



**THE FASHION PROGRAM
@ MARIST COLLEGE
FASHION STUDENT HANDBOOK
2009-2010**

MARIST COLLEGE FASHION PROGRAM 2009-2010

FASHION DESIGN AND FASHION MERCHANDISING

RADLEY CRAMER, *Fashion Program Director*

Mission:

The Fashion Program builds on Marist College's strong liberal arts tradition with a curriculum designed to keep pace with the changing needs of the fashion industry. Students develop creative, technical, and business skills that position them for successful employment in design, manufacturing, retailing, product development, or sales management. Internships are an integral part of the learning experience in the Fashion Program, as is the use of technology, including computer-aided design.

The Fashion Program features a comprehensive curriculum leading to the Bachelor Degree of Professional Studies (BPS). Students may choose from two majors within the Program -- Fashion Design or Fashion Merchandising.

The Fashion Design major trains students to create apparel for various markets considering creative, trend, target customer, technical, and production factors. Students develop skills in design, textiles, draping and flat pattern making, garment construction, and computer-aided design. In their senior year, they design and execute an apparel collection under the guidance of a professional designer to be shown at the school's annual Silver Needle Fashion Show, as well as a professional portfolio. Fashion Design Majors may pursue a minor in Fashion Merchandising and/or Product Development.

The Fashion Merchandising major concentrates on the planning, procurement, and marketing aspects of the fashion business. Students learn to research target markets, analyze business results, and develop strategies that effectively meet the needs of consumers. In their senior year, Merchandising students create an in-depth business plan and comprehensive investors' presentation. The Fashion Merchandising major is structured with a Business minor which may be declared by the Merchandising major.

The Merchandising minor, available to Fashion Design majors as well as other majors throughout the College, provides a foundation in retailing, buying, or marketing. Due to the popularity of this minor and its limited availability, non-fashion majors should arrange a meeting with the Fashion Program Director in order to discuss their educational and career goals.

The Product Development minor, created in response to fashion industry demand, is available to Fashion Design or Merchandising majors and provides a foundation in contemporary concepts of apparel industry product development, production, sourcing, branding, licensing, and production data management.

Student/Advisor Relationship

How You and Your Academic Advisor Work Together

Your academic advisor is an important contact as you plan your education in the Marist College Fashion Program. Familiarize yourself with the contents of this handbook, create your educational plan, and ask questions of your advisor. Remember that your academic plan and fulfillment of all College requirements for graduation are ultimately the student's responsibility. Your advisor will serve as an important source of educational and career information.

You must meet with your advisor at least one time per semester. A mandatory meeting is necessary in order for you to be enabled for online pre-registration. Bring the following to your meeting -- current audit, 4-year academic plan, and your proposed class schedule. Failure to come fully prepared for your meeting will result in meeting cancellation.

Your relationship with your advisor is an important one. Consider these points:

- You should contact and keep in touch with your advisor. Your advisor should post and keep office hours.
- You should make and keep appointments or call/email if it is necessary to change an appointment. Your advisor should keep appointments or call/email if it is necessary to change or cancel an appointment.
- You should come with specific questions. Your advisor should provide accurate and specific information.
- You should be open to a variety of suggestions regarding course work, study habits, academic progress, etc. Your advisor should listen to you and offer suggestions.
- You should build a schedule free of time conflicts. Your advisor should check your schedule for an appropriate selection of courses.
- You should make decisions concerning your career, choice of major, and selection of internships and courses. Your advisor should suggest options concerning careers, majors, and selection of internships and courses.

PREPARING FOR YOUR ADVISING MEETING:

- 1) Print your audit – See “how to” instructions in this handbook.
- 2) Complete your 4-year plan – Photocopy planning form in this handbook, and fill it out completely, including courses you have already taken as well as those you plan to take during the upcoming semester and farther into the future. Your plan will likely change and evolve from semester to semester during your Freshman, Sophomore and Junior years, ultimately becoming final as you enter your Senior year.
- 3) Prepare your course proposal for the upcoming semester – Indicate course titles, numbers, sections and call numbers and be prepared to explain to your advisor how these courses fit into your four-year plan. Consult the “Recommended Sequence” for your major within this handbook as you prepare your proposal.
- 4) Bring all of the above items to your advising appointment.

To print your audit

Using Internet Explorer, open up your Web Browser go to the Marist College homepage: www.marist.edu and click on the gray "Marist Intranet" icon.

Click on Student's Self Service

Enter Student Services

Enter Marist Account & Password. If you do not know your account & password, please call the HELP DESK at ex. 4357.

Select the appropriate term: i.e. Fall 2009 or other appropriate term

Under Student Records, click on "Degree Audit"

Click on "Submit"

Print your audit.

From the "Student Services" page you can also pre-register for classes (after your advisor has enabled you), change your advisor, check your Student financial account, and review financial aid.

Academic Honesty Policy

It is assumed that all work submitted in any course is original student work, and that all sources of the material have been properly cited in a footnote and/or bibliography. Students are expected to complete their own exams, unaided by notes or other students. Students, who do not live up to these standards, will at minimum, fail the assignment or exam. The instructor also has the option to fail the student in the course or recommend expulsion to the Dean. Please refer to the Student Handbook for more information on the College's guidelines regarding academic honesty.

Student _____ Date _____

Photocopy this form and keep your plan current.

Four Year Plan

FALL

SPRING

FALL

SPRING

FALL

SPRING

FALL

SPRING

ADDITIONAL COURSES

Program Hours:

The Fashion Program is open Monday – Thursday 8:00 am – 12:00 am, Friday 8:00 am – 4:30 pm and Saturday and Sunday 12:00 pm – 5:00 pm. Evening and weekend access is limited to fashion program majors and minors. Your student ID is required for department access outside of regular class hours.

Studio Policy:

A high degree of order and professional conduct is expected in the studios. Food and drink are not allowed in these workspaces at any time.

- All studio equipment should be maintained and stored after each use.
- Students are responsible for the proper care and maintenance of their assigned sewing machine.
- Machines should be left switched off, cleaned, covered and in full working order after student use.
- Machine parts such as accessory feet should be stored as instructed.
- In the event of thread color change, the original color of thread should be re-threaded before leaving.
- Problems with machines are to be reported immediately. Attach a note to the machine that clearly identifies the problem and if possible report the problem to a faculty member.
- Machine areas and work tables must remain clean and clear of all personal belongings following student work. Abandoned materials will be discarded.
- Students should label their personal equipment to assist in the return of lost items.
- No equipment or tools are to be removed from the studios unless authorized by the instructor or monitor.
- The last student using the studio is responsible for turning off all irons, machines and lights.
- Student garments and projects-in-progress are not to be stored in the studios, except when noted by course instructor. Abandoned items will be discarded.

Lab Fees:

Studio and computer lab courses as well as other courses which utilize the resources of the Fashion Program are subject to lab fees. These fees help the Program partially recover the costs of providing students with design materials, paper, ink, publications, trend forecasting services, etc. Please help the Program keep student lab fees low by using materials wisely and minimizing waste.

Waste not, want not:

Please make “reduce, reuse, recycle” part of your approach to materials use within the Fashion Program. The Program receives generous donations of fabrics, trims and other materials from companies within the Fashion Industry, in addition to purchasing a great deal of supplies for student use. Use these gifts and Program purchases wisely. Do not waste muslin. Take only the fabric you need for a project. Do not drape or ‘practice’ with fine-quality fabric. In the computer lab, do not print personal email or research for non-fashion courses on the lab printers. Color prints are very expensive; please use restraint in color printing. The use of the labs and studios is for fashion students only. Please do not invite non-majors into the Fashion Program.

Stay connected to your major: Check your email!

Fashion Program majors and minors will be frequently contacted via email with important updates. In the interest of presenting a professional image, students should become accustomed to using their Marist email address for communication and frequently checking their email. Using personal email addresses, particularly those addresses that are clever or suggestively titled, sets an unprofessional tone. Be sure to consult the Fashion Program Email Standards within this handbook when using email to contact faculty, internship employers, or industry professionals.

The role of Internships in the Marist Fashion Program:

Internships add a very important dimension to Fashion Program study and provide important contributions to students as they build professional resumes to take into the job market. All students are strongly encouraged to complete at least two internships, although internship participation is not mandatory. Students without any internship experience are at a serious competitive disadvantage as they search for their first full-time job within the fashion industry. Elective credits are applied to internships, which may begin as early as the summer following Freshman year for students who have excelled in coursework and demonstrated the maturity, focus and drive which is appreciated by the fashion industry. For first-year and transfer students taking the FASH100/Introduction to the Fashion Industry course, a special internship presentation is included in the course offering which will provide students with complete details about the internship process. Students should begin planning internships early and should make an appointment with Internship Coordinator Lydia Biskup. Ms. Biskup maintains a weekly appointment sign-up sheet on her office door. Additional details regarding internships can be found on-line within the Fashion Program section of the Marist website.

Fashion Week & other volunteer opportunities:

Fashion majors experience the excitement of New York's Fashion Week firsthand as working volunteers at important runway shows. Students also opt to perform community service at fashion events that benefit charities and local organizations. All of these opportunities enhance students' education and provide chances to enrich resumes. Such opportunities are announced via email. Participation is granted as a reward for good student performance at the discretion of the Fashion Program faculty. Students who behave unprofessionally at any volunteer event will be denied any participation in future events.

Student Workers within the Fashion Program:

The Fashion Program encourages students interested in paid work to apply for a position by providing a letter of interest and a resume to Program Administrative Coordinator Ellie Heinzinger. Hours are flexible and variable. Job possibilities include Figure Drawing Model, Studio Hand, Equipment Maintenance, Computer Lab Assistant, Assistant to Internship Coordinator, and After-hours Front Desk Clerk.

Study Abroad opportunities:

Fashion Program students have a wealth of options for study abroad. Aside from foreign language study, all courses are conducted in English. Details are available on the Marist Abroad Programs section of the Marist website, or by visiting MAP offices on the third floor of the Library. Be sure to discuss your desire to study abroad with your Fashion Program Advisor.

Study Abroad - Short Term Programs:

These programs are available to students at any level of Fashion Program study, Freshman to Senior, and combine regular classroom study complimented with travel to an international destination. Such programs are usually pursued for elective credit and may be offered as Spring Attachments in May/June or during Winter Intersession in January. Fashion Program offerings for 2008-2009 include Winter Intersession to Paris: Atalier to Marketplace, as well as two Spring Attachment Programs – Global Fashion: Southeast Asia Program to Thailand, Vietnam and Singapore, and Paris and Milan: Trend Forecasting & Analysis. Offerings vary from year to year and may or may not be repeated.

Semester Abroad Programs:

Many Fashion majors choose to spend a semester abroad studying fashion in Florence or London. Students spending a semester in London sometimes also pursue internships. Effective in 2009, Paris will likely be another option for full-semester study. These are locations that include fashion-specific study as well as core courses in Liberal Arts. A great many other international destinations are also available through Marist Abroad Programs. Fashion Program students who choose to study abroad for one semester are asked to plan their abroad experience for the Fall semester of their Junior year. The Fall semester rule is especially important for Design majors, allowing them to participate in the annual Silver Needle Fashion Show, held each May. Occasionally, exceptions to this recommendation are made for athletes involved in Fall semester sports.

One-Year to Four-Year Abroad Programs:

For a fuller international educational experience, Fashion Program students may study at the Marist Branch campus in Florence, Italy. Merchandising majors may spend the first year of program study in Florence, while Design majors may complete their entire degree in Italy.

The annual Silver Needle Fashion Show & Awards:

This annual event is a coordinated effort by Fashion Program students and faculty to showcase the work of both design and merchandising majors. The 2010 event will be held on Friday, May 7th at the Mid-Hudson Civic Center in Poughkeepsie, New York. Runway shows will be at 2PM and 8PM, with each show seating approximately 1000 guests. A special reception by invitation for graduating students and their families will take place at 6PM, with a general reception for the public at 7PM. Invitations will be mailed in January: Students should watch their email to add names to the invitation mailing list. The event presents the work of design majors from all levels, judged to meet the standards and expectations of the Fashion Program by the Program Director and a faculty jury, as well as capping projects by senior merchandising majors. Single tickets are complimentary to all graduating Fashion Program majors, as well as other selected majors depending on availability. Students interested in participating in the planning and execution of this major event are invited to enroll in the Fashion Show Production course during Spring semester.

Fashion Inc., the Fashion Program Campus Club:

Fashion Inc., one of the largest clubs on campus, combines social activities with opportunities to volunteer for community service and industry-related activities. Club membership is a good addition to your college resume. Visit the annual Activities Fair to join Fashion, Inc. and check out the Fashion Program website for more details.

Alumni Networking:

The Fashion Program has a well-organized Alumni Network that continues to benefit Program graduates long after they establish their careers in the fashion industry with valuable industry contacts and information. Each fall the Program hosts an Alumni Event in New York City's Fashion District. Undergraduates are encouraged to volunteer as helpers for the event, while senior Program students are invited to attend the event to meet and interact with alumni. Lydia Biskup serves as Alumni Network coordinator.

Using the Doneger Group trend-forecasting service:

The fashion industry demands a strong knowledge of fashion trend and the skills trend anticipation for success. Toward that goal, Doneger trend-forecasting services are made available to students with easy on-line access. Students must regularly review this site (www.Doneger.com) and bring 'on-trend' insights to all fashion course work. Website access codes will be provided to students via email or by course instructors.

Student subscriptions to Women's Wear Daily:

Women's Wear Daily is the number-one publication within the fashion industry. A few print copies of WWD are available in the reading/research area of the Fashion Program. Students are better served by subscribing to WWD on-line at special reduced student subscription rates. For details, visit www.subnow.com/wo/eduoffer and select a one-semester, 16-week subscription or a full year. Women's Wear Daily is also available on-line in the Library: See a librarian for access codes.

Recommended Fabric Sources:

Identify yourself as a Marist College fashion student. The following fabric stores are familiar with Marist students. Be sure to ask permission before swatching. All of these fabric stores are located between 7th & 8th Avenue. There are also many other fabric stores within the Fashion Fabric District from 37th to 40th Streets between 7th & 8th Avenue.

Paron/Paron Annex	206 W. 40 th Street
Theatrical Fabric Store	263 W. 38 th Street
Spandex House	263 W. 38 th Street
Lycra House	232 W. 37 th Street
Mood, Inc.	225 W. 37 th Street
Metro Textile Corp.	265 W. 37 th Street, Suite 908

For highest quality, with prices to match:

New York Elegant	210 W. 40 th Street
B & J Fabrics	525 7 th Avenue, 2 nd Floor
Rosen & Chadick	7 th Avenue at 40 th Street, 2 nd Floor

Many trimming shops are on 39th Street between 5th & 6th Avenue

Expect to purchase ¼ yard minimums of trim, as many stores will not provide swatches.

Daytona Trimmings	251 W. 39 th Street
Shindo	W. 36 th Street & Broadway
M & J Trimmings	1008 6 th Avenue (between 37 th & 38 th Street)
Tojo Soshi	6 th Avenue (between 37 th & 38 th Street)

Other stores of special interest:

Global Leathers	253 W. 35 th Street, 9 th Floor
Galaxy	W. 39 th Street for studs, grommets, buttonholes
Manny Millinery	W. 39 th Street between 5 th & 6 th Street

Design Major Recommended Sequence

FRESHMAN YEAR

FALL		SPRING	
FASH100N Intro to Fashion Industry	3 cr	FASH 200N Textiles	3 cr
FASH 245N CAD I (Photoshop, Illustrator, Clique)	3 cr	FASH210N Design Studio Techniques	3 cr
FASH130N Fashion Figure Drawing*	1 cr	FASH335N CAD II	3 cr
(or) FASH191N Color Theory & Application*		FASH130N Fashion Figure Drawing II	1 cr
(or) FASH125N The Creative Process*		(or) FASH191N Color Theory & Application	
		(or) FASH125N The Creative Process	
CSIS103L Information	3 cr	Core	<u>6 cr</u>
Core/LS Writing	3 cr	(Core would include ART 160L or 180L – 3 cr)	
Core/LS PHIL 101	<u>3 cr</u>		
	16 cr		16 cr

SOPHOMORE YEAR

FALL		SPRING	
ART281L History of Costume	3 cr	FASH381N 20th Century Fashion	3 cr
FASH 230N Apparel Development I	3 cr	FASH 220N Apparel Development II	3 cr
FASH 140N Fashion Design I: Drawing & Color	3 cr	FASH 240N Fashion Design II: Presentation	3 cr
Core	<u>6 cr</u>	Other Core	3 cr
	15 cr	Elective	<u>3 cr</u>
			15 cr

NOTE: Students pursuing the Product Development Minor should take FASH300/Product Development during their Sophomore year.

JUNIOR YEAR

FALL		SPRING	
Semester Abroad	12-16 cr	FASH 300N Product Development	3 cr
or		FASH 310N Apparel Development III	3 cr
Product Development for remaining Juniors	3 cr	FASH 345N Fashion Design III: Studio	3 cr
Elective Opportunities for remaining Juniors	6 cr	Core	3 cr
Core	<u>6 cr</u>	Elective	<u>3 cr</u>
	15 cr		15 cr

SENIOR YEAR

FALL		SPRING	
FASH400N Employment Seminar	1 cr	FASH430N Senior Collections II	3 cr
FASH412N Portfolio Development	3 cr	Core	6 cr
FASH420N Senior Collections I	3 cr	Electives	<u>6 cr</u>
Core	3 cr		
Elective (Internship)	<u>4 cr</u>		
	14 cr		15 cr

* Design majors are encouraged to include one-credit courses in their education plans. Fashion Figure Drawing appears on the schedule as FASH130 and FASH131 in the fall semester, and as FASH132 and FASH133 in the spring semester and may be taken up to three times as a means of improving sketching technique. FASH191/Color Theory and FASH125/Creative Process are also good one-credit elective choices for designers.

Merchandising Major Recommended Sequence

FRESHMAN YEAR

FALL

FASH100 Intro to Fashion Industry	3 cr
CSIS103 Information & Computer Literacy	3 cr
Core/LS College Writing	3 cr
Core/PHIL101	<u>3 cr</u>
	15 cr

SPRING

FASH120 Principles of Apparel Design	3 cr
BUS100 Intro to Bus. & Mgmt	3 cr
Core/LS	6 cr
Electives	<u>3 cr</u>
	15 cr

SOPHOMORE YEAR

FALL

FASH265 Principles of Retailing	3 cr
COM101 Public Presentations	3 cr
ECON150 Economics of Social Issues	3 cr
Core/LS	<u>6 cr</u>
	15 cr

SPRING

FASH200 Textiles	3 cr
FASH255 Fundamentals of Buying	3 cr
COM110 Principles of Advertising	3 cr
ACCT203 Financial Accounting	3 cr
Elective (FASH295 Fashion Show Pro.)	<u>3 cr</u>
	15 cr

JUNIOR YEAR

FALL

FASH300 Product Development	3 cr
BUS302 Organizational Behavior	3 cr
BUS340 Marketing Management	3 cr
Core/LS	<u>6 cr</u>
	15 cr

SPRING

FASH365 Merch. Planning & Control	3 cr
BUS382 Legal Found. Of Business	3 cr
ART281 History of Costume	3 cr
Core/LS	<u>6 cr</u>
	15 cr

SENIOR YEAR

FALL

FASH455 International Retailing	3 cr
BUS300/400 Business Choice	3 cr
Core/LS	6 cr
Elective (Internship)	<u>3 cr</u>
	15 cr

SPRING

FASH400 Employment Seminar	1 cr
FASH477 Merchandising Capping	3 cr
Core/LS	6 cr
Elective	<u>5 cr</u>
	15 cr

IMPORTANT NOTE REGARDING THE PRODUCT DEVELOPMENT MINOR: Students pursuing this minor should adjust their academic plans to take FASH200/Textiles during Freshman year and FASH300/Product Development during Sophomore year.

IMPORTANT NOTE REGARDING THE BUSINESS MINOR: The Fashion Merchandising major is structured to include a 'built-in' Business minor. Merchandising majors must declare the Business minor by completing the necessary declaration form and gaining needed signatures. Forms are available in the Registrar's office.

Curriculum – Design Major

Fashion Courses:	50 credits
FASH100 Introduction to the Fashion Industry	3
FASH130 Fashion Figure Drawing	1
FASH140 Fashion Design I: Drawing & Color	3
FASH200 Textiles	3
FASH210 Design Studio Techniques	3
FASH220 Apparel Development II	3
FASH230 Apparel Development I	3
FASH240 Fashion Design II: Presentation	3
FASH245 Fashion CAD I	3
FASH300 Product Development	3
FASH310 Apparel Development III	3
FASH335 Fashion CAD II	3
FASH345 Fashion Design III: Working Studio	3
FASH381 20 th Century Fashion	3
FASH400 Fashion Employment Seminar	1
FASH412 Portfolio	3
FASH420 Runway Collections I	3
FASH430 Runway Collections II	3

<i>Courses in Related Fields:</i>	<i>9 credits</i>
Art History	
ART281 History of Costume	3
ART160/180 Art History Choice	3

Computing Studies	
CSIS103 Introduction to Computer Systems	3
Core/Liberal Studies	42-45 credits

Electives 16-19 credits

Curriculum – Merchandising Minor

Requirements:

Students interested in the Fashion Merchandising Minor must receive permission from the Director of the Fashion Program. The requirements consist of 18 credits.

Required courses: (3 credits each)
FASH100 Introduction to the Fashion Industry
FASH265 Principles of Retailing
FASH365 Merchandise Planning & Control

Select three from the following list: (3 credits each)
COM110 Principles of Advertising
BUS340 Marketing Management
FASH120 Principles of Apparel Design
FASH200 Textiles
FASH255 Fundamentals of Buying
FASH295 Fashion Show Production
FASH455 International Retailing
FASH300 Product Development

Curriculum – Merchandising Major

Fashion Courses:	28 credits
FASH100 Introduction to the Fashion Industry	3
FASH120 Principles of Apparel Design	3
FASH200 Textiles	3
FASH255 Fundamentals of Buying	3
FASH265 Principles of Retailing	3
FASH300 Product Development	3
FASH365 Merchandise Planning & Control	3
FASH400 Fashion Employment Seminar	1
FASH455 International Retailing	3
FASH477 Fashion Capping	3

<i>Courses in Related Fields:</i>	<i>34 credits</i>
Accounting	
BUS203 Financial Accounting	3

Art History	
ART281 History of Costume	3

Business	
BUS100 Introduction to Business & Mgmt.	3
BUS302 Organizational Behavior	3
BUS340 Marketing Management	3
BUS382 Legal Foundations of Business	3
BUS300/400 Business Choice	3

Communications	
COM101 Public Presentations	3
COM110 Principles of Advertising	3

Computing Studies	
CSIS Information & Computer Literacy	3

Economics	
ECO150 Economics of Social Issues	3

Core/Liberal Studies	39-42 credits
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Electives 17-20 credits

Curriculum – Product Development Minor

This minor is currently open to Fashion Design or Merchandising majors. Permission from the Director of the Fashion Program is required. The requirements consist of 18 credits.

Required courses: (3 credits each)
FASH200N Textiles
FASH289N Production and Sourcing in the Apparel Industry
FASH300N Product Development

Select three from the following list: (3 credits each)
FASH280N Fashion Branding & Licensing
FASH415N Advanced Fashion PDM Software
(course under development - possible but not guaranteed for Spring 09)
FASH325N Private Label Development
(course under development - possible but not guaranteed for Spring 09)
FASH455N International Retailing
FASH487N Advanced Product Development

EMAIL ETIQUETTE

- 1. Use Email only when it's the most efficient channel for your need.** Email works best for short messages that need to be both written and read. You should never substitute email for a face-to-face meeting. Remember this simple hierarchy: first the meeting, then the phone call, and finally, the email.
- 2. Only use your Marist email address when communicating with your instructors.**
- 3. Always include a subject line in your message.** Make the subject line meaningful so that your instructor will be able to determine the best way to prioritize their response.
- 4. Always use a signature.** Make sure that you include your full name as well as the class (and date and time of that class) to help expedite your instructor's reply.
- 5. Always respond to your instructor's email.** It is common courtesy to acknowledge receipt of an instructor's email message in a timely manner.
- 6. Always be courteous.** Don't forget please and thank you! Don't expect an immediate answer, especially if you are emailing your instructor during non-school hours. Use the proper forms of address in all cases: Dear Mr., Ms., Mrs., Professor and the person's last name are acceptable forms of address. Hi Guys!, Hi!, Hi or Dear _____ (first name) are not acceptable forms of address.
- 7. Avoid using emoticons (☺, :), ;-), ;->).** Although these cute symbols may help convey "body language" in your informal emails, the Fashion Program is an academic department within an educational institution. Smiley faces are not appropriate additions to your communication. Avoid abbreviations such as: plz, btw, np, ss, tc, bfn, ic etc.
- 8. Never send email when you are tired or angry.** CAPITALS are considered SHOUTING. Don't be rude. Don't be demanding. Do be polite. Do be understanding.
- 9. Always read your email before you hit "send".** Proofread and consider what you've written to your instructor. Your email is an expression of your ability to communicate within an academic environment. Leave your reader with a good impression!

GRADING STANDARDS FOR THE FASHION PROGRAM

A = Exceptional achievement and quality in the majority of assessed work. The student's work is distinguished by an extensive knowledge of course concepts and originality in application. Extensively self-directed work showing a high level of analysis and the ability to apply what has been learned. Written assignments contain appropriate references, quotations and bibliography to illustrate points and to reinforce arguments. Design work demonstrates comprehensive application of principles in all areas. Displays high standards in the overall execution and presentation of the final work.

B = Good achievement in some or most areas of assessed work. There is evidence of critical and analytical thinking, and the ability to relate theory to practice. Work generally shows some degree of originality and is reflective of independent thinking. Displays an overall good standard in the execution and presentation of work.

C = An average level of performance. The student has demonstrated a capacity for independent work and research. Knowledge demonstrated is generally relevant, but not comprehensive. Displays some evidence of independent thought, but not enough to form original conclusions. There is insufficient use of referencing and arguments are not fully formed. Competent standards are demonstrated in execution and presentation, but the work lacks a certain level of originality.

D = Poor standard of work overall. Knowledge is incomplete and superficial. Displays limited evidence of critical or analytical thinking. Work is characterized by minimal independence or originality of thought. Minimal evidence of the ability to relate theory to practice. Work is executed and presented at an unacceptable standard.

F = The student's work is inadequate. Knowledge is insufficient in quality, scope or relevance. There is little or no evidence of conceptual understanding or original thought. Execution and presentation of the work is extremely poor, late and/or non-existent.

- Multiples absences imply insufficient knowledge and inadequate participation, thereby leading to a lower grade.
- Pluses and minuses are still available for use at the instructor's discretion

GRADING STANDARDS	
A	100 – 93%
A-	92 – 90 %
B+	89 – 87%
B	86 – 83%
B-	82 – 80%
C+	79 – 77%
C	76 – 73%
C-	72 – 70%
D+	69 – 67%
D	66 – 63%
F	62% or below