COLLEGE OF VISUAL ARTS AND DESIGN  
ADES 4550 TARGET MARKET  
SYLLABUS

Fall 2021  
Sec 501, T/TR 08:00 AM – 10:50 AM, ART 243  
Sec 502, T/TR 11:00 AM – 01:50 PM, ART 243  

Instructor: Li-Fen Anny Chang  
E-mail: li-fen.chang@unt.edu  
Office: Art 247  
Office Hours: 02:00 PM – 3:00 PM, T/TR, by appointments only

COURSE DESCRIPTION:  
Design pattern work and construction of garments. Emphasis on fit, professional construction methods, research and appropriateness for a target market. PREREQUISITE: ADES 3555, ADES 3560, ADES 3570

COURSE OBJECTIVE:  
The purpose of this course is to prepare the student for a career in fashion design through instruction in design, pattern work, and construction of their garments.

RECOMMENDED TEXT BOOKS:  


GRADING & EVALUATION:  
Trend Notebook: 100 points  
Outfit #1: 200 points  
Outfit #2: 200 points  
Outfit #3: 200 points  
Total: 700 points

A (excellent): grade point total of 630 – 700 with good attendances  
B (good): grade point total of 560 – 629 with good attendances  
C (average): grade point total of 490 – 559 with good attendances  
D (below average): grade point total of 420 – 489 with good attendances  
F (fail): grade point total of 0 – 419
ADA ACCOMMODATION STATEMENT:
In accordance with university policies and state and federal regulations, the university is committed to full academic access for all qualified students, including those with disabilities. To this end, all academic units are willing to make reasonable and appropriate adjustments to the classroom environment and the teaching, testing, or learning methodologies in order to facilitate equality of educational access for persons with disabilities. See UNT Policy 04.015.

Students seeking accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request accommodations at any time, however, ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class. For additional information see the Office of Disability Accommodation website at http://disability.unt.edu. You may also contact them by phone at (940) 565-4323.

COVID-19
Please refer to https://vpaa.unt.edu/return.

SEXUAL DISCRIMINATION, HARASSMENT & ASSAULT:
UNT is committed to providing an environment free of all forms of discrimination and sexual harassment, including sexual assault, domestic violence, dating violence, and stalking. If you (or someone you know) has experienced or experiences any of these acts of aggression, please know that you are not alone. The federal Title IX law makes it clear that violence and harassment based on sex and gender are Civil Rights offenses. UNT has staff members trained to support you in navigating campus life, accessing health and counseling services, providing academic and housing accommodations, helping with legal protective orders, and more.
UNT’s Dean of Students’ website offers a range of on-campus and off-campus resources to help support survivors, depending on their unique needs: http://deanofstudents.unt.edu/resources_0. Renee LeClaire McNamara is UNT’s Student Advocate and she can be reached through e-mail at SurvivorAdvocate@unt.edu or by calling the Dean of Students’ office at 940-565-2648. You are not alone. We are here to help.

FINANCIAL AID SATISFACTORY ACADEMIC PROGRESS:
A student must maintain Satisfactory Academic Progress (SAP) to continue to receive financial aid. Students must maintain a minimum 3.0 cumulative GPA in addition to successfully completing a required number of credit hours based on total registered hours per term. Students cannot exceed maximum timeframes established based on the published length of the graduate program. If a student does not maintain the required standards, the student may lose their financial aid eligibility.

If at any point you consider dropping this or any other course, please be advised that the decision to do so may affect your current and future financial aid eligibility. Please visit
http://financialaid.unt.edu/satisfactory-academic-progress-requirements for more information about financial aid Satisfactory Academic Progress. It may be wise for you to schedule a meeting with an academic advisor in your college or visit the Student Financial Aid and Scholarships office to discuss dropping a course before doing so.

CENTER FOR STUDENT RIGHTS AND RESPONSIBILITIES:
Each University of North Texas student is entitled to certain rights associated with higher education institutions. See www.unt.edu/csrr for further information. Cases of academic dishonesty will be referred to University authorities. See UNT Policy 06.003.

ACCEPTABLE STUDENT BEHAVIOR:
Student behavior that interferes with an instructor’s ability to conduct a class or other students’ opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom and the instructor may refer the student to the Dean of Students to consider whether the student’s conduct violated the Code of Student Conduct. The university’s expectations for student conduct apply to all instructional forums, including university and electronic classroom, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at http://deanofstudents.unt.edu.

BUILDING EMERGENCY PROCEDURES:
In case of emergency (alarm will sound), please follow the building evacuation plans posted on each floor of your building and proceed to the nearest parking lot. In case of tornado (campus sirens will sound) or other weather-related threat, please go to the nearest hallway or room on your floor without exterior windows and remain there until an all clear signal is sounded. Follow the instructions of your teachers and act accordingly.

COURSE RISK FACTOR:
This course has a level 2 rating for risk. “According to University Policy, this course is classified as a category two course. Students enrolled in this course will be exposed to some significant hazards but are not likely to suffer serious bodily injury. In this class those risks are related to (include the list of potential hazards to which a student might be exposed). Students will be informed of any potential health hazards or potential bodily injury connected with the use of any materials and/or processes and will be instructed how to proceed without danger to themselves or others.”

HEALTH RESOURCES:
https://studentaffairs.unt.edu/student-government-association/get-involved/sga-updates/meeting-minutes
UNT provides mental health resources to students to help ensure there are numerous outlets to turn to that wholeheartedly care for and are there for students in need, regardless of the issue or its severity. Listed below are several resources on campus that can support your academic success and mental well-being:

1. Student Health and Wellness Center
   1800 Chestnut St., Denton, TX  76201
   (940)-565-2333
   M-Th: 8:00am-5:00pm
   https://studentaffairs.unt.edu/student-health-and-wellness-center#programs

2. Counseling and Testing Services*
   801 N. Texas Blvd, Denton, Tx 76210
   Suite 140
   (940)-565-2741
   M-F: 8:00am-5:00pm
   https://studentaffairs.unt.edu/counseling-and-testing-services

3. UNT CARE Team*
   (940) 565-2648
   careteam@unt.edu
   https://studentaffairs.unt.edu/care

4. Psychiatric Services
   (940) 565-2333
   https://studentaffairs.unt.edu/student-health-and-wellness-center/services/psychiatry

5. Individual Counseling*
   (940) 369-8773
   https://studentaffairs.unt.edu/counseling-and-testing-services/services/individual-counseling

*Services are free of charge to University Students

If at any time you are feeling alone or in jeopardy of self-harm, reach out to the following:

- NATL Suicide Hotline: 800-273-8255
- Denton County MHMR Crisis Line: 800-762-0157
- Denton County Friends of the Family Crisis Line: (940)-382-7273
- UNT Mental Health Emergency Contacts:
  - During Office Hours (M-F 8am-5pm): (940)-565-2741
  - After Hour Calls: (940)-565-2741
  - Crisis Text Line: Text CONNECT to 741741
  - Live Chat: http://www.suicidepreventionlifeline.org
INSTRUCTOR’S POLICIES:

1. ATTENDANCE - Students are expected to attend class, arriving in a punctual manner. Roll will be taken at the beginning of the class. If the student misses roll, it will be the student's responsibility to see the instructor after class to gain credit for attendance. The student is responsible for all material covered during any class missed, and should take the initiative to meet with a classmate to acquire missed information. Working on other course projects or falling asleep in class will be marked as absent.

Every 3rd tardy will convert to an unexcused absence. The 3rd unexcused absence will cause a final grade reduction of one letter grade. For each additional 3 absences, the grade will be lowered another letter grade (For example, if a student has earned an "A" in the course, but has accumulated 6 unexcused absences, the student will receive a "C" in the class). A written excuse for an absence must be presented upon the first day returning from the absence(s) in order to be considered. Visit http://policy.unt.edu/sites/default/files/06.039_StudentAttendance_2016.pdf for UNT attendance policy.

2. NOTE: Students who sleep in class, or are working on non-ADES 4550 work will be counted as absent. Watching videos, texting, or other type activities are not permitted during class time and instructor may ask student to leave the class if participating in such activities.

3. LATE WORK WILL NOT BE ACCEPTED. Garments will be graded, AS IS, on the due date and there is no room to extend deadlines.

4. ACADEMIC INTEGRITY - UNT’s policy on academic integrity can be found here: http://policy.unt.edu/sites/default/files/untpolicy/pdf/7-Student_Affairs-Academic_Integrity.pdf. The definitions of cheating and the consequences for cheating are enforced in this course.

5. E-MAILING THE INSTRUCTOR - Students are expected to attend class, take notes, keep all handouts and course information, utilize class time for questions and discussion, and refer to the textbook for further clarification of information. If a student is still having difficulties then an appointment should be made during the instructor's office hours to discuss the matter. E-mailing the instructor for missed class assignments, course or assignment grades, or to answer and individual question is prohibited. Assignments and grading will be posted on Canvas. Your questions will benefit others and should be saved for class. Instructor email is NOT to be utilized as your private tutoring tool.

6. RESPONSIBILITY CHECKING E-MAILS & UNT FASHION DESIGN FACEBOOK – Students should check UNT e-mails and Facebook postings periodically, https://m.facebook.com/untfashiondesign/, for internships, competitions, scholarships, school important information, and so forth.

7. DRESS FORM ISSUES
   a. Use your designated dress form for class exercises and projects through the entire semester. If for some unexpected reason you need to switch for one project, notify the instructor and be sure the drape is graded on the same form it was draped on.
   b. Do not mark on any dress form. Use only #2 lead and colored pencils to assure no bleed through onto the forms.
   c. DO NOT leave your drapes or style lines on the dress form when you leave it either from class or a work period.
8. Students should bring their own pattern making and sewing tools to the class when working on the projects.

9. Commercial patterns are not allowed to use for class assignments and projects.

10. MAINTENANCE - Students should maintain the sewing machines, dress forms, as well as the working area. Students are required to clean their working areas 5 minutes before end of class.

11. All equipment in classrooms are for program projects only.

12. If you need a letter of recommendation from the instructor, below is a list of requirements to be eligible for a letter.
   a. You must have completed at least 2 studio classes with me and earned a “B” or better with excellent attendance.
   b. The instructor needs a two-week notice when you give the request.
   c. Request must be given in written form with the information of who/or what this letter is to be written to.

The instructor of record determines all grades for each project, in class work, and attendance.

PERMISSION TO USE STUDENT WORK:

1 Grant of Permission. I, the undersigned, am a student at the University of North Texas (UNT) and I am enrolled in ADES 4550 TARGET MARKET. By my signature below I hereby grant permission to UNT to use, copy, reproduce, publish, distribute or display any and all works created to comply with the requirements of this course in accordance with the terms set forth below. Additionally, I consent to the disclosure of the work created in this class as may be accompanied by my name and other personally identifiable information for purposes as set forth below.

2 Scope of Permission. This permission extends to the use of the described work and images of such work: (1) for academic purposes in order to demonstrate examples of student work to current and future UNT students; (2) for public display in the galleries or on the campus of the UNT or on the UNT website; (3) for promotional materials created by UNT in all forms of media now known or later developed, including but not limited to exhibition catalogues, direct mail, websites, advertising and classroom presentations. My permission is on-going and will continue until such time as I revoke it by giving UNT three months written notice of revocation to the professor of record for this course. UNT will have three months from the date of my notice to stop all use in accordance with this permission.

3 Certificate of Ownership. I am the owner of all work submitted in accordance with the requirements of the named course and the work is not subject to any grant or restriction that would prevent its use consistent with this permission. All aspects of the work are original to me and have not been copied. I understand that as owner of the work I have the right to control all reproduction, copying and use of the work in accordance with U.S. copyright laws.

4 Privacy Release. I hereby authorize and consent to the release, maintenance and display of my name if necessary and any other personally identifiable information that I have provided in connection with the work and its use in accordance with the terms of this Agreement.
5 **Signature.** By signing below, I hereby grant the permissions indicated above. I understand that this grant of permission relates only to the use of the described work. This is not an exclusive right and I may sell, give or otherwise transfer the rights to such work to others on a non-exclusive or exclusive basis. However, in the event that I do sell, give or otherwise transfer ownership or the exclusive right to use my work to another party, I will notify UNT immediately in writing through the professor of record for this course. UNT will have three months from the date of my notice to stop all use in accordance with this permission.

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**STUDENT ACKNOWLEDGEMENT**

**ADES 4550 TARGET MARKET**

Li-Fen Anny Chang

I __________________________ (print) acknowledge that I have read the course syllabus. I understand the course structure, grading and attendance policies as well as the risk factor rating. I hereby agree to the syllabus and its provisions.

<table>
<thead>
<tr>
<th>Course Number, Section</th>
<th>Student Phone Number (print)</th>
<th>Risk Rating</th>
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<th>Student UNT E-mail Address (print)</th>
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______________________________
Student Name

______________________________
Student Signature

08-24-2021
Date

Li-Fen Anny Chang

Associate Professor | Fashion Design

Anny Chang

08-24-2021
Faculty Signature

Date
| Week 1 | 8/24 Tuesday | Due: Project I - Trend Notebooks  
Class Introduction; Sketching  
8/26 Thursday | Project II given (Women’s Sportswear)  
Sketching in class; bring a laptop |
|--------|---------------|-------------------------------|
| Week 2 | 8/31 Tuesday  | Due: Project II - Women’s Sportswear Sketches/swatches  
9/02 Thursday | Work Day in class |
| Week 3 | 9/07 Tuesday  | Due: Project II - Women’s Sportswear 1st Muslin & Working Sketches  
9/09 Thursday | Work Day in class |
| Week 4 | 9/14 Tuesday  | Due: Project II - Women’s Sportswear 2nd Muslin & Working Sketches  
9/16 Thursday | Work Day in class |
| Week 5 | 9/21 Tuesday  | Due: Project II - Women’s Sportswear Final Boards  
9/23 Thursday | Due: Project II - Women’s Sportswear Final Garments  
Project III given (Eveningwear) |
| Week 6 | 9/28 Tuesday  | Guest Speaker for Eveningwear  
9/30 Thursday | Due: Project III – Eveningwear Sketches |
| Week 7 | 10/05 Tuesday | Work Day in class  
10/07 Thursday | Due: Project III - Eveningwear 1st Muslin & Working Sketch |
| Week 8 | 10/12 Tuesday | Work Day in class  
10/14 Thursday | Due: Project III - Eveningwear 2nd Muslin & Working Sketch |
| Week 9 | 10/19 Tuesday | Work Day in class  
10/21 Thursday | Work Day in class |
<p>| Week 10| 10/26 Tuesday | Due: Project III - Eveningwear Final Boards |</p>
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<tr>
<th>Week</th>
<th>Date</th>
<th>Day</th>
<th>Event Description</th>
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| 10/28 | Thursday | Due: Project III - Eveningwear Final Garment  
Project IV given (Menswear) |
| Week 11 | 11/02 | Tuesday | Due: Project IV - Menswear Sketches |
| 11/04 | Thursday | Work Day in class |
| Week 12 | 11/09 | Tuesday | Due: Project IV - Menswear 1st Muslin & Working Sketches |
| 11/11 | Thursday | Project given (ADES 4555 Collection Concept Proposal)  
Work Day in class |
| Week 13 | 11/16 | Tuesday | Due: Project IV - Menswear 2nd Muslin & Working Sketches |
| 11/18 | Thursday | Due: Collection Proposal Due |
| Week 14 | 11/23 | Tuesday | Work Day in class |
| 11/25 | Thursday | Thanksgiving |
| Week 15 | 11/30 | Tuesday | Work Day in class |
| 12/02 | Thursday | Due: Project IV - Menswear Final Garments |
| Week 16 | 12/07 | Tuesday | Due: Project IV - Menswear Final Boards  
Final, 501: 8am-10am; 502: 10:30am-12:30pm (CLEAN LABS/MANDATORY)  
Instructor will hand out final grades and assignment of ADES 4555 Collection |