

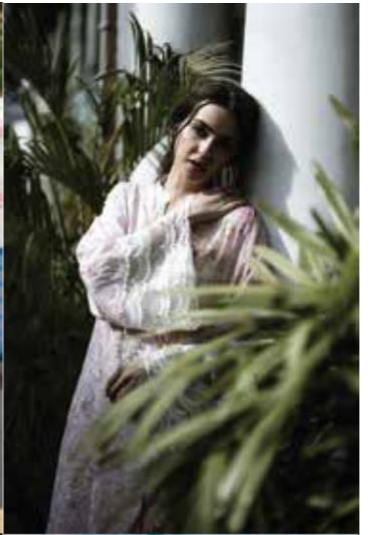
2 YEAR ASSOCIATE DEGREE IN FASHION DESIGN

IN COLLABORATION WITH
NISANTASI UNIVERSITY, TURKEY



PROSPECTUS 2020-2021





2 YEAR ASSOCIATE DEGREE IN FASHION DESIGN

The Associate Degree in Fashion Design at Imperial Tutorial College is a 2 year program in collaboration with Nisantasi University, Turkey. Students in their last semester of studies may opt to study at Nisantasi University, Turkey.

It combines the Asian Heritage with the latest technological changes and an international perspective to meet the current fashion industry requirements.

The innovative teaching methods mixing traditional lectures, practical workshops, personal researches, experimentation, peer to peer presentations and various visits, lead students to become creative and pragmatic, curious and analytical, imaginative and excellent technicians and prepare them to the possibility of an international career. The one to one approach allows them to develop their own creative universe while being adaptable to different styles, types of brand and market segments at the same time.

This very complete, intensive, varied and exciting program trains fashion lovers to the jobs of Fashion Designer. However the perfect knowledge of fashion products and creative process it provides, allows participants to also achieve positions such as Stylist, Pattern Maker, Production Manager, Independent Designer, or even Collection Director or Art Director.







PROGRAM SPECIFICATION

Teaching Institution	Imperial Tutorial College
Final Degree	2 Year Associate Degree in Fashion Design
Total Semesters	4
1st Semester Starting Date	15th September, 2020
Last Date of Admission & Payment of Fee	10th September, 2020

The Associate Degree in Fashion Design is a 2 year degree course that offers design specification and associated business development skills. They are of particular relevance to the creative industries which are recognised as being amongst the fastest growing sectors in the economy. The course also recognises the need for extremely creative, forward-thinking individuals who know more about the appropriate business, technological, environmental, ethical and social issues as well as creativity in order to make their ideas innovative, commercially viable and sustainable.

Course Aims

The aims of the course identify the rationale underlying the student's educational experience and own personal achievement from studying on the course and its affect upon the student's long term achievement and career.

This course aims to:

- Advance your knowledge in design strategies and technical skills appropriate to Fashion Design and Technology.
- Challenge your intellectual and critical approach through rigorous research enquiry, evaluation and application.
- Nurture your personal creative identity and strategic self-reliance, through self-evaluative learning and peer activities.
- Increase your awareness, as a critically reflective practitioner, of the broader aspects of the creative apparel industries, from design, production, product brand identity and marketing contexts through cultural contexts.
- Develop your confidence and abilities to prepare you for employment, entrepreneurial and professional opportunities, or to access postgraduate study or research.
- Provide industry relevant, collaborative and/or team working opportunities to enhance your awareness of industry and professional development.

Course Outcomes

The course enables the student to demonstrate the following subject knowledge and understanding, intellectual and academic skills, practical subject skills, key attributes and transferable skills. Each outcome is detailed below:

The outcomes that you will have demonstrated upon completion of the course are:

1. research through enquiry, exploration and investigation using multiple design, commercial and cultural resources.
2. ability to evaluate and critique selected sources to deepen your understanding of fashion design related to a specific fashion apparel market.
3. informed decision making and contributions in industry by synthesising your knowledge.
4. the application of creative, strategic and practical principles and techniques involved in design and development within Fashion Design and Development.
5. articulation and communication through your personal visual language, the aesthetic awareness of materials, brands, form and processes at specified market levels.
6. an awareness of issues affecting economical sound and sustainable outcomes in relation to the fashion design and development and lifestyle industries.
7. an ability to situate practice within cultural and historical contexts and debates.
8. critical reflection and evaluation of your own personal, professional development within the wider social, educational and professional contexts.
9. the relevant skills required are in order to make an impact as a creative product designer/developer and practitioner.
10. evidence of engagement with principles of the Creative Attributes Framework (CAF) by developing, analysing and reflecting on personal practice.

Learning and Teaching Methods:

The following teaching and learning methods are employed to support the integrated achievement of the course outcomes:

- lectures, seminars, critiques, group presentations, studio based workshops, open access work, visiting speakers, field trips, experimentation, demonstrations, self-directed study.
- a process of enquiry and exploration using multiple research resources and tools, to deepen understanding of a subject, task or field.

Assessment Methods:

The following assessment methods are employed to assess the achievement of learning outcomes in an integrated approach:

- portfolio presentation; written reports; live or simulated industrial projects; written assignments; presentations to specialist audiences;
- 3D outcomes, prototypes.

Each stage of the programme represents a step in your academic and personal development. The level and content of assessment reflect the product development model, your research enquiry and exploration; and your knowledge and understanding as you move towards an integrated subject approach that reflects the holistic nature of product development. As the course progresses, assessments introduce more complex issues that require the development of critical judgement, evaluative and problem solving skills. The final stage of assessment aims to provide a framework for the synthesis of subjects and disciplines through a final major project which reflects creative, technical, analytical and strategic skills in a seamless coherent manner for academic scrutiny and industrial presentation.

Recruitment and Admissions

Admission Policy/Selection Criteria

The course team seeks to recruit students who can demonstrate:

- a current awareness of fashion for product in terms of material developments, new designers and fashion trends.
- a potential to achieve a high standard of technical manufacture.
- an ability to record and develop design ideas through the vehicle of drawing.
- the ability to work as a member of a team.
- the ability to work independently to develop your own knowledge and skills acquired on the course.

This might, for example, be demonstrated by: related academic or work experience; the quality of the personal statement, a strong academic or other professional reference, or a combination of these factors.

Entry Requirements

The standard minimum entry requirements for this course are:

- As per Higer Education Commission(HEC), Pakistan Policy.
- Preferred subjects include English, Maths, Art, Design, Textiles and Science
- Intermediate certificate with minimum C grade (50% marks)
- Applicants awaiting their results may submit their 1st year Intermediate result and Admit card of 2nd year or AS-Level results and statement of entry of A-Level exams.

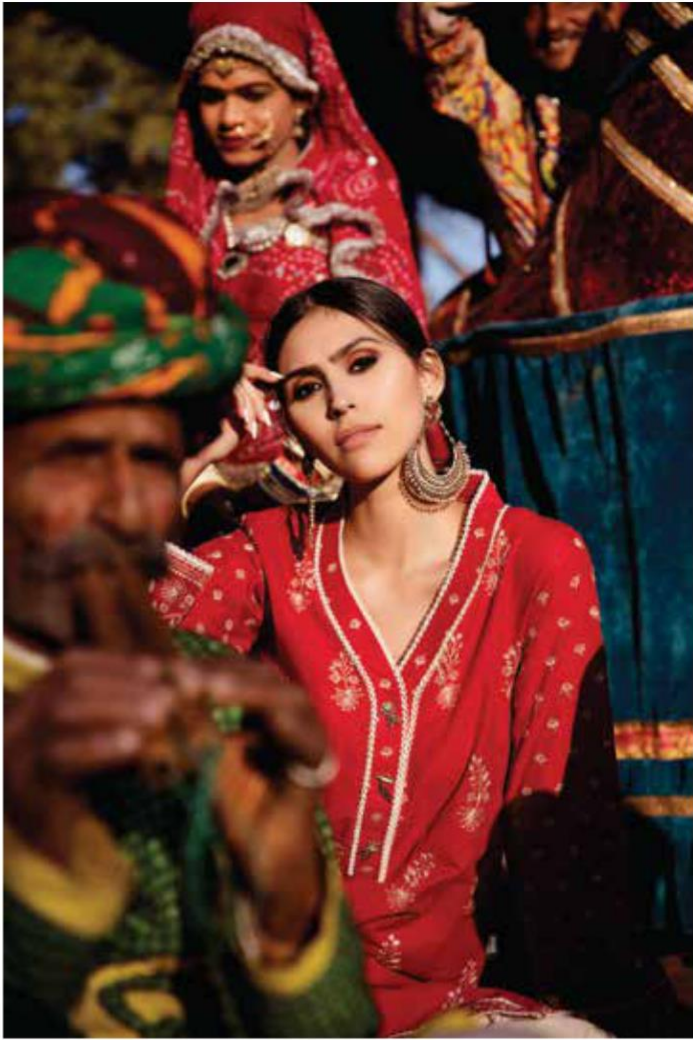
Such applicants will be given conditional admission and their admission shall be revoked if the above minimum requirement is not fulfilled.

Applicants who do not meet these course entry requirements may still be considered if the course team judges the application demonstrates additional strengths and alternative evidence. This might be demonstrated by related academic or work experience, the quality of the personal statement, a strong academic or other professional reference, or a combination of these factors.

All classes are conducted in English.

Admission Procedures

- The Imperial Tutorial College is committed to the provision of fair and consistent admission procedures that ensure equality of treatment for all applicants.
- Applications to the course are made through direct application to IFC which may be made on [www. itc.edu.pk/admission-form/](http://www.itc.edu.pk/admission-form/)

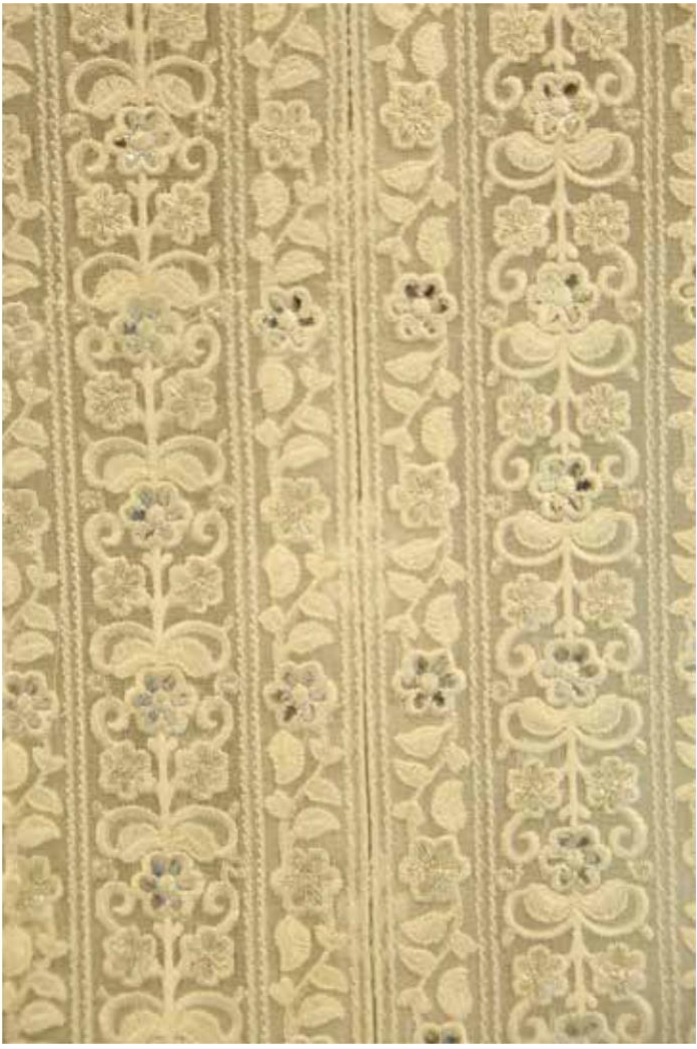
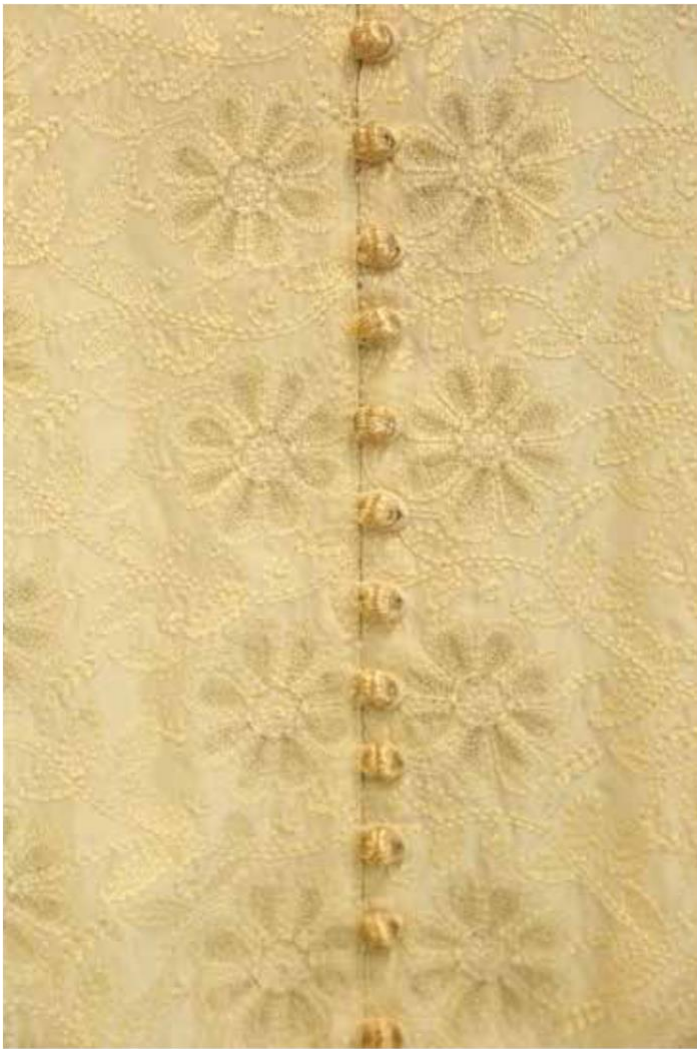


ASSOCIATE DEGREE IN FASHION DESIGN

SEMESTER I					
Course	Type	T	U	K	ECTS
English I	NC	2	2	3	6
Islamic Studies	NC	2	0	2	3
Basic Art Education	C	3	0	3	7
Basic Textile Information	C	2	4	4	7
History of Fashion & Art	C	3	0	3	7
TOTAL CREDITS		12	6	15	30
SEMESTER II					
Course	Type	T	U	K	ECTS
English II	NC	2	2	3	6
Pakistan Studies	NC	2	0	2	3
Introduction to Textile & Fashion Design	C	2	4	4	7
Fabric Building Information	C	3	0	3	7
Pattern & Aesthetics	C	3	0	3	7
TOTAL CREDITS		12	6	15	30
SEMESTER III					
Course	Type	T	U	K	ECTS
Textile and Fashion Design I	C	2	2	3	6
Computer Aided Design I	C	2	2	3	6
Fashion Drawing and Illustration	C	3	0	3	6
General Elective	GE	3	0	3	5
TOTAL CREDITS		10	4	12	23
SEMESTER IV					
Course	Type	T	U	K	ECTS
Textile & Fashion Design II	C	2	2	3	6
Mold Preparation and Draping	C	3	0	3	6
Basic Sewing Techniques	C	3	0	3	6
General Elective	GE	3	0	3	5
TOTAL CREDITS		11	2	12	23
PROGRAM TOTAL CREDITS		T	U	K	ECTS
		45	18	54	106

Abbreviations:

T:	Theoretical	C:	Compulsory
P:	Practice /Applied	D:	Departmental Elective
NC:	Total National Credit	NDE:	Non- Departmental Elective
C:	National Qualifications Compulsory	GE:	General Elective
ECTS:	European Credit Transfer System		



1st Year

Basic Art Education:

Drawing is an essential component of the fashion design program as it supports all the elements of design. This course focuses on figure drawing, gesture, and composition. In depth, study of proportion and anatomy of the human figure is undertaken. Students render proportion, balance, and form of the figure. Drawing skills are further developed in this course by using a variety of drawing mediums.

Basic Textile Information:

Course Objectives:

- To realize the complexities of Textiles & Textile Design
- Understand the parameters of analyzing fabrics for certain end uses
- Plan and develop a frame for developing textiles towards end use
- Identify fabrics considering techniques and end uses
- To understand textile development techniques and to present textile work

Course Content:

- Introduction to Textiles
- The role of Textile designer: Fabric Qualities
- Weaving
- Knitting • Fiber Concepts
- Processes and finishes.
- Care instructions and labeling.





History of Fashion & Arts:

This course provides an overview of fashion & Arts history in Western and eastern culture from ancient civilizations to the present. Students study cultural, social, and historical events and analyze their effect on the history of costume including the influence of historical costume on fashion & arts today. Through this course, students develop a comprehensive fashion vocabulary and become familiar with costume terminology.

Introduction to Textile & Fashion Design:

Development of personalized research techniques that can enable a person to explore chosen area of study, and structure an individualistic concept

Develop understanding to visualize words in the form of images and construct mood/inspiration boards

Learning implementation principles of exaggeration to a human figure and to produce skillful fashion illustrations

Development of surface rendering techniques to illustrate clear use of materials in design illustrations

Acquire skills to create links between a garment and an image to observe how does a garment takes its inspiration from different visual elements

Build understanding to visualize different features of a garment collectively and render personal designs realistically on a piece of paper. Develop

understanding of different technical details of a garment to produce accurate technical sketches.

Course Content:

Mood Board Development (Research, material compilation, exploring links between words and images, analyzing apparel design and investigate its source of inspiration). Figure Drawing(Human proportions, movement & posture). Fabric / Material Rendering & Development of Fashion Figures (replicate textile surfaces, relationship between garment and silhouette). Fabric / Material Rendering and Development Silhouette Derivation. Design Development through manipulation of classic silhouette. Theme Based Design Project.



Fabric Building Information:

Students will learn about important concepts of fabric structure, different types of weave designs, computer aided weave designs and use of color in weave designs as well analysis of construction and design of already woven fabric. They will also learn about simple but important weight calculations and concept of cover of fabric.

Module 1 Basic weaves • Introduction to common weaves: Plain, Twill weaves and its derivatives, satin & sateen weaves and others, Use of design paper for weave design, drafting and lifting plan construction.

Module 2 Dobby Design • Bedford cords, high-low cords, herringbone and Brighton honey comb.

Module 3 Jacquard Designs • Limitations of dobby designs, flower designs, design of large repeats. Single thread jacquard designs.

Module 4 Crepe Weaves • Introduction to crepe weaves and different types of crepe weaves

Module 5 Design of Compound Weaves • Pile fabrics and their weaves, Warp pile structure. Weft pile weaves. Velvets, Plush and velveteen, Terry fabrics and their weaves. Calculation for towels. Double cloth and their weaves. Multilayer fabric, Tri-axial weave, Carpet.

Module 6 Color and Weave Effect • Hairline effect, single double and multi hairline effects, step effect, allover effect, hound's tooth effect. Combined color and weave effects.

Module 7 Multilayer Fabrics: • Types of multilayer fabrics: open width, tubular, single double triple and four layer fabrics. Weave presentation of multilayer designs. Stitching techniques of multilayer fabrics. Extra stitch, raiser and sinker stitch.

Pattern & Aesthetics:

This course is an introduction to creating flat pattern, by drafting basic block through measurements and calculations. The students learn how to manipulate these blocks according to their requirements by using the basic blocks. During this course students start constructing basic garments with all the finishing required. This course introduces the students to human form its proportions and measurements. As students develop their understanding of proportions and human form, they start developing patterns with different calculation for a better understanding of various sizing in relation to proportion.

2nd Year

Textile & Fashion Design I:

Fabric is still the main material of fashion. That's why it's essential to fashion students to have a deep knowledge of textile products. Through lectures researches and workshops, students will learn how fabrics are produced from fibers to weaving and knitting, understand their various characteristics, textures and qualities and experiment their best uses for garment production according to their specificities.

In the first instalment of this module grouping, students will discover the fundamental skills of fashion design:

- Fashion Designing
- Color
- Product-Technical Drawing
- Collection – Research Book-Mood page
- Volume – 3D Research
- Print Collection
- Sustainable Development – Recuperation Fabric Swatch – Garment Upcycling
- Styling Workshop
- Live Drawing and Drawing class
- Weaving
- Natural Dying
- Sample Book

Computer Aided Design I:

The aim of this module is to develop working drawings and piece part drawings of students own work. This module aims to gain proficiency in the application of AutoCAD in the design realization process.

Course Contents:

- Drawing complex objects
- Drawing full size working drawings
- Auxiliary elevations
- Viewports 233
- Plotting and drawing templates
- Blocks
- Importing information from suppliers





Fashion Drawing Illustration:

This course addresses the basics of fashion design. Students learn to draw croquis for fashion illustration. The emphasis is on developing fashion poses and accurate drawing of garments. Students learn to render, using colour pencil, watercolors, poster colors and markers. Students learn from drawing the illustration to rendering them in various mediums to illustrate the realistic feel of the fabric. They learn to translate their ideas into mood boards and inspiration boards. The students learn the skill of making detailed fashion illustrations and technical drawing using digital tools, such as Adobe Illustrator and Photoshop.

Textile & Fashion Design II :

Fabric is still the main material of fashion. That's why it's essential to fashion students to have a deep knowledge of textile products. Through lectures, researches and workshops, students will learn how fabrics are produced from fibers to weaving and knitting, understand their various characteristics, textures and qualities and experiment their best uses for garment production according to their specifications.

In the second instalment of this module, students will apply the skills acquired during the first year and experiment new inspirations and concepts in various fashion projects including menswear collection, accessories collection, children's wear collection and fabric transformation. They will have to adapt their personal ideas to different kind of products and market segments and understand how to adapt their own creativity to main fashion trends.

- Trends
- Fabric transformation
- Women's wear
- Fashion Illustration
- Knitting Workshop
- Accessory Project
- Smart Textile
- Electronic Serigraphy
- Sustainability

Mold Preparation and Draping :

Building up on Pattern Making and Draping , the module will allow students to learn how to combine two-dimensional and three-dimensional approaches to find the best methodology so as to create the patterns for any kind of garments. They will experiment how to adapt the classical construction of pants, tailored jackets and sleeves to create the patter of their most creative designs.

- Tailor Shirt
- Fabric transformation project
- Women's wear
- Experimental Draping

Basic Sewing Techniques:

Students learn the basic techniques to construct a complete garment. From learning how to stitch from a basic bodice to a complete garment, this course provides in-depth knowledge and the skills required to construct a collection for thesis. Through the process, students learn different finishing such as facings, bias bindings, attachment of zips to attaching lining to a garment. Students learn couture techniques in hand stitching, seam and hem finishes and pressing.

FEE STRUCTURE

Admission Fee Payable on registration	Rs. 50,000
Fee per Semester Payable on registration	Rs. 99,000
Security Deposit Payable on registration (refundable)	Rs. 25,000

BOARD OF GOVERNORS

Mr. Asad Ahmad
Ms. Marium Ahmad
Mr. Ahmed Khizer Khan





CONTACT DETAILS

Address:

A/33, Central Commercial Area, Block 7/8,
Main Shahrah-e-Faisal, Near Baloch Bridge,
Karachi - 75350

Phone: 021-34370471

Email: info@itc.edu.pk

Website: www.itc.edu.pk

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