

FASHION, BACHELOR OF FINE ARTS (B.F.A.) WITH A CONCENTRATION IN FASHION DESIGN

The fashion design curriculum offers technical and design courses that provide skills required in the fashion industry. Individual designs are presented in two-dimensional form, developed and perfected through techniques used in the fashion industry, and then executed in final and three-dimensional form in fabrics appropriate to the design. Junior design students are encouraged to complete internships in the fashion industry in New York City. Internships provide not only experience but industry contacts, and are strongly recommended. They may be conducted primarily during the summer semester.

Study abroad programs are readily available for fashion design majors.

Student learning outcomes

Upon completing this program, students will know and know how to do the following:

1. Utilize problem-solving skills: Apply investigative and research skills in the completion of studio projects
2. Implement industry-standard computer technology
3. Demonstrate professional visual and oral presentation skills
4. Understand the global nature of the fashion industry

Special requirements

Sophomores are required to purchase departmentally approved dress forms.

Degree requirements for Fashion, Bachelor of Fine Arts (B.F.A.) with a concentration in fashion design

Course	Title	Hours
General education (http://bulletin.vcu.edu/undergraduate/undergraduate-study/general-education-curriculum/)		
Select 12-13 credits from general education foundations and 17-18 credits from areas of inquiry.		30
Major requirements		
• Major core requirements		
FASH 201	Construction Techniques	3
FASH 203 & FASH 204	Patternmaking I and Patternmaking II	6
FASH 205 & FASH 206	Fashion Drawing I and Fashion Drawing II	6
FASH 290	Textiles for the Fashion Industry	3
FASH 301	Design I Studio: Draping (taken twice)	6
FASH 302	Design I Studio: Tailoring (taken twice)	6
FASH 303	Design Theory and Illustration I	3
FASH 304	Design Theory and Illustration II	3
FASH 319	Contemporary Fashion	3

FASH 345	Computers for Fashion Design: Adobe Photoshop and Illustrator	3
FASH 404	Portfolio	4
• Additional major requirements		
Studio courses (select 12 credits)		12
FASH 401	Design II Studio ¹	
FASH 402	Design II Studio ¹	
FASH 405	Middle of Broad Studio	
FASH 440	Line Development Studio	
FASH 491	Studio Topics in Design	
Ancillary requirements		
• Art Foundation Program		
ARTF 131	Drawing Studio	3
ARTF 132	Surface Research	3
ARTF 133	Space Research	3
ARTF 134	Time Studio	3
ARTF 139	Project Studio	2
or ARTF 138	Project Seminar	
ARTH 103 & ARTH 104	Survey of Art I and Survey of Art II	6
• Additional requirements		
FASH 320	Twenty-first Century Fashion	3
or THEA 309	History of Costumes	
or THEA 310	History of Costumes	
Electives		
Select any course at the 200 level or higher		3
Select any courses at the 300 level or higher		6
Total Hours		120

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Students may repeat FASH 401 or FASH 402 for six credits each.

The minimum number of credit hours required for this degree is 120.

What follows is a sample plan that meets the prescribed requirements within a four-year course of study at VCU. Please contact your adviser before beginning course work toward a degree.

Freshman year		Hours
Fall semester		
ARTF 131	Drawing Studio	3
ARTF 132	Surface Research	3
ARTF 139	Project Studio	1
or ARTF 138	or Project Seminar	
ARTH 103	Survey of Art I	3
UNIV 111	Focused Inquiry I (satisfies general education UNIV foundations)	3
Play course	video for Focused Inquiry I	
General education course		3
Term Hours:		16
Spring semester		
ARTF 133	Space Research	3

ARTF 134	Time Studio	3
ARTF 139 or ARTF 138	Project Studio or Project Seminar	1
ARTH 104	Survey of Art II	3
UNIV 112 Play course video for Focused Inquiry II	Focused Inquiry II (satisfies general education UNIV foundations)	3
General education course		3
Term Hours:		16

Sophomore year

Fall semester

FASH 201	Construction Techniques	3
FASH 203	Patternmaking I	3
FASH 205	Fashion Drawing I	3
FASH 290	Textiles for the Fashion Industry	3
General education course		3
Term Hours:		15

Spring semester

FASH 204	Patternmaking II	3
FASH 206	Fashion Drawing II	3
FASH 345	Computers for Fashion Design: Adobe Photoshop and Illustrator	3
UNIV 200	Inquiry and the Craft of Argument (satisfies general education UNIV foundations)	3
Elective (200 level or higher)		3
Term Hours:		15

Junior year

Fall semester

FASH 301	Design I Studio: Draping	3
FASH 302	Design I Studio: Tailoring	3
FASH 303	Design Theory and Illustration I	3
FASH 319	Contemporary Fashion	3
General education course		3
Term Hours:		15

Spring semester

FASH 301	Design I Studio: Draping	3
FASH 302	Design I Studio: Tailoring	3
FASH 304	Design Theory and Illustration II	3
General education courses		6
Term Hours:		15

Senior year

Fall semester

FASH 320 or THEA 309 or THEA 310	Twenty-first Century Fashion or History of Costumes or History of Costumes	3
FASH 401	Design II Studio	3
FASH 402 or FASH 405	Design II Studio or Middle of Broad Studio	3

FASH 404	Portfolio	4
Elective (300 level or higher)		3
Term Hours:		16

Spring semester

FASH 401	Design II Studio	3
FASH 402 or FASH 405	Design II Studio or Middle of Broad Studio	3
Elective (300 level or higher)		3
General education course		3
Term Hours:		12
Total Hours:		120

The minimum number of credit hours required for this degree is 120.

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 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. 3 Hours.

Semester course; 1 lecture and 4 studio hours. 3 credits. May be repeated. Prerequisite: completion of all sophomore studio courses. A series of courses that focus on selected topics in design, reflecting

current fashion emphasis. See the Schedule of Classes for specific topics to be offered each semester.

FASH 302. Design I Studio. 3 Hours.

Semester course; 1 lecture and 4 studio hours. 3 credits. May be repeated. Prerequisite: completion of all sophomore studio courses. A series of courses that focus on selected topics in design, reflecting current fashion emphasis. See the Schedule of Classes for specific topics to be offered each semester.

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 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. 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 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. 3 Hours.

Semester course; 1 lecture and 4 studio hours. 3 credits. May be repeated. Prerequisites: Completion of all Department of Fashion sophomore studio courses and permission of instructor. A series of advanced design theory and illustration topics that address current fashion, challenge the skilled student and support the Department of Fashion design courses. See the Schedule of Classes for specific topics to be offered each semester.

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. 1-3 Hours.

1-3 credits. It may be a single internship for 3 credits or several (maximum 3) totaling 3 credits. Open to junior- and senior-level fashion majors only. A practicum in which students apply on-the-job the formal classroom and studio training they have received in their option (design, merchandising) on campus.