

A - New Course Proposal V. 7.2022 : Entry # 2920**DEAN Decision**

Approved

Date

09/15/2023

Is this course intracollegiate or intercollegiate?

Intercollegiate

SCHOOL EPC Decision

Approved

Date

10/25/2023

GEC Decision

Approved

Date

12/12/2023

APIRC Decision

Approved

Date

01/12/2024

Begin Form**Today's Date**

09/11/2023

Your Name:

Victoria Brown

Your Email:vbrown@highpoint.edu**Are you a Department Chair?**

No

Department Chair Name

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Jane Nichols

Email address of your Department Chairjnichols@highpoint.edu**By checking below, I certify that my department chair has seen and approved the new course that I am proposing.**

Yes

Please select the appropriate school overseeing this proposal:

Arts & Design

Which semester is this course to be taught for the first time?

Fall 2024 or Spring 2025

Information for the Registrar**Choose the department designator from the list below.**

ITG

Proposed Course Number?

3000

Is this course cross listed?

No

Does this course replace a current course?

No

What is the title of the new course?

Surface Pattern Design

Write the catalog description of your proposed course:

This course provides an in-depth exploration of surface pattern design, or the act of creating art for surfaces of mass-manufactured products. Fabric characteristics and fabric construction techniques will be examined in terms of how surface pattern designs can be applied. Students will research textile and fashion industry trends and pull inspiration from a variety of sources, which will be followed by utilizing software to create repetitive patterns for a variety of surfaces. Field trips will be incorporated into the class to facilitate learning outside of the classroom. Students will also participate in critiques in the classroom to engage in the dynamic processes of problem solving, critical thinking, and reflexivity. Students will create narratives around their designs and participate in storytelling regarding how a full collection concept will be marketed.

How many credit hours will this course be?

4

How will the course be graded?

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Letter grade

Please select the course repeat option for this course:

Not repeatable for credit

What is the offering cycle for this course?

Yearly

Does your course have any prerequisites?

No

Is this new course being proposed because of a new or revised major or minor proposal?

NA

Any other comments for the Registrar at this time?

NA

Gen Ed and Academic Programs**Is this course part of Gen Ed?**

- Yes

Does your course count in the general education core (one of the core classes that cannot be double-dipped in your major or minor)?

None of the above

Does your course count in any general education categories that can be double-dipped in the core or in a major/minor?

- Integrative Learning

Please provide a rationale for how your course is integrative. Please explain how you weave in different disciplines or fields of study. If your course is housed within one discipline, please explain how the epistemologies you integrate within the course are different from one another.

Foundations of Graphic Design teaches image creation from the vantage point of storytelling and symbolism such as ideating, creating, and building visual metaphors that reflect various aspects of modern life, for example. Students simultaneously build hard skills in traditional and digital media while practicing design principles and color theory. Foundations in Fashion Merchandising are grounded in branding, consumer theory and behavior, marketing research, trend-forecasting, and a deep understanding of materials and industrial processes.

In this integrative course, students will learn how to take the quantitative and qualitative data from trend forecasting and market research as well as an in-depth understanding of material and textiles, and build a collection of designs that reflects this knowledge through a lens that is unique to each designer. Our students will use the industry-standard software for the development of their final collections. Finally, students will enclose their product in a professional, client-ready presentation utilizing professional typographic skills and knowledge of brand systems.

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This course equally blends the pedagogical approaches of both FMD and GDS in its approach to research, understanding of industry-specific workflow, and building a collection of work in a portfolio that is prepared for client review.

Will this course be team-taught?

Yes

Who will team-teach with you and which department / school do they work in?

Janis Dougherty / SOAD / Graphic Design

Does this course count towards a major or a minor?

Yes

Please list the Major / Minor and if it is Required or Elective

FMD Major - Elective

Is this course part of an academic program?

- This course does not fulfill academic program requirements

Does this course include any community engagement?

No

Does this course participate in the GoGlobal Program?

No

Information for Curriculum Review**Rationale and evidence for new course's consistency with departmental mission:**

This course will serve as an elective for FMD majors. It bridges together graphic design and fashion merchandising content and will further FMD student's knowledge about how to create pattern designs and expand their knowledge about what they can do with those. It will also broaden GDS students' knowledge about the textile and fashion industry. Many of the same principles are taught in both majors, but by offering this course, we can help students see new ways in which they can utilize their skills.

List all student learning outcomes for this course.

1. Students will be able to identify trends and translate them into surface pattern design concepts.
2. Students will be able to understand how fabrics are created and how surface pattern designs will be affected by those processes.
3. Students will be able to craft a persuasive narrative to market a primary surface pattern design and coordinating patterns.
4. Students will be able to communicate their designs and knowledge across a multitude of platforms, both orally and visually.

List any units or content areas that will be required for all sections of this course.

Design Process
Design Principles

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Design Elements
 Teamwork
 Fabric Construction
 Trend Forecasting/Identification
 Brand Storytelling

List any assignments, tests, or other assessments that will be required for all sections of this course.

Project 1 connects fabric characteristics and trend forecasting information with building basic patterns and software applications. Trend forecasting taps into all facets (ex. economy, culture, lifestyle, technology, etc.).

Project 2 connects narrative building and storytelling with creating a primary design and coordinates. Creatively using target market information and life experiences to develop a persuasive narrative.

Project 3 connects inspiration, fabric and trend knowledge, and storytelling with building a full collection concept.

Quizzes

Homework assignments

List any readings or other materials that will be required for all sections of this course.

Pentak and Lauer (2015). Design basics, 9th edition. Cengage Learning, ISBN: 978-1285858227

Meller, S. (2002). Two Hundred Years of European and American Patterns Organized by Motif, Style, Color, Layout, and Period. ISBN-13: 978-0810925083

List any course policies that will be required for all sections of this course.

Professional Behavior: Honor Code, Attendance, Final Exam Policies

Resources: counseling services, Starfish, Title IX, Writing Center, OARS

If you would like to specify how requirements for contact hours must be met for all sections of this course, please indicate below. (e.g., if any experiential learning activities will replace seat time)

NA

Is there anything else the reviewing parties should know about this new course proposal that hasn't been addressed?

NA

Sample Syllabus

- [Integrative-Template-Surface-Pattern-Design.docx](#)