

## Fashion Merchandising/Design (FASH)

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### 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.

#### **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.

#### **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.

#### **FASH 124 Apparel Construction II\* (4 Hours)**

**Prerequisites :** FASH 123 with a grade of "C" or higher 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.

#### **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 demonstrate the use of appropriate types of displays for in-store promotions.

#### **FASH 127 Advanced Patternmaking\* (4 Hours)**

**Prerequisites :** FASH 131 with a grade of "C" or higher or Department approval.

Upon successful completion of this course, the student will be able to apply advanced flat pattern techniques in developing patterns for original apparel designs. Students will be introduced to industry standard patternmaking software and explore the development of production-ready patterns. This class will use a combination of lecture, demonstration, and hands-on computer experience.

#### **FASH 130 Fashion Drawing (3 Hours)**

Upon completion of this course, students will be able to create effective fashion drawings to be used as a communication tool in the product development process. Students will use both technical flat sketching and figure drawing techniques in the development of a cohesive collection using a variety of fabrications. This class will explore an assortment of different mediums ranging from traditional pencil and paper to modern digital techniques.

#### **FASH 131 Flat Pattern Development\* (4 Hours)**

**Prerequisites :** FASH 123 with a grade of "C" or higher or department approval.

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.

#### **FASH 133 Computer Aided Apparel Design (3 Hours)**

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.

#### **FASH 150 Textiles for Fashion (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 finishing processes including printing and dyeing.

#### **FASH 180 Draping\* (3 Hours)**

**Prerequisites :** FASH 123 with a grade of "C" or higher or Department approval.

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.

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

**Prerequisites :** (FASH 124 with a grade of "C" or higher) and (FASH 131 with a grade of "C" or higher) or Department approval.

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.

## **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.

## **FASH 225 Store Planning\* (3 Hours)**

**Prerequisites :** FASH 125 with a grade of "C" or higher or Department approval.

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.

## **FASH 231 Merchandising Planning and Control\* (3 Hours)**

**Prerequisites :** MATH 120 or higher.

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.

## **FASH 235 Online Retailing (3 Hours)**

Students in this course will explore the history of online retailing and learn about the challenges retailers face when making decisions to move from conventional retail methods to e-retail. This course will introduce students to the techniques that are used to develop successful online stores. Students will develop a detailed store plan and create their own store using online e-commerce tools. 3 hrs. lecture/wk.

## **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.

## **FASH 255 Apparel Specification Technology\* (3 Hours)**

**Prerequisites :** (FASH 131 with a "C" or higher) and (FASH 133 with a "C" or higher) or Department approval.

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.

## **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.

## **FASH 270 Apparel Product Development\* (3 Hours)**

**Prerequisites :** (FASH 124 with a grade of "C" or higher) and (FASH 130 with a grade of "C" or higher) and (FASH 131 with a grade of "C" or higher) and (FASH 133 with a grade of "C" or higher) or Department approval.

Upon successful completion of this course, students should be able to develop original garment design ideas from initial concept through to production. The process begins with translating market trend research to create inspiration/concept presentation boards. Students will then continue the design process through fabric selection and developing original patterns for first samples using flat pattern drafting and draping techniques. Finally, students will begin to develop prototypes for an apparel collection for the annual fashion show.

## **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.

## **FASH 282 Fashion Internship (1 Hour)**

Upon successful completion of this course, the student should be able to apply classroom knowledge to an actual employment opportunity. This course offers work experience under instructional supervision and is designed to provide practical experience in the fashion industry. Successful completion of this course requires a minimum of 180 hours on-the-job training per semester. This is a repeatable course and may be taken more than once for credit.



## **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.

## **FASH 295 Capstone: Merchandising and Marketing\* (3 Hours)**

**Prerequisites** : Department approval.

This course is a culmination of the Fashion Merchandising and Marketing program course work. It should be taken after completing at least 40 credit hours toward the AAS degree in preparation for graduation. 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. Students will prepare a resume and digital portfolio of work to be presented in a professional manner.

## **FASH 297 Capstone: Apparel Design and Technology\* (4 Hours)**

**Prerequisites** : Department approval.

This course is a culmination of the Apparel Design and Technology program coursework. It should be taken after completing at least 40 credit hours toward the AAS degree in preparation for graduation. The student will have opportunities to apply the skills and knowledge gained in prior courses to develop an original apparel collection for the annual student fashion show. Students will compile, select, and create new material for a professional digital portfolio. Students will present their digital portfolio of work to faculty and industry professionals. This capstone course will review and execute key competencies that are essential for employment in the fashion industry.