REGENT'S
UNIVERSITY LONDON

Available modules at Regent's School of Fashion and Design

FASHION

Module Code	Term	Module Name	Module Description	
FASH201	May not be available for Summer 14. Fall Winter Spring	Design Process	Design Process teaches you how to pinpoint a source of inspiration from a current or topical exhibition. Working to a set brief you will be introduced to research development and gain an understanding of how to apply a creative working process from inspiration, to design, to product. You can gain an understanding of how to apply the selection process to your work and how to pull information from various aspects to culminate in final range planning and capsule collections. With a strong understanding of 'idea development' and developing a 'concept' you can experiment with different media to find solutions for communicating these ideas in a creative visual format.	FASH202
FASH202	Fall Winter Spring	Drawing and Design Principles	Drawing and Design Principles introduces students to essential, practical techniques used in fashion. Students will develop knowledge and skills that will enable them to develop and communicate ideas using well understood design elements.	None
FASH 205	Fall Winter Spring	3D Form I	3D Form One introduces you to the basic concept of working in 3 Dimensions in order to create a 2 Dimensional 'block' or pattern for a selection of skirts of your own design. You will be introduced to the tools necessary for calculating specific body measurements, core terminology and cutting techniques enabling you to add seams, fullness, pleats, gathers and functional details. Working to a design brief you will be required to explore and collect research material to develop design ideas which will form the basis of your experimental garments.	FASH227
FASH 206	Fall Winter Spring	Marketing for Fashion	In Marketing for Fashion you will begin to gain knowledge of the concept of fashion marketing, the marketing environment and market segmentation. In this, your first introduction to fashion marketing, it is important for you to learn to apply basic marketing research skills, tools and methodologies, which will enable you to start to research contemporary fashion companies, their products and consumers and how they operate within the wider marketplace. Through exercises and group projects you will develop an understanding of effective team working.	ENGL106
FASH 207	Fall Winter Spring	3D Form II	3D Form II further develops your knowledge of basic pattern cutting skills focusing on the bodice. You will continue to develop your pattern production techniques and use of terminology. You will be working to a set brief requiring you to demonstrate development through initial research, design, experimentation and final garment.	FASH205
FASH 208	Fall	Promoting	In Promoting Fashion you will examine external and internal promotional activities of fashion	FASH206

		Fashion	companies including; public relations, fashion styling, fashion shows, advertising, visual merchandising and the fashion media. To understand the way in which fashion promotions work to promote fashion products and brands to consumers it is important to consider fashion promotion in relation to society and cultures. You will start to explore fashion communication through engagement with the visual and written areas of fashion promotion and the production of a series of promotional assignments which communicate to the consumer using words and images.	
FASH 209	Fall Winter Spring	The Fashion Cycle	In The Fashion Cycle you can gain a broad understanding of the fashion industry and the different contexts in which it sits. You will gain a good understanding of the structure of the industry and the way that fashion works. This can provide you with a good foundation on which to build deeper specialist knowledge as you move through your fashion program. You will learn how to explore the business of fashion through investigation, observation and gathering of materials. You can learn to question, discuss, and argue about current fashion business issues and to put forward ideas and information in presentations, and written work. You can learn how to know what is happening at the forefront of fashion, and to think about the future for fashion.	ENGL106
FASH 210	Fall Winter	Fashion Marketing Research	In Fashion Marketing Research you will develop your knowledge and understanding of fashion marketing through analytical enquiry into the business of fashion. You will research, analyse and present an informative report on a selected aspect of the fashion industry. Your research will include aspects of locating and utilizing both market and competitor intelligence from a wide range of sources. You can broaden your understanding of fashion marketing practices, and the strategies and techniques used by companies to give competitive edge. Within this context, you will also be introduced to fashion marketing in the context of the wider marketplace, taking into consideration global, environmental and cultural issues.	FASH206
FASH 212	Fall Winter Spring	Historical and Contextual Studies	In Historical and Contextual Studies you will be introduced to studying fashion from a historical and contextual viewpoint. The course will introduce fashion as a cultural phenomenon that can enable you to develop an analytical approach to contemporary fashion. Fashion is understood as object, image and idea and will be explored as such through the analysis of designs, images and ideas. The course will explore the links between clothing and other mediums and will be thematic as well as historically chronological in approach. You will be introduced to methods of enquiry and terminology which you will be able to use in your own marketing and/or design practice.	ENGL106
FASH 214	Fall Winter Spring	Targeting Customer	In Targeting Customers you will study consumer buyer behaviour, analysing its relationship to how consumers purchase fashion products and brands. The course will focus on research into consumer attributes and trends that inspire and influence the purchase of fashion products. You can develop an understanding of how cultural, social, personal and psychological characteristics	FASH210

			of consumers affect their buyer behaviour. You can develop an understanding about how customer attributes including geo-demographics, social class, life cycle, reference groups, lifestyles, values and attributes affect the development and marketing of international fashion product and brands. You will learn how market researchers effectively communicate their findings to others, through statistical, biographical and visual formats.	
FASH 216	Fall Winter	Images and Society	In Images and Society you will be introduced to a range of theories about how society uses images to communicate and express. Our contemporary culture is saturated with imagery, we are bombarded by images: advertising, TV, photography, film, art and the internet all clamour for our attention. Our relationship with these visual signs, how we read, respond to and/or ignore them is a key factor in the way we live our lives. This course aims to provide the student with the visual and theoretical literacy with which to survive this bombardment and turn the energy of the world of visual communication to their advantage in its application within the world of fashion promotion.	VCDD201 FASH212
FASH 221	Fall Winter Spring	Fashion Portfolio I	Fashion Portfolio One introduces you, as potential fashion designers to the concepts, techniques and uses of various medium that will enable you to communicate your ideas. This will be achieved through drawing live models using line and color, representing texture and movement. This can develop your perception and visual interpretation of garments and how they relate to the human form.	FASH201 VCDD201
FASH 223	Winter Spring	Textiles I	In Textiles for Fashion you will be introduced to various hand knitting, crochet, felting and weaving techniques. Working to a brief the course allows you the opportunity to explore, create, develop and display your textiles on illustrative boards for professional presentation of your collection. You will have the opportunity to design for men's or women's wear.	FASH207
FASH224	Fall Winter	Textiles for Fashion II	The Textiles II course is a basic course in study of fibres, yarns, fabric construction methods, colouring processes, and finishing techniques. Emphasis is placed on the practical application of this knowledge in judging performance and in the proper use and care of fabrics used in the apparel industry.	None
FASH 227	Fall Winter Spring	Sewing Techniques	In Sewing Techniques you will be introduced, under close supervision, to the use of basic manufacturing processes, construction techniques and the study skills that are integral to the design process. You will keep a technical and sample file, showing your learning through this course. Using knowledge gained in manufacturing and construction, you will make a garment in response to a given brief incorporating the sewing techniques learned. You will keep a journal to document your learning and to review and reflect on your progress	None
FASH231	Winter	Retailing for	In Retailing for Fashion you will cover concepts, strategies and methodologies used for retailing	FASH209

		Fashion	management. You will explore the changing retail environment and methods of distribution including e-tailing, mail-order supermarkets and store retailing through which fashion companies sell their range of products. These include clothing, accessories, perfume and lifestyle products. As part of the course you will analyse these various formats, fascias and environments that these companies use in successful fashion retailing.	
FASH 241	Fall Winter Spring	Fashion Shows	In Fashion Shows you will be introduced to the different roles that have to work together in order to create a successful fashion show. You can develop an understanding of tradition runway shows in the context of other fashion events and their role within contemporary fashion. You can learn the theory of fashion show production through lectures and guest talks, and work in teams to plan a professional event	None
FASH 300	Winter Spring	Creative Drape	Creative Drape builds upon the cutting skills you gained in previous courses and introduces how to apply drape and volume to garments. You will discover and develop the techniques of manipulating paper drafts and draping directly onto the stand and to judge which method would be most suitable. There is a set design brief enabling you to work with greater autonomy as you develop the visual and verbal language with which to communicate the techniques, technologies and materials with skill and imagination. This can enable you to demonstrate good working practice in response to critical assessment.	FASH207
FASH 301	Fall Winter Spring	Fashion Trends	In Fashion Trends you will look at how they arise by considering macro business environmental drivers as well as social and cultural influences. You will consider trend identification, market assessment and competitive response strategies. This can be preparation for fashion product development, range planning and the exploitation of market opportunities	Level 200 courses
FASH 303	Summer Fall Spring	Womenswear I	In Womenswear I you will build, expand on and apply technical, theoretical and design skills and knowledge from 3D Form I to III (also Textiles for Fashion and Creative Drape for Fashion Design students). This course can enable you to explore and generate creative design concepts through research and interpretation of a given project brief and will give you the opportunity to demonstrate your skills through range building and planning, use of fabrication, colour, selection and styling of a range of male or female garments. Working with increased independence and autonomy, you will complete a sketchbook, design boards and finished outfit.	FASH311
FASH 304	Fall Winter Spring	Fashion Product Development	In Fashion Product Development you will build on your earlier classes to relate current and future fashion trends to "desirable" fashion products. You will work in a team to respond to an identified fashion trend to plan and manage the design of a new product / range extension or the	FASH214

			development of a marketing plan. This could involve repositioning an existing product range or developing a new product range for an existing or new market.	
FASH 305	Summer Fall Spring	Womenswear II	In Womenswear II you will build, expand on and apply technical, theoretical and design skills and knowledge from 3D Form I to III (also Textiles for Fashion and Creative Drape for Fashion Design students). This course can enable you to explore and generate creative design concepts through research and interpretation of a given project brief and will give you the opportunity to demonstrate your skills through range building and planning, use of fabrication, colour, selection and styling of a range of male or female garments. Working with increased independence and autonomy, you will complete a sketchbook, design boards and finished outfit. (FASH 303 Womenswear I and FASH 305 Womenswear II can be taken together).	FASH311
FASH 306	Fall Winter	Fashion Branding	In Fashion Branding you will explore contemporary fashion brands and examine the strategies they use to create a unique personality, generate appeal and generally develop a 'desirability factor' for potential consumers. This course will build directly on your skills and knowledge by deepening the understanding of the complexity of brands and branding, from conception and development, through to the management and marketing of the end products. The course will cover the development of values and ethics required to develop successful brands, as well as the creation of identity, revitalization and extension strategies. You will also explore the implications of changing environments for fashion consumers and fashion brands, and employ creative thinking, innovative problem solving and applied skills and methodologies to investigate and develop appropriate solutions to brand strategies.	FASH214
FASH 308	available in summer Fall Winter Spring	Media and PR	In Media and PR you will learn how fashion communications are planned, written managed and delivered. Through directed activities you will experience situations replicating the 'real-life' of working in the fast paced roles of fashion public relations and journalism. These assignments will develop your knowledge and understanding of the dynamics and interplay between the key fashion promotion sectors, highlighting the methodologies required for building successful working relationships within these roles. During this course, you will be expected to work with a degree of autonomy, structuring your own time management and applied research to a professional level and developing your professional and communication skills to a higher level. You will also be required to utilize a range of new and emerging technologies and applications to the media and communication assignments.	FASH216 FASH312
FASH 309	Fall Winter	Styling Fashion	In Styling Fashion you will explore the skills required for this growing specialty in the fashion industry. The stylist creates the visual fashion story whether it is for art, photography, video,	Level 200 courses

	Spring		window display, advertising, promotions or fashion shows. You will have the opportunity, in groups, to spend time in a photographic studio and on location to develop an understanding of the role of stylist on fashion shoots, and other scenarios	
FASH 310	Winter Spring	Fashion Buying	Fashion Buying presents buying practices and techniques, with an examination of consumer buying power, major market resources, governmental regulations and merchandise analysis. Through a simulated experience, students will conduct research and plan a six-month seasonal dollar merchandise plan. A final product book will include all stages of development of the seasonal merchandise plan including trend forecasting, vendor negotiation, and profitability analysis.	FASH214
FASH 311	Winter Spring	3D Form III	3D Form III extends your knowledge of pattern cutting and introduces the skills required to cut and make trousers. You will continue to develop your pattern production techniques, use of tools required for drafting trousers and employ an extended use of appropriate construction terminology. You will work to a design brief requiring you to demonstrate how you developed initial research and design ideas for both the mens and womenswear market.	FASH207
FASH 312	available in summer Fall Winter Spring	CAD for Fashion Marketing	CAD for Fashion Marketing re-enforces the application of creative software (Photoshop, Illustrator, etc), to advance student's skills with computer applications used to enhance fashion presentations including colour rendering of drawings and drafting of flats. Students will design a collection, and all the appropriate accoutrements that sit alongside the collection. Students will then take this work and develop and present it in a professional manner using the CAD skills learned in this class.	VCDD201
FASH 314	Winter Spring	Strategic Fashion Marketing	Strategic Fashion Marketing gives students the opportunity to develop marketing strategies and tactics from initial concept to finished proposal. Students will utilize elements of management leadership, critical thinking, problem-solving and creative skills to develop a strategic marketing initiative and implementation plan.	FASH306
FASH 315	Fall Winter Spring	Fashion Accessories - Millinery	In Fashion Accessories you will be introduced to the specialist cutting and manufacturing skills involved in creating accessories. Whilst building on existing conceptual and design skills, you can develop a strong understanding of the accessories market place and the relationship between this and the fashion garment industry. You will produce a small range of pieces with the opportunity to explore millinery, glove making and fashion bags or shoes. This course provides the option to design for men or women.	FASH207
FASH 322	Elective – put on as	Journalism for Fashion	Journalism for Fashion is the basis of fashion advertising copy for media and public relations (PR). You can develop a sound understanding of its role within the wider context of the contemporary fashion industry by researching its history and understanding its growth and development.	

	required or if interest expressed		Through workshops and tuition you will expand your individual creative writing skills, learn about interview techniques and identify job opportunities within the industry.	
FASH 340	Winter Spring	CAD for Fashion Design	CAD for Fashion re-enforces the application of creative software (Photoshop, Illustrator, etc), to advance student's skills with computer applications used to enhance fashion presentations including colour rendering of drawings and drafting of flats. Students will design a collection, and all the appropriate accoutrements that sit alongside the collection. Students will then take this work and develop and present it in a professional manner using the CAD skills learned in this class.	VCDD201
FASH 350	Spring	Fashion Portfolio II	Fashion Portfolio II can enable you to further develop and enhance your individual drawing style, employing and expanding on the skills, technology and media introduced in Fashion Portfolio I. You can interpret the fashion figure by drawing a variety of poses and outfits from life, discovering how the figure can be dramatized in order to show the body and garments to visual advantage. We will examine methods of achieving professional levels of garment representation, layout and overall presentation. This will be done manually and/or using appropriate computer software.	FASH221
FASH 355	available in summer Fall Winter Spring	Fashion Event Management	In Fashion Events Management you will be introduced to the different roles that have to work together in order to create a successful fashion event. You will develop an understanding of traditional runway shows and other fashion events such as exhibitions, seasonal press days and PR marketing activities to understand their role within contemporary fashion. You will learn the theory of fashion event production through lectures and guest talks, and work in teams to plan a professional event.	None
FASH 404	Fall	Integrated Marketing	In Integrated Marketing you will be exposed to innovative and visionary contemporary marketing communication campaigns, used to generate awareness and sales of brands, products or services in fashion and fashion related sectors. You will cover fashion communication media within a fully integrated fashion marketing communications strategy. You will be working as part of a team to develop ideas and proposals for integrated marketing communications in response to a complex brief.	FASH308
FASH 405	Fall	Fashion Menswear	Fashion Menswear enables you to build upon the design, technical and cutting skills you have learned up to this point. You will focus on developing a collection that demonstrates the specialist	FASH303 FASH305

			skills involved, in the relevant area of design, its market and trends. There is a set design brief enabling you to work with greater autonomy. You will employ materials, techniques and technologies with imagination to enable the creation and development of a range of clothing. You will make one outfit from your designed collection. You will demonstrate good working practice in response to critical assessment.	
FASH495	Winter	Design Study	This course involves the intensive study of a particular aspect of fashion design. The specific topics of this course will be determined by the interests of both the students and the instructor.	All 300 level courses
FASH 412	Fall	CAD for Fashion II	This course introduces students to industry specific software. Various 2D and 3D design and visualisation software packages will be examined, discussed, and utilised within fashion design briefs. Advanced Photoshop, Illustrator, and other bitmap and vector techniques will be complimented by 3D techniques such as Second Life, Clo3D, and Optitex (subject to availability). These tools will be employed in the conceptual development, as well as the design, range-planning, technical drawings, illustration and presentation of fashion collections.	FASH340
FASH 440	Available in summer Spring	Fashion Business	The Fashion Business course is designed to introduce students to business operations and practices in the fashion industry. The course combines the acquisition of knowledge and skills to start a fashion business and involves developing a business plan, complete with market analysis, forecasting, target customer research, and financial information.	FASH310
HUMA405	Fall Winter Spring	Design & Sustainability	Design & Sustainability will critically explore the role of design in consumer culture and the debates that have emerged about sustainability in the latter part of the 20th century onwards. It will evaluate theoretical perspectives on topics such as consumption, identity, free/fair trade and globalisation, and consider the design strategies that attempt to address the global, environmental and social issues highlighted in sustainability	SSCI305
SSCI305	Fall Winter Spring	The Body in Culture	Building on the foundation knowledge (history, context and framework for the academic study of fashion) gained in Level 100; Body in Culture will explore critically some of the main issues surrounding fashion in contemporary culture. You will be introduced to theories that provide the analytical tools for the investigation of fashion as object, image and idea. The course is thematic and explores mainly design, images and ideas from the 1950's onwards.	FASH212

VCDD201	Fall Winter Spring	Computer Design I	In Computer Design I you will be introduced to the techniques, processes and commercial applications of digital imaging for the fashion industry and in particular fashion marketing. You will develop a working knowledge of basic and intermediate imaging techniques and create visuals and texts, using Photoshop and Illustrator. You will explore how fashion uses visual communication and image for marketing its product and creating brand awareness through advertising, advertorial and packaging.	ENGL106

Available modules at Regent's School of Fashion and Design

INTERIOR DESIGN

IDIA 103	generally offered every term	INTERIOR DESIGN I	Students will be lead to understand the diversified disciplines within the field of interior design. Exploration of basic factors effecting applied design principles and elements will be emphasized. The students will study the aesthetic response of the elements of design in both two dimensional and three dimensional applications. Instruction in the development of networking skills and basic presentation skills is integral to this course.	
IDIA 105	generally offered every term	ARCHITECTURAL DRAFTING	In this course, the student is introduced to the fundamentals and transported through advanced techniques of manual drafting and the tools used in these techniques. Included in these skills will be reading architectural scales, manual drafting of floor plans, elevations, sections, and interior details. Students will develop skills in line weight, lettering, annotations, as well as axonometric drawings.	
IDIA 110	generally offered every term	HUMAN FACTORS & CONTEXTUAL STUDIES IN INTERIOR DESIGN	In this course students will research the relationship between interior space, human inhabitation of space, and the context of a given space. Geographical, topographical, structural, social and cultural conditions are deeply intertwined with the physical structure of buildings and the human perception of interior spaces. Students will learn how the physical make up of the human body as well as human spirit, cultural influences, and climatic factors influence relationships in a built environment.	
IDIA 202	generally offered every term	CAD I	In this course, students are introduced to the fundamentals of computer aided drafting and the tools used in this technique. Students can learn basic computer drafting vocabulary, line weights and values, as well as the skills necessary to produce floor plans, interior elevations, building sections, and reflected ceiling plans.	
IDIA 215	generally offered every term	INTERIOR DESIGN II	Emphasis in this course is placed on the advanced understanding of the basic elements and principles used in interior design, such as form function and ergonomics. Students can learn to use those factors in practical applications to create successful designs. Knowledge of the ID programming process will be developed and how this process is used to address client needs. This is the process which leads to a harmonious, successful design solution for the professional Interior Designer.	
IDIA 216	generally offered every term	DRAWING BASICS BASICS FOR DESIGN	Drawing skills are an essential part of visual communications used in Interior Design. This course will give students a foundation in sketching and idea development through drawings. These skills will form the basis of further skills in presentation drawings developed in later courses.	

IDIA 300	Summer & Winter terms only	RESIDENTIAL INTERIOR DESIGN I	This is a fundamental studio course in which the student develops a residential interior. The course includes lectures, in-class assignments, on-site investigation, field trips and critiques. The student will be expected to accomplish projects and learn essential skills such as contextual analysis, client analysis, programming, space planning, furniture and finish selection.	
IDIA 303	Fall & Spring terms only	INTERIOR DESIGN DETAILING	In this course, the student will develop interior detailing technical skills such as stairways, doors, windows, and all other relevant building components. Built-in furniture details for residential and commercial spaces may also be investigated.	
IDIA 306	generally offered every term	BUILDING SYSTEMS AND CODES	In this course the student can develop an understanding of the basic elements of construction and building systems including, mechanical, electrical and plumbing systems. Emphasis is placed on the development of a related vocabulary and a critical understanding of the interaction between the design idea and the construction method.	
IDIA 307	Summer & Winter terms only	FURNITURE DESIGN	This course focuses on the issues related to furniture design including construction, styles, function and technical aspects. Through the study of the human form and by researching appropriate materials and construction techniques, students can develop a design of a furniture prototype from initial concept to construction.	
IDIA 308	Fall & Spring terms only	HISTORY OF ARCHITECTURE & DESIGN I	This course is a survey of architectural and period design styles from the Egyptian through to the Classical Revival and on to the turn of the 20th century. Students will study how the economy and the arts of the period influenced the designs of architecture, furniture, and interior decorative finishes for each major period of history. Knowledge of the terminology and the recognition of district identifiable details, styles, & influences are expected to be attained through lectures, slide presentations, and analytical assignments. Emphasis is placed on identifying period styles.	
IDIA 311	Fall & Spring terms only	LIGHTING FOR INTERIOR SPACES	The impact of light in one's environment will be studied in this course. Students can learn the importance of bringing spaces to life through great lighting design. The factors of natural light use, daylight harvesting, energy consumption, and the variety of lamp technology available will be addressed. Lighting fixtures, specification methods, and methods of measuring light levels will be included.	
IDIA 312	Fall & Spring terms only	COMMERCIAL ENVIRONMENTS STUDIO	This is a fundamental studio course in the design of environments for commercial usage. Through studio work, research methods, classroom instruction, and fieldtrips, the student can develop and understanding of commercial environment needs. The student will complete a full interior design programming process in which they will research a client's needs and assets, do an analysis of this information, and complete the space planning as well as all other aspects of the design for the client. This is a course to address general office and small commercial environments. A final juried	

			presentation of the students work will be required.	
IDIA315	Summer & Winter terms only	RENDERING TECHNIQUES	Instruction intention in this course is to determine the variety of media types used in producing coloured renderings for visual communication of a design project. Students can learn techniques of rendering application of hand drawn perspectives and visuals. In addition students will advance their knowledge of board presentations of their design solutions	
IDIA 323	Fall & Spring terms only	MATERIALS & RESOURCES	This course can develop a student's understanding of the physical materials used in interior finish applications and how to source those materials. The scientific composition of materials, how they are produced or processed, and how they are applied as interior finishes will be addressed. Materials covered will include all general categories that are non-textile products. Students can learn how to specify appropriate materials, estimate and budget materials, and general installation knowledge of each material area. Knowledge of sustainability factors of various materials and how a given material impacts accessibility will be addressed as well.	
IDIA328	Summer & Winter terms only	HISTORY OF ARCHITECTURE II AND DESIGN	This course is a survey of architectural and period design styles from the turn of the 20th century through to contemporary times. Students can study how the economy and the arts of the period influenced the design of architecture, furniture, and interior decorative finishes for each major period of history. Knowledge of the terminology and the recognition of district identifiable details, styles, and influences are expected to be attained through lectures, slide presentations, and analytical assignments. Emphasis is placed on identifying period styles, as well as prominent designers impacting the period style.	
IDIA330	Fall & Spring terms only	DRAWING AND PERSPECTIVE DEVELOPMENT	The importance of drawing interior spaces as a means of client communication is essential in the interior design field. Students in this course can learn basic sketching skills and the use of perspective drawings in visually communicating design solutions. This course addresses sketching techniques, how to develop a sketch with shadow, line and texture, and how to develop a drawing using 1 point, and 2 point perspective techniques. The media emphasis for this course is primarily pencil and ink.	
IDIA 401	Spring term only	EVENT DESIGN	This course enables the student to understand the presentation of design elements associated with ephemeral and transient events such as exhibitions, conventions, displays and set design. Selection of materials, budgeting, construction methods, and dismantling, storing and transportation techniques will be integrated in the design process and final design. Presentations to include working drawings, models and detailing.	
IDIA 402	generally offered every	ID PROFESSIONAL PRACTICES	In this course students can learn the basics of business practices for the interior design industry. Students can learn to use standardized business forms for running an efficient cost effective design business, bookkeeping basics, scheduling, and marketing for a design business. In	

	term		addition students can learn to develop a business plan for developing and funding their own interior design practice.	
IDIA 410	generally offered every term	WORKING DRAWINGS - CONSTRUCTION DOCUMENTS STUDIO	In this course, architectural drafting techniques, knowledge of product specification, and use of programming skills are applied to complete a set of architectural working drawings. This drawing package will include the design of a floor plan for a given space, construction details, elevations, and sections, as well as finish, door, and window schedules of the designed space. RCP layouts and switching plans and finish specifications will complete the working documents package. Completion of this package should allow actual construction of the built environment with minimal clarifications. Learning methods will include lecture, field trips, guest speakers, and hands on application of technique. Final package completion of the working documents will critiqued in a group interaction round table, to include industry professionals.	
IDIA 412	Fall & Spring terms only	CAD II	This course continues to build on the fundamentals of Computer-Aided Design I. Students can develop competencies in the production of drawings that require advanced levels of drawing commands and techniques for modelling 3D spaces, and then move on to familiarize with appropriate software for rendering. Emphasis is given to dimensioning systems, printing techniques, the preparation of construction documents, and developing production speed and efficiency.	
IDIA 420	generally offered every term	PORTFOLIO DEVELOPMENT	This course is a review and redevelopment of a senior student's previous studio coursework. The primary objective is to develop a professional level portfolio studio work that shows the depth and breadth of a student's interior design skills. In addition students will learn skills in professional resume writing while developing their own paper resume. This event will culminate in a mock interview to be attended by professionals from the interior design field, as well as potential employers and recruiters.	

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VISUAL COMMUNICATION

VCDD 101	generally offered every term	DESIGN PRINCIPLES	This course is a foundation class in principles relating to all areas of visual design. In this course, students can develop an awareness of the basic elements of visual language, aesthetics sensitivity, and the ability to think and act as a designer. Students explore methods for evoking intuitive responses through colour, shape, texture, rhythm, line, and other compositional elements. The class consists of both practical studio-based assignments and contextual studies areas.	
VCDD 102	generally offered every term	FUNDAMENTALS OF COLOR	This is a theoretical and practical course examining the visual forces of colour and colour relationships in traditional and electronic media. This foundation-level class is essential to all design students. Students can develop knowledge of colour principles and the ability to manipulate hue, value and chrome as well as sensitivity to aesthetic and psychological qualities.	
VCDD 201 available in summer	generally offered every term	COMPUTER DESIGN I	Utilizing digital media and traditional visualization techniques in the production of graphic art for print and screen, this course will develop skills accrued during Intro to Mac; examining closely the potential of the Macintosh or PC as a creative and communication tool. All assignments are related to professional practice. Adobe CS (InDesign, Photoshop, Illustrator, Dreamweaver, Flash, Acrobat) is the default software set for this class.	
VCDD 202	generally offered every term	DRAWING CONCEPTS	The techniques of drawing basic forms and shapes are developed through exercises that are designed to develop perceptual skills. The student studies volume, tone, texture, perspective, and composition. The exercises are presented in sequence and are designed to develop the individual student's basic drawing methods and techniques. Subject matter can vary from still life to figure drawing.	
VCDD 204	generally offered every term	FOUNDATION PHOTOGRAPHY	This course is an introduction to the aesthetics, concepts, and techniques of photography. Students apply this knowledge as they explore traditional or digital photography. This course is an essential foundation for all further areas of design study. NOTE: Cameras are available for loan.	
VCDD 231	generally offered every term	TYPOGRAPHY DESIGN I	Developing sensitivity toward the use of varied lettering and typographic forms is an essential foundation for all visual communicators. This course encourages a broad, creative approach to the subject, as well as explaining the history and methodology of modern typography and lettering in practical terms. The course will look at how type is structured, the importance of hierarchy in typographic design, type-only design and the successful integration of type and image.	
VCDD 225	generally offered every term	LIFE DRAWING	Working from live models, students can learn the basic fundamentals of drawing the human body in proportion and scale. Though the use of primarily black and white media, the student uses line and tone to structure the human figure.	

VCDD 290	generally offered every term	VISUAL COMMUNICATION HISTORY	This course traces the events and achievements that have shaped visual communication from the artists within ancient civilizations through to the present-day electronic revolution. The course is taught through a series of lectures and research projects. Students can learn about innovative technologies throughout the history of solving visual problems.	
VCDD 302	generally offered every term	GRAPHIC DESIGN I	Graphic design is the translation of ideas and concepts into structural order and visual form. This course aims to familiarize students with a brief history of graphic design and with the fundamental knowledge necessary to become competent designers in commercial fields. Students can learn to understand visual meaning and association, arrangement of design elements, and various other topics to prepare for successive classes within the program.	
VCDD 311	generally offered every term	DESIGN DEVELOPMENT I	This course takes a broader approach to creative design thinking, and encourages exploration of wider visual sources, media and methods of expression. Skills of visual judgment and critical assessment developed through projects and critiques instigate more complex and expansive frames of reference, both in terms of visual research and visual vocabulary. Emphasis is placed upon the use and development of research and visual vocabulary, as well as upon developing more expressive uses of typography, image and format, through the exploration and use of sequential and narrative devices, and an emphasis on the relationship and dialogue between communicator and audience. designers in commercial fields.	
VCDD 313	generally offered every term	COMPUTER DESIGN II	Building on the skills acquired in Computer Design I, this class will primarily focus on digital image manipulation within the realm of visual communication. Attention will be paid to how these skills can be seamlessly integrated into the personal and professional direction of the student's work.	
VCDD 314	generally offered every term	TIME BASED MEDIA	This course is designed for students to explore concepts and methods utilized in the various forms of time-based media. Students will be introduced to the exploration of time, narrative and motion development through the use of storyboarding, taking this work and developing it on a digital platform using industry standard software. This course encourages a creative and open approach to visual thinking and problem solving.	
VCDD 303	generally offered every term	WEB DESIGN I	This course is designed to teach students how to apply graphic design techniques to develop effective, aesthetically pleasing, and useful websites. The class serves an introduction to the basic principles of web design. The course can teach students how to plan and develop well-designed websites, through the use of HTML, that combine effective navigation techniques with the creative use of graphics, sound, and typography. Students can learn the effects of browser and computing platform on their design choices and gain a critical eye for evaluating website design.	
VCDD 306	generally offered	CREATIVE RESEARCH	As a foundation in understanding the nature of creativity, the goal of this course is to encourage and enable students to become self-motivated, capable of overseeing, independently and	

	every term		collectively, all aspects of the creative process. Key skills, essential in all the creative disciplines, will be developed through a series of lively group projects and individual assignments. These include competencies in visual and literacy research; the generation and development of ideas; critical evaluation; contextual analysis; discursive and collaborative skills; and competence in developing core concerns of the individual student.	
VCDD 320	generally offered every term	ILLUSTRATION I	This course explores concepts, methods and materials employed in contemporary illustration. Emphasis is placed upon development of ideas and the exploration of various media and techniques. This course encourages a creative and open approach to visual thinking and problem solving, while starting to develop the student's own visual language within defined illustration problems.	
VCDD 325	generally offered every term	PAINTING	This class offers a foundation in the studio practice of painting. Students are introduced to various techniques which are applicable to fine art and illustrational forms. The class encourages the exploration of visual language and personal creativity.	
VCDD 421	generally offered every term	ADVANCED GRAPHIC DESIGN I	Within the framework of design thinking already explored, this course examines structure, formats, sequences, and unities within books, publications, packaging, and online and digital formats. Emphasis is placed upon expanding and developing ideas to their full potential, looking at options, and rigorously examining design decisions. Projects are of a more comprehensive and extended nature than in prerequisite courses.	
VCDD 451	generally offered every term	SEQUENTIAL & NARRATIVE ILLUSTRATION	This course examines visual and narrative structures and conventions employed within various media including comic books, cartoon strips, picture books, film animation, and storyboarding of treatments. The student can develop his or her illustration skills by applying them towards visual storytelling.	
VCDD 461	generally offered every term	PHOTOGRAPHY FOR FINE ART	This course will offer students the opportunity to develop their photographic work within a Fine Art context. They will be introduced to the work of pioneers of this genre of photography as well as the early Experimental school of Photography, allowing them to explore different ways of using their techniques within a critical framework. Students can also be learn the fine art of printing, using fibre based paper.	
VCDD 462	generally offered every term	PHOTOGRAPHY FOR ADVERTISING	Students can learn professional advertising photography through assignments, lectures, demonstrations, and guest presentations. Topics include different lighting techniques for photographing food, pre-cuts, people, cars, and architecture, the effective use of props and backgrounds, and the differences in working with professional models and "real people". NOTE: High-end digital cameras are available for class and studio use.	
VCDD	generally	PHOTOGRAPHY	This course covers the practice and techniques of studio fashion photography. Through	

463	offered every term	FOR FASHION	assignments and critiques, the course will centre on the use of high-end professional digital cameras, and studio lighting to create an image of the fashion model. NOTE: High-end digital cameras are available for class and studio use.	
VCDD 464	generally offered every term	PHOTOGRAPHY FOR JOURNALISM	Students will investigate techniques and concerns of Photo Journalism. The course contains an overview of current and historical issues, as well as practical application of these concerns through the completion of assigned photo or film essays.	