

Area: Fine & Applied Arts  
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Degree: A.A. - Fashion Design  
 A.A. - Fashion Merchandising  
 Certificate: Fashion Design  
 Fashion Merchandising

### Fashion Design Degree

The associate degree in Fashion Design develops the skills necessary to coordinate original design concepts with manufacturing, marketing, and merchandising practices. Course work includes basic industry sewing, pattern drafting, draping, textiles, historic and current fashion trends, hand and computer illustration, and entrepreneurial opportunities.

#### Student Learning Outcomes

*Upon completion of this program, the student will be able to:*

- Create sample constructions utilizing basic industry sewing skills.
- Assess interrelationships between current fashion trends and influences of cultural, social, political, technological and environmental issues.
- Analyze characteristics of various fibers and how they relate to the finished fabric.
- Appraise fashion and style features of selected historical periods of the western world.
- Utilize free-hand and computer-generated techniques to create illustrations.
- Evaluate fashion trends and forecasting techniques.
- Construct patterns by computer generation and the flat pattern method.
- Devise draping techniques utilizing industry specifications.
- Conceive designs, construct patterns, and sew garments to be shown in a fashion show.
- Appraise and evaluate opportunities to start a design business in the fashion industry.

#### Career Opportunities

This program prepares students for entry-level jobs in apparel production companies, apparel manufacturing plants, designer workrooms, and custom sewing workrooms. This program also prepares students for self-employment or entrepreneurship. Examples of careers in Fashion Design include: Assistant Designer, CAD Technician, Computer Digitizer, Costing Engineer, Customer Services, Designer, Design Room Assistant, Fashion Illustrator, Fashion Stylist, First Pattern Maker, Grader, Manufacturer's Sales Representative, Marker Maker, Operation Manager, Piece Goods Buyer, Product Specialist, Production Manager, Production Pattern Maker, Quality Controller, Quick Response Manager, Sales Manager, Sample Maker, Sewing Room Supervisor, Showroom Assistant, Tailor, Textile Colorist, Textile Croquis Painter, Textile Designer, Textile Researcher, Textile Tester, and Trim Buyer.

Requirements for Degree		39 Units
FASHN 151	Basic Industry Sewing .....	3
FASHN 300	Introduction to the Fashion Industry .....	3
FASHN 310	Fashion Analysis/Clothing Selection .....	3
FASHN 320	Textiles .....	3
FASHN 330	History of Western World Fashion .....	3
FASHN 342	Fashion Illustration .....	3

FASHN 344	Apparel Line Development .....	3
FASHN 353	Advanced Sewing and Draping .....	3
FASHN 374	Pattern Making and Design .....	3
FASHN 378	Advanced Pattern Making and Design .....	3
FASHN 380	Computer Patternmaking .....	3
FASHN 382	Collection Design and Production .....	3
FASHN 398	Fashion Entrepreneur .....	3

**Associate Degree Requirements:** The Fashion Design Associate in Arts (A.A.) Degree may be obtained by completion of the required program, plus general education requirements, plus sufficient electives to meet a 60-unit total. See ARC graduation requirements.

### Fashion Design Certificate

The certificate in Fashion Design develops the skills necessary to coordinate original design concepts with manufacturing, marketing, and merchandising practices. Course work concentrates on basic industry sewing, pattern drafting, historic and current fashion trends, hand and computer illustration, and textiles as they relate to the fashion industry.

#### Student Learning Outcomes

*Upon completion of this program, the student will be able to:*

- Draft a pattern and sew a garment which meets industry specifications.
- Analyze fashion fundamentals as they relate to changes within the fashion industry.
- Evaluate how one's dress influences image projection and silent communication.
- Assess characteristics of various fibers and how they relate to the finished fabric.
- Distinguish between a flat working sketch and a fashion illustration.
- Construct patterns and slopers utilizing the flat pattern method.
- Conceive designs, construct patterns, and sew garments to be shown in a fashion show.

Requirements for Certificate		30 Units
FASHN 151	Basic Industry Sewing .....	2
FASHN 300	Introduction to the Fashion Industry .....	3
FASHN 310	Fashion Analysis/Clothing Selection .....	3
FASHN 320	Textiles .....	3
FASHN 342	Fashion Illustration .....	3
FASHN 344	Apparel Line Development .....	3
FASHN 353	Advanced Sewing and Draping .....	3
FASHN 374	Pattern Making and Design .....	3
FASHN 378	Advanced Pattern Making and Design .....	3
FASHN 382	Collection Design and Production .....	3

### Fashion Merchandising Degree

The associate degree in Fashion Merchandising develops the skills necessary for jobs in fashion coordinating, promotion, visual presentation, management, merchandising, retail buying, and entrepreneurial opportunities.

**Student Learning Outcomes**

*Upon completion of this program, the student will be able to:*

- Assess distribution and marketing procedures as they relate to the fashion industry.
- Evaluate how one’s dress influences image projection and silent communication.
- Compare and contrast historical garment design to contemporary dress.
- Conceive and produce a fashion show.
- Critique principles of design as they relate to arranging visual displays.
- Analyze the qualities necessary for best performance and serviceability of wearing apparel.
- Solve mathematical formulas and equations for retail buying.
- Draft a six-month retail buying plan.
- Assess characteristics of various fibers and how they relate to the finished fabric.
- Distinguish between a flat working sketch and a fashion illustration.
- Appraise and evaluate opportunities to start a fashion related business.

**Career Opportunitites**

This program prepares students for entry-level jobs in retail merchandising, such as Department Store Buyers, Small Boutique Buyers, Visual Merchandisers, Sales Associates, Management Trainees, Product Developers and Wholesalers. This program also prepares students for self-employment or entrepreneurship.

<b>Requirements for Degree</b>	<b>27-30 Units</b>
FASHN 300 Introduction to the Fashion Industry .....	3
FASHN 310 Fashion Analysis/Clothing Selection .....	3
FASHN 320 Textiles .....	3
FASHN 330 History of Western World Fashion .....	3
FASHN 342 Fashion Illustration .....	3
FASHN 393 Fashion Promotion .....	3
FASHN 395 Visual Merchandising .....	2
FASHN 397 Fashion Retail Buying .....	3
FASHN 398 Fashion Entrepreneur .....	3
FASHN 498 Work Experience in Fashion (1 -4) .....	1 - 4
or MGMT 362 Techniques of Management (3)	

**Associate Degree Requirements:** The Fashion Merchandising Associate in Arts (A.A.) Degree may be obtained by completion of the required program, plus general education requirements, plus sufficient electives to meet a 60-unit total. See ARC graduation requirements.

**Fashion Merchandising Certificate**

The certificate in Fashion Merchandising develops the skills necessary for jobs in the retail market. Course work concentrates on fashion coordination, promotion, visual presentation, management, merchandising, retail buying, and entrepreneurial opportunities.

**Student Learning Outcomes**

*Upon completion of this program, the student will be able to:*

- Appraise fashion fundamentals as they relate to development of the fashion industry and its changes.
- Evaluate how one’s dress influences image projection and silent communication.
- Assess characteristics of various fibers and how they relate to the finished fabric.

- Evaluate presentation techniques with merchandising concepts.
- Conceive and produce a fashion show.
- Analyze principles of design as they relate to visual displays.
- Draft a six-month retail buying plan.

<b>Requirements for Certificate</b>		<b>20 Units</b>
FASHN 300	Introduction to the Fashion Industry .....	3
FASHN 310	Fashion Analysis/Clothing Selection .....	3
FASHN 320	Textiles .....	3
FASHN 393	Fashion Promotion .....	3
FASHN 395	Visual Merchandising .....	2
FASHN 397	Fashion Retail Buying .....	3
FASHN 398	Fashion Entrepreneur .....	3

**FASHN 151 Basic Industry Sewing 3 Units**

*Hours: 36 hours LEC; 54 hours LAB*

This course introduces basic fashion industry sewing techniques. Emphasis is on industry standards and specifications concerning construction, assembly, and sequence of operations. No previous sewing experience is required.

**FASHN 294 Topics in Fashion .5-4 Units**

*Advisory: ENGWR 102 or 103 and ENGRD 116 or ESLR 320, ESSL 320, ESLW 320, or placement through assessment.*

*Hours: 9-72 hours LEC*

This course is designed to give students an opportunity to study topics in fashion design and/or fashion merchandising not included in current course offerings. May be taken four times up to a maximum of 6 units providing there is no duplication of topics.

**FASHN 298 Work Experience in Fashion 1-4 Units**

*Prerequisite: Current employment or voluntary position.*

*General Education: AA/AS Area III(b)*

*Hours: 18-72 hours LEC; 60-300 hours LAB*

This course reflects supervised work experience in apparel merchandising. Students work in cooperating fashion apparel firms. Class enrollment is dependent upon student being in a paid or volunteer work experience learning environment. May be repeated for credit for a maximum of sixteen units.

**FASHN 300 Introduction to the Fashion Industry 3 Units**

*Advisory: ENGWR 102 or 103, and ENGRD 116 with a grade of “C” or better; OR ESLR 320 and ESLW 320 with a grade of “C” or better; OR placement through assessment process.*

*Course Transferable to CSU*

*Hours: 54 hours LEC*

This course is a survey of the complex diversity of today’s fashion industry. It introduces the process of how the fashion business works in sequential order from the concept to the consumer. It also provides an overview of fashion design, production, distribution, and merchandising. Field trips may be required.

**FASHN 310 Fashion Analysis/Clothing Selection 3 Units**

*Course Transferable to CSU*

*Hours: 54 hours LEC*

This course explores how influences on fashion (social, political, cultural, technological, and environmental) are reflected in current fashion trends. The function, aesthetics, and attitude of dress, including image projection, perceptions, and gender roles, are explored as a form of silent communication. A generational approach to consumer buying behavior and response towards fashion is examined. Other aspects of fashion analysis include identifying apparel details, styles, and elements of design.

**FASHN 320 Textiles 3 Units**

*Advisory: ENGWR 102 or 103, and ENGRD 116 with a grade of "C" or better; or ESLR 320 and ESLW 320 with a grade of "C" or better; or placement through assessment process.*

*Course Transferable to UC/CSU*

*Hours: 36 hours LEC; 54 hours LAB*

This course is a study of natural and man-made fibers, methods of fabrication and finishes. Topics include the selection, use and care of modern fabrics as they relate to clothing and home furnishings.

(CAN FCS 6)

**FASHN 330 History of Western World Fashion 3 Units**

*Advisory: ENGWR 102 or 103, and ENGRD 116 with a grade of "C" or better; OR ESLR 320 and ESLW 320 with a grade of "C" or better; OR placement through assessment process.*

*General Education: AA/AS Area I; CSU Area C1*

*Course Transferable to CSU*

*Hours: 54 hours LEC*

This course provides a comprehensive survey of how fashion has been influenced by major world historical events. Selected eras of history are viewed within a cultural, political, and economical context as expressed in dress. Emphasis will include cross cultural influences on major fashion trends throughout selected historical periods of the western world from the time of the Egyptians to the present.

**FASHN 334 Vintage Costuming .5-2 Units**

*Advisory: ENGWR 51 and ENGRD 15, or ESLW 310 and ESLR 310; or placement through assessment process.*

*Course Transferable to UC/CSU*

*Hours: 9-18 hours LEC; 27-54 hours LAB*

This course covers the factors that influence historical costume design and production. Principles and techniques involved in developing and constructing a period costume. The course will demonstrate these by fabricating their own costumes. The historical period will change each semester. May be taken four times for credit on different topics with a maximum of 8 units. Not open to those who have completed TA 416 on the same topic.

**FASHN 342 Fashion Illustration 3 Units**

*Course Transferable to CSU*

*Hours: 36 hours LEC; 54 hours LAB*

This course is an introduction to hand and computer generated fashion illustration. Illustration concepts unique to fashion are explored using various hand techniques and computer design software. Application of design elements and principles include color, texture, line, balance, and apparel details.

**FASHN 344 Apparel Line Development 3 Units**

*Prerequisite: FASHN 342 with a grade of "C" or better.*

*Course Transferable to CSU*

*Hours: 36 hours LEC; 54 hours LAB*

This course applies the skills used in computer-based fashion illustration and design. Emphasis is placed on the principles and elements of design to develop a line of apparel including researching fashion trends, determining a target market, selecting colors and fabrics and designing a line using computer software.

**FASHN 353 Advanced Sewing and Draping 3 Units**

*Prerequisite: FASHN 151 with a grade of "C" or better*

*Course Transferable to CSU*

*Hours: 36 hours LEC; 54 hours LAB*

This course applies the skills learned in FASHN 151 and introduces more advanced techniques such as working with more complex pattern adjustments, draped patterns, notions and fabrics. Draping techniques are explored.

**FASHN 374 Pattern Making and Design 3 Units**

*Prerequisite: FASHN 151 with a grade of "C" or better.*

*Advisory: ENGWR 102 or 103, and ENGRD 116 with a grade of "C" or better; or ESLR 320, ESLL 320, and ESLW 320 with a grade of "C" or better; or placement through assessment process.*

*Course Transferable to CSU*

*Hours: 36 hours LEC; 54 hours LAB*

This course is an introduction to the flat pattern method of apparel design. Drafted slopers from measurements are used to create original designs. Construction techniques are introduced for the completion of these original designs. A field trip is required.

**FASHN 378 Advanced Pattern Making and Design 3 Units**

*Prerequisite: FASHN 374 with a grade of "C" or better*

*Course Transferable to CSU*

*Hours: 36 hours LEC; 54 hours LAB*

This course covers advanced patternmaking techniques including pattern drafting and grading. It focuses on industry methods of duplicating ready-to-wear apparel. Industry fit specifications and construction techniques are refined. A field trip may be required.

**FASHN 380 Computer Patternmaking 3 Units**

*Prerequisite: FASHN 378 with a grade of "C" or better.*

*Course Transferable to CSU*

*Hours: 36 hours LEC; 54 hours LAB*

This advanced pattern drafting course introduces industry computer software. It makes comprehensive use of patternmaking skills acquired in previous patternmaking classes. Working from a designer's sketch, patterns are drafted and completed. A production pattern is made according to industry requirements and a muslin sample of the garment is constructed.

**FASHN 382 Collection Design and Production 3 Units**

*Prerequisite: FASHN 353 and 374 with grades of "C" or better*

*Corequisite: FASHN 378*

*Course Transferable to CSU*

*Hours: 36 hours LEC; 54 hours LAB*

This course applies the skills obtained in previous design and patternmaking classes. Topics include designing a small collection, creating and modifying patterns, and constructing original garments. The role of accessorizing the completed design is explored, including the use of hats, jewelry, shoes and scarves. Finished collections are presented on the runway in a fashion show. This course may be taken two times for credit, showcasing different design collections.

**FASHN 393 Fashion Promotion 3 Units**

*Prerequisite: FASHN 300.*

*Course Transferable to CSU*

*Hours: 36 hours LEC; 54 hours LAB*

This course is a comprehensive study of promotion and presentation unique to fashion industry. Techniques, applications, and customer appeal related to fashion merchandising concepts are analyzed. Functions and instinctive uses of fashion advertising, publicity and visual merchandising will be explored. The focus will be on special events such as, fashion shows, trunk shows, and the use of promotional videos. Basic media strategy, the role it plays, and its relationship with fashion merchandisers will be examined. Planning and technical skills will be developed through the activity of producing a fashion show. Field trips will be required.

**FASHN 395 Visual Merchandising 2 Units***Course Transferable to CSU**Hours: 18 hours LEC; 54 hours LAB*

This course introduces current visual merchandising techniques, equipment, lighting, and materials. The application of principles and practices in arranging and displaying fashion merchandise for single store and chain organization usage are covered. This practical experience with showcases, window, and on-floor displays will provide familiarity with professional fashion promotional presentations. A field trip is required.

**FASHN 397 Fashion Retail Buying 3 Units***Course Transferable to CSU**Hours: 54 hours LEC*

This course addresses the practical and business aspects of the fashion industry. Topics include defining the customer and researching current buying trends. Activities specific to fashion retail buying are explored, including developing a buying and stock plan and planning market purchases. Career opportunities in retail buying and merchandising are also explored. Field trips may be required.

**FASHN 398 Fashion Entrepreneur 3 Units***Advisory: BUS 100**Course Transferable to CSU**Hours: 54 hours LEC*

This course provides the necessary skills to become an entrepreneur in the fashion industry. It addresses the creation of a small business specific to fashion retail or apparel design and manufacturing. Topics include recognizing and creating business opportunities, marketing, selling techniques, tracking costs, and securing financing. A model business plan is developed by exploring resources necessary to be successful in a fashion business.

**FASHN 498 Work Experience in Fashion 1-4 Units**

*Advisory: ENGWR 102 or 103, and ENGRD 116 with a grade of "C" or better; OR ESLR 320 and ESLW 320 with a grade of "C" or better; OR placement through assessment process.*

*Enrollment Limitation: Be in a paid or non-paid internship, volunteer opportunity or job related to fashion. Students are advised to consult with the Fashion Department faculty to review specific certificate and degree work experience requirements.*

*Course Transferable to CSU**Hours: 60-300 hours LAB*

This course provides students with opportunities to develop marketable skills in preparation for employment or advancement within the field of fashion. It is designed for students interested in work experience and/or internships in transfer level degree occupational programs. Course content includes understanding the application of education to the workforce; completion of required forms which document the student's progress and hours spent at the work site; and developing workplace skills and competencies. Appropriate level learning objectives are established by the student and the employer. During the semester, the student is required to fulfill a weekly orientation and 75 hours of related paid work experience, or 60 hours of unpaid work experience for one unit. An additional 75 or 60 hours of related work experience is required for each additional unit. The weekly orientation is required for first time participants, returning participants are not required to attend the orientation but are required to meet with the instructor as needed to complete all program forms and assignments. Work Experience may be taken for a total of 16 units when there are new or expanded learning objectives.