January 15, 2015

Dear 2015 Summer Scholars/Summer Enrichment Students:

We are excited to be able to offer an Introduction to Fashion Merchandising and Retail Studies program this summer as part of the Summer Scholars/Summer Enrichment Program. The three classes offered will provide an introduction to different aspects of the fashion merchandising and retail studies industry.

We are offering MCS 118: Pattern Application and Construction, MCS 248: Fashion Merchandising Software (Adobe Photoshop, Illustrator, InDesign), and MCS 298: Field Study Tour in Fashion Merchandising. Each of the courses is taught with a lab component to provide hands-on experience. The expected costs for each course in addition to tuition and housing are listed below.

**MCS 118: Pattern Application and Construction**
- $50 supply fee for sewing supplies bought in bulk by the instructor
- $50-$75 for additional sewing supplies for individual sewing projects
- one 2-inch 3-ring binder

**MCS 248: Fashion Merchandising Software**
- three textbooks – $115 - $245 depending on if rented or purchased
- $20 computer lab supply fee

**MCS 298: Field Study Tour in Fashion Merchandising**
- $200 for cost of study tour (This is an approximate cost based on previous study tours. Actual costs may vary depending on actual transportation and hotel costs. Approximate cost is based on 12 students participating in the study tour.)
- additional money for six (6) meal (fast food)
- any additional spending money (we will visit three malls as part of the course assignments to contrast and compare marketing strategies).

Sincerely,

Kathleen Heiden

Dr. Kathleen Heiden, Associate Professor
Fashion Merchandising and Retail Studies
318-257-3009 / heidenk@latech.edu
MCS 118 Students

I am looking forward to teaching MCS 118: Pattern Application and Construction. During the course, we will be covering several different topics related to apparel construction and analysis.

I have been sewing for over 35 years and have taught clothing construction to all ages for about 30 years. When teaching someone to sew, I believe it is important to teach construction techniques rather than just completing sewing projects. If you learn construction techniques, you will be able to complete a variety of projects. You will also be able to analyze the quality by understanding the correct processes for construction. Therefore, we will be completing construction samples that teach techniques that will be compiled into a notebook for future reference. We will also complete several construction projects throughout the course to reinforce the construction techniques learned.

There is a $50 supply fee for supplies that I will purchase in bulk for the class. In addition, to the supply fee, there are additional supplies that you will need to purchase for your projects. You need to bring the $50 supply fee and the basic supplies on the first day of class.

Please review the supply list for a complete list of required supplies. The date that you will need the supplies in class is indicated on the supply list. If you have any questions or concerns, you can email me at heidenk@latech.edu.

I am looking forward to an educational and fun class.

Sincerely,

Kathleen Heiden

Dr. Kathleen Heiden, Assistant Professor
Fashion Merchandising and Retail Studies
318-257-3009 / heidenk@latech.edu
Supply List

Basic Supplies (needed by 6-8)
- Shears
- Tape measure
- Hem gauge
- Tracing paper and tracing wheel
- Straight pins
- Pin cushion
- Needles for hand sewing
- Seam ripper

Pillowcase Project (needed by 6-10)
- ¼ yard of fabric
- ¼ yard of contrast fabric
- 1/8 yard of contrast fabric (solid works well)
*woven fabric recommended; satin not recommended

Pillow Project (needed by 6-16)
- 5/8 yard fabric
- 3 – 5/8 inch buttons
- Matching thread
- Contrasting thread (optional)
*woven fabric recommended; satin not recommended

Pajama Project (needed by 6-22)
- Commercial pattern *(instructor will provide list to choose from)*
- Fabric according to pattern envelope *(pattern sizes do NOT measure same as ready-to-wear sizes!!! If you buy according to the size of clothing you buy, it will be too small!!)*
- Thread
- Elastic

Tote Bag Project (needed by 6-25)
- 5/8 yard of fabric for bag
- 5/8 yard of fabric for lining
- Matching thread
*woven fabric recommended; satin not recommended

Garment Project (pattern by 6-19; other supplies by 6-26)
- Commercial pattern approved by instructor
- Fabric according to pattern envelope *(pattern sizes do NOT measure same as ready-to-wear sizes!!! If you buy according to the size of clothing you buy, it will be too small!!)*
- Thread
- Notions according to pattern envelope
MCS 118 – Pattern Application and Construction
Course Syllabus Summer 2015

Instructor: Dr. Kathleen Heiden
Office: CTH 247
Phone: (318) 257-3009
Fax: (318) 257-4014
E-mail: heidenk@latech.edu
Office hours: M – F 7:30-8:30

Course Information

Catalog Description: 6-1-3. Introduction to basic clothing construction and fit. Emphasis on techniques, commercial patterns, and ready-to-wear construction.

Course Goals/Competency: At the completion of this course, students should be able to:
• Describe the process necessary in the design, fabrication, and production of apparel

Course Objectives: Course goals will be accomplished through the following learning objectives
• Use construction equipment correctly
• Construct garments using the following techniques: layout, cutting, marking, seams, darts, fasteners, waistbands, and hem

Required Text and/or Readings:
Assigned Readings posted on Moodle

Required Materials:
• $50 supply fee
• 2-inch 3-ring binder
• Other supplies listed on Supply List

Class Policies

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expects that all members of its academic community will demonstrate honesty and integrity in all academic relationships. Students are expected to follow the Louisiana Tech Academic Honor Code which states, “Being a student of a higher standard, I pledge to embody the principles of academic integrity.” Committing or attempting to commit cheating, falsification, stealing and/or unauthorized access of property, information, or materials will be considered a violation of the Honor Code. Student(s) found violating the Honor Code will receive a zero (0) grade for the assignment/exam and will be disciplined according to the Honor Code procedures.

Disability Accommodations: It is the policy of Louisiana Tech University to accommodate students with disabilities, pursuant to federal law, state law, and the University’s commitment to equal educational opportunities. Qualified students needing testing or classroom accommodations based on a disability are encouraged to make their requests to me at the beginning of the quarter either during office hours or by appointment. Note: Prior to receiving disability accommodations, verification of eligibility from the Testing and Disability Services Office is needed. Disability information is confidential. Information for Testing and Disability Services may be obtained in Wyly Tower 318 or www.latech.edu/ods.

Emergency Notification System (ENS): All Louisiana Tech students are strongly encouraged to enroll and update their contact information in the Emergency Notification System. It takes just a few seconds to ensure you are able to receive important text and voice alerts in the event of a campus emergency. For more information on the system, please visit: http://www.latech.edu/administration.ens.shtml

Course Communication: The instructor will try to communicate all course information during class time. However, sometimes issues will arise between classes where the instructor will need to communicate with students via other forums. The forum that the instructor will use is Remind101. The directions to receive messages from the instructor are attached. It is the student’s responsibility to ensure that he/she has enrolled in Remind 101.

Cell Phones and Electronic Devices: All cell phones, music devices, and other electronic devices are to be silenced when entering the classroom and are to remain stowed (out of sight) until the class period is over. Devices not following this policy are subject to be taken from students until the end of the class.

Required Assignments: Students will complete the following assignments. Late assignments are accepted only when the due date is missed for a university sponsored event and the student has provided written documentation for absence before missing class. Late assignments must be submitted the day you return to class.

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attendance and participation</td>
<td>0</td>
</tr>
<tr>
<td>Exams (2 @ 40 points each)</td>
<td>80</td>
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<tr>
<td>Assignments</td>
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<tr>
<td>Fabric Store</td>
<td>10</td>
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<tr>
<td>Pattern Assignment</td>
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</tr>
<tr>
<td>Construction Samples</td>
<td>50</td>
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<tr>
<td>Projects</td>
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</tr>
<tr>
<td>Pillowcase</td>
<td>15</td>
</tr>
<tr>
<td>Pillow</td>
<td>15</td>
</tr>
<tr>
<td>Pajama Pants</td>
<td>20</td>
</tr>
<tr>
<td>Tote Bag</td>
<td>20</td>
</tr>
<tr>
<td>Garment Project</td>
<td>100</td>
</tr>
<tr>
<td>Total Tentative Points</td>
<td>320</td>
</tr>
</tbody>
</table>
**All homework assignments are due at the beginning of class and must be placed in the assignment basket.**

**Grading:**
Students will NOT be able to make up missed in-class assignments. Students who miss in-class assignments due to university sponsored events will have that assignment points deducted from their total possible points for the course and grade will be calculated using lower total possible points. If you do not provide documentation before your absence, you will receive a 0 for the assignment and your total possible points will not be adjusted.

Students who miss an exam due to a university sponsored event and have submitted their excuse before the scheduled exam date may take the missed exam. All other students will receive a zero for the exam grade.

All students should have the necessary material and supplies on the required days. All students are expected to have ALL needed supplies in class each meeting. Construction techniques for projects will be discussed and demonstrated in class. Assigned samples must be completed in class. Students are encouraged to watch progress on projects of other class members and share learning experiences with others.

Grading Scale: Points will be added and the following grading scale will be used. There are 320 tentative total possible points.

- 90%-100% = A
- 80%-89% = B
- 70%-79% = C
- 60%-69% = D
- Below 69% = F

Do not wait until the end of the class to check grades for assignments. All assignment grades are posted in Moodle so that you can review grades as they are completed. The last week of classes is NOT the time to review grades! I will not review any grades after noon on the last day of classes.
Regulations for Workroom

- No smoking, drinking, or eating is allowed in workroom
- No cell phone use during class
- Out of class work is restricted and must have special permission by the instructor
- Each student will be assigned a workstation and is responsible for the general condition of the station
- Do not use machines that you do not know how to operate

- At the end of the class period:
  - Collect all your materials
  - Return department supplies and equipment to their proper place
  - Pick up threads and paper dropped on floor
  - Set chairs in order
  - If any equipment is missing or broken report to instructor
  - Turn machines and irons off
<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Needed Supplies</th>
<th>Assignment Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>6-8</td>
<td>Introductions and Assignments Fabric Patterns Pattern Layout</td>
<td>Basic Supplies</td>
<td></td>
</tr>
<tr>
<td>6-9</td>
<td>Introduction to Sewing Machine Equipment and Supplies Seams and Seam Finishes</td>
<td>Basic Supplies Construction Sample Pieces</td>
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</tr>
<tr>
<td>6-10</td>
<td>Pillowcase Project</td>
<td>Basic Supplies Pillowcase Project Supplies</td>
<td>Pillowcase</td>
</tr>
<tr>
<td>6-11</td>
<td>Darts, Pleats, Tucks</td>
<td>Basic Supplies Construction Sample Pieces</td>
<td></td>
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<tr>
<td>6-12</td>
<td>Facings and Interfacings</td>
<td>Basic Supplies Construction Sample Pieces</td>
<td>Fabric Store</td>
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<tr>
<td>6-15</td>
<td>Closures Pockets</td>
<td>Basic Supplies Construction Sample Pieces</td>
<td></td>
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<tr>
<td>6-16</td>
<td>Pillow Project</td>
<td>Basic Supplies Pillow Project Supplies</td>
<td>Pillow</td>
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<tr>
<td>6-17</td>
<td>Exam 1 Waistlines</td>
<td>Basic Supplies Construction Sample Pieces</td>
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<tr>
<td>6-18</td>
<td>Hems</td>
<td>Basic Supplies Construction Sample Pieces</td>
<td></td>
</tr>
<tr>
<td>6-19</td>
<td>Zippers</td>
<td>Basic Supplies Construction Sample Pieces</td>
<td>Garment Project Approval</td>
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<td>6-22</td>
<td>Pajama Pants Project</td>
<td>Basic Supplies Pajama Pant Project</td>
<td>Pajama Pants</td>
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<td>6-23</td>
<td>Collars</td>
<td>Basic Supplies Construction Sample Pieces</td>
<td>Pattern Assignment</td>
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<td>6-24</td>
<td>Sleeves</td>
<td>Basic Supplies Construction Sample Pieces</td>
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<td>6-25</td>
<td>Tote Bag Project</td>
<td>Basic Supplies Tote Bag Project</td>
<td>Tote Bag</td>
</tr>
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<td>6-26</td>
<td>Exam 2 Garment Project</td>
<td>Basic Supplies Garment Project Supplies</td>
<td>Construction Samples</td>
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<td>6-29</td>
<td>NO CLASS Dallas Study Tour</td>
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</tr>
<tr>
<td>6-30</td>
<td>NO CLASS Dallas Study Tour</td>
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<tr>
<td>6-31</td>
<td>NO CLASS Dallas Study Tour</td>
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<tr>
<td>Date</td>
<td>Subject</td>
<td>Supplies</td>
<td>Notes</td>
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<td>7-2</td>
<td>Garment Project</td>
<td>Basic Supplies</td>
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<td></td>
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<td>Garment Project Supplies</td>
<td></td>
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<td>7-3</td>
<td>NO CLASS</td>
<td>July 4 Holiday</td>
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<td>7-6</td>
<td>Garment Project</td>
<td>Basic Supplies</td>
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<tr>
<td></td>
<td></td>
<td>Garment Project Supplies</td>
<td></td>
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<tr>
<td>7-7</td>
<td>Garment Project</td>
<td>Basic Supplies</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>Garment Project Supplies</td>
<td></td>
</tr>
<tr>
<td>7-8</td>
<td>Garment Project</td>
<td>Basic Supplies</td>
<td>Garment Project</td>
</tr>
<tr>
<td></td>
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<td>Garment Project Supplies</td>
<td>(end of class)</td>
</tr>
</tbody>
</table>
MCS 248: Fashion Merchandising Software
Course Syllabus Summer 2015

Instructor: Dr. Kathleen Heiden
Office: CTH 247
Phone: (318) 257-3009
Fax: (318) 257-4014
E-mail: heidenk@latech.edu
Office hours: M – F 7:30 – 8:30

Course Information

Catalog Description: 0-3-3. Computer applications in industry-based software. Focus on design basics and digital portfolio development for merchandising

Course Goals/Competency: At the completion of this course, students should be able to:
  • Utilize appropriate computer programs with an emphasis on effectively managing professional related tasks

Course Objectives: Course goals will be accomplished through the following learning objectives
  • Understand and apply features and tasks of merchandising industry software
  • Understand and apply tools for page layout, image editing, and illustration
  • Understand and apply tools for portfolio development

Required Text and/or Readings:
Additional materials posted on Moodle

Required Materials:
  • USB drive for saving and submitting assignments
  • $20 MCS Design Lab Fee (due immediately). Make checks payable to Louisiana Tech University.

Class Format

The class is designed as a hybrid format. The class consists of the lecture component presented via Moodle and the lab component presented in the classroom.

Lecture Presentation on the Web via Moodle: All lecture course materials, documents, assignments, and exams will be available via Moodle. The email features will be used throughout the course to maintain and facilitate communication and interaction between faculty and students.

Course Modules: The weekly modules are posted at the beginning of each class week and do not change. The modules will include a lesson outline and notes, readings, and assignments. All of the modules will be posted by 8:00AM on the beginning day of the weekly module. Please do NOT wait until the night before an assignment is due to access the module, assignment, and/or Moodle as technical problems may occur and that is NOT an excuse for not being able to complete the assignment.
**Hardware and Software Requirements**: This hybrid course requires that the student have regular access to a computer with the following minimum software requirements:

- **Operating System**: Windows XP
- **Microsoft Office 2007** (Word, PowerPoint)
- **Adobe Acrobat Reader**
- **Firefox 4, Internet Explorer 8, Safari 5, Google Chrome 11, or Opera 9**. The latest versions of Firefox, Google Chrome, or Safari are recommended. Other browsers such as Internet Explorer are/may not be compatible with Moodle and you may not be able to complete assignments. Internet Explorer is not compatible with Moodle for exams.

**Technical Difficulties**: Students experiencing technical problems should consult their instructor for the course first for Moodle related problems. If your instructor cannot help, then contact CITDL for further help (citdl@latech.edu or 318-257-2912). For all general questions about using your web browser, connecting to the Internet, using your email, etc., please contact the Helpdesk at the Computing Center (318-257-2904 or helpdesk@latech.edu). If you have problems with Moodle, note the following details:

- What exactly you were trying to do and when exactly this occurred
- Any error message you received
- What browser you were using and what version (use Help>About to find out what version you have), what operating system you were using, and what Internet Service Provider you are using

I AM made aware of down times for Moodle from the Computing Center. If you receive the message “internal error – contact system administrator,” that generally means Moodle is down. When it is down, I cannot access it either. I am aware of the challenges faced when that occurs and do accommodate them as necessary.

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Required Assignments: Students will complete the following assignments.

1. **Daily Grade** (120 points) Daily grades will be taken each class period that is devoted to learning program application. The daily grade will consist of a quiz on assigned readings (on Moodle) and independent challenges (submitted via jump drive). Daily grades cannot be made up.
2. **Lecture Application** (50 points) Students will complete online assignment each week to ensure understanding of lecture material. Complete instructions will be provided.
3. **Exams** (75 points) Three exams (25 points each) will be given on appropriate course content.
4. **Program Assignments** (75 points) Three assignments (25 points each) will comprise the daily application of principles discussed for each program. Assignments will be given during class. Assignments will be submitted in BOTH hard copy and via jump drive.
5. **Trend Board** (40 points) Each student will complete a trend board. Complete instructions will be given in class.
6. **Portfolio Development** (40 points) Students will create a Linkedin profile and create a digital portfolio. Students will be required to regularly update portfolio. Complete instructions will be provided in class.
7. **Class participation** (0 points) This class is designed to be interactive and is dependent on student participation. Each student will be expected to be prepared to discuss the topic for each day. Failure to come to class or come prepared to discuss will result in a 5-point deduction for each absence or unprepared day.
Grading:
Grading Scale: Points will be added and the following grading scale will be used. There are 350 tentative total possible points. **MCS students must make a “C” or better in this class.**

90%-100% = A   70%-79% = C   Below 60% = F
80%-89% = B   60%-69% = D

Students will NOT be able to make up missed in-class assignments. Students who miss in-class assignments with an excused absence will have that assignment points deducted from their total possible points for the course and grade will be calculated using lower total possible points. If you do not provide appropriate documentation for your absence as indicated in the attendance section, you will receive a 0 for the assignment and your total possible points will not be adjusted.

*Late assignments are accepted only when the due date is missed for an excused absence for students who have provided the appropriate documentation as indicated in the attendance section. Late assignments must be submitted the day you return to class.*

Missed exams must be made up within one week of the original test date. Students who miss an exam due to an excused absence and have submitted appropriate documentation for absence as indicated in the attendance section may take the missed exam. Students who miss an exam without an instructor-approved excuse or did not submit documentation as required in the attendance section, will receive a zero for the exam.

*Cheating on any assignment in this course will result in your failure of the course.*

*Do not wait until the end of the quarter to check grades for assignments. All assignments are completed so that you can review grades before the last day of classes. I will not review any grades after noon on the last day of classes.*
<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Required Readings</th>
<th>Assignment Due</th>
</tr>
</thead>
</table>
| 6-8  | • Introductions and Assignments  
Adobe Photoshop Units AB C | • Photoshop Lecture Notes (Moodle)  
• Elements of Design Lecture Notes and PPT (Moodle)  
• Photoshop Units A B & C (Book)  
• Photoshop PPT Units A B & C (Moodle) |  
| 6-9  | Adobe Photoshop Units D E F | • Principles of Design Lecture Notes and PPT (Moodle)  
• Photoshop Units D E & F (Book)  
• Photoshop PPT Units D E & F (Moodle) | • Quiz Units A B C  
• Quiz Units D E F  
Elements of Design Analysis |
| 6-10 | Adobe Photoshop Units G H  
Photoshop Project | • Photoshop Units G & H (Book)  
• Photoshop PPT Units G & H (Moodle) | • Quiz Units G H  
• Principles of Design Analysis |
| 6-11 | Exam 1  
Adobe Illustrator Units A B C | • Illustrator Lecture Notes (Moodle)  
• Proximity and Alignment Lecture Notes and PPT (Moodle)  
• Illustrator Units A B & C (Book)  
• Illustrator PPT Units A B & C (Moodle) | • Quiz Units A B C  
• Photoshop Independent Challenges |
| 6-15 | Adobe Illustrator Units D E F | • Repetition and Contrast Lecture Notes and PPT (Moodle)  
• Illustrator Units D E & F (Book)  
• Illustrator PPT Units D E & F (Moodle) | • Quiz Units D E F  
• Proximity and Alignment Analysis |
| 6-16 | Adobe Illustrator Units G H  
Illustrator Project | • Illustrator Units G & H (Book)  
• Illustrator PPT Units G & H (Moodle) | • Quiz Units G H  
• Repetition and Contrast Analysis |
| 6-17 | Exam 2  
Adobe In Design Units A B C | • InDesign Lecture Notes (Moodle)  
• Working With Type Notes and PPT (Moodle)  
• InDesign Units A B & C (Book)  
• InDesign PPT Units A B & C (Moodle) | • Quiz Units A B C  
• Illustrator Independent Challenges |
<table>
<thead>
<tr>
<th>Date</th>
<th>Activity</th>
<th>Resources</th>
</tr>
</thead>
<tbody>
<tr>
<td>6-18</td>
<td>Adobe InDesign Units D E F</td>
<td>• Using Color Lecture Notes and PPT (Moodle)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• InDesign Units D E &amp; F (Book)</td>
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<td>• InDesign PPT Units D E &amp; F (Moodle)</td>
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<td></td>
<td></td>
<td>• Working With Type Analysis</td>
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<tr>
<td>6-22</td>
<td>Adobe InDesign Units G H</td>
<td>• InDesign Units G &amp; H (Book)</td>
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<td>InDesign Project</td>
<td>• InDesign PPT Units G &amp; H (Moodle)</td>
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<td>• Quiz Units G H</td>
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<td>• Using Color Analysis</td>
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January 15, 2015

Dear Human Ecology Students:

We are making plans for another study tour to Dallas this Summer. The study tour is required for all Fashion Merchandising and Retail Studies majors as part of MCS 298. Tour dates are Monday, June 29 – Wednesday, July 1, 2015. The trip is three days and two nights and includes appointments with manufacturers, showrooms, visual display, and corporate office. Tentatively scheduled appointments include:

- Premier Jewelry – (product development and production)
- Rhonda McCartt – Perry Ellis Sales Representative (wholesale business and showroom)
- Bass Pro Shop – (visual merchandising and store design)
- Dillard’s Distribution Center (product distribution and order fulfillment)
- Dallas Market Center (Wholesale Market)
- Fashion Industry Group (Wholesale Market)
- JC Penney (corporate office)
- Texas Rangers Baseball (Special Events, Marketing, Product Development)

This is truly an exciting opportunity for you. Students will register for MCS 298 (1 hour credit) in the Summer Quarter to participate. The trip is a university excused absence. There will be classroom study prior to the trip and student reports after returning. Students are expected to adhere to the rules and regulations of Louisiana Tech University and the requirements of MCS 298.

The approximate cost will be $200.00 and will include:

- Transportation
- Hotel
- Breakfast Tuesday and Wednesday morning

Actual costs may vary depending on actual transportation and hotel costs. Approximate cost is based on 12 students participating in study tour. Students will need money for additional meals and any spending money.

Payment will be due on Friday, May 29, 2015. Checks should be made payable to Louisiana Tech University. Mail your payment to Dr. Heiden at PO 3167, Ruston, LA 71272 or bring your payments to Mrs. Renee (CTH 251). Once payment has been received, required paperwork will be sent to students participating in the study tour. Additional information will be announced as plans finalize.

Sincerely,

Kathleen Heiden
Dr. Kathleen Heiden, Associate Professor & Tour Director
318-257-3009 / heidenk@latech.edu
MCS 298: Field Study Tour in MCS I
Course Syllabus Summer 2015

Instructor: Kathleen Heiden
Phone: (318) 257-3009
Fax: (318) 257-4014

Office: CTH 247
E-mail: heidenk@latech.edu
Office Hours: M – F 7:30 – 8:30

Course Information

Catalog Description: 3-0-1 (3). Structured educational field study experiences in merchandising, marketing, and/or design. May be repeated up to three times for credit.

Course Goals/Competency: At the completion of this course, students should be able to:
Identify internship and career opportunities within the merchandising and consumer studies fields

Course Objectives: Course goals will be accomplished through the following learning objectives
• Have a working knowledge of some of the resources and industries at the field study destination
• Have an insight concerning information sources for the industries or companies of interest in major fashion or business centers in the United States

Study Tour Costs:
• The cost of the study tour will be approximately $200 in addition to the cost of tuition for the course.

Class Policies

Attendance: Louisiana Tech University uses the Class Attendance Policy of the University of Louisiana System. Class attendance regulations follow university guidelines found on page 12 of the University Catalog. Class attendance is regarded as an obligation as well as a privilege, and all students are expected to attend regularly and punctually all classes in which they are enrolled. The instructor shall keep a permanent attendance record for each class.

Attendance is taken at the beginning of class and it is your responsibility to ensure that you are counted present each day. Students will be allowed one absence without being penalized attendance points. Points will not be given for attendance; HOWEVER, 5 points will be deducted for each day missed. If you miss class due to a university sponsored event (ex. athletics, field study, or professional conference) you must provide a university excuse before your absence stating the dates that you will miss and the university sponsored event that you will be attending. A doctor’s excuse is required for student illness to be excused. The student must provide the doctor’s excuse to the instructor the day the student returns to class. For personal emergencies the student must notify the instructor as soon as possible and the circumstance will be considered on a case-by-case basis. Coming to class unprepared (not bringing required materials) will affect attendance points.

Academic Integrity: Academic integrity at Louisiana Tech University is based upon and encompasses the principles of honesty, fairness, respect, responsibility, and excellence. Consequently, the University expects that all members of its academic community will demonstrate honesty and integrity in all academic relationships. Students are expected to follow the Louisiana Tech Academic Honor Code which states, “Being a student of a higher standard, I pledge to embody the principles of academic integrity.” Committing or attempting to commit cheating, falsification, stealing and/or unauthorized access of property, information, or materials will be considered a violation of the Honor Code. Student(s)
found violating the Honor Code will receive a zero (0) grade for the assignment/exam and will be disciplined according to the Honor Code procedures.

Disability Accommodations: It is the policy of Louisiana Tech University to accommodate students with disabilities, pursuant to federal law, state law, and the University’s commitment to equal educational opportunities. Qualified students needing testing or classroom accommodations based on a disability are encouraged to make their requests to me at the beginning of the quarter either during office hours or by appointment. Note: Prior to receiving disability accommodations, verification of eligibility from the Testing and Disability Services Office is needed. Disability information is confidential. Information for Testing and Disability Services may be obtained in Wyly Tower 318 or www.latech.edu/ods.

Emergency Notification System (ENS): All Louisiana Tech students are strongly encouraged to enroll and update their contact information in the Emergency Notification System. It takes just a few seconds to ensure you are able to receive important text and voice alerts in the event of a campus emergency. For more information on the system, please visit: http://www.latech.edu/administration.ens.shtml

Course Communication: The instructor will try to communicate all course information during class time. However, sometimes issues will arise between classes where the instructor will need to communicate with students via other forums. The forum that the instructor will use is Remind101. The directions to receive messages from the instructor are attached. It is the student’s responsibility to ensure that he/she has enrolled in Remind101.

Cell Phones and Electronic Devices: All cell phones, music devices, and other electronic devices are to be silenced when entering the classroom and are to remain stowed (out of sight) until the class period is over. Devices not following this policy are subject to be taken from students until the end of the class.

Required Assignments: Students will complete the following assignments.

1. **Dallas Q&A** (40 points) Students will research the companies/organizations that we will be visiting. Each student will develop two potential questions for each appointment that could be addressed during the tour appointment.
2. **Participation in Travel Study** (60 points) Students must attend all scheduled activities of the trip, be on time, and behave and dress appropriately. Final Study Tour Itinerary will be distributed upon finalization of appointments.
3. **Trip Journal** (60 points) Students will maintain a written journal of the trip and their experiences.
4. **Mall Assignment** (30 points) Students will compare and contrast malls. Complete instructions will be provided.
5. **Study Tour Evaluation** (10 points) Students will complete a study tour evaluation of the industry appointments for level of information gained about career opportunities.

Grading:

Grading Scale: Points will be added and the following grading scale will be used. There 200 tentative total possible points.

- 90%-100% = A  
- 60%-69% = D  
- 80%-89% = B Below 60% = F  
- 70%-79% = C

Students will NOT be able to make up missed in-class assignments. Students who miss in-class assignments with an excused absence will have that assignment points deducted from their total possible points for the course and grade will be calculated using lower total possible points. If you do not provide appropriate documentation for your absence as indicated in the attendance section, you will receive a 0 for the assignment and your total possible points will not be adjusted.
Late assignments are accepted only when the due date is missed for an excused absence for students who have provided the appropriate documentation as indicated in the attendance section. Late assignments must be submitted the day you return to class.

Do not wait until the end of the quarter to check grades for assignments. All assignments are completed so that you can review grades before the last day of classes. I will not review any grades after noon on the last day of classes.

Tentative Course Calendar

Class will meet from 12:00pm – 1:00pm on June 8, 2015

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<th>Date</th>
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<td>Introduction to Course</td>
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<td>Trip Rules and Policies; Packing Details</td>
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<td>6/22</td>
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<td>Dallas Q&amp;A</td>
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<td>7/6</td>
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<td>Trip Journal, Mall Assignment, Trip Evaluation</td>
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<td>Assignments due in hard copy form to Dr. Heiden’s office</td>
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