

Visual Merchandising Certificate

This certificate enables students to understand the importance of visual merchandising, and its impact on the success or failure of the retailer. Through analysis of the store layout, lighting, fixtures, props, window, and in-store displays the students learn the importance of creating a store's image. Course assignments include creating displays within the display cases at JCCC and case studies on individual retailer's use of visual display to encourage the sale of fashion apparel and accessories.

(Major Code 7200; State CIP Code 52.1902)

- Gainful Employment - Visual Merchandising (<http://catalog.jccc.edu/spring/degreecertificates/fashionmerchandisinganddesign/visual-merchandising-cert>)
- Fashion (<http://www.jccc.edu/fashion>)

First Semester

FASH 121	Fashion Fundamentals	3
FASH 125	Visual Merchandising	3
MKT 121	Retail Management	3
ITMD 127	Elements of Floral Design	1
Total Hours		10

Second Semester

Fashion Elective		3
NOTE: Fashion electives are any courses with the FASH prefix.		
ITMD 147	Lighting Basics*	1
FASH 225	Store Planning*	3
FASH 283	Fashion Internship I	1
Total Hours		8

Total Program Hours: 18

Courses

FASH 121 Fashion Fundamentals (3 Hours)

Upon successful completion of this course, the student should be able to define appropriate fashion terminology and explain the structure of the industry, including the design process and marketing of the fashion product. 3 hrs. lecture/wk.

FASH 121H HON: Fashion Fundamentals (1 Hour)

One-credit hour honors contract is available to qualified students who have an interest in a more thorough investigation of a topic related to this subject. An honors contract may incorporate research, a paper, or project and includes individual meetings with a faculty mentor. Student must be currently enrolled in the regular section of the courses or have completed it the previous semester. Contact the Honors Program Office, COM 201, for more information.

FASH 122 Aesthetics for Merchandising and Design (3 Hours)

Upon successful completion of this course, the student should be able to demonstrate an understanding and apply the concept of aesthetics as it relates to the different roles of the apparel industry and the development, selection and promotion of apparel and textile products. The student will incorporate the principles and elements of design into projects designed to apply their aesthetic knowledge. 3 hrs. lecture/wk.

FASH 123 Apparel Construction I (4 Hours)

Upon successful completion of this course, the student should be able to apply clothing construction principles, techniques and skills in apparel construction. The class will use lecture, demonstration and hands-on experience to teach the skills needed to plan and construct four garments during this class. 6 hrs. integrated lecture/lab/wk.

FASH 124 Apparel Construction II* (4 Hours)

Prerequisites: FASH 123 or two years of high school apparel construction training or department approval

Upon successful completion of this course, the student should be able to apply intermediate apparel construction principles, techniques and skills in the production of various garments. This continuation of FASH 123 will focus on the planning and construction of an ensemble of intermediate complexity made from muslin fitting samples, with emphasis on precise fitting alteration. This course is a suggested elective for the Fashion Merchandising program. 6 hrs. integrated lecture/lab/wk.

FASH 125 Visual Merchandising (3 Hours)

Upon successful completion of this course, the student should be able to explain and apply the principles of design in visual merchandising. In addition, the student should be able to identify and explain the use of mannequins and other forms, display fixtures and lighting systems; apply color theory; and present merchandise effectively in visual displays. The student should also be able to demonstrate the use of appropriate types of displays for in-store promotions. This course is required for the Fashion Merchandising program. 3 hrs. lecture/wk.

FASH 125H HON: Visual Merchandising (1 Hour)

One-credit hour honors contract is available to qualified students who have an interest in a more thorough investigation of a topic related to this subject. An honors contract may incorporate research, a paper, or project and includes individual meetings with a faculty mentor. Student must be currently enrolled in the regular section of the courses or have completed it the previous semester. Contact the Honors Program Office, COM 201, for more information.

FASH 127 Computer Aided Pattern Development* (4 Hours)

Prerequisites: FASH 131

Upon successful completion of this course, the student will be able to apply the use of flat pattern techniques in developing computerized patterns for original apparel designs using the Gerber Pattern Design System technology. Students will digitize basic slopers/blocks and manipulate them into original apparel designs on the computer. This class will use a combination of lecture, demonstration and hands-on computer experience to teach the skills needed for creating digital patterns. 6 hrs. integrated lecture/lab/wk.

FASH 127H HON: Computer Aided Pattern Development (1 Hour)

One-credit hour honors contract is available to qualified students who have an interest in a more thorough investigation of a topic related to this subject. An honors contract may incorporate research, a paper, or project and includes individual meetings with a faculty mentor. Student must be currently enrolled in the regular section of the courses or have completed it the previous semester. Contact the Honors Program Office, COM 201, for more information.

FASH 130 Fashion Illustration I (3 Hours)

Upon completion of this course, the student will be able to create fashion illustrations using several different types of media and begin to develop content for their fashion portfolio. The student will be able to express and apply color, mood, detail and form in representing a variety of different types of apparel. This class includes a study of all types of fashion drawing including technical drawings, garment detail drawings and development of a full cohesive collection. 3 hrs. lecture/wk.

FASH 131 Flat Pattern Development* (4 Hours)

Prerequisites: FASH 123

Upon successful completion of this course, students should be able to apply the use of flat pattern methods in developing patterns for original apparel designs. Students will hand draft a set of both standard size and custom slopers/blocks for manipulation into original pattern designs. Students will plan, develop patterns, create pattern instructions and prepare muslin samples of their designs. The class will use a combination of lecture, demonstration and hands on experience to teach the skills necessary in manual pattern development. 6 hrs. integrated lecture/lab/wk.

FASH 131H HON: Flat Pattern Development (1 Hour)

One-credit hour honors contract is available to qualified students who have an interest in a more thorough investigation of a topic related to this subject. An honors contract may incorporate research, a paper, or project and includes individual meetings with a faculty mentor. Student must be currently enrolled in the regular section of the courses or have completed it the previous semester. Contact the Honors Program Office, COM 201, for more information.

FASH 132 Marketing Communications (3 Hours)

Upon successful completion of this course, the student should be able to explain advertising and promotion from an integrated marketing communications perspective that combines theory with planning, management and strategy. In addition, the student will be able to explain advertising, sales promotion, direct marketing and publicity/public relations and the need for integration of these promotional mix elements in an overall marketing communications program. 3 hrs. lecture/wk. This course is typically taught in the fall semester.

FASH 132H HON: Marketing Communications (1 Hour)

One-credit hour honors contract is available to qualified students who have an interest in a more thorough investigation of a topic related to this subject. An honors contract may incorporate research, a paper, or project and includes individual meetings with a faculty mentor. Student must be currently enrolled in the regular section of the courses or have completed it the previous semester. Contact the Honors Program Office, COM 201, for more information.

FASH 133 Computer Aided Apparel Design* (3 Hours)

Prerequisites: FASH 122

Upon successful completion of this course, students should be able to apply Adobe Photoshop and Illustrator computer skills to create original textile and apparel designs. Students will learn a variety of different techniques to create portfolio ready compositions specific to fashion design. 3 hrs. lecture/wk.

FASH 133H HON:Comp. Aided Apparel Design (1 Hour)

One-credit hour honors contract is available to qualified students who have an interest in a more thorough investigation of a topic related to this subject. An honors contract may incorporate research, a paper, or project and includes individual meetings with a faculty mentor. Student must be currently enrolled in the regular section of the courses or have completed it the previous semester. Contact the Honors Program Office, COM 201, for more information.

FASH 135 Image Management (1 Hour)

Upon successful completion of this course, the student should be able to conduct an extensive wardrobe inventory. In addition, the student should be able to apply principles of personal grooming, elements of design and fabric, and accessory knowledge to the development of an individual professional wardrobe plan based on individual budget constraints. 1 hr. lecture/wk.

FASH 143 Tailoring* (4 Hours)

Prerequisites: FASH 124

Upon successful completion of this course, the student should be able to apply advanced construction principles, techniques and skills in the production of tailored garments. This course is a continuation of FASH 124, Apparel Construction II. The class will use lecture, demonstration and hands-on experience as the student completes a trial muslin for a jacket or coat plus a finished three-piece ensemble of advanced complexity during this class. 6 hrs. integrated lecture/lab/wk.

FASH 143H HON: Tailoring (1 Hour)

One-credit hour honors contract is available to qualified students who have an interest in a more thorough investigation of a topic related to this subject. An honors contract may incorporate research, a paper, or project and includes individual meetings with a faculty mentor. Student must be currently enrolled in the regular section of the courses or have completed it the previous semester. Contact the Honors Program Office, COM 201, for more information.

FASH 150 Textiles (3 Hours)

Upon successful completion of this course, the student should be able to differentiate fibers and fabrics according to their specific characteristics and to select fibers and fabrics for specific applications. In addition, the student should be able to identify properties and characteristics of natural and man-made fibers, the properties and characteristics of yarns, fabric construction methods including weaving and knitting and various finishing processes including printing and dyeing. 3 hrs. lecture/wk.

FASH 150H HON: Textiles (1 Hour)

One-credit hour honors contract is available to qualified students who have an interest in a more thorough investigation of a topic related to this subject. An honors contract may incorporate research, a paper, or project and includes individual meetings with a faculty mentor. Student must be currently enrolled in the regular section of the courses or have completed it the previous semester. Contact the Honors Program Office, COM 201, for more information.

FASH 180 Introduction to Draping* (3 Hours)

Prerequisites: FASH 123 and FASH 131

Upon successful completion of this course, the student should be able to apply fundamental draping techniques in the development of original draped garments. This class will build on the concepts of pattern-making by using 3D fabric manipulation to create 2D garment patterns. The class will use a combination of lecture, demonstration and hands on experience. 4 hrs. integrated lecture/lab/wk.

FASH 190 Apparel Fit, Alterations and Analysis* (3 Hours)

Prerequisites: FASH 124 and FASH 131

Upon successful completion of this course, the student should be able to analyze and detect common fit problems in various types of garments and apply the knowledge of construction and pattern making to make changes and solve problems. The class will use a combination of lecture, demonstration and hands on experience to teach the skills necessary for pattern alteration to reach desired fit criteria. 4 hrs. Integrated lecture/lab/wk.

FASH 201 Advanced Garment Alterations* (4 Hours)

Prerequisites: FASH 143 and FASH 190

Upon successful completion of this course, the student should be able to apply garment construction principles, techniques and skills in apparel construction and tailoring to formal wear and/or evening garments in need of resizing or repair. The class will use lecture, demonstration and hands-on experience to teach the skills needed to plan and execute the adjustments necessary to re-size formal and evening garments to a particular body. 6 hrs. Integrated lecture, lab/wk.

FASH 215 Field Study: MAGIC Trade Show* (1 Hour)

Prerequisites: FASH 121

Upon successful completion of this course, the student will be able to explain the importance of the MAGIC trade show in the fashion industry and explain the different segments of the show. Students should be able to identify different types of attendees and their objectives at the show as well as attend a minimum of two conference seminars and one fashion show.

FASH 224 History of Costume (3 Hours)

Upon successful completion of this course, the student should be able to identify the political, economic, technological and sociological factors that have influenced Western costume worn by women, men and children from ancient Egyptian times to the present. 3 hrs. lecture/wk.

FASH 224H HON: History of Costume (1 Hour)

One-credit hour honors contract is available to qualified students who have an interest in a more thorough investigation of a topic related to this subject. An honors contract may incorporate research, a paper, or project and includes individual meetings with a faculty mentor. Student must be currently enrolled in the regular section of the courses or have completed it the previous semester. Contact the Honors Program Office, COM 201, for more information.

FASH 225 Store Planning* (3 Hours)

Prerequisites: FASH 125

Upon successful completion of this course, the student should be able to demonstrate the skills needed to plan and execute the display methods and store planning concepts for promoting merchandise within a large or small store interior. These plans will use the student's understanding of design, fixtures, traffic patterns, floor sets, graphics/signage and materials. This course is a requirement for the visual merchandising certificate. 3 hrs. lecture/wk. This course is typically taught in the spring semester.

FASH 231 Merchandising Planning and Control* (3 Hours)

Prerequisites: MATH 120

Upon successful completion of this course, the student should be able to describe the management structure of retail merchandising operations, contrast merchandising functions among various types of retail operations, explain the buying process, explain the financial operations of retail merchandising and apply these principles in computer-simulated case situations. 3 hrs. lecture/wk. This course is typically taught in the spring semester.

FASH 242 Product Knowledge for Merchandisers (3 Hours)

Upon successful completion of this course, the student should be able to evaluate a wide range of textile and nontextile products, from diamonds to table top, on the basis of specialized product knowledge. In addition, the student should be able to research brands. 3 hrs. lecture/wk.

FASH 242H HON: Product Knowledge for Merchandisers (1 Hour)

One-credit hour honors contract is available to qualified students who have an interest in a more thorough investigation of a topic related to this subject. An honors contract may incorporate research, a paper, or project and includes individual meetings with a faculty mentor. Student must be currently enrolled in the regular section of the courses or have completed it the previous semester. Contact the Honors Program Office, COM 201, for more information.

FASH 255 Apparel Specification Technology* (3 Hours)

Prerequisites: FASH 131 and FASH 133

Upon successful completion of this course, the student should be able to define the critical components of an apparel technical package and its importance in the product development process. Students will use industry product lifecycle management software to develop a detailed apparel technical package. The class will use lecture, demonstration and hands on experience. 3 hrs. lecture/wk.

FASH 268 Field Study: The Market Center* (3 Hours)

Prerequisites: FASH 121

Upon successful completion of this course, the student should be able to identify and distinguish between national, regional and local retail market centers. In addition, the student should be able to explain the importance of market centers, analyze the marketing mix of selected retailers and describe uses of fashion auxiliary services. This is a suggested course for the Fashion Merchandising program. 3 hrs. lecture/wk. This course is typically taught in the spring semester.

FASH 270 Apparel Product Development* (3 Hours)

Prerequisites: FASH 123 and FASH 130 and FASH 131 and FASH 133

Upon successful completion of this course, students should be able to develop original garment design ideas from initial concept through to production. This includes translating market trend research, creating inspiration and concept presentation boards and continuing the design process through fabric selection and developing original patterns for first samples using flat pattern drafting and draping techniques. Students will calculate costing for their garments and develop detailed specification packages. 4 hrs. integrated lecture/lab/wk.

FASH 275 Fashion Portfolio Development* (1 Hour)

Prerequisites: FASH 121 and FASH 124 and FASH 265

Students will compile, select and create new material for their portfolio as well as evaluate their own competencies and strengths. In addition, students will create a resume and perform a mock interview to be reviewed by faculty and peers. 1 hr. lecture/wk.

FASH 277 Fashion Seminar: Career Options (2 Hours)

Upon successful completion of this course, the student should be able to define individual career goals after a thorough examination of five career areas within the fashion industry. In addition, the student should be able to explain strategies for success in the workplace. 2 hrs. lecture/wk.

FASH 280 Capstone: Industry Topics* (3 Hours)

Prerequisites: 40 credit hours toward Fashion Merchandising or Design degree to be approved by the department. Students must pass all FASH courses with a grade of "C" or higher

Upon successful completion of this course, the student should be able to exhibit knowledge and work-based skill inherent to fashion retailing, wholesaling and manufacturing. The student will have opportunities to apply knowledge gained in prior courses analyzing industry topics. This capstone course will review and evaluate competencies that are essential for employment in the fashion industry. This course is required for the Fashion Merchandising program. 3 hrs. lecture/wk. This course is typically taught in the spring semester.

FASH 283 Fashion Internship I (1 Hour)

Upon successful completion of this course, the student should be able to apply classroom knowledge to an actual work situation. This course offers work experience under instructional supervision in an approved training situation designed to provide practical experience in the fashion industry. A minimum of 15 hours on-the-job training/wk.

FASH 284 Fashion Internship II (1 Hour)

Upon successful completion of this course, the student should be able to apply classroom knowledge to an actual work situation. The student will receive 225 hours of work experience in an approved training situation designed to provide practical experience in the fashion industry. An average of 15 hours on-the-job training/wk.

FASH 285 Fashion Internship III (1 Hour)

Upon successful completion of this course, the student should be able to demonstrate the skills required to advance to an entry-level management position. The student will receive 225 hours of work experience in an approved training situation designed to provide practical experience in the fashion industry. An average of 15 hours on-the-job training is required/wk.

FASH 286 Fashion Internship IV* (1 Hour)

Prerequisites: FASH 283 and FASH 284 and FASH 285 and 40 hours toward degree in Fashion Merchandising

Upon successful completion of this course, the student will have received 225 hours of work experience in an approved training environment. The student should be able to demonstrate the skills required in an entry level management position. An average of 15 hours on the job training/wk. is required.

FASH 291 Independent Study* (1-7 Hour)

Prerequisites: 2.0 GPA minimum and department approval

Independent study is a directed, structured learning experience offered as an extension of the regular curriculum. It is intended to allow individual students to broaden their comprehension of the principles of and competencies associated with the discipline or program. Its purpose is to supplement existing courses with individualized, in-depth learning experiences. Such learning experiences may be undertaken independent of the traditional classroom setting, but will be appropriately directed and supervised by regular instructional staff. Total contact hours vary based on the learning experience.