ATT 4750
Advanced Design & Product Development
Fall Semester 2012

Professor Keely Clay
Phone: 678-915-3173 (best way to contact me is by email not phone)
E-mail: kclay@spsu.edu
Monday Class 10:00-10:50 Lab: 11:00-12:30
Office: M120

Office Hours:
Monday 8:00-10:00
Tuesday 11:45-1:00
Thursday 10:00-10:30 & 11:45-1:00
By Appointment

If a student wishes to meet with the instructor in the instructor’s office, then the student is encouraged to contact the instructor by email at least 24 hours prior to the time the student wishes to see the instructor to make an appointment. The instructor will confirm the appointment by email. Students, faculty, and other individuals who have appointments will be given priority over individuals who do not have appointments.
If you need to contact the instructor between regularly scheduled class periods, you may send an e-mail to the provided e-mail address. I check e-mail on a daily basis. Phone messages to the office are not the best means of contact.

Books Required
Software Training Manuals Provided in Lab
No Student Book Purchase Required

Attendance
Much of the learning in this lab class is hands-on. The labs will include take home assignments and in-class lab work. Students will not be allowed to make-up missed work. All work is due on the due date. Late work will not be accepted.
Students who miss class for any reason are not exempt from the material covered during the class period(s) the student misses. The instructor is NOT responsible for assisting the student catch up on class material when the student is absent from class.

Your attendance in class will NOT impact your course grade, unless you are absent for a test, quiz, lab assignment, or other graded work. It should be noted that students who do attend class on a regular basis normally perform better on tests, quizzes, and other graded assignments. However, simply being present in class does not guarantee that the student will achieve a high grade in the course.

There are no makeup exams. If you miss a regular exam you will receive a grade of zero on that exam. At the end of the semester you may choose to take an all inclusive exam and that grade will replace the exam grade of a zero.
TENTATIVE SCHEDULE AND ASSIGNMENTS
Readings, powerpoints, and or tutorials should be read prior to the class meeting. Everything outlined above will be the basis of class discussions. Students are responsible for all of the contents for quizzes, assignments, class discussions. The instructor reserves the right to modify the corresponding class syllabus to better facilitate the learning process.

Learning Outcomes:
Students will be able to:
1. Demonstrate the fundamentals of designing fabric and apparel with Adobe Photoshop
2. Demonstrate the fundamentals of using Adobe Illustrator for product development and digital sketching
3. Identify advantages of other advanced design technologies
4. Further product development skills by developing an in depth product development study

Grade Distribution
Exam 1-2-3  50 %
Class Lab Assignment  30 %
Final Project  20 %

Lab Assignments
Lab assignments are on an individual basis, but it is encouraged that you work together when necessary. You may work out-of-class if necessary on take home labs.

ADA/504 LAW
“Students with disabilities who believe that they may need accommodations in this class are encouraged to contact the counselor working with disabilities at 678-915-7226 as soon as possible to better ensure that such accommodations are implemented in a timely fashion.”
<table>
<thead>
<tr>
<th>WK1 8/20</th>
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| *Introduction, class format*  
Class assignments, storage, naming  
Overview of Perry’s Project  
**Target Market Info /Perry Denim Component**  
Perry Book Ch. 4 “Inspiration Board/Mood Board/Theme Board”  
Class Lab Assignment due at start of next class  
Target Market/Mood Board |

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| **Class Lab Assignment1 due (worth 100 points)**  
(AP) Chapter 3 & 4  
Design Basics {elements and principles of Design}  
Toolbars/Effects, Pen tools, layers, text  
How to manage files and folders, naming, saving  
Workspace  
Class Lab Assignment due at start of next class 9/10  
Mood Board |

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<tr>
<th>Wk3 9/3 Labor Day Holiday No Class</th>
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| (AP) Chapter 3 & 4 **review your notes so you will be ready next class!!!**  
Will go over the below next class along with all listed on WK4 9/10  
Drawing Fundamentals  
Selecting Color-palettes  
Wacom Tablet (brief)  
Scanning (brief) |

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<th>WK4 9/10</th>
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| **Class Lab Assignment 2 due (worth 100 points)**  
(AP) Chapter 6 Public Relations Board  
4 Design Basics and Color/Texture/Fabric  
Basic principles of design (discussion)  
Textile Color Ways  
Class Lab Assignment due start of next class  
PR Board |

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<th>Wk5 9/17</th>
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| **Class Lab Assignment3 due (worth 100 points)**  
Exam 1  
Class Lab Assignment due start of next class  
PR Board (Reworked after class discussion) |

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<th>Wk6 9/24</th>
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| **Class Lab Assignment4 due (worth 100 points)**  
A1 Chapter 5  
**Technical Drawings (Flats Board 2)**-Create drawings using tools  
Class Lab Assignment due start of class  
Technical Flats |
<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Assignment Details</th>
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<tbody>
<tr>
<td>Wk7</td>
<td>10/1</td>
<td><strong>Class Lab Assignment 5 due (worth 100 points)</strong>&lt;br&gt;AI Chapter 3 Tablet&lt;br&gt;Technical Drawings (Flats)-Create drawings using tools&lt;br&gt;<strong>Class Lab Assignment due start of next class</strong>&lt;br&gt;Technical Flats (Reworked after class discussion)</td>
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<td>Wk8</td>
<td>10/8</td>
<td><strong>Class Lab Assignment 6 due (worth 100 points)</strong>&lt;br&gt;Illustration Board&lt;br&gt;(AI) Chapter 2 (Tools/Pen/Layer/Text)&lt;br&gt;Create illustrations using tools&lt;br&gt;<strong>Class Lab Assignment due start of class of next class</strong>&lt;br&gt;Illustrations</td>
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<td>Wk9</td>
<td>10/15</td>
<td><strong>Class Lab Assignment 7 due (worth 100 points)</strong>&lt;br&gt;<strong>Exam 2</strong>&lt;br&gt;<strong>Class Lab Assignment due start of next class</strong>&lt;br&gt;Illustrations (Reworked after class discussion)</td>
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<td>Wk10</td>
<td>10/22</td>
<td><strong>Class Lab Assignment 8 due (worth 100 points)</strong>&lt;br&gt;(AI)Chapter 2 2 (Tools/Pen/Layer/Text)&lt;br&gt;Create illustrations using tools&lt;br&gt;<strong>Class Lab Assignment due start of next class</strong>&lt;br&gt;Illustrations (Reworked after class discussion)</td>
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<td>Wk11</td>
<td>10/29</td>
<td><strong>Class Lab Assignment 9 due (worth 100 points)</strong>&lt;br&gt;Spec &amp; Costing Sheets (in book)&lt;br&gt;Perry Book Chapter 8 Spec Sheets (Disc in book for sheets)&lt;br&gt;Create Spec and Costing Sheets for each garment piece&lt;br&gt;<strong>Class Lab Assignment due start of class of next class</strong>&lt;br&gt;Spec &amp; Costing Sheet Layout</td>
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<td>Wk12</td>
<td>11/5</td>
<td>Class Lab Assignment 10 due (worth 100 points)</td>
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<td>Exam 3</td>
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<td>Wk13</td>
<td>11/12</td>
<td>Continue Work on Final Project</td>
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<td>Wk14</td>
<td>11/19</td>
<td>Continue Work on Final Project</td>
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<tr>
<td>Wk15</td>
<td>11/26</td>
<td>Final Term Presentations</td>
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<tr>
<td>Wk16</td>
<td>12/</td>
<td>Final Exam (Optional)</td>
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CLASS POLICIES:

1. CHEATING – Anyone caught cheating will receive an “F” grade for the course and reported to the V.P. for Student Affairs.

2. Assignment – All reading assignments, and powerpoints and or tutorials are expected to be completed by the specified day in the syllabus.

3. The Professor reserves the right to modify the corresponding class syllabus to better facilitate the learning process.

4. ADA/504 LAW – “Students with disabilities who believe that they need accommodations in this class are encouraged to contact the counselor working with disabilities at 770-528-7226 as soon as possible to better ensure that such accommodations are implemented in a timely fashion.”

5. Term project will be a written report, printed work and a power point presentation.

6. There are no makeup assignments. If you miss an assignment you will receive a grade of zero on that assignment. All assignments are due at the start of class. Late assignments will not be accepted and a grade of a zero will be given. If you arrive late to class your assignment will be counted LATE and you will receive a zero on that assignment.

7. There are no makeup exams. If you miss a regular exam you will receive a grade of zero on that exam. At the end of the semester you may choose to take an all-inclusive exam and that grade will replace the exam grade of a zero.

8. If a student wishes to meet with the instructor in the instructor’s office, then the student is encouraged to contact the instructor by email at least 24 hours prior to the time the student wishes to see the instructor to make an appointment. The instructor will confirm the appointment by email. Students, faculty, and other individuals who have appointments will be given priority over individuals who do not have appointments. If you need to contact the instructor between regularly scheduled class periods, you may send an e-mail to the provided e-mail address. I check e-mail on a daily basis. Phone messages to the office are not the best means of contact. If the email is sent Monday through Thursday I will respond within twenty four hours if the email is sent Friday, Saturday or Sunday I will respond by Monday.

9. If you are enrolled in the “class portion of ATT4750 and not the online class” you must attend the “in class sessions” if you attend the online classes and choose not to attend the “in class session” you will receive a zero and could be dropped from the class and you will be sent to the Chair Professor Ball of ATT/IET. Only students who have paid for the “online class of ATT4750” may take the class online.