湖南工艺美术职业学院
HUNAN ARTS AND CRAFTS VOCATIONAL COLLEGE

Clothing and Costume Design Major (Fashion Design and Technology) Talent Training Program in 2020

Department of Costume Art Design

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I. Professional name and code

Professional (direction) Name: Clothing and Costume Design Major (Fashion Design and Technology)

Professional code: 650108

II. Enrollment object and academic system

Enrollment object: High school graduates, secondary vocational school graduates or the same educational level

Academic system: three years

III. Employment orientation

Clothing and Costume Design Major (Fashion Design and Technology) professional post (group) table

Category	Professional Post
Initial employment post	Fashion design assistant, clothing brand planning assistant
Career development post	Fashion designer, clothing brand planner
Career transfer post	Clothing buyer, fashion editor

IV. Training target

The profession is geared to garment enterprises, and it fosters the basic line of support for the party, and adapts to the full development of ethics, intelligence, sports, arts, etc. necessary for production, construction, service, and management. Cultivate necessary basic theoretical knowledge and specialized knowledge for corresponding positions in the apparel industry, with strong ability in apparel design, clothing brand planning, etc., with good professional ethics, innovative entrepreneurial spirit and sound physique, able to engage in apparel design, clothing brand High-quality technical and technical personnel working in planning and other areas.

V. Training specification

(I) Knowledge requirements

1. Master Marxism Leninism, Mao Zedong thought, Deng Xiaoping theory, three representatives and socialism with Chinese characteristics, and master the relevant philosophy, politics, economics, professional ethics, and legal common sense;

2. Master basic Chinese knowledge, general practical writing knowledge and industry writing knowledge;

3. Master the basic language knowledge and basic English writing knowledge;

4. Master the basic knowledge of computer application and knowledge of aided design;

5. Master the common sense of national defense, safety education and health knowledge;

6. Understand the basic knowledge of arts and crafts and the development and design of the garment industry;

7. Master basic knowledge of fashion performance techniques, computer software drawings, etc.

8. Master basic knowledge of apparel and apparel design, brand design and planning;

9. Master the basic knowledge of three-dimensional tailoring of garments and creative equipment;

10. Understand the basic knowledge of garment plate making and marking;

11. Understand the basic knowledge of the production of garments and the production of various types of clothing.

(II) Ability requirements

1. Ability of integrating the knowledge of philosophy, law and other disciplines to analyze and solve problems;

2. Ability of using native language, English and combines etiquette knowledge to read, communicate and communicate with people properly;

3. Ability of using computer network to collect and organize information;

4. Ability of learning how to get along with others, and collaboration;

5. Ability of learning how to learn all kinds of knowledge and professional skills, strive to improve the ability of innovation and entrepreneurship, consolidate the ability of personal sustainable development;

6. Has the ability to identify garment materials, garments and body measurements;

7. Has the ability to hand-painted clothing style maps and renderings;

8. Has the ability to use CoreLDRAW, Photoshop and other software to draw clothing style maps and renderings;

9. Have the ability to design garments based on fashion trends;

10. Has the ability to cut garment styles in three dimensions;

11. Has the ability to design and plan for clothing brands.

(III) Quality requirements

1. Have high political ideological quality: love the motherland, uphold the leadership of the Communist Party of China, adhere to the four basic principles, abide by the law and rules; have the correct outlook on life, the socialist core values and the world outlook;

2. Have good physical and mental quality: take active physical training, keep good physical health; channel bad mood and forming healthy psychology;

3. Have noble moral quality: develop good personal morality, such as respecting the old and loving the young, kind to people, credibility and integrity, unity, and cultivate correct professional ethics, such as loving post, discipline, dedication, initiative and innovation;

4. Has higher aesthetic interest: distinguish between beauty and ugliness, positive and optimistic attitude towards life and work, enjoy the beauty, be a noble and rich person in life, and with excellent EQ;

5. With meticulous, rigorous work attitude and good design, plate making, process habits.

VI. Course development and course system

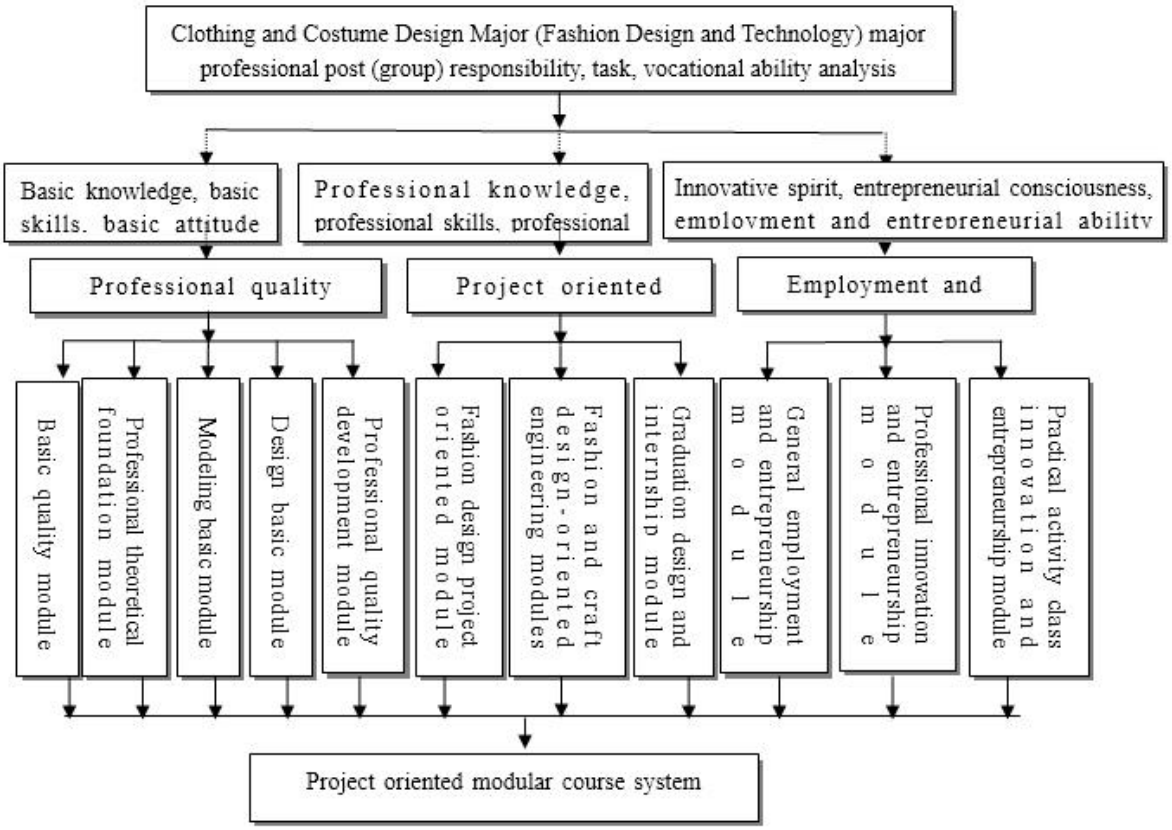
(I) Typical work task and professional ability analysis

Typical work task and professional ability analysis table for Clothing and Costume Design Major (Fashion Design and Technology)

Task field	Typical work task	Vocational ability
1. Clothing Design	1.1 Clothing Product Design	1.1.1 Good clothing aesthetics and design capabilities 1.1.2 clothing design draft, real sample style analysis ability 1.1.3 clothing specification design, structural design capability 1.1.4 clothing style structure change ability 1.1.5 clothing brand style grasping ability 1.1.6 Familiarity with the ability to use various platemaking technologies such as plane and three-dimensional cutting 1.1.7 Apparel Product Development Capabilities 1.1.8 Garment surface accessories and testing capabilities 1.1.9 Lining, Lining, and Process Model Making Ability
2. Brand Design and Planning	2.1 Brand Product Planning	2.1.1 theme apparel product planning capabilities for the quarter 2.1.2 Theme Product Design Capability 2.1.3 Good communication and presentation skills
	2.2 Brand Product Production	2.2.1 garment surface accessories configuration and testing capabilities 2.2.2 Lining, Lining, and Process Model Making Ability 2.2.3 Apparel Product Auditing Capability

(II) Project oriented modular course system design

1. Clothing and Costume Design Major (Fashion Design and Technology) major project oriented modular course system composition diagram



2. Clothing and Costume Design Major (Fashion Design and Technology) major project oriented modular course composition form

(1) Apprenticeship of vocational high school students

Primary module	Secondary module	Course
Professional quality engineering module	Basic quality module	Introduction of Mao Zedong thought and theory system of socialism with Chinese characteristics, ideological and moral cultivation and legal basis, college Chinese, practical writing, college English, computer application basis, physical culture, psychological health education, military lesson, situation and policy, college students' well-being and security education
	Professional theoretical foundation module	Modern design history
	Modeling basic module	Design color, design composition
	Design basic module	Computer Fashion Painting, Clothing Patterns & Crafts, Apparel Materials, Fashion Design Fundamentals, Clothing Accessories Design
	Professional quality development module	Chinese traditional culture selection, aesthetic introduction, art appreciation etc.
Project oriented engineering module	Fashion Design Project Orientation Module	Apparel Product Design, Apparel Creative Design, Apparel Brand Design and Planning
	Fashion craft project oriented module	Underwear platemaking and craftsmanship, women's tops plate making and craftsmanship, men's tops plate making and craftsmanship, ready-to-wear three-dimensional tailoring, creative upright three-dimensional tailoring, hand tie-dyeing, and hand-dyed batik
	Graduation design and internship module	Graduation Design-1, Fabrics Purchase, Graduation Design-2, Graduation Design-3, Internship
Employment and innovation and entrepreneurship module	General employment and entrepreneurship module	Entrepreneurial foundation, vocational development and employment guidance for higher vocational students, entrepreneurial marketing practice, negotiation methods and skills etc.
	Professional innovation and entrepreneurship module	Creative creation of handmade jewelry, innovative practice of fiber art, creative practice of denim craft, creative design of clothing exhibition, etc.
	Practical activity class innovation and entrepreneurship module	Innovation and entrepreneurship competitions, career planning competitions, innovation projects, entrepreneurship practice, entrepreneurship training, etc.

(2) Non-clothing professional students

Primary module	Secondary module	Course
Professional quality engineering module	Basic quality module	Introduction of Mao Zedong thought and theory system of socialism with Chinese characteristics, ideological and moral cultivation and legal basis, college Chinese, practical writing, college English, computer application basis, physical culture, psychological health education, military lesson, situation and policy, college students' well-being and security education
	Professional theoretical foundation module	Modern design history
	Modeling basic module	Design sketch, design color, design composition
	Design basis module	Hand-painted fashion paintings, computer fashion paintings, clothing materials, fashion design foundations, apparel accessories design
	Professional quality development module	Chinese traditional culture selection, aesthetic introduction, art appreciation etc.
Project oriented engineering module	Fashion Design Project Orientation Module	Apparel Product Design, Apparel Creative Design, Apparel Brand Design and Planning
	Fashion craft project oriented module	Clothing platemaking and process foundation, women's plate making and craftsmanship, men's plate making and craftsmanship, garment three-dimensional cutting, computerized embroidery plate making, hand-knitting
	Graduation design and internship module	Graduation design, post internship, and vacation post internship
Employment and innovation and entrepreneurship module	General employment and entrepreneurship module	Entrepreneurial foundation, vocational development and employment guidance for higher vocational students, entrepreneurial marketing practice, negotiation methods and skills etc.
	Professional innovation and entrepreneurship module	Creative architectural model design, architect career planning, etc.
	Practical activity class innovation and entrepreneurship module	Innovation and entrepreneurship competitions, career planning competitions, innovation projects, entrepreneurship practice, entrepreneurship training, etc.

VII. Course description

(I) Professional quality engineering module course description

1. *Introduction of Mao Zedong thought and theoretical system of socialism with Chinese characteristics* (64 hours)

This course is centered on the Sinicization of Marxist theory, focuses on teaching the Communist Party's historical process of integrating Marx's basic principles with Chinese reality, help students grasp systematically Mao Zedong thought and the theoretical system of socialism with Chinese characteristics, enables students deeply understand the importance of adhering to the guiding position of Marxism to realize the great rejuvenation of the Chinese nation, and firmly believe in the ideal of the socialist road with Chinese characteristics under the leadership of the party.

2. *Ideological and moral cultivation and legal basis* (48 hours)

This course integrates the basic positions, viewpoints and methods of Marxism comprehensively, take the correct outlook on life, values, morality, legality and integrity education as the basic content, help students to establish the ideal and belief of science and the value concept of serving the people, and guide the college students to improve their ideological and moral quality, legal quality, honesty and moral consciousness, and be the socialist builder and successor with “ideals, morality, culture and discipline”.

3. *College English* (140 hours)

This course is one of the compulsory humanities and literacy courses for non-English majors in higher vocational colleges. It is also a continuation of the student's high school or vocational high school English courses. It plays an important role in the professional talents training system. This course aims at the workplace communication, aims at application, develops the students' practical ability to use English, especially the listening and speaking ability; at the same time, it masters effective learning methods, enhances self-learning ability, and improves humanistic qualities. Therefore, it is also an important part of the implementation of humanities quality education in our institute. This course mainly focuses on the first and second volumes of the fourth edition of the New Practical English Comprehensive Course. The main contents of the course cover everyday topics such as clothing, food, shelter, and transportation.

4. *College Chinese* (64 hours)

This course is a cultural compulsory course, which takes the humanistic quality education as the core and integrates the tools, knowledge, basic, ideological, aesthetic and humanistic of Chinese education, and it belongs to the basic quality module course. This course aims to cultivate students' basic knowledge of literature, oral expression and writing, and to learn Chinese excellent traditional culture; improve students' reading ability, appreciation ability, aesthetic ability, oral expression ability and written expression ability; enables students have certain literary accomplishment, artistic accomplishment and aesthetic quality, so as to enhance their comprehensive quality, and lay a solid foundation for professional learning, and for future employment and continuing learning.

5. *Application writing* (36 hours)

This course aims to train students to master the basic theory and basic knowledge of application writing, grasp the characteristics and norms, and writing requirements of commonly used administrative documents, transaction documents and special documents; through in-depth analysis and research of model essay, and with more practice, write diligently, repeatedly modify and persist in practice, gradually turn book knowledge into

practical ability, and truly improve the writing ability of practical writing; improve students' comprehensive quality, to meet the needs of the students daily study, life and the future work to lay the necessary basis, and lay a solid foundation for the sustainable development of students' career.

6. *Computer application foundation* (28 hours)

This course is designed to enable students to skillfully use Windows 7 operating system and Office2010 application software, equipped with the basic knowledge of computer network, and the ability skillful using Internet to collect data, read data and make use of data. Cultivate students' ability of finding problems, analyzing and solving problems, and the consciousness of self-directed inquiry learning in the process of learning. This course focuses on basic skills as well as practical training, to enable students take part in the computer proficiency emanation after completing the course study.

7. *Physical culture* (108 hours)

This course mainly includes athletics, ball games, sports dance, aerobics and so on. It is a public compulsory course that takes student body practice as the main means, through reasonable sports education, and scientific process of physical exercise, to strengthen fitness, improving health and improve sports quality as the main goal, it is an important part of the school curriculum system, and a central link of school sports work. This course is an effective way to achieve quality-oriented education and train students to adapt to the society and improve their personality.

8. *Psychological health education* (20 hours)

This course is a public course integrates with knowledge imparting, psychological experience and behavior training. This course aims to make students be clear the standards and significance of psychological health, enhance their awareness of psychological health care and psychological crisis prevention, and master and apply the knowledge of psychological health, learn the basic skills and methods of maintaining physical and psychological health, and enhance self-protection ability, improve self cognitive ability, interpersonal communication ability, self adjustment ability, etc., improve the psychological quality, provide intelligence support for students' healthy growth and promote their all-round development.

9. *Military lesson* (60 hours)

Freshmen's entrance education and military training are early educational activities carried out regarding the characteristics of higher vocational college students, including national defense education module, behavior development education module, school history and school culture cognition module, and professional cognitive education module, the college takes freshmen's entrance education and military training as the opportunity and breakthrough, to enable freshmen understand the college, understand their majors and understand their learning tasks, and form the purpose of three years of holistic cognition of higher vocational education.

10. *Situation and policy* (40 hours)

This course is under the guidance of Marxism Leninism, Mao Zedong thought and the theory of socialism with Chinese characteristics, closely related to the international situation, in particular, the situation of China's reform and opening up and socialist modernization, carry out situation and policy education and teaching according to the actual situation of students, help students understand the world and China's general trend of development, and guide students to accurately understand the party's line, principles and policies, cherish and maintain the overall situation of the country's stability, enhance the confidence and sense of social

responsibility to achieve the grand goal of socialist modernization.

11. *College Students' growth guidance and safety education* (24 hours)

This course is a cultural compulsory course to highlight experience and practice, aims to improve students' scientific and cultural quality and moral quality, guide students to form the correct ideal belief, core value and ability accomplishment, and achieve harmonious development of body and mind. The course teaching is guided by Marx Lenin doctrine, Mao Zedong thought, Deng Xiaoping theory and the important thought of “Three Represents”, taking the education of ideals and beliefs as the core and patriotic education as the key point, based on the ideological and moral construction, and the all-round development of college students as the goal, help students achieve the optimization and transformation of attitudes, attitudes and behaviors, be the builder and successor of the socialist cause with Chinese characteristics of all-round development of morality, intelligence physique and aesthetic.

12. *Chinese and foreign art history* (36 hours)

This course enables students to understand and master the characteristics and laws of the development of arts and crafts in different historical periods, and be familiar with the design ideas and styles of different arts and crafts at home and abroad; master the characteristics of the important handicrafts in different periods, and perform good appreciation and evaluation of the works of arts and crafts with applied knowledge; can successfully apply the achievements of Chinese and foreign arts and crafts to innovate and practice the integration of tradition and modern, East and West, and improve students' theoretical literacy and comprehensive ability in design practice.

13. *Design Sketch* (56 hours)

This course is a required basic modeling course in the professional professional quality engineering module of clothing and apparel design (fashion design and craft direction). Through the study of the curriculum, students' ability in composition, styling, spatial imagination and aesthetic ability are cultivated; the correct artistic observation methods, analysis methods and expression techniques are cultivated, and the basic theory and basic skills of sketching and composition are mastered. Improve students' ability to grasp the structure of things and design styling, and lay the foundation for the training of costume design.

14. *Design color* (56 hours)

This course is a required basic modeling course in the professional professional quality engineering module of clothing and apparel design (fashion design and craft direction). Through the study of the curriculum, students' ability in composition, styling, spatial imagination and aesthetic ability are cultivated; the correct artistic observation methods, analysis methods and expression techniques are cultivated, and the basic theory and basic skills of color sketching and composition are mastered. Improve students' ability to grasp color and their ability to use color modeling to lay the foundation for the color matching training of costume design.

15. *Design composition* (84 hours)

This course is a required basic modeling course in the professional professional quality engineering module of clothing and apparel design (fashion design and craft direction). Through a variety of teaching methods, this course enables students to apply the concepts of modern science and modern art, scientifically explain and classify various phenomena of plane composition and color composition, and understand the appearance and conditions of the image and space. Grasp the use of the various elements of the image and space for a variety of methods of composition, training students' composition ability, modeling ability,

space imagination ability and creative thinking ability, and lay the foundation for students to engage in garment design and other related positions.

16. *Hand-painted Fashion* (56 hours)

This course is a compulsory course in the professional design foundation engineering module of fashion design (fashion design and craft direction). This course focuses on cultivating students' basic professional abilities - the ability to express their design ideas. Through theoretical teaching, copy training, and creative performance, students can skillfully use various tools to draw basic capabilities of hand-drawn style and effect drawings. This course is a key step in costume design and is a necessary means to express the designer's design intent and design concept. It plays an integral role in the whole process of costume design. A good fashion design rendering is the key to accurate and effective pattern making and production. It presents the designer’s ideas in a complete and vivid manner. It gives an intuitive effect on the relationship between clothing and the human body. It is the image expression of the design language.

17. *Computer Fashion Painting* (70 hours)

This course is a compulsory course in the professional design foundation engineering module for clothing and apparel design (fashion design and craft direction). This course focuses on cultivating students’ basic professional abilities—software rendering and processing capabilities for costume design ideas. Through the operation and training of the theory on the machine, students can skillfully use Photoshop and CoreLDRAW software to perform the performance of clothing style drawings and renderings. This course is a key step in costume design and is a necessary means to express the designer's design intent and design concept. It plays an integral role in the whole process of costume design.

18. *Clothing Materials* (56 hours)

This course is a compulsory course in the professional professional quality engineering module of clothing and apparel design (fashion design and craft direction). It mainly teaches the basic composition of commonly used clothing materials, raw materials used, the basic organizational structure of apparel fabrics, various performance identification methods, and various identification methods for apparel materials. Commonly used varieties and characteristics of various types of clothing according to the use of reasonable selection of textile fabrics and accessories and other knowledge.

19. *Basics of Fashion Design* (56 hours)

This course is a compulsory basic design course in the professional professional quality engineering module of clothing and apparel design (fashion design and craft direction). Through teaching, students can master the basic knowledge of clothing materials, be able to identify and apply common face-to-face materials, be able to predict the fashion trends of clothing, and have the ability to collect and analyze clothing information; To enable students to have a certain capacity for space imagination; enable students to master the principles of fashion design, creative thinking methods and design procedures, and to initially design and express clothing.

(II) Project oriented engineering module course description

1. *Costume Product Design* (84 hours)

This course is a compulsory course in the professional fashion design project oriented module of clothing and apparel design (fashion design and craft direction). Through the study of this course, students can master the basic principles and creative thinking methods of fashion design. Develop students' ability to independently design costumes and make students

have a clear understanding of the steps of costume design. Combine fashion trends with design methods to design individual items, suits, everyday clothes, and creative clothing.

2. *Clothing Creative Design* (84 hours)

This course is a compulsory course in the professional fashion design project oriented module of clothing and apparel design (fashion design and craft direction). The purpose of the course is to enable students to initially understand the concept and creative thinking of the creative design of clothing, to grasp the elements of designing creative clothing, to master the flow of design from the creative thinking to the entire creative drawing, and to design methods. Elements are necessary qualities for designers to transform into a creative clothing language. Through the principles and methods of creative apparel design, students can master the basic laws and points of creative clothing; encourage students to boldly innovate and guide students to combine design concepts with art, from creative thinking design, style innovation design, material innovation design, Creative design of color, innovative design of structure and technology, etc.

3. *Clothing Brand Design and Planning* (56 class hours)

This course is a compulsory course for the Fashion Design Project-Oriented Engineering module in Fashion and Fashion Design (Fashion Design and Craftsmanship). This course is an important comprehensive training course for students studying at school. The main contents are brand clothing market research, preparation and adjustment of apparel product planning programs, development of brand apparel theme series products, material procurement and management. Through learning, students are required to master the process of designing and designing apparel brand products, have the basic ability of product brand planning and design, and complete the training tasks through teamwork, and cultivate students' product development, teamwork awareness and communication skills.

4. *Fiber Art Design* (36 hours)

This course is a compulsory course for the Fashion Design Project-Oriented Engineering module in Fashion and Fashion Design (Fashion Design and Craftsmanship). Through the theoretical teaching of this course system and the complete design and production of the topic training, students can form a complete and systematic understanding of the concept, development history and status quo of fiber art design. Understand the properties of fiber materials, master the creative techniques of fiber art, learn and master many design elements of modern fiber art design, improve design training, have a full range of design and modeling capabilities, use modern people's design concepts from materials, craftsmanship and other aspects to inspired to give new life to the fiber.

5. *Basics of Garment Making and Processes* (70 hours)

This course is a compulsory course for fashion and craft design-oriented engineering modules for fashion and apparel design (fashion design and craft direction). It mainly teaches the basic knowledge of garment plate making, hand-sewing technology, garment sewing process, component manufacturing, and basic equipment operation. It adopts a teaching-united teaching model, focusing on student practice, improving students' actual hands-on skills through a large number of practical exercises, and enabling students to master the basic principles and methods of plate making, and the methods and techniques for sewing various parts and components. The hand-sewing technology of garments, the production of garments and sewing machines, the production of parts and components, the use of common clothing equipment, and the simple maintenance of operating skills can be used as an alternative to self-analysis of garment structures and sewing process methods.

6. *Women's Plate Making and Crafts* (112 hours)

This course is a compulsory course for fashion and craft design-oriented engineering modules for fashion and apparel design (fashion design and craft direction). Through the basic theory of women's wear structure and the learning and practical training of changing styles, students can master the structural design methods of women's wear (blouses, women's suits, and women's vests) combined with proportion method and prototype method, and master the skills of women's returning and sewing techniques and sewing techniques. Familiar with the changing characteristics of women's style modeling structure, and able to carry out structural design and structural innovation. Understand the women's version of the disadvantages of analysis methods, training students with women's plate making and craft production capabilities.

7. *Men's Plate Making and Crafts* (98 hours)

This course is a compulsory course for fashion and craft design-oriented engineering modules for fashion and apparel design (fashion design and craft direction). Through the basic theory of men's wear structure and the learning and practical training of changing styles, students can master the structural design methods of men's wear (men's casual pants, men's shirts, and men's jackets) combined with proportion method and prototype method, and master the sewing process skills of men's clothing. Familiar with the changing characteristics of men's style modeling structure, and able to carry out structural design and structural innovation. Understand the men's version of the type of analysis of ills and train students to have men's plate making and crafting capabilities.

8. *Cloth Trim* (70 hours)

This course is a compulsory course for fashion and craft design-oriented engineering modules for fashion and apparel design (fashion design and craft direction). Through the combination of practice and practice, the integrated teaching mode requires students to master basic techniques such as labeling, personal correction, and pin stitching, and grasp the three-dimensional cutting methods of women's provinces, dividing lines, and pleats. Collar-type, sleeve-type and its changing tactics, including skills like stereo cuts for shirts, skirts and women's suits, dresses, creative fashions, etc., special patterns for flat pattern drafting and pattern correction, etc.

9. *Computerized Embroidery* (36 hours)

This course is a compulsory course for fashion and craft design-oriented engineering modules for fashion and apparel design (fashion design and craft direction). The main function is to learn the function and use of the computerized embroidery plate design system integrating creative design, pattern making and simulation. Through theoretical learning and practical training, students can understand the connection between computer embroidery and the development of human science and technology. They are familiar with the process and methods of computerized embroidery plate making, master the basic knowledge, principles, requirements and specifications of embroidery product plate making, and regulate the operation of embroidery production equipment. , And can independently complete a certain size pattern embroidery plate making and production.

10. *Handmade Wool Weaving Process* (36 hours)

This course is a compulsory course for fashion and craft design-oriented engineering modules for fashion and apparel design (fashion design and craft direction). The course focuses on cultivating students' basic professional abilities - two forms of hand-knitted knitting - the practical ability of knitting and crochet knitting and the self-learning ability to read pictures. Through theoretical teaching, demonstration training, and task-driven methods, students can learn the relevant theoretical knowledge and practical training of hand-knitted wool by systematically learning, cultivate students' interest in hand-knit technology, make

students understand the tools and models, and master the basic skills of hand-knitting. Gesture, learn the basic acupuncture, understand the basic forming principle of the hand-knitted weaving process, the composition of the structure, can understand hand-woven illustrations and process diagrams, with the ability to expand self-study.

11. *Graduation Design - 1* (84 hours)

This course is a compulsory course for the graduation design engineering module in the clothing and apparel design (fashion design and craft direction). This course is an important comprehensive training course for students to study in school. It is a comprehensive examination of students' previous courses. Through the study of this course, students are familiar with the design methods, work flow and requirements of creative clothing series, have the ability to design creative clothes, and can collaborate with others to complete the design plan, prepare purchasing plan sheets, and match well with surface-assisted materials. Inspect students' ability to express costume design, costume design, creative thinking, artistic accomplishment, aesthetic appreciation, and overall quality.

12. *Graduation Design-2* (98 hours)

This course is a compulsory course for the graduation design engineering module in the clothing and apparel design (fashion design and craft direction). This course is an important comprehensive training course for students studying in the school. It is a comprehensive examination of the student’s continuing course study. By explaining the pattern making methods of creative clothing series, methods and techniques of three-dimensional cutting of creative clothing, blank sample making procedures, pattern extension, and craftsmanship skills, students can follow the steps and procedures to complete the production of creative clothing series and sample blanks. Production, costume creative series production, etc., comprehensively examine students' clothing structure design, creative thinking, artistic accomplishment and aesthetic ability.

13. *Graduation Design-3* (98 hours)

This course is a compulsory course for the graduation design engineering module in the clothing and apparel design (fashion design and craft direction). This course is an important comprehensive training course for students studying in the school. It is a comprehensive examination of the student’s continuing course study. By explaining the craftsmanship skills of the garments, students can follow the steps and procedures to complete the creative series production of garments, and comprehensively test the students' skills in garment production, creative thinking, artistic accomplishment and aesthetics.

14. *Internship Practice* (224 class hours)

This course is a compulsory course for the internship project-oriented engineering module for apparel and apparel design (fashion design and craft direction). The internship is an important teaching link for the major, and it is the knowledge and skills that students use to learn. Under the guidance of an internship tutor, the company participates in the design of production practices, familiarizes with operational skills and work processes, completes certain design and production tasks, and develops a comprehensive practical teaching that enables students to have practical production skills and develop good professional habits.

(III)Employment and innovation entrepreneurship module course description

1. *Career and development plan for vocational college students* (16 hours)

This course is a public compulsory course for all college students, aims to guide students to master the basic theories and methods of career planning, stimulate the independent consciousness of college students' career development, have a clear understanding of oneself,

occupational characteristics and social environment, and master self exploration skills, information search and career decision-making skills, consciously improve professionalism and career management ability, and guide students to establish a positive and correct outlook on life, values and careers, and encourages college students to plan their future development rationally.

2. *Entrepreneurial foundation* (32 hours)

This course is public compulsory courses for all college students, through developing entrepreneurship-based teaching, enables students master basic knowledge and basic theories of entrepreneurship, and familiar with the basic process and basic methods of entrepreneurship, understand the laws and regulations and policies related to entrepreneurship, stimulate students' sense of entrepreneurship and improve their sense of social responsibility, creativity and entrepreneurship, so as to promote students find jobs and with overall development.

3. *Employment guidance* (16 hours)

This course is a public compulsory course for all college students, aims to guide students to understand the employment situation and policies and regulations, master basic labor market information, relevant vocational classification knowledge, and master job skills, improve general skills such as communication skills, self-management skills and interpersonal skills, guide students to establish a positive and correct outlook on life, values and careers, and effectively encourages college students to find jobs and self-employment.

4. *Innovation and entrepreneurship practice course* (18 hours)

This course is designed to create good professional atmosphere and innovative entrepreneurial atmosphere as the mean, regularly carry out professional training, innovation training, entrepreneurship exercise, innovative and entrepreneurship competition, professional competition, entrepreneurship training, creation class, entrepreneurial practice, creative market, innovation and entrepreneurship achievement exhibition and other multi-form, multi-carrier activities, comprehensively improve students' professional quality, professional skills and innovation and entrepreneurship.

VIII. Professional core course standards (see Annex)

IX. Teachers resources and requirements

(I) Professional leader requirements

The major should allocate double leaders, hire extramural senior experts from industry enterprises as professional leaders, select influential senior professional and technical personnel in the school as professional leaders. The professional leader of school enterprise has the spirit of dedication and innovation, and has rich professional practice ability and experience in the professional field; have a deep understanding of the major, can accurately grasp the professional development direction, familiar with the latest development of the industry, has the overall design and management ability for the professional development; host the reform of professional training mode and the construction of course system, have the ability to lead professional teaching team; has the ability to host teaching, training and practice training base construction projects; can guide young teachers in teaching and social services.

(II) Full-time teacher requirements

Have higher education qualification and bachelor degree or above, in principle, have over two years working experience in this field, and have obtained the corresponding qualification certificate; with noble morality, rigorous scholarship, master the concept of modern vocational

education and teaching methods, able to lecture more than one course, participate in practice teaching and achieve good teaching results; closely related to industry and related enterprises, host or participate in school enterprise cooperation or related professional and technical services; able to participate in the research of teaching reform and professional technical topics.

(III) Part-time teacher requirements

Have senior professional qualification or intermediate or above professional qualification, in principle, have more than 5 years' experience in the first line of business, and solve the technical problems in the production process; strong language skills, master certain vocational education methods, has certain teaching ability, can undertake teaching tasks; has the ability to participate in the formulation of talent training programs, course development and construction, and the compilation of related teaching documents.

X. Configuration and requirements of practical teaching conditions

(I) Configuration and requirement table of the practical teaching conditions in school

Experimental training room	Device Configuration	Equipment functions and requirements	Professional competence
1. Clothing Technology Training Room	1. High speed sewing machine	1 station/person For garment sewing.	Cultivate students' ability to independently produce clothing.
	2 high speed sewing machine	1 /10 people Used for seaming production of clothing.	
	3. Iron, hot pack	1 set / 4 people For clothing ironing, stereotypes.	
	4. Workbench	1 set/person Used for trimming pieces.	
	5. Computer, projector	1 set Used for normal teaching.	
	6. Flat knitting machine	1 / 2 person Used for weaving garments.	
2. Clothes plate training room	1.Workbench	1 set/person For the production of clothing samples.	Develop students' ability to independently produce clothing templates.
	2. Computer, projector	1 set Used for normal teaching.	
3. Fashion Design Training Room	1.Workbench	1 set/person Used to design practical training.	Cultivate students' ability to design clothing.
	2. Computer, projector	1 set Used for normal teaching.	
4. Computer aided design training room	1. The computer requires software such as office software, rich CAD software, ET CAD software, Adobe Photoshop, Extended, CoreLDRAW, Graphics Suite, etc.	1 station/person For design, playing board training.	Train students' ability to use computer software for costume design, plate making and push plates.
	2. Workbench	1 set/person Used for computer aided instruction training.	
	3. Projector	1 set Used for normal teaching.	

5. Three-dimensional cutting training room	1. Standard station (160/84A)	1 person For three-dimensional cutting training.	Cultivate students' ability to cut garments in three dimensions.
	2. Workbench	1 set/person Used for cutting grey cloth and training.	
	3.Computer, projector	1 set Used for normal teaching.	
6. Fashion Design Basic Training Room	1. Still life table, still life	4 groups Used for basic painting to meet everyday teaching.	Develop students' basic painting skills.
	2. Easel, chair	1 set/person Used for basic painting to meet everyday teaching.	
	3. Computer, projector	1 set Used for normal teaching.	

(II) External practice teaching condition configuration and request form

Training Base	Base functions and requirements	Professional ability and quality training
1. Zhongshan Yuantai Clothing Co., Ltd.	1.Practical training 2. Internship	Cultivate students' costume design, garment making, sample making, garment production, garment sales, and good professionalism.
2. Changsha Kaifu District Qinglian Garment Factory	1.Practical training 2. Internship	Cultivate students' costume design, garment making, sample making, garment production, garment sales, and good professionalism.
3. Zhangjiajie Paili Garment Co., Ltd.	1.Practical training 2. Internship	Develop students' uniform design, uniform plate making, prototype production, uniform production, uniform sales ability, and good professionalism.
4. Youjiang Youli Passenger Trade Co., Ltd.	1.Practical training 2. Internship	Cultivate students' costume design, garment making, sample making, garment production, garment sales, and good professionalism.
5. Hong Kong Yaqidini Clothing (Guangzhou) Co., Ltd.	1.Practical training 2. Internship	Develop student product planning, apparel design, garment making, sample making, apparel sales, display design capabilities, and good professionalism.
6. Qijiang Xinyuanfeng Clothing Co., Ltd.	1.Practical training 2. Internship	Cultivate students' costume design, garment making, sample making, garment production, garment sales, and good professionalism.
7. Yiyang Jin Yida Garment Co., Ltd.	1.Practical training 2. Internship	Cultivate students' costume design, garment making, sample making, garment production, garment sales, and good professionalism.
8. Yiyang Fuli Garment Factory	1.Practical training 2. Internship	Cultivate students' costume design, garment making, sample making, garment production, garment sales, and good professionalism.
9. Yiyang Fuhui Garment Co., Ltd.	1.Practical training 2. Internship	Cultivate students' costume design, garment making, sample making, garment production, garment sales, and good professionalism.
10. Hunan Gesha Clothing	1.Practical training 2. Internship	Cultivate students' costume design, garment making, sample making, garment production, garment sales, and good professionalism.

11. Hunan Oriental Fashion Co., Ltd. (Santi West Group)	1.Practical training 2. Internship	Develop student product planning, apparel design, garment making, sample making, garment production, apparel sales, and good professionalism.
12. Hunan Paiyite clothing Co., Ltd.	1.Practical training 2. Internship	Develop students' uniform design, uniform plate making, prototype production, uniform production, uniform sales ability, and good professionalism.
13. Hunan Yixintai Hemp Clothing Co., Ltd.	1.Practical training 2. Internship	Develop student product planning, men's wear design, men's clothing plate making, sample production, display design, garment sales, and good professionalism.
14. Guangzhou Jinchang Printing Factory	1.Practical training 2. Internship	Cultivate students' costume design, garment making, sample making, garment production, garment sales, and good professionalism.
15. Guangzhou City, the United States and the United States textile	1.Practical training 2. Internship	Costume design, garment making, sample making, garment production, garment sales.
16. Yiyang Wanli Garment Co., Ltd.	1.Practical training 2. Internship	Cultivate students' costume design, garment making, sample making, garment production, garment sales, and good professionalism.
17. Zhongshan Fuxin Clothing Co., Ltd.	1.Practical training 2. Internship	Cultivate students' costume design, garment making, sample making, garment production, garment sales, and good professionalism.
18. Taiwan Yanu Clothing (Guangzhou) Co., Ltd.	1.Practical training 2. Internship	Develop student product planning, apparel design, garment making, sample making, apparel sales, display design capabilities, and good professionalism.
19. Guangzhou Jindu Printing Factory	1.Practical training 2. Internship	Cultivate students' costume design, garment making, sample making, garment production, garment sales, and good professionalism.
20. Hunan Changxing Industrial Co., Ltd.	1.Practical training 2. Internship	Cultivate students' costume design, garment making, sample making, garment production, garment sales, and good professionalism.
21. Guangzhou Xinhuada Embroidery Factory	1.Practical training 2. Internship	Cultivate students' costume design, garment making, sample making, garment production, garment sales, and good professionalism.
22. Yiyang Pingan Garment Factory	1.Practical training 2. Internship	Cultivate students' costume design, garment making, sample making, garment production, garment sales, and good professionalism.
23. Hunan Huasheng Industry & Trade Import & Export Co., Ltd.	1.Practical training 2. Internship	Cultivate students' costume design, garment making, sample making, garment production, garment sales, and good professionalism.
24. Yiyang City Yixin Garment Factory	1.Practical training 2. Internship	Cultivate students' costume design, garment making, sample making, garment production, garment sales, and good professionalism.
25. Guangzhou Xintang Jinfan Clothing Co., Ltd.	1.Practical training 2. Internship	Cultivate students' costume design, garment making, sample making, garment production, garment sales, and good professionalism.
26. Yiyang Nanyuegong Community Zhongzhong Garment Factory	1.Practical training 2. Internship	Cultivate students' costume design, garment making, sample making, garment production, garment sales, and good professionalism.
27. Yiyang Sunida Clothing Co., Ltd.	1.Practical training 2. Internship	Cultivate students' costume design, garment making, sample making, garment production, garment sales, and good professionalism.
28. Hunan Xurong Garment Co., Ltd.	1.Practical training 2. Internship	Develop students' uniform design, uniform plate making, prototype production, uniform production, uniform sales ability, and good professionalism.

29. Hunan Yiyang Sundeli Garment Co., Ltd.	1.Practical training 2. Internship	Students' men's wear design, men's clothing plate making, sample making, display design, clothing marketing ability, and good professional qualities are cultivated.
30. Changsha Yiliu Clothing Co., Ltd.	1.Practical training 2. Internship	Develop student product planning, apparel design, garment making, sample making, apparel sales, display design capabilities, and good professionalism.
31. Guangzhou E Zhe fashion fashion design agency	1.Practical training 2. Internship	Develop student product planning, apparel design, garment making, sample making, apparel sales, display design capabilities, and good professionalism.
32. Shanghai Anita Clothing Co., Ltd.	1.Practical training 2. Internship	Develop student product planning, apparel design, garment making, sample making, apparel sales, display design capabilities, and good professionalism.
33. Hunan Xiaoyi Yiyuan Garment Modeling Company	1.Practical training 2. Internship	Develop students' product planning, women's design, women's clothing, sample production, display design, apparel marketing capabilities, and good professionalism.
34. Haikou Blue Bird Clothing Co., Ltd.	1.Practical training 2. Internship	Develop student product planning, apparel design, garment making, sample making, apparel sales, display design capabilities, and good professionalism.

XI. Teaching arrangement

(I) Teaching schedule

Major (direction) name: Clothing and Costume Design Major (Fashion Design and Technology) (2017 full-time)

	Module composition	Nature of the course	Course Title	Main course	Total credits	total period	Theory teaching	In-class practice	Weekly distribution of semesters						Assessment method	Note
									first year at school		The second year at school		The third year at school			
									I	II	III	IV	V	VI		
									14 weeks	18 weeks	18 weeks	18 weeks	18 weeks	18 weeks		
Professional Quality Engineering Module	Professional Quality Engineering Module	Compulsory	Mao Zedong Thought and the Theoretical System of Socialism with Chinese Characteristics		4	64	52	12		2/16	2/16					
			Ideological Morality and Legal Foundation		3	48	40	8	4/12							
			College English (including clothing English)		8	140	140	0	4/13	4/14	2/16					
			College Chinese		4	64	64	0	2/14	2/18					★	
			Applied Writing		2	36	36	0			2/9	2/9				
			Computer Application Fundamentals		2	28	12	16	2/14							

			Physical education		6	108	8	100	2/12	2/14	2/14	2/14				
			Mental health education		1	20	20	0	1/10	1/10						
			Military lessons		3	60	12	48	3 weeks							
			Situation and Policy		1	40	32	8	1-4 semesters, 10 hours per semester							
			College Students' Development Guidance and Safety Education		1	24	24	0		8 hours per semester for 2-4 semesters						
			Subtotal		35	632	440	192								
			Chinese and Foreign Arts and Crafts History		2	36	36	0			2/18					
			Subtotal		2	36	36	0								
	Modeling basic module	Compulsory	Design Sketch		3.5	56	12	44	14/4							
			Design color		3.5	56	12	44		14/4						
			Design composition		5	84	18	66	14/6							
			Subtotal		12	196	42	154								
	Design basis module	Compulsory	Hand-painted fashion painting	▲	3.5	56	12	44		14/4						
			Computer Fashion Painting	▲	4.5	70	16	54		14/5						
			Clothing materials		3.5	56	12	44	14/4							
			Fashion design basis		3.5	56	12	44			14/4					
			Subtotal		15	238	52	186								
	Professional Quality Development Module	Compulsory	Selected Chinese traditional culture, introduction to aesthetics, art appreciation, etc.		2	36	36	0								
			Subtotal		2	36	36	0								
Project-oriented engineering modules	Fashion Design Project Orientation Module	Compulsory	Clothing product design	▲	5	84	18	66			14/6					
			Clothing creative design	▲	5	84	18	66				14/6				
			Clothing brand design and planning	▲	3.5	56	10	46					14/4			
			Fiber Art Design	◆	2	36	8	28				4/9				

			Subtotal		15.5	260	54	206								
	Project-oriented engineering modules		Clothing platemaking and process foundation		4.5	70	16	54		14/5						
			Women's plate making and craft		7	112	38	74			14/8					
			Men's Plate Making and Craft		6	98	26	72				14/7				
			Garment stereo cut	▲	4.5	70	18	52				14/5				
			Computer embroidery plate making	◆	2	36	10	26			6/6					
			Handmade wool weaving	◆	2	36	12	24		4/9						
			Subtotal		26	422	120	302								
	Graduation design and interpractice module		Graduation Design-1		5	84	14	70					14/6			
			Fabric purchase		1	14	4	10					14/1			
			Graduation Design-2		6	98	18	80					14/7			
			Graduation Design-3		5	84	14	70						14/6		
			Internships		8	224	0	224						28/8		
			Vacation internship		10	280	0	280		28/4		28/6				
			Subtotal		35	784	50	734								
Employment and Innovation and Entrepreneurship Module	General knowledge employment and entrepreneurship module	Compulsory	Vocational Students' Career and Development Planning		1	16	16	0	2/8							
			Foundation of entrepreneurship		2	32	32	0			2/8	2/8				
			Career Guidance		1	16	16	0					2/8			
		Compulsory	Venture marketing practices, negotiation methods and techniques, internet thinking, etc.		1	18	18	0								
	Professional innovation and entrepreneurship	Compulsory	Flat knitting machine innovation practice, creative creation of handmade jewelry, creative practice of denim craft, creative design of clothing display, etc.		2	32	32	0								

	module															
	Practical activity class innovation and entrepreneurship module	Compulsory	Innovation and entrepreneurial competitions, career planning contests, maker projects, entrepreneurial practices, entrepreneurship training, etc.		1	18	0	18								
	Subtotal				8	132	114	18								
Total credits, hours, and average weekly hours statistics in the module					151	2736	944	1792	28	28	26	26	26	23		
College student sports skill test				1 credit												
Academic summary				1 credit												

Note:

1. Symbol description: ★ indicates examination, and others are checking test; ▲indicates core course; X/X: above the oblique line X is No. of weeks, and below the oblique line X is No. of weeks with concentrated classes in the semester.

2. In the professional quality development module, each optional course has 18 hours and 1 credit. Each semester is offered according to the optional situation of students, select 2 courses, and obtain 2 credits.

3. In the general employment and entrepreneurship module, each optional course has 18 hours and 1 credit. Each semester is offered according to the optional situation of students, select 2 courses, and obtain 2 credits.

4. In the professional innovation and entrepreneurship module, each optional course has 16 hours and 1 credit or 32 hours and 2 credits. Each semester is offered according to the optional situation of students, select any courses, and obtain 2 credits.

(II) Practice teaching schedule

Training course	Training project	Training hours	Training places	Finish semester
Clothing materials	1. Identify commonly used apparel fabrics and accessories; 2. Brand apparel fabrics use research; 3. Collecting fabrics for identification and collation and classifying them into fabrics; 4. Go out to visit and study.	44	Fabric market, clothing design training room, etc.	The first semester
Hand-painted fashion painting	1. Hand-painted style map; 2. Hand-painted clothing body wear; 3. Hand-painted fashion drawing black and white line drawings; 4. Special performance techniques clothing style maps and renderings.	44	Clothing Design Training Room	The second semester
Computer Fashion Painting	1. Use CorelDRAW X3 to draw clothing style maps; 2. Adobe Photoshop CS3 draw clothing renderings and commonly used apparel fabrics; 3. CORELDRAW and PHOTOSHOP integrated use of design clothing renderings.	54	Computer Aided Design Training Room	The second semester
Clothing plate making and process foundation	1. hand-sewn process; 2. Machine sewing process; 3. Production of parts such as collars, sleeves and pockets; 4. Basic style plate making and crafting.	54	Clothing plate training room, clothing process training room	The second semester
Fashion design basis	1. Clothing style profile and local design; 2. Combining the principle of clothing coloring with the rules of beauty in style.	44	Clothing Design Training Room	The third semester
Clothing product design	1. Apparel fashion information research report writing; 2. Clothing single product design; 3. Garment clothing series design; 4. Fashion shorthand.	66	Clothing Design Training Room	The third semester
Women's plate making and craft	1 blouse template production, cutting and sewing; 2 female suit (clips) basic section cutting and sewing, change model production, 3. Women's vest cutting and sewing; 4. Women's craft list preparation.	74	Clothing plate training room, clothing process training room	The third semester
Clothing creative design	1. The concept of creative design of clothing; 2. The creative thinking of fashion design; 3. Fashion creative design methods.	66	Clothing Design Training Room	The fourth semester
Men's Plate Making and Craft	1. Male casual trousers model production, cutting and sewing; 2. Male shirt model production, cutting and sewing; 3. The basic jacket cutting and sewing men's jackets, change model production; 4. Men's clothing production list preparation;	72	Clothing plate training room, clothing process training room	The fourth semester

Garment stereo cut	1. The paste of the marking line, the production of the arm model, and the correction of the human body model; 2. Three-dimensional cutting of the prototype body; 3. Provincial transfer and its use; 4. Pattern drafting, prototype skirt stereo cutting; 5. Collar, sleeve three-dimensional cutting; 6. Three-dimensional cutting of blouses and jackets; 7. The three-dimensional artistic techniques of various clothing such as shrinking, weaving, winding, hollowing, laminating, and stacking; 8. Dress three-dimensional cutting;	52	Three-dimensional cutting training room	The fourth semester
Clothing brand design and planning	1. Brand clothing market research report writing; 2. Apparel brand product planning; 3. Thematic series product design; 4. The procurement of surface materials and procurement list production.	46	Fabric market, clothing store, clothing design training room, etc.	The fifth semester
Graduation Design-1	1. Collect and analyze popular information and write research reports; 2. Graduation design renderings.	70	Fabric market, clothing design training room, etc.	The fifth semester
Fabric purchase	1. fabric procurement process; 2. Production of fabric purchase process sheets.	10	Clothing design training room, fabric market, etc.	The fifth semester
Graduation Design-2	Graduation Design Work Plate Making and Blank Making	80	Clothing plate training room, clothing process training room	The fifth semester
Graduation Design-3	Graduation design work clothing production	70	Clothing Technology Training Room	The sixth semester
Internships	Corporate practice	224	Clothing industry, companies, etc.	The sixth semester

(III) School hours and credit allocation table

Major (direction) name: School hours and credit allocation table for clothing and Costume Design Major (Fashion Design and Technology)

No.	Module course type		Credits	Proportion of total credits (%)	Hours	Proportion of total school hours (%)	Theoretical hours	Proportion of total school hours (%)	Practice hours	Proportion of total school hours (%)
1	Professional quality engineering module	Basic quality module	35	23.2%	632	23.1%	440	16.1%	192	7%
		Professional theoretical foundation module	2	1.3%	36	1.3%	36	1.3%	0	0
		Modeling basic module	12	7.9%	196	7.2%	42	1.5%	154	5.6%
		Design basic engineering module	15	9.9%	238	8.7%	52	1.9%	186	6.8%
		Professional quality development module	2	1.3%	36	1.3%	36	1.3%	0	0
2	Project oriented engineering module	Fashion Design Project Orientation Module	15.5	10.3%	260	9.5%	54	2%	206	7.5%
		Fashion craft project oriented module	26	17.2%	422	15.4%	120	4.4%	302	11%
		Graduation design and post internship module	35	23.2%	784	28.7%	50	1.8%	734	26.8%
3	Employment and innovation and entrepreneurship module	General employment and entrepreneurship module	5	3.3%	82	3%	82	3%	0	0
		Professional innovation and entrepreneurship module	2	1.3%	32	1.2%	32	1.2%	0	0
		Practical activity innovation and entrepreneurship module	1	0.7%	18	0.7%	0	0	18	0.7%
In total			151	100%	27366	100%	944	35%	1792	65%

XII. Graduation requirements

(I) Credit requirement

Total credit: 153 credits

(II) Certificate requirement

1. All courses are completed according to the regulations, with qualified results and obtain the diploma of the specialty of this major;

2. Passed the English proficiency test of colleges and universities;

3. Passed the computer application ability examination of higher vocational colleges.

Annex:

1.Course Standard for *Costume Product Design*

2.Course Standard for *Clothing Brand Design and Planning*

Annex 1

Course Standard of *Costume Product Design*

Course Code: 17010010

Course Name: Costume Product Design

Course Category: Project-oriented engineering module (Costume design project oriented module course)

Applicable Professional: Clothing and Costume Design Major (Fashion Design and Technology)

Course Hours: 84

Course Credits: 5

Open Semester: The third semester

Writer: Liu Yuan

I. Nature of the course

Costume Product Design is the required course in project orientation module of Costume and professional fashion design. This course mainly simulates enterprise product development process, combines with theoretical knowledge teaching, cultivates the students' ability of women's clothing, men's and children's clothing design, makes the students be familiar with the whole operation process of clothing design, understand the inherent law of Costume product design, master the design principle and method of clothing products design, timely grasp the popular trends of men's, women's, children's clothing market, have the ability to integrate and analyze information, then make the students meet the demand of the enterprises as soon as possible after their graduation, shorten the breaking-in period of employment. Through the collection of information, understanding of clothing brand culture, brand style, positioning, this course teaches the students to grasp the brand characteristics, collect related information, colors, fabrics, and fashion trends, collect cloth cover, material samples, etc. understand the clothing color, fabrics, design, process characteristics, improve students' communication skills, sharp observation ability and the ability to collect and analyze data. By teaching the clothing item design principles and methods, the course makes the students master the basic rules of each kind of clothing design and key points, encourages students to innovate boldly, guides the student to combine art and practical, emphasizes the marketability and operability of Costume design, leads the enterprise development and production project into the classroom. The students can master the required theory and practice knowledge, at the same time, increase a lot of enterprise production and development experience, also they will have certain understanding to the requirement of enterprise through the understanding of enterprise development, the production project.

II. Program objective

(I) Knowledge objectives

1. Make the students understand the development history and current situation of the men's, women's, and children's clothing, master the body shape characteristics of men, women and children;

2. Understand the design process of clothing product;

3. Master the basic law of men's, women's, and children's clothing design style, shape

characteristics and variations;

4. Understand the color, craft, decoration and other factors in the application of clothing products design, master the application and selection principle of various types of fabric;

5. Master clothing characteristics and design points of each item, which could be combined with market to design;

(II) Ability objectives

1. Make the students have the ability to draw men's, women's, children's clothing design;

2. Cultivate students' careful, rigorous working attitude and good habits of design;

3. Proficient in use of the principle and method of clothing product design, combine with market popular elements, flexibly design according to customer requirements;

4. Train the students' ability to collect, analyze, and use information, cultivate students' skills to find, analyze and solve problems;

5. Develop the students' self-study ability; improve the students' aesthetic level;

6. Develop the students' market consciousness and creative thinking.

(III) Quality objectives

1. Have ability to independently complete the task of practical training within the given time;

2. Have good psychological quality and professional moral quality;

3. Have high sense of responsibility and good team cooperation spirit;

4. Develop the spirit of courage to overcome difficulties, have strong ability to solve problems;

5. Be good at conversation and communication, have language and writing skills.

III. Course content and instructional design

(I) Course design ideas

The *Costume Product Design* course links teaching content and the follow-up Pattern Making process and craft teaching content, also combines with students' employment and the skills requirement of enterprises, makes the students understand the needed professional job skills and quality requirements by modern enterprises. Using multimedia teaching, case teaching, through the actual case, this course lets the students understand the requirements of each link of women fashion design; the scene teaching method and project teaching method can be used at the same time to mobilize the enthusiasm of the students. Contacting with enterprises, real enterprises' projects could be introduced in some practical training, which makes students understand the knowledge content and key points.

(II) Teaching content and instructional design

No.	Special Abilities	Training Programs	Reference Hours	Teaching Contents	Teaching Requirements	Evaluation
1	Summary of clothing product design	Male, female, children's wear fashion trend research	14	1. The development history and current status of the women's wear 2. The development history and current status quo of men's wear 3. Men, women and children's body shape characteristics, the characteristics and classification of the clothing item 4. The purpose and method popular trend research.	1. Understanding the relations of women's body shape characteristics and women's clothing design, and grasp the characteristics and classification of women's clothing 2. Understand the basic knowledge of the fabrics, can distinguish and use the correct fabric 3. Understand the research method of women's fashion trends, can make accurate collection, summary and analysis of women's wear popular trend information.	Process evaluation (self-assessment, peer review, teachers' evaluation), works assessment
2	Clothing item design	Women, men, children's clothing style design	42	1. The classification of clothing 2. The key points of different categories of clothing design 3. The selection of different styles of clothing fabrics.	1. Can hand-painted and computer mapping the clothing styles 2. Master the clothing design principles, methods and skills 3. Can collect related information according to the design task 4. Can design according to the design requirements	Process evaluation (self-assessment, peer review, teachesrs' evaluation), works assessment
3	Clothing series design	Male, female, children's clothing series design	28	1. Confirm subject according to the product orientation 2. Plan the color under the theme 3. Plan fabrics of the theme 4. Principles of clothing series design 5. Planning method of clothing series design style 6. The expression of clothing renderings.	1. Make list of this series product category according to product positioning 2. Can make preliminary selection to match the theme colors and fabrics according to the product category 3. Can design the series of clothing according to the principle of clothing series design 4. Can better express own design concept.	Process evaluation (self-assessment, peer review, teachers' evaluation), works assessment

IV. Course assessment

For the comprehensive, integrated assessment to students' learning of Costume Product Design course, the evaluation process and results of examination should be combined, the specific assessment method is as follows:

Course examination includes professional quality inspection and works assessment, total two aspects, Full mark is 100 points.

Professional quality appraisal accounts for 10% of the course evaluation scores, professional quality evaluation carries on the comprehensive evaluation according to the students' learning discipline, learning attitude at ordinary times, also work presentation with language and behavior and so on.

Works assessment accounts for 90% of the course evaluation scores, grades are according to the scoring criteria, based on the results of students finally submitted works and make objective evaluation and scoring.

The project, content, method, standard and proportion of the course assessment of *costume product design:*

Examination items	Examination contents	Examination Methods	Examination standards	Proportion
Works Examination	Male, female, children's wear fashion trend research	Students submit women's wear market trend report.	1. The report should be clear, accurate expression 2. Carry on the text about current women's fashion, fabric, color, craft, and the layout must be reasonable.	20%
	Clothing item design	Students submit their men's, women's, children's clothing style design works	1. The clothing designed should be fashionable, should be with marketability and maneuverability; submitted in hand-painted design, and make computer drawing after confirmed by the teacher again 2. The clothing figure has to be accurate expression and with specifications 3. Use text express details and craft, etc., and layout must be reasonable 4. Item overall style is consistent, creative, with clear theme.	40%
	Clothing series design	Students submit their men's, women's, children's clothing style design works	1. There are a series, the overall style is consistent, marketability, topic clear 2. The hand-painted, computer mapping is both available, rendering is beautifully made.	30%
Quality assessment	Practice and professional quality	Observation and records of students usually learning discipline, learning attitude, operation specification, safety specification, equipment maintenance in the practical training process , language and behavior in statement of works carries on the comprehensive evaluation	1. Learn seriously, have perfect attendance record, and there is no late, leave early phenomenon 2. To be with good work habits, have good preparation in advance, clear thinking and be always in an orderly way during work 3. In accordance with basic 6s (SEIRI, SEITON, SEISO, SEIKETSU, SHITSUKE, SECURITY) management requirements of enterprises. Place the tools according to the requirements of tool position, keep working desk clean, timely clean clutter, etc. 4. Language expression of statement should be clear and fluent, decent behavior performance, as to meet the requirements of etiquette.	10%

V. Course implementation

(I) Teaching methods

According to the teaching objectives of the course and the characteristics of the course, the teacher chooses the optimal teaching method that suits the course according to different teaching contents. The teaching effect and the operability of the teaching should be considered comprehensively. The following teaching methods are recommended for this course:

1. Demonstration method: the teacher prepares the teaching materials according to the practical training project, according to the practical training process and the steps, demonstrate the project operation method to the students, the students, according to the teacher's demonstration method to carry on the practice operation, intuitive demonstration method. This method is easy to understand with good teaching effect.

2. Case teaching method: the course leads the fresh real cases of enterprises into teaching activities. Then this can effectively improve the students' interest in learning; at the same time can shorten the distance of teaching and market and lay the foundation for the students' employment.

3. Discussion method: The teacher organizes students discuss a particular problem, which could effectively improve the students' independent thinking ability and communication ability. Discussion is not only a professional knowledge review and retrospective process, but also the process of increasing language expression ability.

4. Elicitation method: according to the teaching content, the teacher raises questions and guide students to preview and collect data before class, improves students' enthusiasm to explore new knowledge, new methods, and new craft and cultivate students' innovation ability.

5. Group teaching method: The teacher cultivates students' team consciousness and collaboration spirit with the way of group teaching

6. Group presentation and mutual rating: The teacher guides students to think positively and exercise students' oral expression ability with the teaching method of group presentation and mutual evaluation

7. Competitive teaching method: The teacher sets up the competition project according to the practical training task, define the method of rewards and punishment, and mobilize the enthusiasm of each group to form the learning atmosphere of racing each other.

(II) Materials and curriculum resources

1. According to the teaching standard requirements of this course, three copies of the following materials are recommended to choose, in addition, teachers can also use enterprise resources, network resources to edit the teaching material by themselves, strengthen the development and utilization of practical instruction textbooks and practical training materials.

(1) *Clothing .Industry .Designer*, Sharon.lee.Tate, China Textile Press, 2008

(2) *Foundation and Originality of Clothing Design*, Shi Lin, China Textile Press, 2005

(3) Clothing Design - Modern Design Elements, Yin Hong, Guangxi Fine Arts Press, 2009.

2. Pay attention to development and utilization of modern digital resources, such as curriculum courseware, teaching video, clothing design and professional craft simulation training software, teacher Liu Xiaogang's teaching *Costume Design,* the national excellent courses *Thread the Needle*, *Clothing Design District* of professional clothing BBS , *Popular*

Trend Zone, etc.

3. Actively develop and utilize online curriculum resources. The teachers of this course actively develop the space curriculum resources of *Women's Wear Product Design* and *Men's Wear Product Design.* The network link addresses of space courses developed by each professional teacher are as follows:

(1) The network link address of teacher Peng Hui's space course *Women's Wear Product Design* is: http://www.worlduc.com/blog2012.aspx?bid=21890242

(2) The network link address of Teacher Chen Jingdong's *Women's Wear Product Design* space course is: http://www.worlduc.com/blog2012.aspx?bid=13381212

(3) The network link address of Teacher. Li Ju's *Women's Wear Product Design* space course is: http://www.worlduc.com/blog2012.aspx?bid=19166040

(4) The network link address of teacher Zhang Jirong's *Design of Men's Wear Product Design* space course is: http://www.worlduc.com/blog.aspx?bid=4096576

(5) The network link address of teacher Liu Yuan's *Design of Men's Wear Product Design* space course is: http://www.worlduc.com/blog2012.aspx?bid=17022078

4. Cooperate with the enterprise to develop curriculum resources, introduce the enterprise projects into the course, and cooperate with the enterprise to develop and utilize the results as teaching resources for teaching implementation.

(III) Teaching evaluation

This course is a professional core course, to achieve the teaching goal of the course and make students have high professional skills and professional quality, the course teachers must be strictly to process evaluation, objective evaluation, result evaluation, make standard evaluation work table for each phase of the practical course training, rely on the department, organize all teachers and enterprises' experts to participate in the inspection and guidance, to ensure that students master professional skills of this course, and then the course curriculum goals are met.

VI. Other instructions

(I) During the use of this course standard, it is necessary to continuously improve and revise the curriculum according to the teaching situation.

(II) Teachers can formulate teaching plans based on students' learning situations and design more detailed and complete teaching plans. The reference hours for each training program can be adjusted according to actual conditions to ensure the normal training of the project.

(III) In the implementation of teaching, teachers should also formulate lesson plans based on the teaching content and carry out detailed training project design to ensure the successful completion of the curriculum teaching tasks.

Annex 2

Course Standard of *Costume Brand Design and Planning*

Course Code: 17010012

Course Name: *Costume Brand Design and Planning*

Course Category: Project-oriented engineering module (Costume design project oriented module course)

Applicable Professional: Clothing and Costume Design Major (Fashion Design and Technology)

Course Hours: 56

Course Credits: 3.5

Open Semester: The fifth semester

Writer: Liu Xiaoling

I. Nature of the course

Course Standard for *Costume Brand Design and Planning* is a required course for the oriented module of the fashion design project of the costume and costume design major. This course aims to help students to be familiar with the working process of enterprises for costume brands planning, the investigation method for costume brands and the way of compiling investigation report. Students also need to gather and analysis information of current fashion trends, be able to make planning for series costume products with four seasons as their themes, and be capable of finishing series costume design planning of different themes with other students. Before the course, students shall master the content of the following courses: *Techniques for Fashion Illustration, Costume Design Basis, Costume Materials, Costume Product Design, Creation Design for Costume.* All contents of these courses will serve as basis for follow up courses, such as *graduation design, post practice,* etc.

II. Program objective

This course aims to help students to be familiar with the working process of enterprises for costume brands, the investigation method for costume brands market. What's more, the ability to gather and analysis information of current fashion trends and to make planning for series product with different themes for different brand are also required for formal planning of series products with different themes. During this process, students must learn to be good communicators and coordinate with team members for work tasks. With such proper working skills, students would be able to actively search for solutions while facing difficulties. All these abilities shall enable students to adapt demands for product planning for enterprise brands and for product research and become qualified product planners or designers for costume brands.

(I) Knowledge objectives

Master the purpose, method, and requirement for market investigations and learn the requirement and the way of compiling investigation reports.

Master the method for the collection and analysis of current fashion trends of costumes.

Know about the conception and sorting method for costume brands.

Know about series products planning contents of different brands and themes, and master

the working process and methods.

Master key points of series products planning for costume brands with different themes.

(II) Ability objectives

Students shall be able to conduct market investigation and finish related investigation reports according to the requirement of tasks.

Students shall be able to rapidly collect and analysis information of current fashion trends according to the product positioning of costume brands.

Students shall be able to make series product positioning for different costume brands with four seasons as themes according to styles of products of different costume brands

(III) Quality objectives

1. All practical tasks must be finished through teamwork. This principle will make students better team players, communicators and self learners.

2. Students shall master the ability to find and solve questions through practical tasks.

3. Students will be more competitive and have more sense of group honor through team competitions.

4. Practical tasks would drive students to learn actively and reach the standard on time.

5. Making task plans will help students to figure out working process and to improve working skills.

6. Standard management in practical tasks room will urge students to adopt formal operations and other good career habits.

III. Course content and instructional design

(I) Course design ideas

The design of this course is based on the typical tasks of the product planning department and design department of costume enterprises. Costume enterprises in Southeast Asia have been reducing their cost for costume processing, as a result, China's dominance in the world's costume processing market is at stake. The pressure on foreign trade market of costumes is increasing on the one hand, and the market for costume at home is thriving on the other hand. Many enterprises are established under this circumstance. Thus there comes a huge demand for people with product planning experiences for costumes of different seasons. We designed this course, i.e. *Costume Brand Design and Planning* to meet this urgent demand for this industry and all enterprises within. The main contents of this course are set according to actual needs of enterprises, working process of product development, requirement of works and students' cognitive rules. This course aims to improve students' professional skills in the process of finishing work tasks. We have chosen a totally different pattern of learning, unlike traditional teaching method which simply imparts knowledge to students, we take typical work tasks from enterprises as examples and help students build their own projects for learning. Also we set rules for students that qualities and skills for this industry, diploma and certificates for vocational skills are necessary and shall be obtained. After some discussion with experts from enterprises, we have set the three main targets of this course, which are: 1. Market investigation for costume brands; 2. Current fashion trends analysis for costumes; 3. Series products planning for different themes. The ultimate goal of this course is to cultivate and improve professional skills of students. To achieve this goal, we will impart knowledge to students according to the necessities of work tasks and strengthen the evaluation for the process, result and multi-themes of practical tasks. Process evaluations such as setting

evaluation standards for works, inviting teachers and experts from enterprises to evaluate students' works together; multi-theme evaluation includes evaluations from different people, like teachers, students, technical staffs in enterprises and consumers, etc.

(II) Teaching content and instructional design

No.	Special Abilities	Training Programs	Reference Hours	Teaching Contents	Teaching Requirements	Evaluation
1	Market investigation for costumes of different brands	Investigations for brand concept, product styles, colors, kinds, materials, and details, etc.	14	1.Brand concepts and connotations, brand operation process and sorting principles, domestic costume brands status and styles of typical costume brands 2. purpose, content and methods for market investigation	1. Students shall be able to identify styles of different costume brands. 2. Students shall be able to conduct market investigation for costume of different brands and finish the related investigation report.	Process evaluation (self-assessment, peer review, teachers' evaluation), works assessment
2	Analysis for current fashion trends of costumes	Collect and analyze information for popular themes, colors, materials, styles and details.	14	The origin and development of fashion trend, and the development and status of costumes The concept of current fashion and influence factors; and the forecasting system for fashion trends at home and abroad. Master information which is necessary for the analysis of current fashion trends. Ways of investigation and methods of analysis for current fashion trends of costumes.	Be familiar with the information which is necessary for current fashion trend and master ways of analysis for current fashion trend. Students shall be able to collect and analyze information of fashion trend of costumes.	Process evaluation (self-assessment, peer review, teachers' evaluation), works assessment
3	Series products planning for costumes of different brands.	Make Series products planning for different brands costumes with four seasons as themes.	28	The content and requirement of product planning, including: style positioning, theme planning, category classifications, material selection, silhouette planning, pattern suggestions, details, prices, costumes matching, moments for moving costumes onto shelves and plans for all these above.	Students shall be able to compile series products planning for different brands costumes with four seasons as themes, according to styles of costume brands.	Process evaluation (self-assessment, peer review, teachers' evaluation), works assessment

IV. Course assessment

For the comprehensive, integrated assessment to students' learning of *Costume Product Design* course, the evaluation process and results of examination should be combined, the specific assessment method is as follows:

Course examination includes professional quality inspection and works assessment, total two aspects, Full mark is 100 points.

The test for operation specifications and professional skills will account for 15% of the total points of this course. The points for operation specifications and professional skills shall be given in accordance with the comprehensive remarks of students' learning attitude, safe operations during practice tasks, maintenances for devices and body and language expressions in their statement of their works.

Works assessment accounts for 85% of the course evaluation scores, grades are according to the scoring criteria, based on the results of students finally submitted works and make objective evaluation and scoring.

The items, content, ways, standards and ratio for tests for *Costume Brand Design and Planning-1*

Examination items	Examination contents	Examination Methods	Examination standard		Proportion
Works Examination	Brands market investigation	1. The investigation plan is reasonable or not. 2. The data is complete or not 3. The investigation report is normative or not 4. The investigation report shall be fluent and clear	The investigation plan shall be precise, executable. And all tasks shall be distributed reasonably. Students shall cooperative well and actively. The material shall be complete and show clearly its idea. It should be well structured and give prominence to the key points. Also it shall be fluent and concise. The investigation report shall be reasonably compiled. It shall be fluent, clear minded and reasonable.		15%
	Analysis for current fashion trends for costumes	1. Information for the analysis shall be precise and clear. 2. Analysis for fashion trends shall be precise. 3. Analysis for fashion trends shall be normative.	1. Information and data necessary for the analysis shall be complete. And the analysis report shall be illustrated by both words and pictures. 2. Analysis report for fashion trends shall be reasonably compiled. 3. It shall be fluent, clear minded and reasonable.		20%
	Series product planning for costume brands with seasons as their themes	1. The planning style must be accurate, the inspiration and themes shall be fancy, and the planning for the colors, product structure, silhouette, and details shall be reasonable. 2. The proposal content should be complete and the expression form should be reasonable; 3. The planning preparation of the theme series products should be standardized; 4. The presentation should be clear and the language should be fluent.	Costume styles	The style of costumes shall be the same with the style of the extension of product design	50%
			Series products	Products of the same series shall be of the similar styles.	
			Inspirations and themes	The conception and design ideas shall be unique and fancy, styles of all series products must conform to the main theme. Costume products shall be fashionable and popular in markets. Design instruction shall be concise and accurate.	
			Colors	The matching of colors shall be harmonious. Primary colors, adjunctive colors and ornament colors shall match the main theme.	
			Styles	Styles shall be unique and fancy. Planning for pattern and matching must be reasonable. With continuous partial design, patterns of costumes focus on the variability and unity of styles. All these shall be in accordance with the law of beauty in form.	
			Materials	With an abundant of materials, students shall match these materials with their own opinions. And aware the variability of the texture of materials shall be a key point design,	
			Accessories	The styles of accessories must coincide with costumes. And the amount of accessories shall not be too much	

			Design for details	Pattern design, details of workmanship, partial decoration and other detail designs shall be reasonable and be in accordance with the law of beauty in form.	
			Pictures for costume matching	The design for costume matching shall be fancy and in accordance with styles of brands. And the matching ratio of different patterns shall be in accordance with the law of beauty in form.	
			Prices	Price range must be reasonable.	
Quality assessment	operation specifications and professional skills	Record students' daily performances during practical tasks. Observing their learning attitude and working attitude while facing difficulties in practical tasks.	Abide the laws and work hard. Unity, friendship, and close cooperation, Quality and honor Study hard for progress Technique development and innovations. Save energy and materials. Good design consciousness Sense of competition Capabilities of solving problems.		15%

V. Course implementation

(I) Teaching methods

According to the teaching objectives of the course and the characteristics of the course, the teacher chooses the optimal teaching method that suits the course according to different teaching contents. The teaching effect and the operability of the teaching should be considered comprehensively. The following teaching methods are recommended for this course:

1. On the spot teaching: Teachers will lead student teams for market investigations. This method allows teachers to impart knowledge to students vividly by using live examples of costume brands. Also it will increase students' interests in this course.

2. Case based teaching: teachers will blend actual examples of enterprises into teaching. This method will improve students' abilities for products design and manufacturing and will finally serve as a solid foundation for job-seeking in the future.

3. Brainstorm method: all questions shall be solved through group discussion. This method will create comfortable atmosphere for students and enable them to discuss freely, switch ideas and inspire them for creative thoughts and come to conclusions finally.

4. Elicitation method: according to the teaching content, the teacher raises questions and guide students to preview and collect data before class, improve students' enthusiasm to explore new knowledge, new methods, and new craft and cultivate students' innovation ability.

5. Group teaching method: The teacher cultivates students' team consciousness and collaboration spirit with the way of group teaching

6. Group presentation and mutual rating: The teacher guides students to think positively and exercise students' oral expression ability with the teaching method of group presentation and mutual evaluation

7. Competitive teaching method: The teacher sets up the competition project according to the practical training task, define the method of rewards and punishment, and mobilize the enthusiasm of each group to form the learning atmosphere of racing each other.

(II) Materials and curriculum resources

1. According to the teaching standard requirements of this course, three copies of the following materials are recommended to choose, in addition, teachers can also use enterprise resources, network resources to edit the teaching material by themselves, strengthen the development and utilization of practical instruction textbooks and practical training materials.

(1)*Costume Brand Design and Planning,* Zhang Jirong, Li Jie, Higher Education Press, 2012.

(2)*Costume Brand Design*, Chen Peiqing, Nanjing University Press, 2011.

(3)*Brand Costume Design*, Liu Xiaogang, China Textile & Apparel Press, 2011.

2. This course exploits and uses modern teaching materials, like courseware, teaching videos, simulating practice software for costume design and workmanship, national superior courses including *Costume Brand Design and Planning* of Li Jie, national shared superior courses, and some forums like Thread the Needle, Costume Market section, Costume Design section, Costume Main Board and Current Fashion Trends Section, Popular Trend Zone, etc.

3. We actively exploit and use online courses. Teachers in our major have actively developed online course resources for *Costume Brand Design and Planning*. The addresses for online course resources are as follows:

(1)*Costume Brand Design and Planning*, Li Jie. Interspace course address:

http://www.worlduc.com/blog2012.aspx?bid=5205782

(2) *Costume Brand Design and Planning*. National superior course address:

http://fz.hnmeida.com.cn/

(3)*Costume Brand Design and Planning*. National shared superior course address:

http://www.icourses.cn/coursestatic/course_4212.html

(4)Address for *Appreciation for costume culture and fashion trends* on Wisdom Tree online education platform

http://online.zhihuishu.com/onlineSchool/teacher/index

4. Cooperate with the enterprise to develop curriculum resources, introduce the enterprise projects into the course, and cooperate with the enterprise to develop and utilize the results as teaching resources for teaching implementation.

(III) Teaching evaluation

As a key course of our major, it is very difficult. To achieve the objective of this course and provide students with good professional skills and qualities, we'll combine process evaluation, purpose evaluation and results evaluation together and set evaluation standards for practical tasks during different stages of the course. All teachers of our major and experts from enterprises will conduct evaluation and give direction to students together. We'll do our best to help students master the professional skills of this course and reach the objectives of this course.

The final evaluation will be conducted as a trade show. Saleroom, customer's favorable comment and effects of the display will be the main aspects for evaluation. Also people in the society will be invited for evaluation. We will make evaluators more diversified for objective evaluations.

VI. Other instructions

(I) During the use of this course standard, it is necessary to continuously improve and revise the curriculum according to the teaching situation.

(II) Teachers can formulate teaching plans based on students' learning situations and design more detailed and complete teaching plans. The reference hours for each training program can be adjusted according to actual conditions to ensure the normal training of the project.

(III) In the implementation of teaching, teachers should also formulate lesson plans based on the teaching content and carry out detailed training project design to ensure the successful completion of the curriculum teaching tasks.