applicants with prior post-secondary experience may be eligible for advanced standing to the program at the upper level, provided the following lower-level requirements have been previously satisfied:

- Completion of a fashion design diploma (or equivalent) with minimum 60 credits from a recognized college or university with a cumulative GPA of 2.7 or higher
- FASN 2200 (or transferable equivalent) with a minimum grade of B-

- FASN 2220 (or transferable equivalent) with a minimum grade of B-
- Successful completion of CMNS 1140 (or transferable equivalent)
- Successful completion of ENGL 1100 (or transferable equivalent)
- Successful completion of FASN 1205 (or equivalent courses in Adobe Illustrator® & Microsoft Office®)
- Successful completion of MRKT 1199 (or transferable equivalent)

## CONTINUANCE REQUIREMENTS

Registration access to third or fourth year courses is awarded to students who have completed:

- all requirements for years 1 and 2 with minimum cumulative GPA of 2.7
- a minimum grade of B- in FASN 2200 and FASN 2220

## PROGRAM REQUIREMENTS

The first year introduces students to the various facets of the fashion industry, elements and principles of fashion design, drawing, pattern drafting and industrial sewing and includes important support courses in English, computer applications for fashion and marketing. The second year is more focused on fashion discipline-based knowledge and skill development and includes designing for industry linked projects in collaboration with local apparel companies such as Lululemon, Plenty and Sugoi.

The third and fourth years feature opportunities to apply previous studies to real world applications. Students design for both mass and niche markets, combining creativity with marketability and practice production planning from both a local and global perspective. An Internship with a local design company will increase students' knowledge of industry practices and develop contacts in the industry. The final semester culminates in a fashion show presented to an audience of over 2,000 people. Most electives are taken in the senior years, but students may take electives in the order that best suits their schedules.

For transfer students, some courses in the lower-level of the program (FASN 1115, FASN 1150, FASN 2130, FASN 2240) may be taken while in the third year, subject to availability. Some credits from courses taken elsewhere may be used to fulfill the elective requirements in the third and fourth years. Transfer credits are assessed on an individual basis. For information on the transfer credit process, visit [www.kwantlen.ca/transfercredit](http://www.kwantlen.ca/transfercredit).

## Year 1 and 2 Requirements

### SEMESTER 1

#### All of:

MRKT 1199*	Introduction to Marketing (or any 1st year post-secondary, 3 credit marketing course)	3 credits
ENGL 1100	Introduction to University Writing (or any 1st year, post-secondary, 3-credit English course),	3 credits
FASN 1100	Fundamentals of Fashion Design	3 credits

FASN 1115	The Apparel Industry	2.5 credits
FASN 1120	Production Basics I	3.5 credits
FASN 1150†	Fashion Retail Work Experience	2 credits

#### Notes:

\* MRKT 1199 may be required to advance to Kwantlen's upper level Marketing courses.

† Can be done in year 1 (preferable) or year 2; students must register before beginning work, but may take up to 12 months to complete.

### SEMESTER 2

#### All of:

FASN 1205	Computer Applications for Fashion	3 credits
FASN 1215	Textile Science	3 credits
FASN 1220	Production Basics II	6 credits
FASN 1230	Fashion Drawing I	2 credits

### SEMESTER 3

#### All of:

FASN 2100	Fashion Design I	3 credits
FASN 2115	History of Costume	2.5 credits
FASN 2120	Style Production I	7 credits
FASN 2130	Technical Fashion Drawing	2 credits

### SEMESTER 4

#### All of:

CMNS 1140	Introduction to Professional Communications (or any 1st year, post-secondary, 3 credit business communications course)	3 credits
FASN 2200	Fashion Design & Drawing II	5 credits
FASN 2220	Drafting & Sewing IV	7 credits
FASN 2240	Computer-Based Pattern Drafting	2 credits

*Upon successful completion of the first four semesters (62.5 credits), students are eligible to exit the program and receive a Diploma.*

## Year 3 and 4 Requirements

### SEMESTER 5

#### All of:

FASN 3100	Textile Design	3 credits
FASN 3120	Mass Manufacturing	7 credits
FASN 3130	Draping	4 credits
FASN 3150	Preparation for Fashion Industry Internship	1.5 credits

## SEMESTER 6

### All of:

FASN 3200	Product Development	3.5 credits
FASN 3250	Fashion Industry Internship	3 credits

### And one elective (see below).

## SEMESTER 7

### All of:

FASN 4100	Line and Portfolio Development	5.5 credits
FASN 4150	Apparel in the Global Economy	4 credits

### And two electives (see below).

## SEMESTER 8

### All of:

FASN 4210	Event Planning and Promotion	4 credits
FASN 4220	Collection Production	7 credits

### And two electives (see below).

## Electives

Electives must include:

- Minimum of two general education courses: (recommend one at the 3rd year level) courses from non-fashion areas of study that develop a breadth of knowledge and integrate with learning acquired in the program
- Minimum of one course, course number 1100 or higher, from the Faculty of Business
- Minimum of two other electives from any area of study, course number 1100 or higher (recommend business, marketing and fashion courses such as FASN 4250).

## ADDITIONAL FASN COURSES

- **FASN 4130 Advanced Computer Studies in Fashion** is an elective course for 4th year students wanting to increase visual communication skills with the use of advanced 2D to 3D imaging, desktop imaging software, and product management software.
- **FASN 4250 Self-Directed Study** is an elective course for 4th year students wanting to study an area of fashion in more depth, subject to instructor approval.

## OTHER INFORMATION

### Computer software used in the fashion program includes:

- CS3® (Adobe Illustrator®, Photoshop® and Indesign®), Microsoft Word®, Power Point® and Excel® for flats, specification sheets, buyers' kits, costing and digital portfolio development
- Gerber Garment Technology®, and CADterns® for pattern development, grading and marker making
- The Fashion Design program is delivered in an e-mobile environment which includes laptops, computers and software. Students will need to purchase laptop computers and requisite course software for the duration of the 4 year degree

program. Specifications and requirements will be provided to successful applicants.

## CREDENTIAL AWARDED

Upon successful completion of this program, students are eligible to receive a **Bachelor of Design, Fashion and Technology**.

Upon successful completion of the Year 1 and 2 Requirements, students are eligible to receive a **Diploma in Fashion and Technology**.