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1999  
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Setting Trend For Your Life Everyday

S.T.Y.L.E.  
Setting Trends for  
Your Life Everyday

# Fashion & Graphic Integration

A C A D E M I C P R O G R A M M I N G





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# Introduction

Welcome, and thank you for the opportunity to introduce the Fashion and Graphic Design Program offered by STYLE LLC. With over 20 years of experience in fashion, graphic design, and education, we have developed a curriculum that combines creativity, technical skills, and career readiness. Our program empowers students to explore their artistic potential through hands-on learning, real-world projects, and entrepreneurial development. By integrating fashion design with graphic arts, students will gain versatile skills that prepare them for the evolving creative industries. We're excited to show how this program can enrich your students' education and inspire their futures.

*elevate your curriculum*



**B. Bailey**  
Founder

## Portfolio:





# About S.T.Y.L.E.

STYLE LLC, founded in 1999, draws on over two decades of experience in fashion design, graphic design, and education. Led by a founder who studied Fashion Design at Drexel University and Mass Communications at the University of Baltimore, STYLE LLC combines creative expertise with a strong foundation in media and design. With a history of running successful boutiques in Baltimore City and showcasing designs across the U.S., STYLE LLC has become a leader in fashion education. Our hands-on programs in fashion and graphic design, tailored for both youth and adults, equip students with the skills needed for creative success and entrepreneurship.

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Fashion

Graphics

Design

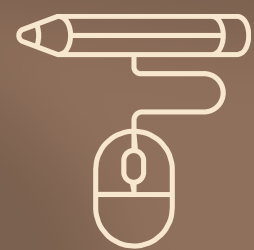






## Fashion Design

- Sketching & Illustration: Students will learn the basics of fashion sketching and illustration, developing their own designs and garment concepts.
- Fabric Selection & Garment Construction: Introduction to fabric types, their properties, and basic sewing techniques to bring designs to life.
- Trends & Fashion History: Exploration of historical and current trends to inspire students' creations and understand the evolution of fashion.



## Graphic Design

- Design Software Mastery: Introduction to industry-standard graphic design tools like Adobe Illustrator and Photoshop.
- Branding & Visual Communication: Students will learn to create logos, clothing labels, and other branding materials that visually communicate a message.
- Packaging & Product Design: Practical lessons on designing marketing materials, such as posters, lookbooks, and online graphics for the fashion industry.

# Program Components

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# How We Benefits Our Students

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## Student Success:

- Howard University Fashion Design Graduate, Summa Cum Laude: One of our standout alumni graduated with top honors from Howard University's prestigious fashion design program. Their journey began with us, where they honed their skills in sketching, garment construction, and portfolio development. Parsons School of Design Acceptance: We assisted a talented student in building a standout portfolio and guided them through the competitive application process for Parsons School of Design. The student was accepted. Fashion Line Launch: One of our students launched their own fashion line after completing our program, showcasing their designs at local fashion shows and successfully building a brand presence online.

## Entrepreneurial Skills:

\*Portfolio Development: Guidance on building a professional portfolio, essential for future college applications or business endeavors.  
 \*Business Fundamentals: Introduction to key business concepts such as pricing, marketing, and launching a fashion or design brand.  
 \*Showcase Opportunities: At the end of the program, students will have the opportunity to display their designs in a showcase event, allowing them to present their work to an audience. This dynamic, comprehensive program ensures students leave with both the creative confidence and practical skills needed to thrive in the fashion and graphic design industries.



# Fashion Design Curriculum Sample

## Weeks 1-4: Introduction to Fashion & Design Fundamentals

- Week 1: History of Fashion – Key periods and designers
- Week 2: Elements & Principles of Design – Color, shape, and texture in fashion
- Week 3: Introduction to Sketching & Illustration – Basic figure drawing techniques
- Week 4: Fashion Trends – How trends are created and forecasted

## Weeks 5-8: Fabric, Textiles & Sustainability

- Week 5: Fabric Types & Properties – Natural vs synthetic materials
- Week 6: Fabric Selection – How to choose fabrics for design concepts
- Week 7: Introduction to Sustainable Fashion – Eco-friendly materials and practices
- Week 8: Fabric Sourcing & Swatch Books – Creating a personal fabric guide

## Weeks 9-12: Fashion Illustration & Design Process

- Week 9: Advanced Sketching Techniques – Working on details and proportion
- Week 10: Illustration of Garments – Drawing dresses, skirts, pants, and jackets
- Week 11: Mood Boards & Inspiration – Creating inspiration boards for collections
- Week 12: The Design Process – From idea to sketch to product

## Weeks 13-16: Garment Construction I

- Week 13: Pattern Making Basics – Understanding patterns and reading instructions
- Week 14: Sewing Techniques – Intro to hand sewing and machine sewing
- Week 15: Creating Basic Garments – Starting with a simple skirt or shirt
- Week 16: Quality Control & Finishing Techniques – Proper finishing for professional looks

## Weeks 17-20: Garment Construction II

- Week 17: Intermediate Pattern Making – Customizing and modifying patterns
- Week 18: Advanced Sewing Techniques – Zippers, pleats, and hems
- Week 19: Fitting & Alteration – Tailoring garments for a perfect fit
- Week 20: Completing a Full Garment – Finishing touches on a project piece

## Weeks 21-24: Fashion Collection Development

- Week 21: Designing a Capsule Collection – Choosing a theme or inspiration
- Week 22: Collection Sketches – Drawing 3-5 looks for a cohesive collection
- Week 23: Fabric Selection & Swatching for Collection – Matching fabric to designs
- Week 24: Constructing a Piece from the Collection – Start building a signature piece

## Weeks 25-28: Fashion Marketing & Branding

- Week 25: Introduction to Fashion Marketing – Basic principles and strategies
- Week 26: Personal Branding in Fashion – Developing a unique brand identity
- Week 27: Fashion Portfolios – Compiling illustrations, photos, and sketches for review
- Week 28: Presenting Your Brand – Creating marketing materials for your collection

## Weeks 29-32: The Fashion Business

- Week 29: Starting a Fashion Business – Basics of launching a brand
- Week 30: Pricing, Manufacturing & Selling – Key steps to bring designs to market
- Week 31: Ethical Fashion Practices – Ethics, sourcing, and responsible production
- Week 32: Building an Online Presence – Social media, e-commerce, and digital marketing

## Weeks 33-36: Final Project & Fashion Showcase

- Week 33: Final Project Preparation – Finishing the capsule collection piece
- Week 34: Project Review – Peer and mentor critiques
- Week 35: Fashion Showcase Preparation – Preparing for a public showcase
- Week 36: Fashion Show & Portfolio Presentation – Final display of work to family, peers, and industry professionals



# Graphic Design Curriculum Sample

## Weeks 1-4: Introduction to Graphic Design

- Week 1: What is Graphic Design? – Overview of design principles
- Week 2: Color Theory in Graphic Design – Understanding and applying color schemes
- Week 3: Typography – Basics of font selection, readability, and hierarchy
- Week 4: Layout Design – Creating effective and engaging layouts

## Weeks 5-8: Digital Design Tools I (Adobe Illustrator)

- Week 5: Introduction to Adobe Illustrator – Workspace and tools
- Week 6: Creating Vector Graphics – Drawing shapes, lines, and logos
- Week 7: Designing Icons and Symbols – Simple illustrations and iconography
- Week 8: Typography in Illustrator – Working with text in vector design

## Weeks 9-12: Digital Design Tools II (Adobe Photoshop)

- Week 9: Introduction to Photoshop – Photo editing basics
- Week 10: Layers and Masks – Non-destructive editing and image manipulation
- Week 11: Digital Collage – Combining images and text to tell a story
- Week 12: Advanced Image Editing – Retouching, color correction, and filters

## Weeks 13-16: Branding & Identity Design

- Week 13: Introduction to Branding – Logos, colors, and brand messaging
- Week 14: Designing a Personal or Business Logo – Sketch to digital product
- Week 15: Brand Guidelines – Creating consistent branding across media
- Week 16: Business Cards, Letterheads, & Other Branding Materials – Practical branding applications

## Weeks 17-20: Web & Digital Media Design

- Week 17: Introduction to Web Design – Basic HTML/CSS overview
- Week 18: User Experience (UX) & User Interface (UI) Design – Creating user-friendly layouts
- Week 19: Designing for Social Media – Graphics for Facebook, Instagram, Twitter
- Week 20: Interactive Design – Basic animation and interactive graphics

## Weeks 21-24: Print Design & Production

- Week 21: Designing Posters & Flyers – Layout, typography, and color for print
- Week 22: Brochures & Catalog Design – Creating multipage documents
- Week 23: Packaging Design – Designing product packaging and labels
- Week 24: Preparing Designs for Print – Understanding file formats and resolutions

## Weeks 25-28: Motion Graphics & Digital Animation

- Week 25: Introduction to Motion Graphics – Basic animation principles
- Week 26: Creating Animated Logos – Using Adobe After Effects or similar software
- Week 27: GIFs & Short Animations – Creating engaging social media graphics
- Week 28: Animation for Branding – Using motion to enhance brand identity

## Weeks 29-32: Advertising & Marketing Design

- Week 29: Advertising Design – Creating visual ads for print and digital
- Week 30: Designing for Social Media Campaigns – Graphics for digital marketing
- Week 31: Creating Digital Ads – Banner ads, pop-ups, and web-based advertisements
- Week 32: Campaign Design Project – Designing a full campaign with cohesive visuals

## Weeks 33-36: Portfolio Development & Final Project

- Week 33: Portfolio Compilation – Gathering work to create a professional portfolio
- Week 34: Peer Review & Critique – Reviewing and refining portfolio pieces
- Week 35: Final Project – Designing a brand, website, or complete visual identity
- Week 36: Portfolio Presentation & Showcase – Presenting work to peers, mentors, and industry professionals



# Partnership Potential

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At STYLE LLC, we are always exploring new ways to collaborate with educational institutions, community organizations, and businesses to bring innovative fashion and graphic design education to students. By partnering with us, schools and organizations gain access to our expertly crafted curriculums that blend creativity, technical skills, and real-world applications.

By partnering with us, your students will gain access to the latest tools, techniques, and industry knowledge, positioning them at the forefront of the next generation of designers. Let's work together to inspire creativity and innovation in the future leaders of the fashion and design industries.



*AI Integration*





# Get Connected With Us

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# Thank You

WE LOOK FORWARD TO WORKING WITH YOU