SCHOOL OF FASHION
BACHELOR OF DESIGN
FASHION DESIGN
FASHION COMMUNICATION
www.ryerson.ca
The School offers two specializations: Fashion Design and Fashion Communication.

For both specializations, the School’s vision is to set the highest standards in both academic programming and professional practice to produce industry leaders for both the North American and international markets.

**Fashion Design Students** are artists who develop the vision and technical knowledge to originate and make garments for a wide variety of emerging trends and needs.

**Fashion Communication Students** learn to articulate the prevailing state of fashion by delivering communication and brand management solutions for a cross-section of fashion-related industries.

What it takes to succeed: People who work in the sphere of Fashion are creative, critical and conceptual thinkers, have control, self-motivation, openness to new ideas and objectively analyze their work well under pressure and are able to undertake self-directed research.

The program required: First, develop your artistic skills. What do you design? Understand the steps to put together a garment. You learn to be creative yet functional and practical and how to produce something marketable.

A common first year: Since they will be working in the same industries, graduates from Fashion Design and Fashion Communication need to develop a shared understanding of their respective fields. Students therefore take a common first year of study during which they develop a working knowledge of the fashion business— including design, technology and management—grounded in a socio-cultural perspective.

Both fashion designers and communicators must be able to render their ideas visually. With a focus on presentation techniques and vocabulary used in the apparel industry, you develop your signature style for illustration...

You study the science and art of colour— a critical fashion and communication element—and its relationship to trends, symbolic associations as well as cultural, emotional and visual responses. Bearing in mind the commercial aspect of fashion, you review marketing strategies to create a loyal customer base.

You learn about fashion terminology, design trends, seasonal cycles and the social and cultural significance of clothing and accessories. All students learn to make patterns, sew and construct samples in industry-standard design and apparel studios. Whether making fashion or determining its trends, this studio experience will prove invaluable in your future career.

There is an introduction to different textiles and fibres, compared for their durability, comfort and ease of care. Given that contemporary styles often reference historical models, you trace the development of art, design and architecture from the classical through to Renaissance periods as well as modernism within their historical, cultural and social contexts.

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First-year project: Render an original self-portrait in four different colour ways that depict the four seasons.
Fashion alumni dominate the Canadian fashion industry, a major employment sector, and find opportunities worldwide.

"Students are encouraged to develop their own visual voice. We give them tools to express their vision and support their success in the industry."

Creative, artistic originality is a cornerstone of the fashion industry. To nurture your inventive inspiration, the School stresses learning creative process (to kindle your imagination), visual communication (so you can convey your ideas) and design fundamentals common to all design fields (giving you the vocabulary to discuss and draw on other art forms).

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MARKETABLE. Fashion is a business, as well as an art, that needs to address marketplace demands. You therefore gain business expertise, an understanding of both Canadian and international fashion markets, and practice making or promoting fashion that targets global market needs. Benefiting from strong relations with the Canadian fashion industry, the School offers a work-study program plus numerous industry-sponsored and industry-attended events that help you graduate ready, with a polished portfolio and professional experience.

Marketable: fashion is part of a global network of institutions recognized as leaders in the advancement of education and research in design, technology and business for fashion and related industries.

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Intelectual. The program is rigorously academic and demanding. You are taught to think creatively with scholarly wisdom – the thinking behind fashion – necessary to become an industry innovator and leader. The curriculum dips into every facet of fashion culture, includes a breadth of interdisciplinary studies and builds project management skills. The School fosters a culture of research among its students and faculty, and they have an extensive research agenda. You develop your ability to think critically and learn how to articulate ideas at an advanced level.

THE UNIVERSITY’S SCHOOL OF FASHION IS THE PLACE IN CANADA TO CULTIVATE THE CREATIVE, MARKETABLE AND INTELLECTUAL SKILLS NEEDED TO EXCEL PROFESSIONALLY AND ACADEMICALLY.

Creative. The School is part of a global network of institutions recognized as leaders in the advancement of education and research in design, technology and business for fashion and related industries.

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IN SECOND YEAR, you continue with design history and illustration and explore communication strategies used by designers. There is an historic review of period dress, supported by an on-campus historic collection consisting of more than 3,000 fashion artifacts dating from the 1830’s to the present. The collection provides a rich research resource for students and faculty.

Issues such as comfort, care, serviceability and the manufacture of textiles are related to different types of fibers, yarns, fabrics and finishes. Practising pattern making, draping and production techniques, you make outfits backed by market research and documented by presentation boards, sketches and journals that outline your process. You also study graphic communication as it relates to apparel and textiles.

IN THIRD YEAR, designing on the computer, patterns are digitized with computer-aided design software. Researching apparel markets, consumer needs, tailoring techniques, marketability and production methods, you design tailored garments and men’s sportswear. The creative process, production taking methods, and fit and alteration techniques are examined in reference to a variety of apparel designs. In a course that considers the purpose of fashion, you apply sociological theories to such issues as notions of beauty, consumer culture and power and status. Exploring the components that form a cohesive collection, you undertake a critical analysis of your work with respect to creativity, design principles and marketability.

IN FOURTH YEAR, you examine international fashion and apparel markets, including the economic, political and cultural trends that need to be considered when producing and marketing fashion. Ongoing studies in computer-aided design are applied to grading, patternmaking and market-making patterns for complex apparel styles. Production management studies review methods employed from pre-production planning through to product development and management of materials, equipment and personnel. With input from some of Canada’s most noted designers, you conduct hands-on studies. Practising your own collection, you learn the importance of fabric selection, drafting and design techniques as well as costing and merchandising. You present your designs at an annual fashion show called Mass Exodus (for details see pg. 10). To assist in your research, you study methods for conducting focus groups and survey design as well as ethnographic, behavioral, discourse and textual analysis.

IN ALL FOUR YEARS, you choose from a broad package of electives that target societal, psychological and functional aspects of fashion and allow you to pursue a minor. There are professional electives such as textile design, merchandise analysis, curation and exhibition, clothing for special needs, event planning as well as costume (foundation garments and intimate apparel), fur and knitwear design. You also choose professionally related electives in areas of study that include fashion culture, the relationship of film and photography to fashion, communications, entrepreneurship, marketing, management, sociology, psychology and retail.
In second year, you explore design history — including the Victorian period, Art Nouveau, European avant-guard and aesthetic movements — professional writing and oral communications in fashion. You develop both traditional and experimental illustration skills, practice editorial Illustration techniques and study graphic design, typographical and digital media. Lectures in fashion photography, including visual trends and current and historic practices, are complemented by an opportunity to plan and undertake fashion shoots.

In addition to running their own businesses, communication alumni find fashion-related opportunities in areas that include advertising, branding, marketing, public relations, digital media, event management, graphic communications, design, journals, project development, editorial, retail management, retail buying, fashion editorial, product and art direction.

In third year, there is a historic review of period dress, supported by an on-campus historic collection of fashion artifacts. Art direction for photography is related to editorial, advertising and graphic design projects. An analysis is made of marketing strategies that consider consumer behaviour. In a course that considers the purpose of fashion, you apply sociological theories to such issues as notions of beauty, consumer culture and power and status. You choose between a course in fashion show promotion, which prepares you to mount a course called Mass Exodus (for details see pg. 10), and a course in typography applied to print and web production.

In fourth year, you examine fashion and apparel marketing from an international perspective. Economic, political and cultural trends are explored to determine global issues that face the fashion producer and marketer. Following an introduction to video production, you execute your own productions. Through a self-directed capstone design project, you pursue a thesis — undertaking research and producing a body of creative work. To assist in your research, you study methods for conducting focus groups and survey design as well as ethnographic, behavioral, discourse and textual analysis. You produce a web project while gaining experience with HTML, JavaScript and other technologies such as Flash.

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The Communication Stream covers so many different subjects — typography, broadcast, digital media, entrepreneurship and so on. You get to take on so many different things, a good trial mix that helps guide you to a career.

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work-study lets you feel out what the industry is like. you get to stick your toe in and test the waters before you jump in. it is very good for building networks and contacts.

mass exodus is the largest student-run fashion show in canada, which showcases design students' fourth-year collections and is entirely staged by third-year communication students. more than 4,000 people attend, including industry leaders, media and retailers, and a panel of industry representatives who provide analysis and critique of student collections. a wonderful experience for everyone involved, the show is true stepping stone to success in the fashion industry.

the faculty are phenomenal. they are industry professionals and know what it takes to make it. they know how to do it and teach it. if you want to learn, they are there for you 100% percent. they really make themselves available.

there are great rewards to the hard work. i won the l'oreal-sponsored competition for zellers. clothes i've designed are going to be manufactured and hang on the retail racks. i was also featured on breakfast television.

industry-sponsored competitions are an often exclusive opportunity for ryerson fashion students to pitch their skills to major manufacturers, retailers and media. for example, design students currently compete to have their creations manufactured and sold in selected zellers stores. communication students compete to create an editorial spread published in flare magazine, develop a product line in the mcgregor industries competition, and a marketing campaign for shiseido cosmetics gift-with-purchase promotions. lancôme sponsors a competition that showcases the work of fashion design finalists. for the winner, lancôme sponsors the production of additional outfits and sends the victor to paris to compete in an international awards show.

industry experience

the fashion program is well connected to, and highly regarded by, industry. in addition to attracting regular in-class guest speakers, this relationship creates numerous opportunities to interact with people in the business through a work-study program. the annual fashion show mass exodus and industry-sponsored competitions. you also gain pragmatic skills rooted in an understanding of the realities of the marketplace.