

CTE 3055: Computer Applications for Retail Entrepreneurship

Fall Semester, 2018

Time:

Location: WJB 3032

Instructor: Dr. Jessica Ridgway Clayton

Email: jridgway@fsu.edu

Phone: 850-644-1754

Office:

Office Hours:

Open Lab Hours:

REQUIRED READINGS, MATERIALS, AND SUPPLIES

- Readings and handouts for this course will be posted on canvas.
- Student are required to have access to Microsoft Office and Adobe Creative Cloud for this course.
 - Students are encouraged to purchase the software applications for use on their personal computers.
 - Students who do not have their own computer will need to allocate time to work on projects in campus computer labs.
- Flash Drive (minimum size of 8 GB)

COURSE PURPOSE

The purpose of this course is to introduce students to software and technology that they will encounter in other retail entrepreneurship courses and within the textile and apparel industry. This course serves as a foundation that will be built upon as students continue within the retail entrepreneurship program. It will also help students prepare to apply for jobs in the fashion industry by teaching them basic skills like cover letter formatting and portfolio creation. As students learn how to use each software covered in this course, they will create documents, presentations, and creative materials that will help to demonstrate to future employers their competencies in using the following software: Microsoft Word, Excel, PowerPoint and Adobe Photoshop, Illustrator, and Acrobat.

COURSE DESCRIPTION

This course covers computer and digital technology skills for retail entrepreneurship students that will prepare them for the textile and apparel industry. Students will demonstrate these skills by creating a word document, spreadsheets, and fashion design projects. Students will complete a capstone activity in the form of creating a final portfolio which will include all of the projects created during the semester. Students will gain exposure to software utilized in the textile and apparel industry including Microsoft Office and Adobe Creative Cloud. In order to fulfill FSU's computer competency requirement, students must earn a "C-" or better in the course. This course is open to all School of Entrepreneurship majors. The School of Entrepreneurship will evaluate transfer credit requests for incoming majors. **Prerequisites: None.**

LEARNING OUTCOMES

Upon completion of the course, the students will be able:

- Produce word documents, spreadsheets, and presentations using technical skills and tools within Microsoft Office 365
- Utilize Adobe Creative Cloud for creating marketing materials, portfolio items, and merchandising presentations;
- Use a variety of tools within Photoshop and Illustrator to create the desired effect;
- Identify digital file formats and demonstrate file compression techniques;
- Evaluate the need to incorporate the use of technology and determine which software best addresses that need.

COURSE POLICIES

- Inappropriate behavior (for example, but not limited to, offensive or threatening remarks, violent behavior, distractive talking, using cell phones, listening music, reading newspapers, doing other class work, sleeping during class, etc.) in the classroom will result, at the minimum, in a request to leave the class. Any further disciplinary action will be determined by the instructor in accordance with the University policy. Repeat offences may result in administrative withdrawal (drop) from the course.
- Eating, drinking, and chewing gum are not allowed in the computer lab. Water in a sealable container is fine, but must be placed on the floor. Do not place water bottles on the computer desks.
- Please do not have cell phones on during class. If you use text messaging and/or your cell phone rings during class, you will be asked to leave and you will be considered absent for that class period. Taking photos of the PowerPoint slides is strictly prohibited unless permission is granted by Dr. Ridgway.
- Communication. You are required to use your FSU email to send or receive all emails correspondences in this course. Emails you send from non-FSU email systems (e.g., gmail, yahoo, hotmail, etc.) may not reach me as they could be blocked as spam sometimes. *I will do my best to response your emails as quickly as possible, however please understand that I will not be available 24/7. During the week, Monday-Friday I will be available and respond to emails until 6 pm - any email sent after 6 pm will be responded to the following day. If you email me on the weekend, please allow 48 hours for me to respond. Communication always needs to happen prior to missing class or an assignment. If you do not contact me prior to missing class or an assignment you will forgo the opportunity to have a make-up.
- Written assignments: All written assignments must be typed (size 12 font, 1-inch margins on all sides), follow APA citation style and used accurate spelling and correct grammar. All documents are expected to be of professional quality. All hard copies of written assignments must be stapled on the top of left corner. Online assignment/project submissions must be completed prior to the deadline. No late assignments will be accepted.
- Academic Dishonesty/Cheating. Any student who cheats or appears to be cheating on any quiz, exam, or assignment will receive a zero on that assignment/exam. Additionally, the student will

be referred to the appropriate university committee for judicial action. Cheating on exams and plagiarism of another's work will not be tolerated.

- Grades will be available through canvas. I will update your grade every week. It is your responsibility to check your grade during the semester. If you find any mistake on grades appearing on Canvas, you need to notify me immediately. I will only accept grade appeals if they are presented to me in writing within 72 hours of the grade being assigned/posted to canvas. I will not accept grade appeals at the end of the semester as a last minute attempt to raise your grade.
- If the class experiences time constraints due to unexpected events during the semester, I may adjust the class schedule and activity in terms of days of in-class and online and the number of assignments, quizzes, exams, and discussions. Any changes will be announced through Canvas and a revised schedule will also be posted on Canvas.

ATTENDANCE AND PARTICIPATION

Participation and Attendance: You will be expected to participate in class and contribute to the class discussion. Attendance will be taken during each class period and students are expected to be in class for the full time. No make-up or late assignments will be allowed. Absences may be excused if there are extraordinary circumstances such as illness or death in the family. Proper documentation (doctor's note, obituary) and communication (prior to the missed class) is required and students will be responsible for obtaining the information that they missed. Each class period is worth 5 pts, if you are not in class, come after attendance has been taken, or leave early, points will be deducted from your attendance grade.

COURSE EVALUATION

Grading Scale Based on Total Points:

A = 743-790	B+ = 688-710	C+ = 609-631	D = 474-554
A- = 711-742	B = 656-687	C = 577-608	F = below 474
	B- = 632-655	C- = 553-576	

GRADE BREAK DOWN

Syllabus Contract	10 points
Attendance	140 points
PowerPoint: Brand Presentation	50 points
Excel: Purchase Order	50 points
Excel: Analysis Worksheet	25 points
Word: Brand Cover Letter	50 points
Adobe Illustrator 1: Intro Illustrator Project	25 points
Adobe Illustrator 2: Trend and Line Board	100 points
Adobe Illustrator/Photoshop : Store Layout	100 points
Adobe Photoshop: Before and After	50 points
Adobe Photoshop: Look Book	100 points
Capstone Activity: Portfolio	100 points
	790 points total

Syllabus Contract: Each student is required to sign and submit the last page of this syllabus. By signing the syllabus contract you acknowledge that you have read and fully understand the rules, expectations, and guidelines set out of this course. The syllabus contract will be due electronically by the second day of class and those students who turn it in on time will earn 10 points. Those who do not turn it in on time will not earn any points, but will still need to submit the contract to continue in the course.

Capstone Activity: Each student will be required to submit a portfolio at the end of the semester which contains all of the projects completed throughout the semester. The portfolio will contain a cover page, table of contents, brand cover letter, purchase order, flat sketches on a croquis, trend and line boards, store layout including items in the line, a magazine cover, and look book pages. Additionally, students will be required to explain each component of the portfolio in detail including writing in their own words the learning outcomes and skills obtained from each project. This portfolio project will serve to demonstrate a proficiency of the skills acquired by taking this course.

<u>Inclusion of All Projects</u> All projects should be updated based on the feedback provided at the time of the initial submission and grading.	<u>50 points</u>
<u>Explanation of Skills</u> For each project included in your portfolio, please provide an explanation of the learning outcomes for each project along with a list of skills demonstrated.	<u>40 points</u>
<u>Professionalism</u> For this section your portfolio will be graded based on its' professional appearance. Your portfolio should include a cover page / table of contents, copy of your resume, and a contact page. The portfolio should be well organized and should include page numbers.	<u>10 points</u>
<u>Submission</u> This project should be submitted as one .pdf	<u>Total Points: 100</u>

OTHER STUDENT OBLIGATIONS

Canvas: Students will need to frequently check canvas and stay up-to-date with course changes that will be posted in the announcements section of canvas. Student will also be required to submit all assignments electronically through canvas. Students are responsible for taking notes during class.

All assignments / projects will be uploaded to your Canvas account in the respective folder and should be saved as the correct file format as indicated by each individual assignment (this may differ per assignment). Part of your grade in this class will be to follow instructions regarding the file type and size of submission.

Copyright and Projects: Always try to use your own graphics or from resources which explicitly give you permission to use their materials freely. If no clear “fair use”, “public domain”, or “creative commons” statement is available you should get permission if you use their materials in your projects. At the very least you *MUST* give credit for where and from whom you have borrowed the material. Give credit in the text of your document, on your Works Cited Page, or on a Credits page for everything that you use. Include copyright information beside or under images (photographs, charts, maps, pictures, graphics). Include the following information next to the image: “c” or the word “copyright”, the name of

the creator of the image, then the copyright date. If this information is not available in or on your source, you can list the bibliographic information or web address of the source.

UNIVERSITY POLICIES

University Attendance Policy:

Excused absences include documented illness, deaths in the family and other documented crises, call to active military duty or jury duty, religious holy days, and official University activities. These absences will be accommodated in a way that does not arbitrarily penalize students who have a valid excuse. Consideration will also be given to students whose dependent children experience serious illness.

Academic Honor Policy:

The Florida State University Academic Honor Policy outlines the University's expectations for the integrity of students' academic work, the procedures for resolving alleged violations of those expectations, and the rights and responsibilities of students and faculty members throughout the process. Students are responsible for reading the Academic Honor Policy and for living up to their pledge to ". . . be honest and truthful and . . . [to] strive for personal and institutional integrity at Florida State University." (Florida State University Academic Honor Policy, found at <http://fda.fsu.edu/Academics/Academic-Honor-Policy>.)

Americans with Disabilities Act:

Students with disabilities needing academic accommodation should:

- (1) register with and provide documentation to the Student Disability Resource Center; and
- (2) bring a letter to the instructor indicating the need for accommodation and what type.

Please note that instructors are not allowed to provide classroom accommodation to a student until appropriate verification from the Student Disability Resource Center has been provided.

This syllabus and other class materials are available in alternative format upon request.

For more information about services available to FSU students with disabilities, contact the:

Student Disability Resource Center

874 Traditions Way

108 Student Services Building

Florida State University

Tallahassee, FL 32306-4167

(850) 644-9566 (voice)

(850) 644-8504 (TDD)

sdrc@admin.fsu.edu

<http://www.disabilitycenter.fsu.edu/>

Free Tutoring from FSU

On-campus tutoring and writing assistance is available for many courses at Florida State University. For more information, visit the Academic Center for Excellence (ACE) Tutoring Services' comprehensive list of on-campus tutoring options - see <http://ace.fsu.edu/tutoring> or contact tutor@fsu.edu. High-quality tutoring is available by appointment and on a walk-in basis. These services are offered by tutors trained to encourage the highest level of individual academic success while upholding personal academic integrity.

Syllabus Change Policy

"Except for changes that substantially affect implementation of the evaluation (grading) statement, this syllabus is a guide for the course and is subject to change with advance notice."

This is the Tentative Schedule for CTE XXXX. Please be advised that the schedule, readings, and assignments may change throughout the semester.

Date	Computer Application	Topic/Skills	Assignment / Due Dates
Week 1	Syllabus Review		Technology Baseline Quiz
Week 1	Introduction / Adobe Acrobat	Introduction to adobe acrobat, file formats, creating pdfs from multiple files, electronic signatures	Student Contract w/electronic signature, submitted as .pdf
Week 2	PowerPoint	PowerPoint creative and editing tools.	Brand Logo
Week 2	PowerPoint Continued	Effective presentation creation: create slides, using notes, inserting text boxes, animations/transitions, formatting and customizing of slides (background, bullets, headings), adding of other media (sound, movie clips, links).	Brand Presentation, includes logo, submitted as .ppt & .pdf
Week 3	PowerPoint	In-class workday for Brand Presentation Assignment	
Week 3	Microsoft Excel	Create excel worksheet, identify cells, enter and format date, perform simple arithmetic calculations, perform operations on a whole column or row, create a graph	Purchase Order Due via Canvas, submitted as .exl & .pdf
Week 4	Excel Continued	Analyze, and sort data in workbook, Formulas (IF, SUBTOTAL, VLOOKUP, SUMIF, COUNT, COUNTA), Macros, Pivot Tables, Nested Formulas, SQL, VBA, SAP	
Week 4	Microsoft Excel Continued	Excel In-Class Work Day	Excel Data Analysis Worksheet Due via Canvas, submitted as .exl & .pdf
Week 5	Microsoft Word	Creating and formatting a cover letter, inserting tables and images. Learn to insert references, create bibliography, make track changes and comments.	
Week 5	Microsoft Word	Word In-Class Work Day	Brand Cover Letter Due via Canva, submitted as a .doc & .pdf
Week 6	Creative Cloud / Adobe Bridge	Define the difference and end uses of each module. Setting up Adobe Bridge	
Week 6	Adobe Illustrator	Setting up and saving artboards, exploring and organizing basic panels and docks, utilizing tools panel, saving/creating swatches	
Week 7	Adobe Illustrator	Introduction to Illustrator Project Work-Day: Learning to Sketch in Illustrator	Intro to Illustrator Project due via Canvas, submitted as .ai & .pdf
Week 7	Adobe Illustrator	Increase command of tools, panels, and features, creating apparel items with design details such as seams and stitches, technical sketches	
Week 8	Adobe Illustrator	Live trace and live paint, eyedropper, developing a color story, creating a color library, image editing	Introduction to Illustrator Project 2: Creating a Trend and Line Board
Week 8	Adobe Illustrator	Creating a repeat print and adding texture	Illustrator 2 Project Work Day – development of three textile prints
Week 9	Adobe Illustrator	Illustrator 2 Project Work Day	
Week 9	Adobe Illustrator	Illustrator 2 Project Work Day	Illustrator Project 2 Due via Canvas, submitted as .ai & .pdf
Week 10	Adobe Illustrator	Creating a Store Layout, transformation techniques, building three dimensional shapes, perspective grid, guides and rulers	Introduction to Store Layout Project
Week 10	Adobe Illustrator	Store Layout In-Class Work Day	
Week 11	Integration of Illustrator and Photoshop	Photoshop orientation, file transfer between applications, lighting effects to enhance store layout	
Week 11	Adobe Photoshop	Photoshop tool panel, layer composition, file saving formats,	Store Layout Project Due via Canvas
Week 12	Adobe Photoshop	Edit images, change lighting, beauty enhancements (blemish correction, adding of makeup, whitening of teeth), erase background of image	Intro to Photoshop Project: Before and After
Week 12	Adobe Photoshop	Photoshop Work Day	Intro to Photoshop Project: Before and After Due Via Canvas, submitted as a .psd & .pdf
Week 13	Thanksgiving	No Class	
Week 14	Adobe Photoshop	Selection tools, Adding text, adding shapes	Intro to Photoshop Project 2: Look Book
Week 14	Adobe Photoshop	Workday for Look Book Cover and Pages	

Week 15	Portfolio	Creating a cohesive portfolio Post Quiz	Look Book Due via Canvas, submitted as .pdf
Week 15	Portfolio Creation	In-class work day for compiling of all course projects/assignments	
Week 16	Finals Week	Portfolio presentations	Portfolio Due via Canvas submitted as .pdf

CTE XXXX

Student Contract

Fall, 2018

I _____ have read the **CTE XXXX** syllabus. I understand all the policies therein pertaining to student conduct, attendance, assignments, late assignments, and the performance level that is expected of all students in this course.

Student Signature

Date

Phone (or Cell Phone) Number: _____

Address (if you wish to share): _____

Please tell me about yourself including your major area of focus, your career goals, and anything you want me to know about you.