

Fashion

Degree: A.A. - Fashion Design
A.A. - Fashion Merchandising
Certificate: Fashion Design
Fashion Merchandising

Area: Fine & Applied Arts
Dean: Dr. David Newnham
Phone: (916) 484-8433
Counseling: (916) 484-8572

Fashion and fashion-related industries are the nation's largest employer. Fashion design involves work with the design and production of clothing, whether with a large manufacturer, a small speciality firm or in a one-person business. Fashion merchandising refers to the large task of in-store promotion and the display of various types of fashion merchandise.

ARC follows industry needs by offering two program options: Fashion Design and Fashion Merchandising. Fashion design prepares the student with those skills necessary to coordinate original design concepts with manufacturing and merchandising techniques. Fashion Merchandising provides training for jobs in fashion coordinating, promotion, visual presentation, management, merchandising or ready-to-wear garments.

Career Opportunities

Careers in fashion design include designer, pattern maker and custom dressmaker.

Careers in fashion merchandising include buyer, store owner, manufacturer's sales representative, fashion coordinator, fashion illustrator or visual merchandiser.

Fashion Design

Fashion Design prepares the student with those skills necessary to coordinate original design concepts with manufacturing, marketing and merchandising techniques.

Requirements for Degree Major: 30 Units

Core Requirements	Units
FASHN 300	3
FASHN 310	3
FASHN 320	3
FASHN 330	3
FASHN 342	3

Concentration Requirements Units

ART 320	3
FASHN 344	3
FASHN 374	3
FASHN 378	3
FASHN 380	3

Recommended Electives

ACCT 101; CISC 300; FASHN 298, 334, 393, 395; MKT 300, 314

Requirements for Certificate: 21 units

FASHN 300, 310, 320, 342, 344, 374, 378

General Education Graduation Requirements:

Students must also complete the general education graduation requirements for an A.A. degree. See graduation requirements.

Fashion Merchandising

Fashion merchandising provides training for jobs in the retail market including: fashion coordination, promotion, visual presentation, management, merchandising.

Requirements for Degree Major: 29 Units

Core Requirements	Units
FASHN 300	3
FASHN 310	3
FASHN 320	3
FASHN 330	3
FASHN 342	3

Concentration Requirements Units

FASHN 393	3
FASHN 395	2
MGMT 362	3
MKT 300	3
MKT 312	3

Recommended Electives

ART 320; FASHN 298; MGMT 360; MKT 120

Requirements for Certificate: 20 Units

Course Required	Units
FASHN 300	3
FASHN 310	3
FASHN 320	3
FASHN 393	3
FASHN 395	2
MKT 300	3
MKT 312	3

General Education Graduation Requirements:

Students must also complete the general education graduation requirements for an A.A. degree. See Graduation requirements.

FASHN 294 Topics in Fashion .5-3 Units

Formerly: FASHN 52

Prerequisite: None

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

Course Not Transferable UC or CSU

Hours: 9-54 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 297 Fashion Industry Internship 1.5-3 Units

Formerly: FASHN 59

Prerequisite: None

Course Not Transferable UC or CSU

Hours: 81-162 hours LAB

This course provides a supervised internship in the fashion field. Student gains on-the-job practical experience in apparel retail or manufacturing. Student's skills are matched with the industry needs.

FASHN 298 Work Experience in Fashion 1-4 Units

Formerly: FASHN 98

Prerequisite: Current employment or voluntary position.

Course Not Transferable UC or CSU

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

Formerly: FASHN 10

Prerequisite: None

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

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 provides an overview of fashion design, production, distribution, and merchandising and will give an understanding of the fashion industry as a whole. Field trips are required.

FASHN 310 Fashion Analysis 3 Units

Formerly: FASHN 21

Prerequisite: None

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

Course Transferable to CSU

Hours: 54 hours LEC

In this course influences on fashion (social, political, cultural, technological and environmental) will be analyzed and compared with current fashion trends. The function, aesthetics and attitude of dress including image projection, perceptions and gender roles will be explored as a form of silent communication. A generational approach to consumer buying behavior and response towards fashion will be examined. Other aspects of fashion analysis will include identifying apparel details, styles and elements of design. (CAN FCS 20)

FASHN 320 Textiles 3 Units

Formerly: FASHN 20

Prerequisite: None

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

Course Transferable to UC/CSU

Hours: 54 hours LEC

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

FASHN 330 History of Western World Fashion 3 Units

Formerly: FASHN 30

Prerequisite: None

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

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. AA/AS area 3B

FASHN 334 Vintage Costuming (Same as Theatre Arts 434) .5-2 Units

Formerly: FASHN 37

Prerequisite: None

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

Formerly: FASHN 25

Prerequisite: None

Course Transferable to CSU

Hours: 36 hours LEC; 54 hours LAB

This course is an introduction to computer-based fashion illustration and offers a simple, efficient and effective way of communicating design ideas. Illustration techniques unique to fashion will be explored using Artworks software by Gerber. Application of design elements and principles will include color, texture, style and apparel details with an emphasis on the flat sketch.

FASHN 344 Apparel Line Development 3 Units

Formerly: FASHN 33

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. Emphasis will be placed on the principles and elements of design to develop a line of apparel: researching fashion trends, determining a target market, selecting colors and fabrics and designing a line using Artworks software by Gerber.

FASHN 374 Pattern Making and Design 3 Units

Formerly: FASHN 26

Prerequisite: None

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

Course Transferable to CSU

Hours: 36 hours LEC; 54 hours LAB

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

FASHN 378 Advanced Pattern Making and Design 3 Units

Formerly: FASHN 27

Prerequisite: FASHN 374.

Course Transferable to CSU

Hours: 36 hours LEC; 54 hours LAB

This course includes advanced pattern-making techniques to include: drafting, draping and grading. It focuses on industry methods of duplicating ready-to-wear apparel. Industry fit specifications and construction techniques will be refined. A field trip will be required.

**FASHN 380 Production Patternmaking and Design
3 Units**

Formerly: FASHN 31

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

Course Transferable to CSU

Hours: 36 hours LEC; 54 hours LAB

This is an advanced pattern drafting class introducing industry computer software such as Artworks by Gerber. The course makes comprehensive use of pattern making skills, acquired in previous pattern classes. Working from a designer's sketch, patterns will be drafted and completed. A production pattern will then be made according to industry requirements and a muslin sample of the garment will be constructed.

FASHN 393 Fashion Promotion 3 Units

Formerly: FASHN 32

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

Formerly: FASHN 72

Prerequisite: None

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.