



### **Course Description**

#### **CTE2732 | Fashion Illustration Technology | 3.00 credits**

This course introduces Computer Aided Design as it applies to Fashion Design and Fashion Merchandising. Using various computer software, including but not limited to Adobe Photoshop and Adobe Illustrator, students will learn the techniques to conceptualize and communicate design ideas and collections to create industry-standard presentations.

### **Course Competencies:**

**Competency 1:** The student will develop basic designs by:

1. Developing a proportionate croquis
2. Identifying the correct computer software to assist in the design and development process
3. Utilizing various computer software to conceptualize a pattern, textile, and garment as they relate to their program of focus
4. Creating and producing a custom surface print

**Competency 2:** The student will demonstrate design development skills by:

1. Utilizing Computer Aided Design technologies to communicate new ideas
2. Outline concepts like logo and brand colors as they relate to overall brand profile
3. Determining the ideal design tool to execute design concepts and directives
4. Demonstrating their ability to edit design presentations for concise seller to buyer communication

**Competency 3:** The student will demonstrate industry standard presentation by:

1. Identifying measures or indicators of fashion trends and the actions needed to convey the intended concepts
2. Delivering dynamic presentations that capture and convince the intended audience
3. Applying computer software and other techniques to present a completed conceptualized idea

### **Learning Outcomes:**

- Communicate effectively using listening, speaking, reading, and writing skills
- Solve problems using critical and creative thinking and scientific reasoning
- Use computer and emerging technologies effectively