



Summary presentation of the Master Certification Program

The Evaluation Process

The Master Certification Program is a non mandatory program offered by the Association of Sewing and Design Professionals as a benefit to its members. The evaluation of professional custom sewing and design work accomplishes four important goals of the Association of Sewing and Design Professionals:

- It upholds high standards of workmanship.
- It educates the sewing professional in the evaluation of her/his work, aiding in the development of skills.
- It provides a benchmark of superior quality for the consumer.
- It encourages and attracts new and talented people to our profession.

To qualify for certification an applicant must:

- Submit an application and pay the required module fees.
- Complete all requirements as stated in the Certification Packet.
- Be a formal or resource member upon completion of the program.

This program consists of seven modules, each with its specific requirements and methods of evaluation. Upon successful completion of all seven modules, a certificate will be awarded and the member will be listed on the National Referral List with the designation of Master Sewing and Design Professional (MSDP) The member will be allowed to use that designation in his/her business.

All evaluators will be carefully screened and approved by the Association. Blind evaluation will be conducted on all modules except Fit, which will be juried in person by a three member evaluation team, and Business Practices which will be evaluated by qualified business professionals outside the Association. Applicants will be assigned an identification number to be used on all submissions. Blind evaluation will be conducted so evaluators will not know whose work they are evaluating and the applicants will not be aware of who is evaluating their work.

Please note this is a summary and does not include all the requirements of the program.

Design

This module focuses on line, shape, texture, proportion, balance, symmetry/asymmetry and scale found in individuals and how to complement, highlight or visually alter those elements in a person's attire. To show your understanding of design concepts you need to know about body types, proportions, symmetry/asymmetry and scale. You will need to (among other

things) understand terms such as “Golden Mean,” identify balance points, know how to successfully flatter/camouflage contours, and relate scale to prints and accessories.

You will then be asked to work with 3 people having different body types, photograph them and analyze their body types, then determine flattering design choices for each. Submit a notebook containing photos, written observations and sketches and/or clippings. This notebook may be submitted as a hard copy or in an electronic version.

Fabrics

This module covers fabric characteristics and how they affect apparel design and the way in which they are used in garments.

There will be a comprehensive on-line test for this module.

Participants must have knowledge of both woven and knit fabrics, their properties, performance and sewing difficulties. Knowledge of correct lining and interfacing choices is essential. Performing a burn test will be required for a minimum of eight (8) fabrics to prepare for the online test.

FASHION ILLUSTRATION

This module focuses on fashion illustration and the ability to quickly and accurately sketch ideas, communicate with clients, develop a fashion line and build a portfolio. Using classes, books and/or the resources listed in the suggested texts, you should be able to demonstrate your understanding of body-drawing styles.

There are two sections to be completed. The first involves submitting basic drawings of a list of design details such as sleeve types, collars, belt loops etc. These details may be combined in a drawing, may be on full or partial bodies, and may be traced.

The second section requires five (5) examples of your original work. You may use someone else's croquis for the figure(s), but the clothes must be drawn freehand. There are specific requirements for these 5 drawings.

The requirements will be submitted via email attachments. Detailed instructions will be given on how to make the submissions.

Fit

This module covers correct fit with hands-on evaluation. It is based on the text Fitting and Pattern Alteration: A Multi Method Approach by Elizabeth L. Liechty, Della N. Pottberg and Judith A. Rasband.

You must present three (3) garments made using any of the patterns on the approved pattern list for fit evaluation. You must submit one jacket, one blouse, shirt or dress and one skirt or pair of slacks. The garments must be worn by the person for whom the garments were made. The same garments may be used for both Fit and Garment Construction Modules if you choose.

You are also required to take and pass the on-line test, Correct Fit and the Terminology Surrounding It. There are additional requirements including creating a sloper using a method of your choice or a commercial sloper pattern as well as using the slash and spread method to adjust a pattern for correct fit and document the process with photographs and a written explanation.

GARMENT CONSTRUCTION

This module includes sewing techniques for creating high-quality garments. Mastery of the required elements may be achieved via classes, internet or distance learning courses, texts, DVDs, independent research and life experience.

You are required to construct a minimum of four garments that incorporate specific techniques using patterns on the approved list. You must submit one jacket, one blouse, one skirt or slacks and one other garment of your choice from the list. One must be made of blouse-weight silk or silk-like fabric. Garments may include more than one technique. Any techniques that cannot pleasingly be incorporated into the garments must be submitted as samples. There are approximately 60 techniques covered plus proper use of interfacings.

Garments and samples will be mailed in for evaluation.

Pattern Development

This module covers methods for creating a full-size flat pattern for garment construction. It includes drafting from body measurements, use of a body block or sloper, draping of fabric to create a toile using a dress form or client's body, and copying, or "knocking off" an existing garment.

You must show a mastery of skills including taking measurements, understanding grainlines, draping a bodice and skirt and translating it into a flat pattern as well as dart manipulation.

You must also take an online test on grainline theory and application and copy a pre-existing garment by first creating a flat pattern for it, then make it in fabric for evaluation.

You must document and submit all your pattern work in a notebook.

Professional Practices

Writing and using a business plan is a critical component of a successful business. Careful planning is fundamental to operating efficiently, effectively and profitably. You are required to write and submit a comprehensive business plan. There is a list of approximately 35 key items/issues which must be addressed in your plan.

The business plan and required supporting documentation must be submitted for evaluation by a business professional that is not affiliated with the Association of Sewing and Design Professionals to assure unbiased, anonymous evaluation.

To clarify, the above is a summary only and does not include all the requirements of the Master Certification Program.

To enroll call 1-877-755-0303 or email certificateprogram@sewingprofessionals.org for an application form.

Below is the current list of suggested text. This is a fluid list and is always being added to; check the association website for updates.

Suggested text and sources for study

Please check the association website for additional texts and sources for study. Texts and learning opportunities are listed by subject, but may be useful in more than one section.

www.sewingprofessionals.org

Clothing Construction

Bridal Couture by Susan Khalje

Claire Shaeffer's Fabric Sewing Guide by Claire Shaeffer

Classic Tailoring Techniques: A Construction Guide for Women's Wear by Roberto Caberera and Patricia Flaherty Meyers

Couture-The Art of Fine Sewing by Roberta Carr

Couture Sewing Techniques by Claire Shaeffer

Dressmaking: a Step-by-Step Course by Leila Aitken

Fit for Real People by Pati Palmer and Marta Alto

Jackets for Real People by Marta Alto, Susan Neall and Patti Palmer

Pants For Any Body by Pati Palmer and Susan Pletsch

Pants for REAL People by Pati Palmer and Marta Alto

Standards of Quality for Custom Clothing

Standards of Quality for Textile Usage and Visual Design

Tailoring: The Classic Guide to Sewing the Perfect Jacket: Creative Publishing International

Fit

Fitting and Pattern Alteration: A Multi-Method Approach, Elizabeth Liechty, Della Pottberg and Judith Rasband

Standards of Quality for Custom Clothing

Standards of Quality for Textile Usage and Visual Design

Threads Fitting DVD Series available through Taunton Press

Custom Bodice, Custom Pant, Custom Fitting and Trueing, DVD's by Connie Crawford.

Design

The Triumph of Individual Style by Carla Mason Mathis and Helen Villa Connor

Pattern Development

Designing and Patternmaking for Stretch Fabrics by Keith Richardson

Dress design: Draping and Flat Patternmaking by M. S. Hillhouse and Evelyn Mansfield

Integrating Draping, Drafting, and Drawing by Bina Abling, Kathleen Maggio

Make Your Own Patterns by Rene Bergh

Patternmaking by Sylvia Rosen

Patternmaking by the Flat Pattern Method by Norman Hollen and Carolyn Kundel.

Patternmaking for Fashion Design Helen Joseph-Armstrong

The Art of Fashion Draping by Connie Amaden-Crawford

The Complete Guide to Patternmaking by Barbara Nordquist

The Practical Guide to Patternmaking for Fashion Designers by Lori Knowles

Fabric

All About Cotton, Fabric Reference Series, by Julie Parker

All About Silk, Fabric Reference Series, by Julie Parker

All About Wool, Fabric Reference Series, by Julie Parker

Claire Shaeffer's Fabric Sewing Guide by Claire Shaeffer

Fabric Reference by Mary Humphries

Fairchild's Dictionary of Textiles, 7th Edition by Phyllis G. Tortora, Robert S. Merkel

Fabric Savvy: The Essential Guide for Every Sewer by Sandra Betzina

More Fabric Savvy: A Quick Resource Guide to Selecting and Sewing Fabric by Sandra Betzina

Understanding Fabrics: From Fiber to Finished Cloth by Debbie Ann Gioello

Fashion Illustration

Fashion Sketchbook by Bina Abing

Fashion Sketching for Any Body by Carol Kimball www.carolkimball.net

9heads – A Guide to Drawing Fashion by Nancy Riegelman

Business Practices

Entrepreneurship and Small Business Management by Thomas Zimmerer and Norman Scarborough

Entrepreneurship: Successfully Launching New Ventures by Bruce Barringer and Duane Ireland

Fashion Entrepreneurship by Michelle Granger and Tina Sterling

How to Start & Maintain a Profitable Sewing Business: Making Money with Your Sewing Skills by Becky Reed

Marketing Your Sewing Business: How to Earn a Profit by Barbara Wright Sykes

Pricing Without Fear by Barbara Wright-Sykes

Sewing as a Home Business by Mary Roehr

Sew to Success! How to Make Money in a Home-Based Sewing Business by Kathleen Spike

Successful Business Research by Rhonda Abrams

The Successful Business Plan: Secrets and Strategies by Rhonda Abrams

The Business of Sewing: How to Start, Maintain, and Achieve Success, Vol. 1 and 2 by Barbara Wright Sykes

The Business of Teaching Sewing by Pati Palmer and Marcy Miller

The Fashion Designer Survival Guide: An Insider's Look at Starting and Running Your Own Fashion Business by Mary Gehlhar and Zac Posen

Small Business Association (SBA) www.sba.gov/smallbusinessplanner/index.html

Small Business Plan Guide www.smallbusinessplanguide.com

Internal Revenue Service www.irs.com

Your First Business Plan, 5th Ed.: A Simple Question and Answer Format Designed to Help You Write Your Own Plan (Your First Business Plan) by Brian Hazelgren

Anatomy of a Business Plan: The Step-by-Step Guide to Building a Business and Securing Your Company's Future (Anatomy of a Business Plan) by Linda Pinson

The Business Planning Guide by David H. Bangs

The Complete Idiot's Guide to Making Money with Your Hobby by Barbara Arena

NOLO Law for All: Your Crafts Business: A Legal Guide by Attorney Richard Stim

Guerilla Marketing and Guerilla PR by Jay Conrad Levinson, also Guerilla PR (inexpensive ways to market and promote your business)

Dummies Series of Books on: Business plan kit, Building a Website; Marketing: Finance; Accounting; Starting a Small Business; Learning new Software (word processing, spreadsheet, photo clean-up & mgmt, etc.).

Sew up a Storm: All the Way to the Bank by Karen Maslowski

Eat That Frog! (21 Great Ways to Stop Procrastinating and Get More Done in Less Time) by Brian Tracy

Business practices, additional resources

Small Business Administration, www.sba.gov

Small Business Development Centers

SCORE, Service Corps of Retired Executives,

The Official Link to the U.S. Government, <http://www.business.gov>

Women's Business Development Center