

# FASHION GRAPHICS

GD 291.01

FALL 2009, MONDAY 4 PM - 10 PM, BROWN 308

ZVEZDANA STOJMIROVIC

*Instructor*

*zvezdanas@earthlink.net*

*zvezdana@mica.edu*

*Office hours:*

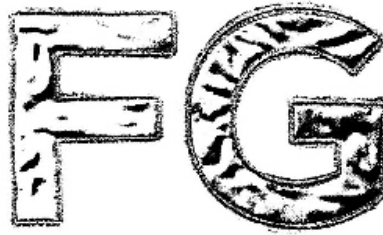
*Tuesday 11am - 1pm BR 317*

*917-776-7593 cell*

WESLEY STUCKEY

*Graduate Intern*

*wesley@wesleystuckey.com*



## CLASS DESCRIPTION

With a do-it-yourself attitude, this class attempts to distill youth culture into fashion through three distinct, yet interrelated processes: making a cohesive collection of clothes or accessories; designing a logo and brand identity; and finally, photographing the collection for effective promotional purposes. The first seven weeks are spent on developing fashion products as well as logo marks and graphic identities. The second half of the semester is devoted to creating effective photographic images and promotional materials. Students are encouraged to foster professional collaborations by swapping skills and working in teams. Emphasis is placed on revision and seamless transitions between digital and physical design. Guest lectures will spark conversations on marketing and self-promotion.

Customizing affordable, globally-produced apparel has become a legitimate way of creating fresh, graphics-driven fashion statements -- a mark of distinction in a society satiated with corporate branding. We follow in the footsteps of graphic designers such as Geoff McFetteridge, Mike Mills and Ryan McGuinness, who have all created streetwear collections.

---

## CLASS POLICIES

Attendance is mandatory. While a third unexcused absence per semester lowers your grade, the fourth absence constitutes grounds for a failing grade. It is your responsibility to inform me of an absence in advance at the numbers listed above, or by informing Anita Klein in the GD Department Office, BR 301, 410-225-2328.

All assignments are due on the dates specified, and again at the mid-term and final critiques, for final grading. You are encouraged to improve your grade by re-doing projects for the final review. The following are factored into your grade: Full commitment to class and the assignments; Determination to excel, challenge yourself and take risks; Participation in class discussion; Personal growth; improvement during the course; Attendance and punctuality.

## HOW NON-GD MAJORS FIT IN

While geared toward GD and Fibers majors, this class is open to interested seniors and juniors school-wide. Qualified students should possess an evident interest in fashion, basic familiarity with graphic design and software (Adobe Creative Suite), and should have identified potential collaborators.

Although not prescribed, team work is encouraged. An ideal three-student team would consist of a graphic designer, a fibers major, and a third partner from the fields of photography, GFA, GSS, or another major. Bringing diverse knowledge and interpretive languages to the table, these students would pollinate each other's work, sharing and advancing each other's skills. Consequently, this course helps school students in the nuances of social negotiation necessary for professional artistic collaboration.

Premised on the idea that combined skills yield greater results, seniors and juniors across majors will collaborate on a potentially marketable creative venture. Although lessons will often focus on graphic design, we welcome non-GD majors' skills to the project: GSS students might bring conceptual strength and social critique, as well as in-depth knowledge of materials; painting students might offer innovative ways of applying image to fabric; video students might work on ways to merge motion with fashion, while students of interactive media might engage in digital applications to apparel. Fashion Graphics gives graphic designers a great chance to learn from the diverse ways that fine artists invent imagery, create content, and respond to events and issues in the cultural world.

---

## FLICKR.COM

[www.flickr.com/groups/fashiongraphics/](http://www.flickr.com/groups/fashiongraphics/)

Join our Flickr group where we will build up a visual archive of our work throughout the semester, and hold discussions, too.

I believe you have to have a Yahoo.com address first, before you can open a Flickr account and join the group. I recommend you purchase a *Pro Account* at \$25 per year, to ensure sufficient storage space on Flickr.

## REPRODUCTION RIGHTS

Your work may be considered for publication in MICA's or other professional publications. By participating in this course and submitting your work electronically, you agree to grant us world-wide reproduction rights. You will not be paid a reproduction fee or license. All work created by you will be credited to you. You will retain the full right to use and reproduce the work in any context, and you will retain copyright to your work.

# FASHIONGRAPHICS

A GRAPHIC DESIGN ELECTIVE OPEN  
TO SENIORS AND JUNIORS FROM ALL MAJORS



GD 291.01

FALL 2009, MONDAY 4 PM - 10 PM, BROWN 408

ZVEZDANA STOJMIROVIC

Instructor

[zvezdanas@earthlink.net](mailto:zvezdanas@earthlink.net)

[zvezdana@mica.edu](mailto:zvezdana@mica.edu)

Office hours:

Tuesday 11am - 1pm BR 317

917-776-7593 cell

WESLEY STUCKEY

Graduate Intern

[wesley@wesleystuckey.com](mailto:wesley@wesleystuckey.com)

## CLASS SCHEDULE

---

**WEEK 1 AUG 31** Introductions; Lecture on current fashion trends from local to international designers. *Assignment:* Create a t-shirt.

**WEEK 2 SEP 7** No class; Labor Day.

**WEEK 3 SEP 14** *Field trip:* The Shine Collective, Hampden; Melissa Kirby, owner, Jamie Campbell, partner. Back at MICA: Brainstorming session for logos and identities of clothing line. Critique of t-shirt designs. *Assignment:* Begin developing logo and identity.

**WEEK 4 SEP 21** In-progress critique of logo and identity and final critique of t-shirt. *Assignment:* Continue working on logo and identity.

**WEEK 5 SEP 28** Lecture on designing clothes, creating graphics. *Assignment:* Begin clothing collection and finalize logo.

**WEEK 6 OCT 5** In-depth critique of logo design. In-progress critique of clothing line. *Assignment:* Continue work on clothing line

**WEEK 7 OCT 12** Presentation on identity and branding. Selection of Shine event team (display, promotion, organization) *Assignment:* Revise brand identity and continue clothing line. Bring in photos that portray the moods you desire for your collection.

**WEEK 8 OCT 19** No Class; Fall Break

**WEEK 9 OCT 26** *Midterm:* Joint critique with Experimental Fashion class, instructor Valeska Populoh, Fiber. In five minutes, present work thus far, logo, clothing line, and brand identity. Image-making: discuss mood, feeling, environment of clothes. *Guest critic:* Melissa Kirby, Shine Collective.

4pm - 6:30pm Fashion Graphics class presentations

6:30 pm Joint pizza dinner

7:30 - 10 pm Experimental Fashion class presentations

*Assignment:* Start photographing your collection.

**WEEK 10 NOV 2** Lecture on current fashion photography, both classic and experimental; Discuss lighting solutions, composition, and introduce camera options. *Assignment:* Photos of collection.

**WEEK 11 NOV 9** Critique of in-progress photos. Discussion of lighting and composition. Introduction to studio lighting. *Assignment:* Continue collection.

**WEEK 12 NOV 16** Critique of in-progress photos. How to stage a photo shoot, work with stylist, hair and makeup artists. *Assignment:* Revise photos of collection

**WEEK 13 NOV 23** Critique of final photography. In-class exercise using photoshop to combine images. *Assignment:* Create concept for tag and catalogue or website.

**WEEK 14 NOV 30** Present tag and catalogue/website concepts. Lecture on promotional material both local and international. Installation of selected work at the Shine Collective *Assignment:* Continue working on tag and catalogue/website Install work at Shine; **FRI DEC 7** *First Friday celebration at Shine* showcasing work from our class and promotional t-shirts from the Experimental Fashion class.

**WEEK 15 DEC 7** In-progress critique of promo material. Prepare for Art Market. *Assignment:* Finalize all assignments

**WEEK 16 DEC 14** Final critique.

---

## TO BE ADDED

Setting up an Etsy.com shop

Art Market -- dates, participation



---

### ADA COMPLIANCE

Any student who feels s/he may need an accommodation based on the impact of a disability should contact [insert instructor's name/title] privately to discuss specific needs. Please contact the Learning Resource Center at 410-225-2416, in Bunting 458, to establish eligibility and coordinate reasonable accommodations. For additional information please refer to: <http://www.mica.edu/learningresourcecenter/>.

### HEALTH AND SAFETY COMPLIANCE

From the Office of Environmental Health and Safety (EHS)  
The Office works to provide EHS support for all members of the MICA community. The primary goal of the Office is to be proactive in establishing a culture of safety in which each member of the community shares ownership responsibility that allows each person to be involved in maintaining a healthy work and studying environment. EHS uses several methods to achieve this objective.

First, the EHS office looks at the totality of the EHS requirements by combining campus needs with state and federal requirements and clearly communicating the shared policies and procedures. Second, EHS identifies training needs and develops guidelines for the use of equipment, material and procedures. Third, we ensure compliance with policies through evaluations, inspections, and committees.

It is the responsibility of faculty and students to understand health and safety policies relevant to their individual activities and to review MICA's Emergency Action Plan, as well as to participate in training, drills, etc. It is also each faculty member's responsibility to coordinate with the EHS Office to ensure that all risks associated with their class activities are identified and to assure that their respective classroom procedures mirror the EHS and Academic Department guidelines. Each of the Academic Department's also publish EHS procedures and policies such as a dress code, the use of personal protective equipment, fire safety, training, and how to properly dispose of chemical waste. Each of these policies and procedures must be followed by all students and faculty. Most importantly, it is the responsibility of the faculty to review, test, and assess each student's awareness of basic safety procedures, such as evacuation routes, use of chemicals, fire prevention, and all other guidelines posted by the Environmental Health and Safety Office, (e.g., smoking policy, independent studio policies, pet policy, disposing of hazardous and chemical waste, etc).

To become a member of the Faculty EHS Committee or for any questions relating to EHS, please contact Denelle Bowser, EHS Manager, at [dbowser@mica.edu](mailto:dbowser@mica.edu) or by calling 410.462.7593. You can also visit the department online at [www.mica.edu/ehs](http://www.mica.edu/ehs)

### H1N1 PANDEMIC INFORMATION

From the Office of Environmental Health and Safety (EHS)

#### What to do if I get sick?

If you are sick consider the following:

- Limit contact with other people as much as possible. DO NOT GO TO CLASS! Seek medical attention at Mount Royal Medical Assoc. (410) 225-8855 but please call ahead
- Students who are sick should self-isolate for at least 24 hours after any fever is gone.
- Make sure to get plenty of rest and drink clear fluids to keep from being dehydrated
- Avoid normal activities including work, school, travel, shopping, social events, and public gatherings

#### Reporting Procedures

- Contact the Office of Student Affairs at 410-225-2422 who will assist with plans for self-isolation, arranging for meals, and any other necessary support
- Contact any faculty whose class you anticipate missing and inform them of your illness. Work with them to make arrangements for catching up on any missed work. If you have difficulty reaching your faculty or if your illness lingers to the point where you will miss two or more of any one class contact the Office of Student Affairs