

## Bachelor in Fashion Design and Pattern Drafting

### Main Language of Instruction:

French  English  Arabic

Campus Where the Program Is Offered: CSS

### OBJECTIVES

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The Bachelor in Fashion Design and Pattern Drafting aims to:

- Equip students with excellent technical skills while developing and refining their creative and marketing abilities. In the final year, students design and construct a collection of clothing, specializing in a specific market.
- Enable students to transition into the fashion industry immediately upon graduation.

The program is evenly divided between fashion design and pattern drafting. Fashion design involves the creative concepts while pattern drafting translates these concepts into constructed garment through draping, cutting and sewing. The combination of these disciplines is what gives ESMOD's methodology its added value and its graduates their unparalleled technical and creative expertise.

Students who wish to apply to our institution should have curious, critical and observant minds with high interest in fashion.

### PROGRAM LEARNING OUTCOMES (COMPETENCIES)

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- Analyzing trends and brand imagery within the fashion industry.
- Developing and designing collections, clothing lines, and individual garments.
- Executing garment production from designs, including pattern making and creating prototypes for submission to garment production workshops.
- Overseeing every step in the production process starting from design inception and constructing a plan for presenting designs. This includes advertising, imagery, and choosing products and accessories.

### PROGRAM REQUIREMENTS

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#### Required courses (180 credits)

Personal Research and Development (2 Cr.). Market and Consumer Analysis (2 Cr.). Historic Panorama of Fashion (2 Cr.). Textile 1 (4 Cr.). Figure Base (4 Cr.). Skirt Assembly (2 Cr.). Skirt Theory (4 Cr.). Creative Draping (2 Cr.). Skirt Application (4 Cr.). Inspiration Approach (2 Cr.). Collection Approach (4 Cr.). Textile 2 (2 Cr.). Technical Drawing (2 Cr.). Exam (4 Cr.). Digital Tools 2 (2 Cr.). Shirt Assembly (2 Cr.). Shirt Theory (4 Cr.). Creative Draping 2 (2 Cr.). Shirt Application (2 Cr.). Industrial Pattern Drafting (2 Cr.). Dress Theory (2 Cr.). Dress Application (4 Cr.). Collection Context (2 Cr.). Trend Book and Illustration (2 Cr.). Optical Illusion (2 Cr.). Tailored Suit Collection Application (4 Cr.). Technical Drawing (2 Cr.). Digital Tools (2 Cr.). Tailored Suit Assembly (2 Cr.). Tailored Suit Construction (4 Cr.). Tailored Suit Draping (2 Cr.). Production Strategy (2 Cr.). Creative Pattern Drafting (2 Cr.). Tailored Suit Execution (4 Cr.). Collection Approach (2 Cr.). Casual Wear Collection Application (4 Cr.). Enrichment Courses (2 Cr.). Marketing (2 Cr.). Digital Portfolio (2 Cr.). Final Exam (4 Cr.). Casual Wear Technique (2 Cr.). Casual Wear Assembly (2 Cr.). Realization of Group Casual Wear (4 Cr.). Pattern Drafting Technique (2 Cr.). Final Total Look (4 Cr.). Sector and Collection Context (2 Cr.). Creative Approach (4 Cr.). Collection Development (2 Cr.). Jury 1 (2 Cr.). Jury 2 (2 Cr.). Advanced Pattern Drafting Technique 1 (2 Cr.). Advanced Assembly (2 Cr.). Sleeve Development (4 Cr.). Volume Development (4 Cr.). Production Strategy (2 Cr.). Technique & Fabrics & Finishings (2 Cr.). Commercial Line (2 Cr.). Design Portfolio (2 Cr.). Jury 3 (2 Cr.). Jury 4 (2 Cr.). Coaching Marketing and Branding (2 Cr.). Graduate Project (4 Cr.). Final Prototype (4 Cr.). Final Collection (4 Cr.). Graduate Project (6 Cr.). Internship Report (4 Cr.).

## SUGGESTED STUDY PLAN

### Semester 1

| Code   | Course Name                       | Credits   |
|--------|-----------------------------------|-----------|
| FD01L1 | Personal Research and Development | 2         |
| FD03L1 | Market and Consumer Analysis      | 2         |
| FD04L1 | Historic Panorama of Fashion      | 4         |
| FD05L1 | Textile 1                         | 2         |
| FD06L1 | Figure Base                       | 4         |
| PD01L1 | Skirt Assembly                    | 2         |
| PD02L1 | Skirt Theory                      | 4         |
| PD08L1 | Creative Draping                  | 2         |
| PD60L1 | Skirt Application                 | 4         |
|        | <b>Total</b>                      | <b>26</b> |

### Semester 2

| Code   | Course Name                 | Credits   |
|--------|-----------------------------|-----------|
| FD30L2 | Inspiration Approach        | 2         |
| FD26L2 | Collection Approach         | 4         |
| FD27L2 | Textile 2                   | 2         |
| FD96L2 | Technical Drawing           | 2         |
| FD87L2 | Exam                        | 4         |
| FD29L2 | Digital Tools 2             | 2         |
| PD04L1 | Shirt Assembly              | 2         |
| PD05L1 | Shirt Theory                | 4         |
| PD21L2 | Creative Draping 2          | 2         |
| PD80L2 | Shirt Application           | 2         |
| PD28L2 | Industrial Pattern Drafting | 2         |
| PD25L2 | Dress Theory                | 2         |
| PD29L2 | Dress Application           | 4         |
|        | <b>Total</b>                | <b>34</b> |

### Semester 3

| Code   | Course Name                          | Credits |
|--------|--------------------------------------|---------|
| FD09L3 | Collection Context                   | 2       |
| FD10L3 | Trend Book and Illustration          | 2       |
| FD11L3 | Optical Illusion                     | 2       |
| FD89L3 | Tailored Suit Collection Application | 4       |
| FD88L3 | Technical Drawing                    | 2       |
| FD90L3 | Digital Tools                        | 2       |
| PD08L3 | Tailored Suit Assembly               | 2       |

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| PD90L3 | Tailored Suit Construction | 4         |
| PD10L3 | Tailored Suit Draping      | 2         |
| PD11L3 | Production Strategy        | 2         |
| PD16L3 | Creative Pattern Drafting  | 2         |
| PD13L3 | Tailored Suit Execution    | 4         |
|        | <b>Total</b>               | <b>30</b> |

#### Semester 4

| Code   | Course Name                        | Credits   |
|--------|------------------------------------|-----------|
| FD30L4 | Collection Approach                | 2         |
| FD86L4 | Casual Wear Collection Application | 4         |
| FD35L4 | Enrichment Courses 1               | 2         |
| FD84L4 | Marketing                          | 2         |
| FD85L4 | Digital Portfolio                  | 2         |
| FD34L4 | Final Exam                         | 4         |
| PD81L4 | Casual Wear Technique              | 2         |
| PD28L4 | Casual Wear Assembly               | 2         |
| PD29L4 | Realization of Group Casualwear    | 4         |
| PD82L4 | Pattern Drafting Technique         | 2         |
| PD30L4 | Final Total Look                   | 4         |
|        | <b>Total</b>                       | <b>30</b> |

#### Semester 5

| Code   | Course Name                           | Credits   |
|--------|---------------------------------------|-----------|
| FD91L5 | Sector and Collection Context         | 2         |
| FD92L5 | Creative Approach                     | 4         |
| FD93L5 | Collection Development                | 2         |
| FD94L5 | Jury 1                                | 2         |
| FD95L5 | Jury 2                                | 2         |
| PD91L5 | Advanced Pattern Drafting Technique 1 | 2         |
| PD92L5 | Advanced Assembly                     | 2         |
| PD93L5 | Sleeve Development                    | 4         |
| PD94L5 | Volume Development                    | 4         |
| PD95L5 | Production Strategy                   | 2         |
| FDPDL5 | Internship Report                     | 4         |
|        | <b>Total</b>                          | <b>30</b> |

## Semester 6

| Code   | Course Name                       | Credits   |
|--------|-----------------------------------|-----------|
| FD96L6 | Technique, Fabrics and Finishings | 2         |
| FD95L6 | Commercial Line                   | 2         |
| FD94L6 | Design Portfolio                  | 2         |
| FD93L6 | Jury 3                            | 2         |
| FD97L6 | Jury 4                            | 2         |
| FD46L6 | Coaching Marketing and Branding   | 2         |
| FD99L6 | Graduate Project                  | 4         |
| PD32L6 | Final Prototype                   | 4         |
| PD33L6 | Final Collection                  | 4         |
| PD34L6 | Graduate Project                  | 6         |
|        | <b>Total</b>                      | <b>30</b> |

## COURSE DESCRIPTION

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| <b>FD01L1</b>  | <b>Personal Research and Development</b> | <b>2 Cr.</b> |
| This course focuses on building students' knowledge base covering preferred data and style.                            |  |              |
| <b>FD03L1</b>  | <b>Market and Consumer Analysis</b>      | <b>2 Cr.</b> |
| This course teaches students how to collaborate in teams and visualize styles.   |  |              |
| <b>FD04L1</b>  | <b>Historic Panorama of Fashion</b>      | <b>4 Cr.</b> |
| This course teaches students the process of developing a collection of skirts from start to finish.                    |  |              |
| <b>FD05L1</b>  | <b>Textile 1</b>                         | <b>2 Cr.</b> |
| This course explores a variety of fabrics, delving into their unique details.  |  |              |
| <b>FD06L1</b>  | <b>Figure Base</b>                       | <b>4 Cr.</b> |
| This course focuses on developing drawing and coloring skills while also exploring the color wheel.                    |  |              |
| <b>PD01L1</b>  | <b>Skirt Assembly</b>                    | <b>2 Cr.</b> |
| This course explores the sewing process and the use of numerical tables.   |  |              |
| <b>PD02L1</b>  | <b>Skirt Theory</b>                      | <b>4 Cr.</b> |
| In this course, students will become familiar with the 2D and 3D construction of different types of skirts.            |  |              |
| <b>PD08L1</b>  | <b>Creative Draping</b>                  | <b>2 Cr.</b> |
| This course focuses on developing a creative approach inspired by Shingo Sato.   |  |              |
| <b>PD60L1</b>  | <b>Skirt Application</b>                 | <b>4 Cr.</b> |
| In this course, students will construct and execute a personal skirt, focusing on the development of production files. |  |              |

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| <b>FD30L2</b>  | <b>Inspiration Approach</b>        | <b>2 Cr.</b> |
| This course provides students with a foundation of knowledge that extends into their deep personal universe.             |                                    |              |
| <b>FD26L2</b>  | <b>Collection Approach</b>         | <b>4 Cr.</b> |
| This course teaches students the process of developing a collection of shirts from start to finish.                      |                                    |              |
| <b>FD27L2</b>  | <b>Textile 2</b>                   | <b>2 Cr.</b> |
| In this course, students will combine different fabrics in crafting a sweater.   |                                    |              |
| <b>FD96L2</b>  | <b>Technical Drawing</b>           | <b>2 Cr.</b> |
| This course equips students with the skill of manually sketching skirts, shirts, and dresses.                            |                                    |              |
| <b>FD87L2</b>  | <b>Exam</b>                        | <b>4 Cr.</b> |
| In this course, students will develop a full collection from start to finish.  |                                    |              |
| <b>FD29L2</b>  | <b>Digital Tools 2</b>             | <b>2 Cr.</b> |
| This course provides students with proficiency in digitally manipulating photos and drawings.                            |                                    |              |
| <b>PD04L1</b>  | <b>Shirt Assembly</b>              | <b>2 Cr.</b> |
| This course explores the sewing process and the use of numerical tables.   |                                    |              |
| <b>PD05L1</b>  | <b>Shirt Theory</b>                | <b>4 Cr.</b> |
| In this course, students will become familiar with the 2D and 3D construction of different types of shirts.              |                                    |              |
| <b>PD21L2</b>  | <b>Creative Draping 2</b>          | <b>2 Cr.</b> |
| This course focuses on developing a creative approach to zero waste dress design.  |                                    |              |
| <b>PD80L2</b>  | <b>Shirt Application</b>           | <b>2 Cr.</b> |
| In this course, students will construct and execute a personal shirt, focusing on the development of production files.   |                                    |              |
| <b>PD28L2</b>  | <b>Industrial Pattern Drafting</b> | <b>2 Cr.</b> |
| In this course, students will create a professional production file for their personal designs.                          |                                    |              |
| <b>PD25L2</b>  | <b>Dress Theory</b>                | <b>2 Cr.</b> |
| In this course, students will become familiar with the 2D and 3D construction of different types of dresses.             |                                    |              |
| <b>PD29L2</b>  | <b>Dress Application</b>           | <b>4 Cr.</b> |
| In this course, students will construct and execute a personal dress, focusing on the development of production files.   |                                    |              |
| <b>FD09L3</b>  | <b>Collection Context</b>          | <b>2 Cr.</b> |
| This course helps students develop sources of research to enrich their personal creative universe.                       |                                    |              |
| <b>FD10L3</b>  | <b>Trend Book and Illustration</b> | <b>2 Cr.</b> |
| This course focuses on keeping students updated with fashion trends and teaching them different illustration techniques. |                                    |              |

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| <b>FD11L3</b>   | <b>Optical Illusion</b>                     | <b>2 r.</b>  |
| This course helps students transform creative volumes into tangible garments and develop motifs and prints.   |   |              |
| <b>FD89L3</b>   | <b>Tailored Suit Collection Application</b> | <b>4 Cr.</b> |
| This course focuses on conceptualizing and developing a coherent collection of tailored suit jackets and coordinated pants.                         |   |              |
| <b>FD88L3</b>   | <b>Technical Drawing</b>                    | <b>2 Cr.</b> |
| This course entails technically drawing a tailored suit jacket, incorporating all the details and zooming in for precision.                         |   |              |
| <b>FD90L3</b>   | <b>Digital Tools</b>                        | <b>2 Cr.</b> |
| This course focuses on digitally illustrating a fashion figurine and creating an interesting layout.  |   |              |
| <b>PD08L3</b>   | <b>Tailored Suit Assembly</b>               | <b>2 Cr.</b> |
| This course equips students with the knowledge to assemble all the details of the tailored suits and pants.   |   |              |
| <b>PD90L3</b>   | <b>Tailored Suit Construction</b>           | <b>4 Cr.</b> |
| This course enables the comprehension and execution of the concept and intricate details of tailored suits and pants.                               |   |              |
| <b>PD10L3</b>   | <b>Tailored Suit Draping</b>                | <b>2 CR.</b> |
| This course focuses on translating designs using the draping technique.   |   |              |
| <b>PD11L3</b>   | <b>Production Strategy</b>                  | <b>2 Cr.</b> |
| In this course, students will develop a production file for industrial production.  |   |              |
| <b>PD16L3</b>   | <b>Creative Pattern Drafting</b>            | <b>2 Cr.</b> |
| This course focuses on transforming basic patterns into creative details and patterns.  |   |              |
| <b>PD13L3</b>   | <b>Tailored Suit Execution</b>              | <b>4 Cr.</b> |
| In this course, students will execute their personal designs.   |   |              |
| <b>FD30L4</b>   | <b>Collection Approach</b>                  | <b>2 Cr.</b> |
| In this course, students will enrich and develop their sources of inspiration.  |   |              |
| <b>FD86L4</b>   | <b>Casual Wear Collection Application</b>   | <b>4 Cr.</b> |
| In this course, students will create and develop a coherent collection of casual wear jackets and coordinated pieces.                               |   |              |
| <b>FD35L4</b>   | <b>Enrichment Courses 1</b>                 | <b>2 Cr.</b> |
| This course entails creating a styled final look with coordinated clothing and accessories, followed by a photoshoot aligned with a chosen theme.   |   |              |
| <b>FD84L4</b>   | <b>Marketing</b>                            | <b>2 Cr.</b> |
| Students will learn about modern marketing principles, covering theory and practice from strategic planning to branding and promotional techniques. |   |              |

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| <b>FD85L4</b> | <b>Digital Portfolio</b> | <b>2 Cr.</b> |
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This course involves showcasing research findings, developments, and work from previous semesters in a creative portfolio.

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| <b>FD34L4</b> | <b>Final Exam</b> | <b>4 Cr.</b> |
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Students will present their final collection.

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| <b>PD81L4</b> | <b>Casual Wear Technique</b> | <b>2 Cr.</b> |
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This course focuses on understanding and constructing the concept of casual wear.

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| <b>PD28L4</b> | <b>Casual Wear Assembly</b> | <b>2 Cr.</b> |
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In this course, students will execute and assemble casual wear jackets featuring zipper closures, denim pockets, ribbed details and different sleeve designs.

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| <b>PD29L4</b> | <b>Realization of Group Casual wear</b> | <b>4 Cr.</b> |
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In this course, students will collaborate as a group to construct and execute a three-piece total look from the fashion design class, with a focus on fit, volume and textile.

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| <b>PD82L4</b> | <b>Pattern Drafting Technique</b> | <b>2 Cr.</b> |
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This course emphasized collaboration and idea exchange among students, incorporating new techniques and materials (fabrics) into their work.

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| <b>PD30L4</b> | <b>Final Total Look</b> | <b>4 Cr.</b> |
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This course entails selecting one total look from the final fashion design project, choosing between casual wear or a tailored suit, to execute.

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| <b>FD91L5</b> | <b>Sector and Collection Context</b> | <b>2 Cr.</b> |
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This course covers the following learning objectives:

- Identifying the codes of a chosen sector based on client preferences.
- Selecting appropriate fabrics and conducting finishing studies.
- Developing a theme and working on a mood board incorporating colors and fabrics.

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| <b>FD92L5</b> | <b>Creative Approach</b> | <b>4 Cr.</b> |
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This course focuses on creating volumes through creative exercises.

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| <b>FD93L5</b> | <b>Collection Development</b> | <b>2 Cr.</b> |
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In this course, students will learn to enrich a collection by developing a concept, and creating a comprehensive collection plan.

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| <b>FD94L5</b> | <b>Jury 1</b> | <b>2 Cr.</b> |
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In this course, students will learn how to visually present the story of a collection, drawing inspiration from various artists.

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| <b>FD95L5</b> | <b>Jury 2</b> | <b>2 Cr.</b> |
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In this course, students will learn how to present the plan of the entire collection, including a complete closet and a collection plan, using a kadapack.

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| <b>PD91L5</b> | <b>Advanced Pattern Drafting Technique 1</b> | <b>2 Cr.</b> |
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This course focuses on designing a strapless garment with various closure options, and creating a vest tailored to their chosen sector.

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| <b>PD92L5</b>  | <b>Advanced Assembly</b>                 | <b>2 Cr.</b> |
| In this course, students will practice applying different finishings inside an unlined jacket and draping a couture dress.   |  |              |
| <b>PD93L5</b>  | <b>Sleeve Development</b>                | <b>4 Cr.</b> |
| This course challenges students to unleash their creativity by modifying the sleeves of prescribed tailored suit and adapting them into their final collection.  |  |              |
| <b>PD94L5</b>  | <b>Volume Development</b>                | <b>4 Cr.</b> |
| In this course, students will conduct research and develop a volume for their final collection. They will then adapt this volume to the coat design incorporating it in the lineup of 12 final products.   |  |              |
| <b>PD95L5</b>  | <b>Production Strategy</b>               | <b>2 Cr.</b> |
| In this course, students will develop a comprehensive professional folder containing all production information, including technical sheets, costing sheets, measurements, finishings and sewing plans.  |  |              |
| <b>FDPDL5</b>  | <b>Internship Report</b>                 | <b>4 Cr.</b> |
| The internship report includes relevant details regarding the intern's experience, including a description of the position within the organization, completed tasks, and acquired skills.  |  |              |
| <b>FD96L6</b>  | <b>Technique, Fabrics and Finishings</b> | <b>2 Cr.</b> |
| This course covers the following learning objectives:  |  |              |
| <ul style="list-style-type: none"> <li>- Personalizing the silhouette according to each student's style.</li> <li>- Creating a balanced collection plan that harmonizes different pieces.</li> <li>- Elevating and refining garments to a higher level.</li> </ul> |  |              |
| <b>FD95L6</b>  | <b>Commercial Line</b>                   | <b>2 Cr.</b> |
| This course focuses on developing a secondary line featuring a commercially-oriented and simplified version.   |  |              |
| <b>FD94L6</b>  | <b>Design Portfolio</b>                  | <b>2 Cr.</b> |
| This course teaches students how to create a portfolio with attention to both layout and content, and styling and coordinating pieces with accessories. They will also gain skills in conducting photoshoots and producing shooting catalogues.                    |  |              |
| <b>FD93L6</b>  | <b>Jury 3</b>                            | <b>2 Cr.</b> |
| Students will complete the development of a commercial line consisting of 12 final pieces.   |  |              |
| <b>FD97L6</b>  | <b>Jury 4</b>                            | <b>2 Cr.</b> |
| Students will focus on three main aspects: the development of the main line, the creation of a commercial line, and the enhancement of brand development.  |  |              |
| <b>FD46L6</b>  | <b>Coaching Marketing and Branding</b>   | <b>2 Cr.</b> |
| This course teaches students how to position their brand in the market and conduct pricing studies. They will also learn how to create a brand identity including a logo and packaging.  |  |              |
| <b>FD99L6</b>  | <b>Graduate Project</b>                  | <b>4 Cr.</b> |
| The graduate project includes three key components: the creation of the main collection, the development of a commercial line, and the design of packaging solutions.  |  |              |





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| <b>PD32L6</b> | <b>Final Prototype</b> | <b>4 Cr.</b> |
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The final prototype consists of a collection comprising 12 products crafted on muslin fabric.

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| <b>PD33L6</b> | <b>Final Collection</b> | <b>4 Cr.</b> |
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Collection of 12 products on fabric.

Collection of 12 products with their production file.

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| <b>PD34L6</b> | <b>Graduate Project</b> | <b>6 Cr.</b> |
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Students will deliver a final presentation of their collection to a professional jury.

