



448 N 10th Street  
Studio 501  
Philadelphia, PA 19123

# DESIGNER DEVELOPMENT PROGRAM

STUDENT CATALOG

Published May 2018

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# PROGRAM DESCRIPTION

Made Institute's Designer Development Program is Philadelphia's first affordable, independent, fashion design program. We've specifically tailored our classes to help aspiring designers and makers develop and launch successful fashion lines of their own. Through small class sizes, hands-on teaching, and one on one mentoring, students receive quality classes at a cost and pace that works for them.

This innovative approach to fashion education gives students a clear path towards their sewing and design goals, while streamlining the process down to a 18-month track. From sketching and sewing to spec sheets and sales, our courses will cover everything you need to know to better navigate the fashion industry's competitive environment.

Beginner students are our favorite students. No prior experience is necessary to join. We know how hard it is to balance work and family, so we offer 2 start dates per year, giving our students maximum flexibility. There is no requirement to complete the program in 18 months, and students pay by trimester, making the Designer Development Diploma attainable for many income levels.

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# ADMISSION REQUIREMENTS

Made Institute enrolls all students without regard to race, religion, gender, age, color, national origin, or physical disability. Made Institute requires that students have a High School Diploma or GED.

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# ADMISSION PROCEDURES

1. Request program information and an enrollment agreement for admission to the program. The program has two start dates, one in the Fall and one in the Spring.
2. Complete and submit enrollment agreement for admission. The agreement outlines the obligations of Made Institute and the student. In the enrollment agreement, the student must complete information on High School or GED completion. All students are required to have a High School diploma or equivalent to enroll in the Designer Development Program.

3. Complete and submit the application form. There is a \$50 application fee.
  4. Once Made Institute has received and reviewed the enrollment agreement and the application form, the applicant will be contacted to schedule an interview.
  5. The applicant will be asked to complete a creative project demonstrating their design aesthetic, and present to Made's admissions committee.
  6. The applicant will receive notification of the acceptance or rejection of the application.
  7. Students enroll in the entire program at one time.
  8. If previous coursework was completed at Made Institute as part of the Designer Development Program, the total number of hours may be transferred, after evaluation by the Director.
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## APPLICATION DEADLINES

Fall start : August 1

Spring start : February 1

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## SCHEDULE YOUR TOUR

Made Institute's classes are held in our beautiful, historic, 1300 square foot Old City Studio. Schedule a tour of our facility, and meet Made Institute's Director, Rachel Ford, to talk about your individual goals in fashion and learn about what Made Institute can do for you.

Email us at [info@made-phila.com](mailto:info@made-phila.com) or call us at 855-MADEPHL to learn more

Visit us at:

Made Institute

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Philadelphia, PA 19123

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# ACADEMIC CALENDAR

## FALL START 2018-19

SEPTEMBER/ OCTOBER: 9/5 - 10/16  
(1st TRIMESTER)

Fashion Industry Seminar Lecture 1: Sun 9/9  
Sewing 1: Tues 9/11 - 10/16  
Fashion Illustration 1: Mon 9/10 - 10/15  
Materials Studies: Wed 9/5-10/10

NOV/ DEC: 11/1 -12/21

Fashion Industry Seminar Lecture 2: Sun 11/4  
Sewing 2: Thurs 11/1 - 12/13  
Fashion Illustration 2: Mon 11/5 - 12/10  
Adobe Photoshop: Wed 10/31 - 12/21

JANUARY/ FEBRUARY 1/7 - 2/27  
(2nd TRIMESTER)

Fashion Industry Seminar Lecture 3: Sun 1/6  
Sewing 3: Tues 1/8 - 2/26  
Draping: Mon 1/7 - 2/25  
Adobe Illustrator: Wed 1/9 - 2/27

MARCH/ APRIL: 3/3 - 4/25

Fashion Industry Seminar Lecture 4: Sun 3/3  
Sewing 4: Fri 3/1 - 4/26  
Patternmaking 1: Mon 3/4 - 4/22  
Design Studio 1: Thur 3/7 - 4/25

MAY/ JUNE 5/5 - 6/27  
(3rd TRIMESTER)

Fashion Industry Seminar Lecture 5: Sun 5/5  
Patternmaking 2: Mon 5/6 - 6/24  
Design Studio 2: Thurs 5/9 - 6/27

JULY/ AUGUST: 7/8-1/30

Fashion Industry Seminar Lecture 6: Fri 7/7  
Collection Studio: Fri 7/12-2/5  
Business of Fashion: Thurs 7/11 - 9/26

## SPRING START 2019-20

MARCH/ APRIL: 3/4 - 4/10  
(1st TRIMESTER)

Fashion Industry Seminar Lecture 1: Sun 4/7  
Sewing 1: Tues 3/5- 4/9  
Fashion Illustration 1: Mon 3/4 - 4/8  
Materials Studies: Wed 3/6-4/10

MAY/ JUNE: 5/6 - 6/26

Fashion Industry Seminar Lecture 2: Sun 6/2  
Sewing 2: Sat 5/9 - 6/13  
Fashion Illustration 2: Sun 5/6 - 6/17  
Adobe Photoshop: Wed 5/8 - 6/26

JULY/ AUGUST: 7/8 - 8/28  
(2nd TRIMESTER)

Fashion Industry Seminar Lecture 3: Sun 8/4  
Sewing 3: Tues 7/9 - 8/27  
Draping: Mon 7/8-8/26  
Adobe Illustrator: Wed 7/10 - 8/28

SEPTEMBER/ OCTOBER: 9/5- 11/1

Fashion Industry Seminar Lecture 4: Sun 10/6  
Sewing 4: Fri 9/13 - 11/1  
Patternmaking 1: Mon 9/9 - 10/28  
Design Studio 1: Thurs 9/5 - 10/24

NOVEMBER/ DECEMBER: 11/4 - 12/20  
(3rd TRIMESTER)

Fashion Industry Seminar Lecture 5: Sun 12/8  
Patternmaking 2: Mon 11/4 - 12/16  
Design Studio 2: Thurs 11/7 - 12/20

JANUARY/ FEBRUARY: 1/7 - 8/31

Fashion Industry Seminar Lecture 6: Sun 2/2  
Collection Studio: Fri 1/10-8/5  
Business of Fashion: Thurs 1/9 - 3/26

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# SCHOOL CLOSING DATES 2018/19

## NOVEMBER/ DECEMBER

Closed 11/21 - 25 & 12/22 - 1/2

## MARCH/ APRIL

Closed 4/18- 4/22

## MAY/ JUNE

Closed 5/24 - 28

## JULY/ AUGUST

Closed 7/1- 7/6

## SEPTEMBER/ OCTOBER

Closed 8/31 - 9/4

## NOVEMBER/ DECEMBER

Closed 11/26 - 12/1 & 12/21 - 1/4

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## COURSE DESCRIPTIONS

### 101-SEWING 1: Introductory Sewing

18 class hours

Sat, Sun, or Tues 6:30 - 9:30pm

Perfect for those who are completely new to sewing or those looking to return to the craft, this six-week course covers all professional seam finishes, hems, and zipper installations used in garment manufacturing. In addition to a detailed knowledge of sewing machine operation, students will complete the course with a finished tank top in the fabric of their choice, and a portfolio of seam finishes, hems and zipper installation techniques used for future reference or job interviews to demonstrate sewing skill level.

### 102-SEWING 2: Basic Garment Construction

18 class hours

Sat or Thurs 6:30 - 9:30pm

Utilizing the skills gained in introductory sewing, students will move on to basic 3-D garment construction. Through classroom demonstrations, students will learn how to work with real production patterns towards the completion of a peplum blouse. Skills covered include sewn darts, princess seams, facings, set-in sleeves, plackets, gathering, and hems. Upon completion of this class, students will confidently sew with professional precision.

## 103-SEWING 3: Street Wear-Designer Finishes

24 class hours

Tues 6:30-9:30

Combine your sewing knowledge with your love of ready to wear garments. This class will focus on teaching the finishes used in the industry to make custom tee shirts, jeans, and shirts. We'll be utilizing industrial machinery and production patterns to complete masterful designer finishes. Skills covered include operating 4 thread overlock, industrial 5-thread safety stitch, industrial single needle straight stitch, cutting and sewing knitwear, denims, and cotton shirtings.

## 104-SEWING 4: Knitwear

24 class hours

Fri 6:30 - 9:30pm

Discover a whole new way of sewing; Knitwear. This class will focus on teaching the elements used in industry to make custom T-shirts, leggings, joggers, and a zipper hoodie. We'll be utilizing industrial machinery and production patterns to complete masterful designer finishes. Skills covered include operating a 4-thread overlock and coverstitch, cutting, and fully constructing knit garments.

## 301-FASHION ILLUSTRATION 1: The Fashion Figure

18 class hours

Mon 6:30-9:30

Through live model studio demonstrations, students will learn how to draw the stylized fashion figure. We'll utilize pastels, pencil, watercolor, and pen to maximize exposure to multiple mediums. This class is designed to teach anyone how to sketch, no matter their art experience level. Assignments are process methods students can continue to employ in their individual design pursuits.

## 302-FASHION ILLUSTRATION 2: Fabric Rendering /Color

18 class hours

Mon 6:30-9:30

Take your illustrations to the next level with color and print rendering. Through live studio demonstrations, students will learn to how to manipulate their color palettes and drawing tools to create beautiful texture and line quality in every illustration. Learn how to draw different hair textures, stripe contouring, print rendering, and highlights.

## 201-DRAPING

24 class hours

Mon 6:30 - 9:30pm

Through three dimensional draping techniques, students will create base patterns that they will utilize in all patternmaking courses and projects. Through studio demonstrations and lectures, students will complete various skirt, pant, blouse, sleeve, and dress patterns. This will prepare students for flat pattern manipulation in Patternmaking 1 & 2.

## 202-PATTERNMAKING 1: Slopers

24 class hours

Mon 6:30 - 9:30pm

Students will learn how to create a basic bodice, skirt, pant & sleeve sloper from measurements as used in industry fashion design. Once completed, students will have a size 6 sloper block that they can implement in all future designs for production. We will cover advanced measuring techniques, fraction conversions, fit, and basic "mock-up" sewing techniques.

## 202-PATTERNMAKING 2: Pattern Manipulation

24 class hours

Mon 6:30- 9:30pm

Students will learn to combine block pattern drafting skills learned in Patternmaking 1, with dart and fit manipulation techniques in Patternmaking 2. Through understanding fit and design line manipulation, more sophisticated designs can be imagined and achieved.

## 501-ADOBE PHOTOSHOP: Mood Boarding/Logo Design

24 class hours

Wed 6:30 - 9:30pm

This introduction to Adobe Photoshop, will explore basic use of the software to create graphic design projects. We will learn: color development, use of layers, masking, filling, simple pattern creation, graphic layout, photo editing, and photo manipulation. Students will be able to successfully use all tools on the palette for their own personal projects along with learning real life application of Adobe Photoshop for graphic design/ fashion design. The semester will culminate in one graphic design project that students will be able to add to their portfolio.

## 502-ADOBE ILLUSTRATOR: Technical Flats/Print Design

24 class hours

Wed 6:30 - 9:30pm

Through in class demonstrations, students will learn how to create detailed computer renderings of their designs to present to patternmakers, buyers, and include in industry tech packs. These skills are used in every aspect of the fashion industry, and show true professional presentation, as well as convey information about each design clearly.

## 402-DESIGN STUDIO 1: Design Exploration

24 class hours

Thurs 6:30 - 9:30pm

This course addresses the basic elements of the fashion design process from concept through 2-D development towards preparation for 3D realization. Weekly projects provide initial direction towards identifying sources of inspiration for the creation of fashion ideas. Assignments introduce the design processes of storyboard compiling, color story, fashion sketching, flats, and line sheets. The focus is on connecting idea and practice as related to working design principles. Students design a full collection and presentation for their final project.

## 403-DESIGN STUDIO 2: Collection Design

24 class hours

Mon 6:30 - 9:30pm

A full culmination of everything students have worked so hard for in our program. Utilizing the design tools used in Design Studio 1, students will design the final collections that will walk in our runway show. Students may choose their own category, season, materials, and overall design aesthetic towards their first collection and business launch. In partnership with Philly Fashion Week, our student collections will be showcased twice per year in either February or September fashion weeks.

## 404-BUSINESS OF FASHION

36 class hours

Thurs 6:30 - 9:30pm

Students will be given a clear understanding of what to expect from the industry, and tips on how to enter and navigate through it. Through guest lectures from marketing professionals, buyers, designers, and entrepreneurial experts, we aim to prepare designers to enter the marketplace equipped with logos, business cards, line sheets, look books, websites, and social media platforms.

## 401-FASHION INDUSTRY SEMINAR

18 class hours

Sundays Bi-Monthly

Students will get a detailed overview of the fashion industry from concept to consumer. We'll host guest lecturers from the industry bi-monthly covering wholesale, retail, costing, buyer meetings, line sheets, trade shows, fashion shows, trunk shows, manufacturing, product development, fabric sourcing, fabric shows, trend forecasting, seasons, and design processes.

## 601-COLLECTION STUDIO: SAMPLE PRODUCTION

42 class hours

A full culmination of everything students have worked towards in our program. This class will function as an independent study that will allow students full access to our studio and resources to create a fully realized capsule collection for their runway launch. Students will choose 3-5 looks to make and feature in our fashion show in partnership with Philly Fashion Week.

## 105-Materials Studies

18 class hours

Wed 6:30-9:30

Students will learn techniques used to identify the properties and characteristics of any textile. We will practice using proper textile terminology and applications per silhouette and design. Through experimentation and demonstration, students will learn how to professionally dye, embellish, and customize fabrics. This course will culminate with a portfolio of sample finishes, and a customized shirt that utilizes their own specific dye color, print, and embellishments.

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# EDUCATIONAL OBJECTIVES

Students who complete the Designer Development Program will be able to demonstrate to employers and others the following core competencies:

- Professional sewing skills specific to the garment making industry. Meeting requirements for an entry level sewing technician or sample maker.
- Professional pattern making skills specific to the garment making industry. Meeting requirements for an entry level technical designer or pattern maker.
- A clear understanding of terminology in both machinery, and techniques as used in the fashion industry.
- High level design skills as related to the fashion industry. Meeting requirements for an entry level position in fashion design.
- Visual communication skills as related to fashion illustration, portfolio techniques, and marketing materials. Meeting requirements for an entry level position as a fashion designer.
- Excellent Adobe Photoshop and Illustrator skills as related to the fashion industry including technical drawings, technical packages, print design, flat sketches, mood boarding, look books, and photo manipulation.
- A clear understanding of the fashion industry's many categories including jobs in textiles, sourcing, product development, design, and production.
- A clear understanding of the business of fashion including promotion, sales, fashion show production, marketing, merchandizing, retailers, manufacturing, and sourcing. Meeting requirements for an entry level position as a fashion merchandiser, marketer, sales associate, and fashion show producer.
- Industry know-how in connecting with accountants, lawyers, public relations, media, and brand building services.

Made Institute provides a diploma upon completion of the program. We do not offer certifications or degrees. Many corporate fashion companies require an associates or bachelor's degree to be hired. We aim to prepare students for entry level positions in fashion/manufacturing companies.

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# TUITION AND FEES

Sewing 1: Introductory Sewing  
Sewing 2: Basic Garment Construction  
Sewing 3: Street Wear-Designer Finishes  
Sewing 4: Knitwear  
Materials Studies  
Fashion Illustration 1: The Fashion Figure  
Fashion Illustration 2: Fabric Rendering/Color  
Adobe Photoshop: Mood Boarding/Logo Design  
Adobe Illustrator: Technical Flats/Print Design  
Draping  
Patternmaking 1: Slopers  
Patternmaking 2: Pattern Manipulation  
Fashion Design Studio 1: Design Exploration  
Fashion Design Studio 2: Collection Design  
Collection Studio  
Fashion Industry Seminar  
Business of Fashion

\$9745 (full tuition)

## Total Costs:

\$9,745 (full tuition)  
+ \$50 (registration fee),  
+\$200 (fashion show fee),  
+\$2,000 (estimated books and supplies. Not paid to Made Institute)  
=\$11,995

The Program price includes (a) your Tuition which covers all instructional content, course materials (for term of license), academic and service support, and examinations, (b) your Registration Fee and (c) Fashion Show Fee. If your enrollment is terminated because you have violated the terms of your enrollment, you will remain responsible for payment of the full Program Price and any fees you may incur by reason of lateness or otherwise.

In addition to the tuition, registration fee, and fashion show fee, to successfully complete the program you will need to provide your own laptop with Adobe software, sewing machine at home, and an estimated \$1,000 for in-class books and supplies. We also recommend another \$1,000 for collection fabric and supplies.

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# PAYMENT PLAN

## Pay by term plan

The tuition per term of \$3,315 is due by the start date of each term.

Under the Pay by Term Plan, full payment for the term will be due by the start date of each trimester.

Payment is accepted by online payment, credit card, cash, or cashier's check. Subject to the Cancellation Policy below, you understand that, with your enrollment, you are obligated to pay the full amount of the Program Price.

You will be charged a Late Fee of \$10.00 if your payment is late by 10 days or more after the start date of the term. If you do not pay the overdue amount and late fee within 40 days, Made Institute reserves the right to suspend your enrollment in the Program immediately and require you to pay the outstanding balance of the program price associated with the payment plan. In addition, you will be responsible for any collection costs, including legal fees, incurred by Made Institute to collect amounts owed.

Many of our students take out personal loans with banks or family members, or a line of credit to cover the cost of tuition. We are happy to assist students with information regarding loans and payment options.

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# ACADEMIC POLICIES

## Classroom Conduct

We are very proud of the community we create here at Made Institute. We expect our students to be courteous, conduct themselves professionally while here. This includes no illegal activity, harassment, bullying, dangerous behavior, or stealing of tools, or other personal items. We expect students to clean up their work stations after each use, and maintain a general cleanliness of the facility. There will be no food or beverages other than water permitted on work surfaces, and no hazardous or toxic materials may be used on the premises. No children, family members, or friends may attend classes. Please make other arrangements prior to your class. We ask that students keep phones out of classrooms, and respect the time and attention given by the instructors.

## Absences and Lateness

We ask that you respect our faculty and other students' time throughout your classes with us. Arrival more than 15 minutes after the start time will count as one late. Three lates will equal one absence. Three absences will result in a failing grade. Exceptions to this can only be made with a doctor's note, or emergency which the School Director must approve, which will be considered excused absences or lateness.

It is the student's responsibility to contact the instructor about work missed due to lateness or absences. We do not offer make-up classes or one-on-one sessions, except for excused absences or lateness. Our instructors only are responsible for informing the student about what lessons were missed, and provide any materials given to the class.

## Cancellation and Refund Policy

You can cancel your enrollment via telephone, email, or in person. You will need to complete a withdrawal form to terminate your student status. If you cancel or withdraw from the Program, you will receive a tuition refund, as follows:

- 1) If you cancel after the fifth calendar day following the date of enrollment, but prior to the beginning of classes, monies paid shall be refunded except the nonrefundable amount of the application fee.
- 2) If you enroll and withdraw or discontinue after the term has begun but prior to completion of the term, the following minimum refunds apply:
  - a. If you withdraw from or discontinue the program during the first 7 calendar days of the term, the tuition charges refunded by Made Institute shall be at least 75% of the tuition for
  - b. If you withdraw from or discontinue the program after the first 7 calendar days, but within the first 25% of the term, the tuition charges refunded by Made Institute shall be at least 55% of the tuition for the term.
  - c. If you withdraw from or discontinue the program after 25% but within 50% of the term, the tuition charges refunded by Made Institute shall be at least 30% of the tuition.
  - d. If you withdraw from or discontinue the program after 50% of the term, the student is entitled to no refund.

Made Institute reserves the right to cancel a starting class if the number of students enrolling is insufficient. Such a cancellation will be considered a rejection by the school and will entitle the student to a full refund of all money paid.

## Termination

Made Institute reserves the right to academically cancel any student who fails to demonstrate satisfactory progress in the Program. Cheating or other violations of the Student Catalog may also result in disciplinary action up to and including the termination of your enrollment.

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# GRADUATION REQUIREMENTS

To receive the Designer Development Program diploma, students must complete every course listed with a passing grade within the 24-month time period. See the enrollment agreement for time extensions. All tuition and fees must be paid in full, and their student capsule collection must be presented at our fashion show.

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# TRANSFER OF CREDIT HOURS

If previous coursework was completed at Made Institute as part of the Designer Development Program, the total number of hours may be transferred, after evaluation by the Director. There is no guarantee credits will transfer. No Made Institute credits are transferable to any other educational institution.

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# GRADING

Rating	Grading Scale (percentage)	Letter Equivalent
Excellent	100-90	A 4.0
Good	89-80	B 3.0
Average	79-70	C 2.0
Passing	69-60	D 1.0
Failing	60-0	F 0.0

Made Institute uses a number-letter system of grading, with number grades assigned to assignments, final project/presentations, attendance, and class work and letter grades to completed courses. The letter grade is calculated by 25% assignments, 25% final project/presentation, 40% attendance, and 10% classwork. Letter grades are converted to grade points for the purpose of computed the Grade Point Average (GPA) for each class and the cumulative GPA for more than one class. GPA range from 4.0 for an "A" to 0.0 for an "F" grade.

Final grades for each class will be distributed via email one week after their last class. Only passing grades will count towards the Designer Development Program Diploma. Failed classes will need to be re-taken, and the student will be charged the full price to enroll in that class again.

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# CAREER ASSISTANCE AND STUDENT SERVICES

Student will have access to job listings and career opportunities through Made Institute's network. Students will receive resume building instructions and guidance on job interviews and career planning. Job placement is not guaranteed to graduates, upon program completion. Transcripts will be available upon request for a fee of \$10 per transcript.