

BACHELOR IN FASHION DESIGN AND PATTERN DRAFTING

Main Languages of Instruction:

French ☒ English ☒ Arabic ☐

Campus Where the Program Is Offered: CFDSS

OBJECTIVES

The Bachelor in Fashion Design and Pattern Drafting aims to prepare highly qualified professionals capable of combining creative design with garment development expertise throughout the fashion product development process. Built on ESMOD's distinctive dual-track methodology, the program simultaneously develops competencies in Fashion Design and Pattern Drafting while progressively integrating digital technologies, sustainability, professional communication, branding, and entrepreneurship.

Through competency-based learning, students acquire the knowledge, creative thinking, technical skills, and professional attitudes required to design, develop, produce, and communicate fashion collections that meet international industry standards and respond to the evolving needs of the fashion and luxury sectors.

PROGRAM LEARNING OUTCOMES (COMPETENCIES)

- Develop fashion concepts through structured research, storytelling, mood boards, color studies, and fashion databases to guide design direction.
- Develop coherent collections that demonstrate a clear and consistent creative direction.
- Apply sustainable design thinking to create responsible and environmentally conscious fashion projects.
- Use digital tools to create, communicate, and present fashion illustrations, technical drawings, and digital visual content.
- Produce professionally executed prototypes or garments that accurately reflect the original design intent.
- Communicate projects through structured oral presentations, professional portfolios, and documentation.
- Apply fundamental branding and marketing strategies to develop and promote a coherent fashion identity.

PROGRAM REQUIREMENTS

180 credits: Required courses (180 credits) and USJ General Education Program (34 credits – may be part of the above categories).

Fundamental Courses (180 Cr.)

Required Courses (180 Cr.)

Personal Research and Development (2 Cr.). Fashion Week Trends (2 Cr.). Textile (2 Cr.). Color Base (2 Cr.). Digital Performance 1 (2 Cr.). Skirt Collection Development (4 Cr.). Civic Engagement (2 Cr.). Skirt Assembly (2 Cr.). Skirt Theory (2 Cr.). Draping Techniques (2 Cr.). Skirt Implementation (4 Cr.). USJ Values in Daily Life (2 Cr.). Arabic Language and Culture (2 Cr.). Inspiration Approach (2 Cr.). Shirt Collection Development (2 Cr.). Sustainable Fashion (2 Cr.). Technical Drawing Level 1 (2 Cr.). Dress Collection Development (4 Cr.). Digital Performance 2 (2 Cr.). Shirt Assembly (2 Cr.). Shirt Theory (2 Cr.). Shirt Development (4 Cr.). Digital Basics (2 Cr.). Dress Theory (2 Cr.). Dress Production (4 Cr.). Collection Context (2 Cr.). Trends and Target Audiences (2 Cr.). Optic Prints Development (2 Cr.). Fashion Marketing (2 Cr.). Digital Performance 3 (2 Cr.). Casualwear Collection Development (4 Cr.). Casualwear Construction Technique (2 Cr.). Casualwear Assembly Technique (2 Cr.). Digital Pattern Drafting Techniques (2 Cr.). Creative Pattern Drafting (2 Cr.). Casualwear Look Development (4 Cr.). Collection Approach (2 Cr.). Technical Drawing Level 2 (2 Cr.). Tailored Suit Collection Development (4 Cr.). Fashion Styling (2 Cr.). Digital Portfolio (2 Cr.). Signature Collection (2 Cr.). Tailoring Fundamentals (2 Cr.). Tailored Suit Draping (2 Cr.). Tailored Suit Assembly (4 Cr.). Digital Production Strategies (2 Cr.). Tailored Suit Execution (4 Cr.). Garment Interpretation (4 Cr.). Collection Direction (4 Cr.). Collection Development (2 Cr.). Technical Drawing Level 3 (2 Cr.). Creative Textile (2 Cr.). Employability and Business Communication Skills (4 Cr.). Internship Report (4 Cr.). Advanced Assembly (2 Cr.). Advanced Draping (4 Cr.). Volume Research (2 Cr.). Volume Development (4 Cr.). Production

Strategy (2 Cr.). Collection Plan (2 Cr.). Second Line (2 Cr.). Photoshoot (2 Cr.). Professional Brand Identity (4 Cr.). Fashion Design Graduate Portfolio (6 Cr.). Final Collection Prototype (4 Cr.). Fabric Collection Development (2 Cr.). Pattern Drafting Graduate Collection (6 Cr.).

USJ General Education Program (34 Cr.)

Code	Course Name	Credits
	ENGLISH OR OTHER LANGUAGE	4
435EBCSL2	Employability and Business Communication Skills	4
	ARABIC	
	<i>Arabic Language and Culture</i>	2
435LALAL2	Arabic Language and Culture	2
	HUMANITIES	8
064VALEL1	USJ Values in Daily Life	2
	<i>Ethics</i>	2
FD27L2	Sustainable Fashion	2
	<i>Civic Engagement and Citizenship</i>	2
FD47L1	Civic Engagement	2
	<i>Other Humanities Course</i>	2
FD11L3	Optic Prints Development	2
	SOCIAL SCIENCES	8
	<i>Professional Integration and/or Entrepreneurship</i>	4
FD46L6	Professional Brand Identity	4
	<i>Other Social Sciences Course</i>	4
FDPDL5	Internship Report	4
	QUANTITATIVE TECHNIQUES	6
PD28L2	Digital Basics	2
PD11L3	Digital Production Strategies	2
PD82L4	Digital Pattern Drafting Techniques	2
	COMMUNICATION TECHNIQUES	6
FD99L6	Fashion Design Graduate Portfolio	6

SUGGESTED STUDY PLAN

Semester 1

Code	Course Name	Credits
FD01L1	Personal Research and Development	2
FD03L1	Fashion Week Trends	2
FD05L1	Textile	4
FD06L1	Color Base	4
FDXXL1	Digital Performance 1	2
FD04L1	Skirt Collection Development	4

FD47L1	Civic Engagement	2
o6VALEL1	USJ Values in Daily Life	2
PD01L1	Skirt Assembly	2
PD02L1	Skirt Theory	2
PD08L1	Draping Techniques	2
PD60L1	Skirt Implementation	4
	Total	28

Semester 2

Code	Course Name	Credits
FD30L2	Inspiration Approach	2
FD96L2	Technical Drawing Level 1	2
FD26L2	Shirt Collection Development	2
FD27L2	Sustainable Fashion	2
FD29L2	Digital Performance 2	2
FD87L2	Dress Collection Development	4
43LALAL2	Arabic Language and Culture	2
PD04L2	Shirt Assembly	2
PD05L2	Shirt Theory	2
PD28L2	Digital Basics	2
PD80L2	Shirt Development	4
PD25L2	Dress Theory	2
PD29L2	Dress Production	4
	Total	32

Semester 3

Code	Course Name	Credits
FD09L3	Collection Approach	2
FD10L3	Trends and Target Audiences	2
FD90L3	Digital Performance 3	2
FD84L4	Fashion Marketing	2
FD11L3	Optic Prints Development	2
FD86L4	Casualwear Collection Development	4
PD81L4	Casualwear Construction Technique	2
PD28L4	Casualwear Assembly Technique	2
PD83L4	Digital Pattern Drafting Techniques	2
PD16L3	Creative Pattern Drafting	2
PD29L4	Casualwear Look Development	4
	Total	26

Semester 4

Code	Course Name	Credits
FD30L4	Collection Approach	2
FD88L3	Technical Drawing Level 2	2
FD89L3	Tailored Suit Collection Development	4
FD35L4	Fashion Styling	2
FD85L4	Digital Portfolio	2
FD34L4	Signature Collection	4
PD90L3	Tailoring Fundamentals	2
PD10L3	Tailored Suit Draping	2
PD08L3	Tailored Suit Assembly	4
PD11L3	Digital Production Strategies	2
PD13L3	Tailored Suit Execution	4
PD30L4	Garment Interpretation	4
	Total	34

Semester 5

Code	Course Name	Credits
FD91L5	Collection Direction	4
FD92L5	Collection Development	2
FD93L5	Technical Drawing Level 3	2
FD94L5	Creative Textile	2
435EBCSL2	Employability and Business Communication Skills	4
PD91L5	Advanced Assembly	2
PD92L5	Advanced Draping	4
PD95L5	Production Strategy	2
PD93L5	Volume Research	2
PD94L5	Volume Development	4
	Total	28

Semester 6

Code	Course Name	Credits
FDPDL5	Internship Report	4
FD96L6	Collection Plan	2
FD95L6	Second Line	2
FD94L6	Photoshoot	2
FD46L6	Professional Brand Identity	4
FD99L6	Fashion Design Graduate Portfolio	6
PD32L6	Final Collection Prototype	4
PD33L6	Fabric Collection Development	2
PD34L6	Pattern Drafting Graduate Collection	6
	Total	28

COURSE DESCRIPTION

FD01L1	Personal Research and Development	2 Cr.
This course guides students in developing a personal universe through identity exploration and creative storytelling, based on structured fashion research. Using fashion databases, trend resources, and historical and contextual references, students gather, analyze, and synthesize information for concept development and a clear design direction. Students develop concepts, visual narratives, and color palettes that reinforce their ideas while exploring fabrics, prints, and creative textiles through both digital and in-person research to support both aesthetic intent and technical feasibility.		
FD03L1	Fashion Week Trends	2 Cr.
This course explores contemporary fashion trends through structured research, with a focus on analyzing fashion weeks, trend forecasting, and industry databases. Students identify a brand featured at a fashion week, focus on its fashion concept, and link it to trends, mood boards, color studies, and material research. The course also integrates digital tools for creating mood boards and fashion styling collages, supporting the clear visual communication of ideas. Through the development of group presentations, students bring together their ideas and communicate their research process and design outcomes in presentation format.		
FD05L1	Textile	2 Cr.
This course introduces the fundamentals of textiles in fashion design through research, material exploration, and the study of fibers, weaving techniques, and textile composition. Students learn to identify and distinguish fabrics through observation, touch, and material testing while exploring fabric drape, texture, and performance. Through practical demonstrations and workshops, they develop the ability to select and combine fabrics, prints, and colors to support cohesive design concepts and document their findings in an individual fabric booklet. The course also includes a material exploration project in which students design and produce their own textile using the knowledge and techniques acquired throughout the course.		
FD06L1	Color Base	2 Cr.
This course introduces the fundamental principles of color theory as a creative tool for fashion concept development and visual communication. Students explore the color wheel, color harmonies, and the expressive qualities of color through research, storytelling, and visual analysis. Working collaboratively, they investigate color-driven themes, aesthetics, or objects to develop digital visual content, curate cohesive color compositions, and communicate concepts through contemporary platforms. Individually, students translate their research into original mood boards and color palettes, demonstrating personal interpretation while maintaining a unified conceptual direction.		
FDXX	Digital Performance 1	2 Cr.
This course develops students' digital design and visual communication skills for the fashion industry through the use of Adobe Photoshop. They learn image editing, digital collage, and photo and fabric manipulation. The course also covers the fundamentals of design, typography, composition, digital color theory, and visual composition. By the end of the course, students are able to create and present cohesive visual design projects that effectively communicate fashion concepts through professional image editing, creative composition, and visual presentation.		
FD04L1	Skirt Collection Development	4 Cr.
This course introduces students to the creative development of a contemporary skirt collection. Through visual research, mood boards, storytelling, color exploration, and the development of reference databases, students establish a distinctive design direction supported by textile and/or print investigations. By applying contemporary design methodologies, students transform research into original garments. The design process emphasizes concept development, colored illustrations, technical drawings, and visual communication. The course culminates in a cohesive skirt collection that reflects innovation, strong design thinking, and a well-defined creative identity.		

FD47L1	Civic Engagement	2 Cr.
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In this course, students collaborate with the USJ O7 Club to design and produce upcycled fashion products for fundraising markets supporting charitable initiatives. Through the design and production process, students apply creative thinking, craftsmanship, and sustainable practices while responding to real-world community needs. The course fosters social responsibility, collaboration, and ethical engagement by encouraging students to use fashion as a tool for positive social impact. It also develops professional, entrepreneurial, and project management skills.

o64VALEL1	USJ Values in Daily Life	2 Cr.
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This course aims to heighten students' awareness of the core values of Saint Joseph University of Beirut (USJ) with the objective of integrating these values into their personal lives, interpersonal relationships, and professional conduct. Additionally, it encourages critical reflection on how the values outlined in the USJ Charter can influence their behaviors, actions, and decision-making in response to the challenges of the modern world. Furthermore, the course assists students in recognizing global issues and ethical responsibilities while equipping them to make positive contributions toward the advancement of a better society.

FD26L2	Shirt Collection Development	2 Cr.
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This course guides students through the development of an innovative shirt collection, beginning with in-depth visual research, mood board creation, storytelling, color curation, and the compilation of a comprehensive research database. Using innovative creative approaches, students translate their research into original garment designs. The course emphasizes the design process, focusing on concept development, full-color total-look illustrations, technical drawings, study pieces, and effective visual communication. It culminates in the creation of a cohesive shirt collection that demonstrates innovation, strong design thinking, and a well-defined creative identity.

FD27L2	Sustainable Fashion	2 Cr.
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This course challenges students to transform existing garments into innovative fashion outcomes through research-driven design, creative experimentation, and sustainable reconstruction practices. Guided by their personal universe, students develop a conceptual framework supported by visual research to inform the creative direction of their project. Through garment deconstruction and reconstruction, students explore multiple possibilities before refining and producing a single resolved design that demonstrates originality, technical competence, and minimal material waste. Emphasis is placed on low-waste thinking and the upcycling process. Students document each stage of their research, experimentation, and development in a clear and structured digital presentation.

FD29L2	Digital Performance 2	2 Cr.
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This course is a continuation of Digital Performance 1 and further develops students' digital design and visual communication skills for the fashion industry through Adobe Illustrator and an introduction to Adobe Fresco. Emphasis is placed on creating professional technical drawings using industry-standard vector-based techniques. The course also covers layout design, typography, composition, and art direction. By the end of the course, students are able to create and present a cohesive final project through accurate technical drawings, effective layouts, and a professional visual presentation.

FD30L2	Inspiration Approach	2 Cr.
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This course builds on students' foundational experience in fashion research and concept development, guiding students in the refinement of a personal design universe through more advanced identity exploration and narrative-driven practice. Using professional fashion databases, trend forecasting tools, and historical and contextual references, students engage in a more critical and selective analysis of information to strengthen and deepen their design direction. Students further develop and refine their concepts, visual narratives, and color systems with greater cohesion while conducting a more experimental and targeted exploration of fabrics, prints, and textile through digital and hands-on methods. This approach ensures a stronger integration of conceptual clarity, aesthetic development, and technical execution.

FD96L2	Technical Drawing Level 1	2 Cr.
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This course develops students' technical fashion illustration skills through the creation of accurate, industry-standard technical drawings for a variety of skirt styles and shirt designs. Emphasis is placed on line-weight hierarchy, accurate garment proportions, volume, dart manipulation, and precise design detailing. Students also learn to write clear and concise technical garment descriptions that effectively communicate construction details and design specifications using professional industry terminology. Digital tools are used to produce technical drawings and compile them into organized presentations that communicate garment information clearly and professionally.

FD87L2	Dress Collection Development	4 Cr.
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This course enables students to apply the knowledge and skills acquired throughout the academic year by developing a cohesive and contemporary dress collection. Guided by a personal concept and in-depth visual research, students create a mood board, curate a color palette, explore fabrics, prints, and materials, and generate original designs using their preferred creative approach. Students produce two colored total-look illustrations, technical drawings with garment descriptions, and two study pieces exploring key design details. The course emphasizes concept development, visual communication, and technical presentation, culminating in a dress collection that reflects creativity, technical proficiency, and a distinctive design identity.

435LALAL2	Arabic Language and Culture	2 Cr.
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This course introduces students to the Arabic language and Arab culture through one of the following specialized areas: media, the arts, literature, theater, or cinema. Students develop their Arabic language skills while exploring the cultural dimensions of their chosen field of study. The course focuses on the acquisition of practical communication skills and fosters an understanding of both contemporary and traditional Arab culture.

PDo1L1	Skirt Assembly	2 Cr.
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Skirt Assembly provides a comprehensive foundation in garment construction through the development and execution of skirt prototypes. Students develop practical skills in skirt assembly, pleat construction, pocket applications, and finishing techniques while strengthening their technical competence in garment assembly and execution. The course also introduces skirt pattern grading and circle skirt drafting based on body measurements, enabling students to apply essential pattern development techniques. Emphasis is placed on technical precision, craftsmanship, and professional construction standards, building a strong technical foundation for more advanced garment production.

PDo2L1	Skirt Theory	2 Cr.
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This course introduces students to skirt development through flat pattern drafting, draping, and garment construction. Students develop technical skills in pattern manipulation, dart transformation, and the realization of skirt designs by translating two-dimensional patterns into three-dimensional garments. Through progressively structured projects, they build proficiency in pattern development, construction techniques, and complete garment construction.

PDo8L1	Draping Techniques	2 Cr.
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The course is structured to introduce students to the fundamental principles of draping through the development of projects involving flared skirts and A-line skirt with pleats. It then advances to an exploratory project inspired by Shingo Sato's Transformational Reconstruction methodology, focusing on experimental draping, innovative pattern manipulation, and the development of innovative sculptural garment forms. Through the exploration of form, volume, and structure, students translate conceptual design ideas into innovative and technically refined garment compositions.

PD6oL1	Skirt Implementation	4 Cr.
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This course enables students to independently apply patternmaking, draping, and garment construction techniques to develop a personalized skirt from concept to completion. Working in parallel with the Fashion Design team, students transform their original design concepts into well-constructed garments by selecting,



adapting, and refining appropriate patternmaking and draping methods. Emphasis is placed on technical accuracy, creative problem-solving, and high-quality craftsmanship, while a comprehensive production folder documents the complete design and development process from initial concept to the finished garment.

PD04L2	Shirt Assembly	2 Cr.
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This course provides a comprehensive foundation in shirt assembly techniques, emphasizing the systematic application of industry-standard assembly techniques throughout the garment production process. Students develop technical competence in pattern interpretation, fabric and material selection, muslin preparation and fitting, and the precise assembly of shirt components. The course emphasizes accuracy, quality workmanship, professional finishing, and the achievement of the intended garment fit, functionality, and construction standards required in the apparel industry.

PD05L2	Shirt Theory	2 Cr.
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This course introduces students to the principles and techniques of shirt pattern drafting, garment construction, and draping, with an emphasis on developing accurate patterns and well-balanced garment prototypes. Through the application of flat pattern drafting, dart manipulation, and three-dimensional draping techniques, students learn to interpret design concepts, develop and adapt shirt patterns, construct sleeves and collars, identify essential pattern components, prepare and fit muslin prototypes, and evaluate garment fit, balance, and proportion. The course integrates theoretical knowledge with structured technical practice.

PD25L2	Dress Theory	2 Cr.
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This course develops students' knowledge and technical skills in dress pattern development through the application of pattern drafting, dart manipulation, fitting, and garment construction techniques. Through theoretical instruction and structured technical exercises, students create a range of dress patterns, explore silhouette variations, evaluate garment fit and balance, and produce well-constructed dress prototypes that meet professional apparel production standards.

PD28L2	Digital Basics	2 Cr.
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This course provides a comprehensive introduction to digital pattern engineering using CLO 3D, with an emphasis on digital pattern construction, virtual garment development, and 3D fit validation. Students apply industry-standard digital workflows to create, simulate, validate, and refine garments while integrating zero-waste pattern construction and sustainable design practices that promote responsible apparel production.

PD29L2	Dress Production	4 Cr.
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This course provides students with the opportunity to integrate and apply previously acquired knowledge and technical competencies through the development of a personalized dress project. Emphasis is placed on the complete garment development process, including pattern preparation, fitting, garment assembly, and finishing techniques. Students are expected to demonstrate technical precision, critical decision-making, and adherence to professional garment construction and quality standards, while maintaining attention to detail throughout the development process.

PD80L2	Shirt Development	4 Cr.
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This course invites students to extend their mastery of the Checkered Shirt Technique through the development of an original design. The course focuses on advanced garment pattern construction, precision cutting, pinning, fitting, fabric selection, and the resolution of technical challenges throughout the production process. Students are expected to combine creative design thinking with precise technical execution to achieve professional standards. The final outcome consists of a comprehensive production file and a professionally executed shirt presented before a professional jury.



FD09L3	Collection Context	2 Cr.
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This course encourages students to cultivate a distinctive design identity through creative exploration, research, and a sustainability-driven mindset. By engaging with art, culture, contemporary lifestyles, and diverse sources of inspiration, students expand their creative perspectives. They develop a comprehensive casualwear database referencing designers, garments, and contemporary fashion practices, while building an original fabric range informed by responsible material selection. The course fosters creative growth, sustainability awareness, and the development of a unique and responsible design vision.

FD10L3	Trend and Target Audiences	2 Cr.
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This course develops students' ability to research contemporary and emerging fashion trends and translate their findings into innovative design concepts. Working in groups, students explore lifestyle, cultural, and street-style influences while analyzing the characteristics, values, behaviors, preferences, and purchasing habits of a defined target audience. Students build a cohesive visual database and define a distinctive aesthetic direction that responds to the needs and aspirations of the identified audience. Students also identify key fashion designers, artists, and influencers whose work informs the selected trend and target audience. Research is synthesized into a mood board, theme, concept, color palette, and narrative that support a unified creative vision tailored to the identified target audience. The course concludes with an oral presentation supported by video and visual materials, through which students communicate their research, target audience analysis, aesthetic identity, and design direction.

FD11L3	Optic Prints and Developments	2 Cr.
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In this course, students explore print designs individually and develop three-dimensional forms through group work by cutting geometric forms, sewing, and draping them on a dress form to create a shirt. They document each stage of the process and refine their garments through pattern-drafting techniques. Students then digitally integrate their original prints onto photographs of the final shirts. Final outcomes are presented through visual documentation and presentations. The course culminates in the production of innovative shirts in collaboration with a local NGO, with students coordinating directly with technicians to foster sustainable and ethical fashion practices. All proceeds from the sale of the shirts are donated directly to the NGO.

FD86L4	Casualwear Collection Development	2 Cr.
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This casualwear collection project focuses on jacket-based designs such as bomber, denim, and perfecto. Students develop concepts through visual research, mood boards, narratives, color and trend exploration, and reference databases, supported by fabric and print studies to define a clear creative direction. Students apply contemporary methods, including the creative approaches of Anrealage and Usha Doshi, to create original and cohesive casualwear pieces. The process emphasizes structured development, including colored total looks and technical drawings, alongside clear presentation. The final outcome is a unified collection that demonstrates creativity and strong design thinking.

FD30L4	Collection Approach	2 Cr.
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This course empowers students to develop a distinctive design identity through creative exploration, critical research, and a sustainability-focused approach. By investigating art, culture, contemporary lifestyles, and diverse creative references, students broaden their design perspective and strengthen their conceptual thinking. They build a comprehensive tailored suit reference database inspired by contemporary designers and develop an original fabric, print, or creative textile direction guided by responsible material selection. The course promotes innovation, environmental awareness, and the creation of a unique, thoughtful, and responsible design vision.

FD88L3	Technical Drawing Level 2	2 Cr.
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This course equips students with the skills to produce professional technical fashion drawings of key garments, including bomber, denim, and perfecto jackets, tailored jackets, and trousers. Students learn the technical conventions, garment details, and construction codes required to communicate each product accurately. Emphasis is placed on precision, garment construction, and the effective communication of design through detailed technical drawings and specification sheets.

FD89L3	Tailored Suit Collection Development	2 Cr.
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This course introduces students to the creative development of a contemporary tailored suit collection. Through visual research, mood boards, storytelling, color exploration, and the development of reference databases, students establish a distinctive design direction supported by textile and print investigations. By applying contemporary design methodologies, students transform research into original tailored garments. The design process emphasizes concept development, colored total-look illustrations, technical drawings, and visual communication. The course culminates in a cohesive tailored collection that reflects innovation, strong design thinking, and a well-defined creative identity.

FD90L3	Digital Performance 3	2 Cr.
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This course is a continuation of Digital Performance 2 and further develops students' digital design and technical illustration skills for the fashion industry. Building on their knowledge of Adobe Photoshop, Adobe Illustrator, and Adobe Fresco, students refine technical garment drawings and create digital fashion figures following ESMOD proportions. Emphasis is placed on the application of color, textures, lighting, shadows, and highlights to produce accurate and professional fashion illustrations. By the end of the course, students are able to create and present digital fashion illustrations and technical drawings that meet industry standards.

FD34L4	Signature Collection	4 Cr.
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The Final Project represents a major milestone in students' fashion design development, challenging them to conceive and develop a contemporary tailored suit collection that reflects their emerging creative identity and technical proficiency. Through in-depth research, visual exploration, storytelling, and the creation of comprehensive reference databases, students establish a distinctive design concept supported by textile, color, and print development. Applying contemporary design methodologies, they translate their research into innovative tailored garments presented through professional total-look illustrations, technical drawings, and refined visual communication. The project culminates in a cohesive, industry-level collection that demonstrates originality, critical design thinking, craftsmanship, and a strong personal design vision.

FD35L4	Fashion Styling	2 Cr.
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This course introduces students to the fundamentals of fashion styling and image consulting through a combination of theoretical and practical learning. Topics include style history, body and face morphology, makeup techniques, and color coordination. Students develop styling solutions tailored to different body types, occasions, and target audiences, while building the technical and creative skills required for professional styling practice. Throughout the course, they research, conceptualize, and refine a cohesive styling concept based on a self-selected theme. The course culminates in the planning and execution of a professional fashion photoshoot, in which students translate their concept into a cohesive visual narrative, demonstrating their styling, image consulting, visual communication, and creative direction skills in a real-world context.

FD84L4	Fashion Marketing	2 Cr.
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This course provides a comprehensive introduction to fashion marketing, examining the strategic role of branding, market positioning, consumer behavior, and integrated marketing communications within the fashion industry. Students develop the ability to analyze market trends, identify target audiences, and create compelling brand identities supported by effective marketing strategies. The course equips students with the knowledge and skills to position and communicate fashion brands effectively within the dynamic creative and commercial landscape of the fashion industry.

FD85L	Digital Portfolio	2 Cr.
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This course builds on the knowledge and skills acquired in Digital Performance 3 and focuses on the creation of a professional digital fashion portfolio. Students master Adobe InDesign while applying principles of layout, typography, composition, and visual communication. By the end of the course, students design and present a cohesive portfolio that reflects their personal identity and showcases their strongest fashion design work to professional standards.

PD90L3	Tailoring Fundamentals	2 Cr.
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Tailoring Fundamentals is a practice-based course designed to develop students' understanding of tailored suit construction through the integration of technical knowledge and garment development processes. The course enables students to interpret and apply technical drawing specifications, produce and evaluate pinned muslin prototypes, and perform precise fitting adjustments to achieve an accurate silhouette. Emphasis is placed on tailoring principles, pattern analysis, fitting methodologies, and construction techniques, enabling students to translate design specifications into well-fitted, professionally constructed tailored garments.

PD11L3	Digital Production Strategies	2 Cr.
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This course focuses on the preparation of a comprehensive technical production folder that integrates garment specifications, construction details, measurement charts, finishing standards, material selection, and production requirements in accordance with contemporary apparel industry practices. The course also provides a comprehensive study of digital pattern development using CLO 3D, with an emphasis on the accurate calculation and application of pattern measurements and technical specifications. Students develop advanced competencies in pattern engineering, garment analysis, and industry-standard production methodologies while gaining an in-depth understanding of professional practices within the fashion manufacturing sector.

PD08L3	Tailored Suit Assembly	2 Cr.
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This course enables students to acquire comprehensive knowledge and practical skills in tailored suit assembly techniques, emphasizing industry-standard methods. Students develop and present professional jacket lining specifications and technical study samples that demonstrate the integration of advanced structural components, tailored construction methodologies, and professional-quality finishing standards. The course focuses on precision in patternmaking, craftsmanship, and the systematic execution of tailored garment components, preparing students to achieve professional standards in tailored jacket production.

PD13L3	Tailored Suit Execution	4 Cr.
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This course enables students to integrate design principles, patternmaking, garment construction, fitting, and finishing techniques in the development of a tailored suit. Students construct a suit from their fashion design collection based on a technical drawing, beginning with the development of a muslin prototype and refining its fit through systematic evaluation and adjustments. Emphasis is placed on appropriate fabric selection, precision in tailoring, and the application of advanced construction techniques acquired throughout the semester to produce a professionally executed, high-quality garment.

PD16L3	Creative Pattern Drafting	2 Cr.
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This course introduces students to the innovative Vanishing Method in patternmaking and its application in contemporary garment design. The course enables students to transform foundational patterns into original design solutions and innovative garment forms through creative pattern manipulation. Through the development of experimental study pieces, students explore advanced patternmaking techniques that enhance garment aesthetics, structure, and functionality while fostering creative problem-solving and technical precision. In addition, students learn the principles and methods of pattern grading, developing the skills required to accurately grade patterns across a range of sizes in accordance with industry standards. The course highlights the integral role of patternmaking as a design tool in the development of distinctive, well-proportioned, and professionally engineered apparel.

PD10L3	Tailored Suit Draping	2 Cr.
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This course provides an advanced study of tailored jacket draping techniques, guiding students through the systematic development of a muslin prototype from initial preparation to final garment shaping. Emphasis is placed on the three-dimensional manipulation of fabric to achieve precise fit, balanced proportions, and a structured garment form. Students develop the skills required to create tailored jacket forms that demonstrate accuracy, functionality, and refined aesthetic quality.

PD28L4	Casualwear Assembly Technique	2 Cr.
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This course develops students' technical proficiency in the construction and finishing of a wide range of casualwear garments. Students gain hands-on experience with professional finishing methods, including topstitching, hemming, seam finishing, and lining application, to produce garments that meet professional standards of quality, functionality, and craftsmanship. Through practical studio work, students strengthen their precision, technical competence, and understanding of professional apparel production processes.

PD29L4	Casualwear Look Development	4 Cr.
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This course enables students to integrate design principles, patternmaking, garment construction, and finishing techniques in the development of casualwear. Building on the knowledge and skills acquired throughout the semester, students apply the complete casualwear design and production process to create a fully developed casualwear look. Emphasis is placed on precision, technical execution, garment fitting and adjustments, attention to detail, and adherence to professional production standards, demonstrating students' proficiency in casualwear development.

PD30L4	Garment Interpretation	4 Cr.
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This course enables students to integrate design principles, patternmaking, garment construction, and finishing techniques through the development of a complete look, whether casualwear or a tailored suit, from a final fashion design collection. Students apply the knowledge and technical skills acquired throughout the year by interpreting technical drawings, developing and refining patterns, ensuring accurate garment fitting, and selecting fabrics that support the design concept and desired garment drape. Emphasis is placed on precision in construction, attention to detail, and the execution of creative finishing techniques, demonstrating students' ability to produce professionally finished garments that meet industry standards.

PD81L4	Casualwear Construction Technique	2 Cr.
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This course advances students' understanding of garment construction through the exploration and application of specialized techniques for casualwear, fostering the ability to translate construction methodologies into professionally developed patterns while enhancing technical precision and proficiency in garment development.

PD83L4	Digital Pattern Drafting Techniques	2 Cr.
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This course equips students with the knowledge and skills to develop and evaluate casualwear garments using advanced 3D digital fashion technologies. Students learn to create and compute garment patterns in CLO 3D, applying body measurements and pattern adjustment techniques to ensure accurate fit and construction. Through the use of virtual prototyping and 3D simulation tools, students design, visualize, and assess garment fit, functionality, and aesthetics, while conducting quantitative analyses to optimize pattern accuracy and garment performance. The course emphasizes the integration of digital design processes with industry-standard practices in apparel development.

FDPD	Internship Report	2 Cr.
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The Internship Report documents and critically reflects on the student's professional experience gained during their internships within the fashion industry. Internships may take place in a fashion house, design studio, patternmaking department, ready-to-wear company, department store, retail environment, fashion magazine, communication agency, or any other fashion-related organization. Depending on the host organization, students may contribute to activities such as fashion design, pattern drafting, garment development, visual merchandising, fashion styling, editorial content creation, product development, retail operations, marketing, branding, or other professional projects. The report analyzes the tasks and responsibilities undertaken, the competencies developed, and the relationship between academic learning and professional practice, while providing insight into the operational, creative, and business realities of the fashion industry.

FD91L5	Collection Direction	4 Cr.
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This course introduces students to the development of the graduate fashion design portfolio, in which they create a personal concept supported by artistic and conceptual research, translated into a mood board, keywords,

and an editorial defining the collection direction. They establish a coherent visual identity through color, fabric selection, and innovative textiles. Creative experimentation is developed through a series of exploratory design methodologies, alongside alignment with a chosen fashion sector. Sustainability and ethical design thinking are integrated into the conceptual development of the collection. The process concludes with a structured digital portfolio and a final presentation before a jury.

FD92L5	Collection Development	2 Cr.
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This course prepares students for the Graduate Collection Project by transforming an approved design concept into a coherent collection supported by professional visual documentation, fashion illustrations, and technical communication.

FD93L5	Technical Drawing Level 3	2 Cr.
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In this course, students develop advanced skills in producing industry-standard technical drawings of key products, including strapless garments, dresses, and coats, with a strong emphasis on volume, proportion, and silhouette. They apply thick and thin line techniques to ensure clarity and precision in their drawings. In addition, students support their work with detailed written descriptions and, where necessary, zoomed-in technical views to highlight construction details. The course also develops students' ability to communicate their work professionally through structured technical files and specification sheets.

FD94L5	Creative Textile	2 Cr.
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This course explores the creative development of textiles through research and experimentation. Students create original fabrics and/or prints that respond to their concept while applying innovative textile techniques and sustainable design principles. The developed textiles and prints are intended to support and reinforce the creative direction of the student's collection project.

435EBCSL2	Employability and Business Communication Skills	4 Cr.
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The Employability and Business Communication Skills course is designed to provide students with the foundational "soft skills" and work-based learning experiences that prepare them for success in the workplace. It is designed to facilitate participatory, hands-on teaching and learning. Students are actively engaged in the learning process and provided with opportunities to practice and enhance new skills and gain the self-confidence necessary to secure and maintain work related to their professional goals. Work-based learning activities are woven into the course and require students to visit actual workplaces in the community outside of class time. Throughout the course, students will create a career portfolio that supports their experiential journey from student to employee.

FD46L	Professional Brand Identity	4 Cr.
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This course introduces students to the principles of fashion branding, marketing, and professional communication. Students develop a distinctive and coherent fashion brand identity by applying sustainable design thinking and environmentally responsible practices. Through research on target audiences and competitors, they define a unique brand concept, create a visual identity, and use digital tools to produce visual content that supports brand development and promotion. The course also strengthens presentation and communication skills through a professional branding portfolio, a structured oral presentation, and comprehensive project documentation.

FD94L6	Photoshoot	2 Cr.
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This course introduces students to the creative and professional process of planning and executing a fashion photoshoot. Students develop a compelling storytelling concept that enhances the presentation of their collection through styling, art direction, and visual communication. They apply fundamental branding and marketing strategies to ensure their brand identity is consistently reflected throughout the photoshoot. The course culminates in the creation of a professional fashion catalog that effectively communicates their collection, creative vision, and brand image through high-quality visual presentation.

FD95L6	Second Line	2 Cr.
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Students design and develop a second line that complements and extends their graduate collection by translating their creative vision into a coherent range of accessories and/or decorative design pieces. The course emphasizes conceptual continuity, sustainable design principles, responsible material selection, functional design, and professional communication through portfolio development and presentation.

FD96L6	Collection Plan	2 Cr.
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This course develops the skills required to plan and present a coherent fashion collection. Students explore the selection of appropriate fabrics, prints, and/or creative textiles to support the design concept and ensure a balanced and well-developed collection. The course also emphasizes the use of digital tools for visual communication, as well as the professional delivery of the project through an oral presentation and supporting documentation.

FD99L6	Fashion Design Graduate Portfolio	6 Cr.
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This course marks the final stage of the graduate fashion design journey, guiding students in transforming their ideas into a fully realized fashion collection. Through artistic research, storytelling, and experimental design processes, students develop a distinctive collection concept, brand identity, and visual language. Emphasis is placed on color and fabric exploration, sustainable principles, creative methodologies, collection development, fashion illustration, technical drawings, garment creation, and the development of a complementary second line of accessories. Students also direct and produce a professional fashion photoshoot that communicates the essence of their collection and brand. The course culminates in a professional portfolio and a presentation before a jury showcasing the creative process, collection development, brand identity, and final outcomes.

PD91L5	Advanced Assembly	2 Cr.
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This course guides students through vest construction and digital garment development using CLO 3D. Students develop the knowledge and skills to analyze and categorize vest styles, select appropriate materials, and construct a tailored vest using advanced assembly techniques with precision and attention to detail. The course provides practical expertise in advanced construction methods, professional finishing techniques, virtual fitting in CLO 3D, and digital pattern preparation for production. Through the integration of Advanced Assembly and Master Assembly, students strengthen their ability to translate design concepts into high-quality, industry-standard prototypes while adapting advanced construction techniques to different garment types and production contexts.

PD92L5	Advanced Draping	4 Cr.
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This course enables students to learn, apply, and experiment with a range of draping techniques through the development of diverse fashion products. Through practical instruction, they learn to prepare the dress form and muslin, select appropriate fabrics, and master essential processes such as pinning, marking, fusing, assembling components, and applying boning to structured garments. Working directly on the dress form, students explore silhouette development, fabric manipulation, proportions, and volume while translating creative concepts into finished garments. The course culminates in the creation of a garment based on their own design sketches, fostering an understanding of the relationship between technique, construction, and creativity in contemporary fashion practice.

PD93L5	Volume Research	2 Cr.
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This course enables students to develop an advanced understanding of the trench coat as a complex garment by examining its components, from seasonal fabric selection to inner finishing techniques. Through the deconstruction of two sleeve-based garments with different styles, students critically analyze pattern pieces, garment construction, and manufacturing methods to understand garment structure, volume, and technical execution. Building on this analysis, students generate original design concepts through draping on the dress form, exploring innovative forms, proportions, and volumes. The design development process is documented through sketches and reflective technical explanations, demonstrating the evolution of each project from analysis to final design.

PD94L5	Volume Development	4 Cr.
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In this course, students develop a prototype that establishes the principal volume and defines the identity of their fashion collection. They create a series of five study pieces aligned with the collection's design concept, incorporating creative design details that enhance its complexity, sophistication, and overall coherence. Through the development of the collection's key piece, students explore form, proportion, volume, and construction techniques while translating design concepts into three-dimensional prototypes. Alternative fabrics are selectively employed to test specific design elements and evaluate material behavior prior to final fabric selection, supporting informed design and production decisions.

PD95L5	Production Strategy	2 Cr.
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This course enables students to develop a comprehensive professional production folder that consolidates all documentation required for the effective production of a garment. The folder includes technical sheets, costing sheets, measurement specifications, finishing details, and sewing plans, providing a complete framework for the production process. Through the preparation of this documentation, students develop a thorough understanding of the relationship between design development, technical documentation, and successful garment production, while reinforcing accuracy, consistency, and production planning skills essential to the apparel industry.

PD32L6	Final Collection Prototype	2 Cr.
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This course focuses on the development of full-scale muslin prototypes through advanced pattern drafting, fitting, and garment construction processes. Students translate their approved collection into technically accurate prototypes while refining fit, construction quality, and design integrity through iterative development. Emphasis is placed on technical problem-solving, precision, and preparation for the final production of the graduate collection.

PD33L6	Fabric Collection Development	2 Cr.
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Students develop twelve advanced-stage garment prototypes using selected fabrics, ensuring that the intended drape, volume, and technical specifications are achieved. The collection is presented at an advanced stage of product development while production remains in progress. The course integrates creative and technical skills in fashion product development and the use of digital production tools to prepare a comprehensive costing folder, including material evaluation and production cost calculations aligned with the requirements of the target market sector.

PD34L6	Pattern Drafting Graduate Collection	6 Cr.
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This course focuses on the development and execution of a professional graduate collection. Students synthesize advanced patternmaking, draping, and garment construction skills to translate their design concepts into a cohesive range of garments. Emphasis is placed on accurate fitting, proportion, technical problem-solving, pattern development, material selection, and construction quality. Through the production of prototypes and final garments, students demonstrate professional standards of craftsmanship, technical competence, and design execution while ensuring consistency and coherence throughout the collection. The course culminates in the professional presentation and defense of the collection before a jury, where students communicate their technical development and final outcomes.