FASHION DESIGN AND MERCHANDISING (FASH)

FASH 145. Computers for Fashion I. 3 Hours.
Semester course; 2 lecture and 2 laboratory hours. 3 credits. Laptop computer required. Basic computer skills required. This course introduces students to contemporary technology with emphasis on basic computer graphics software used in the fashion industry today.

FASH 201. Construction Techniques. 3 Hours.
Semester course; 1 lecture and 4 studio hours. 3 credits. The basic principles involved in garment construction with emphasis on professional design-room practices in sewing, pressing and finishing of garments. Knowledge of basic sewing is advisable.

FASH 202. Draping. 3 Hours.
Semester course; 1 lecture and 4 studio hours. 3 credits. Basic principles of three-dimensional patternmaking by draping muslin on a dress form. Student will be required to purchase the specified dress form.

FASH 203. Patternmaking. 3 Hours.
Continuous courses; 1 lecture and 4 studio hours. 3-3 credits. Prerequisite: completion of FASH 203 to enroll in FASH 204. Basic principles of patternmaking, developing various styles from master patterns and creating designs to be constructed in muslin. Students also will draft a set of master patterns and learn to “true” the pattern to produce production-ready patterns.

FASH 204. Patternmaking. 3 Hours.
Continuous courses; 1 lecture and 4 studio hours. 3-3 credits. Prerequisite: completion of FASH 203 to enroll in FASH 204. Basic principles of patternmaking, developing various styles from master patterns and creating designs to be constructed in muslin. Students also will draft a set of master patterns and learn to “true” the pattern to produce production-ready patterns.

FASH 205. Fashion Drawing I. 3 Hours.
Continuous courses; 1 lecture and 4 studio hours. 3-3 credits. Prerequisite: completion of FASH 205 to enroll in FASH 206. Introduction to the fashion figure working from models and photographs. Covers flat drawing techniques and fashion design theory. Explores different media and the use of color.

FASH 206. Fashion Drawing I. 3 Hours.
Continuous courses; 1 lecture and 4 studio hours. 3-3 credits. Prerequisite: completion of FASH 205 to enroll in FASH 206. Introduction to the fashion figure working from models and photographs. Covers flat drawing techniques and fashion design theory. Explores different media and the use of color.

FASH 210. Visual Merchandising. 3 Hours.
Semester course; 3 lecture hours. 3 credits. Theory and practical application of visual merchandising techniques in the fashion industry. Development of design concepts, fixtureing, layout and presentation for retail, manufacturing and special events. Use of computer-aided design.

FASH 240. Survey of the Fashion Industry I. 3 Hours.
Semester course; 3 lecture hours. 3 credits. A survey of the apparel industry emphasizing the role of the designer and the various stages of production.

FASH 241. Survey of the Fashion Industry II. 3 Hours.
Semester course; 3 lecture hours. 3 credits. An analysis of the apparel industry emphasizing retail aspects.
FASH 341. Merchandise Planning and Control. 3 Hours.
Semester course; 3 lecture hours. 3 credits. Theory and mathematical application of the major elements of retail buying and merchandising. Discussion covers planning and control of inventory, profit analysis, merchandise pricing and purchase negotiation.

FASH 342. Retail Buying Simulation. 3 Hours.
Semester course; 3 lecture hours. 3 credits. Prerequisites: FASH 341 and INFO 162. Practical application of retail buying in relation to the calculations for a six-month buying plan for a department within a department store. The simulation includes projection of sales, stock levels, markdowns, purchases, gross margins, markup, etc.

FASH 343. Fashion Forecasting. 3 Hours.
Semester course; 3 lecture hours. 3 credits. Using basic principles to identify, track and analyze current trends, students will develop a fashion forecast. Demographic, economic, social and historical forces of behavior will be evaluated.

FASH 345. Computers for Fashion Design: Adobe Photoshop and Illustrator. 3 Hours.
Semester course; 2 lecture and 2 laboratory hours. 3 credits. Laptop computer and basic computer skills required. Students will learn to conceptualize fashion design while gaining an understanding of graphic and illustration software through the utilization of the computer as a drawing and communication tool.

FASH 350. Fashion Promotion. 3 Hours.
Semester course; 3 lecture hours. 3 credits. Prerequisite: junior standing. Through lecture and field experience, students are exposed to technical and creative aspects of fashion promotion and public relations. A variety of media are utilized. Students may be required to spend time outside the classroom on promotional activities.

FASH 370. Design History: 20th and 21st Centuries. 3 Hours.
Semester course; 3 lecture hours. 3 credits. Prerequisites: ARTF 105-106. Study of the major theories and styles on communication arts, fashion and interior environments of the 20th and 21st centuries. Contemporary analysis of cultural conditions and the manner in which designers respond to those conditions. Crosslisted as: GDES 370/IDES 370.

FASH 380. Fashion Branding. 3 Hours.
Semester course; 3 lecture hours. 3 credits. Students will understand the concept of fashion branding and the processes necessary to successfully develop or redevelop a fashion brand.

FASH 390. Historic and Ethnic Textiles. 3 Hours.
Semester course; 3 lecture hours. 3 credits. Prerequisite: FASH 290 or IDES 446 or permission of instructor. An examination of the history of textile design and production around the world. Crosslisted as: INTL 390.

FASH 391. Fashion Workshop. 1-3 Hours.
Semester course; variable hours. 1-3 credits. May be repeated for a maximum total of 6 credits. A topical workshop offered in various areas of fashion not included in the regular curriculum. See the Schedule of Classes for specific topics to be offered each semester.

FASH 401. Design II Studio. 3 Hours.
Semester course; 1 lecture and 4 studio hours. 3 credits. May be repeated. Prerequisites: completion of all sophomore studio courses and permission of instructor. A series of upper-level design classes for the advanced or skilled student, reflecting current topics in the fashion industry. See the Schedule of Classes for specific topics to be offered each semester.

FASH 402. Design II Studio. 3 Hours.
Semester course; 1 lecture and 4 studio hours. 3 credits. May be repeated. Enrollment is restricted to fashion design junior- and senior-level students who have completed all sophomore studio courses. A series of upper-level design classes for the advanced or skilled student, reflecting current topics in the fashion industry. See the Schedule of Classes for specific topics to be offered each semester.

FASH 403. Design Theory and Illustration I. 3 Hours.
Semester course; 1 lecture and 4 studio hours. 3 credits. May be repeated. Prerequisite: completion of all Department of Fashion sophomore studio courses. A series of design theory and illustration topics that address current fashion and support the Department of Fashion design courses. See the Schedule of Classes for specific topics to be offered each semester.

FASH 404. Design Theory and Illustration II (Portfolio). 3 Hours.
Semester course; 1 lecture and 4 studio hours. 3 credits. Enrollment is restricted to students who have completed all departmental sophomore and junior studio courses. Advanced design theory and illustration course that teaches students to develop senior portfolios of original design work, including other tools and presentation skills necessary in order to obtain jobs in the field of fashion design.

FASH 442. Advanced Show Production. 3 Hours.
Semester course; 3 lecture hours. 3 credits. A practical application of the production, planning and execution of a professionally staged and choreographed fashion show featuring the Department of Fashion Design and Merchandising students’ juried work.

FASH 443. Supervision and Management. 3 Hours.
Semester course; 3 lecture hours. 3 credits. The study of advanced leadership skills as they relate to the fashion industry. Topics include team building, negotiations, time and stress management, and communications. Emphasis placed on leadership and supervision skills across cultures.

FASH 445. Fashion Entrepreneurship. 3 Hours.
Semester course; 3 lecture hours. 3 credits. Prerequisites: FASH 341 and FASH 342. Studies operational functions as related to the objective and decision-making procedures inherent in successful small-business retailing. Quantitative strategies will be applied as students develop a model plan for a retail business.

FASH 450. Line Development. 3 Hours.
Semester course; 3 lecture hours. 3 credits. Enrollment restricted to fashion majors. Students will learn the fundamentals of producing a line of apparel, accessories or home fashions from conception to consumer. Emphasis will be placed on market research, specification sheets, costing, sourcing, production and sales.

FASH 451. Importing and Exporting Fashion. 3 Hours.
Semester course; 3 lecture hours. 3 credits. Enrollment restricted to fashion majors. An overview and introduction to import/export theory, government regulations and global sourcing. Students will gain insight into the dynamics and cultures of the international fashion marketplace.

FASH 490. Fashion Seminar. 1 Hour.
Short course (5 weeks); 3 lecture hours. 1 credit. A professional seminar for senior fashion majors. Lectures will cover career opportunities and job preparation.
FASH 492. Independent Study in the Fashion Industry. 1-3 Hours.
Semester course; 1-3 credits. May be repeated. Prerequisite: junior or senior standing as a major in fashion design or fashion merchandising. Learning experiences should be designed with the supervising faculty member in the form of a contract between student and instructor; approval of department chair necessary prior to registration. This course will be limited to those students who have demonstrated intense commitment to a particular area of study within the fashion industry.

FASH 493. Fashion Internship. 1-6 Hours.
Semester course; variable hours. 1-6 credits. Repeatable in combinations for a maximum of 6 credits. Open to junior- and senior-level fashion majors only. An on-the-job practicum in which students apply the formal classroom and studio training they have received in their option (design, merchandising).