FASHION DESIGN AND MERCHANDISING (FASH)

FASH 120. Introduction to the Fashion Industry. 3 Hours.
Semester course; 3 lecture hours. 3 credits. Enrollment is restricted to fashion merchandising majors. This is a survey of the apparel industry to guide students to an understanding of the factors contributing to, forming and shaping the fashion industry. Additionally, students are introduced to the art, business and craft in developing and marketing fashion product emphasizing the role of the designer and the various stages of production.

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. Prerequisite: FASH 201. 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 I. 3 Hours.
Semester course; 1 lecture and 4 studio hours. 3 credits. Introduction of 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 II. 3 Hours.
Semester course; 1 lecture and 4 studio hours. 3 credits. Prerequisite: FASH 203. Development of intermediate skills for patternmaking, of increasing complexity to be constructed in muslin. Students will draft a set of master patterns.

FASH 205. Fashion Drawing I. 3 Hours.
Semester course; 1 lecture and 4 studio hours. 3 credits. 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 II. 3 Hours.
Semester course; 1 lecture and 4 studio hours. 3 credits. Prerequisite: FASH 205. Further development of drawing the fashion figure and expanded exploration of media and materials.

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 245. Computers for Fashion II. 3 Hours.
Semester course; 2 lecture and 2 laboratory hours. 3 credits. Prerequisites: FASH 145. Laptop computer required. Assumes basic computer skills. This course introduces advanced skills in technology by utilizing graphic, illustration and desktop publishing software as they are used in the fashion industry.

FASH 250. Concepts of Fashion Merchandising Environment. 3 Hours.
Semester course; 3 lecture hours. 3 credits. Basic research techniques and analysis skills for evaluating contemporary fashion and apparel topics.

FASH 260. Survey of Luxury Fashion. 3 Hours.
Semester course; 3 lecture hours. 3 credits. Prerequisite: FASH 120. Enrollment is restricted to fashion design and merchandising majors. Provides an overview of the luxury fashion industry. The class includes the history of the luxury fashion industry, as well as covering the forecasting, development, branding, marketing, buying, selling and counterfeiting of luxury fashion products. Students explore the luxury fashion industry through lectures, assignments and face-to-face exposure to suppliers, manufacturers and retailers in the luxury sector.

FASH 290. Textiles for the Fashion Industry. 3 Hours.
Semester course; 3 lecture hours. 3 credits. This course is designed to develop an understanding of the factors which influence the tactile behaviors of fabrics during garment design, manufacture and wear. Apparel fiber construction, finish and properties both natural and man-made will be analyzed.

FASH 301. Design I Studio: Draping. 3 Hours.
Semester course; 1 lecture and 4 studio hours. 3 credits. May be repeated for a maximum of six credits. Prerequisites: FASH 202 and FASH 204. A course that focuses on draped methods of garment design, reflecting current fashion emphasis.

FASH 302. Design I Studio: Tailoring. 3 Hours.
Semester course; 1 lecture and 4 studio hours. 3 credits. May be repeated for a maximum of six credits. Prerequisites: FASH 202 and FASH 204. A course that focuses on tailored methods of garment design, reflecting current fashion emphasis.

FASH 303. Design Theory and Illustration I. 3 Hours.
Semester course; 6 studio hours. 3 credits. Prerequisite: FASH 206. Enrollment is restricted to fashion design majors. Students will gain understanding of creative approaches to designing and illustrating garments, from concept to finished illustration.

FASH 304. Design Theory and Illustration II. 3 Hours.
Semester course; 6 studio hours. 3 credits. Prerequisite: FASH 303. Enrollment is restricted to fashion design majors. A continuation and expansion of the skills and theory in the prerequisite course. Students will refine creative approaches to designing and illustrating garments, from concept to finished illustration.

FASH 319. Contemporary Fashion. 3 Hours.
Semester course; 3 lecture hours. 3 credits. Prerequisite: UNIV 200 or HONR 200. An in-depth study of fashion beginning at the Industrial Revolution and continuing to the present from a historical and socioeconomic point of view. Hands-on examination of vintage garments and field trips to museum collections.

FASH 320. Twenty-first Century Fashion. 3 Hours.
Semester course; 3 lecture hours. 3 credits. Prerequisite: UNIV 200. Enrollment restricted to fashion students or those in the School of the Arts. This course explores the history of fashion starting in the 1980s and continues into the New Millennium. It explores trends, designers and movements that affect fashion.
FASH 330. The Business of Design. 3 Hours.
Semester course; 3 lecture hours. 3 credits. This course introduces basic
global economics and general design business concepts such as the free
telephone system, legal forms of business and financial considerations.
It also surveys business and management practices such as planning,
decision-making, communication, global ethics, marketing, human
resources, finance and entrepreneurial skills needed to open a design

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, mark-downs, 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
senior course. A series of design theory and illustration courses that
dress 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 senior
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 405. Middle of Broad Studio. 3 Hours.
Semester course; 6 studio hours. 3 credits. Prerequisites: ARTF 131,
ARTF 132, ARTF 133 and ARTF 134. Students will work in an
interdisciplinary design environment on community-based design
projects. The course is a designated service-learning course.

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 491. Studio Topics in Design. 1-3 Hours.
Semester course; 2-6 studio hours. 1-3 credits. May be repeated with a
different topic for a maximum of six credits. Prerequisites: FASH 301 and
FASH 302. An in-depth study of a selected topic in fashion not included
in the curriculum. See the Schedule of Classes for specific topics to be
offered each semester.

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).