

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, textiles, historic and current fashion trends, hand and computer illustration and an internship in a fashion-related field.

Requirements for Degree		35 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 330	History of Western World Fashion	3
FASHN 342	Fashion Illustration	3
FASHN 344	Apparel Line Development	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 497	Internship in Fashion	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.

Requirements for Certificate		26 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 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 and retail buying. It also includes an internship in a fashion-related field.

Requirements for Degree		32 Units
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	Business Practices for Fashion	3
FASHN 497	Internship in Fashion	3
MGMT 362	Techniques of Management	3
MKT 300	Principles of Marketing	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 and retail buying.

Requirements for Certificate		20 Units
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	Business Practices for Fashion	3
MKT 300	Principles of Marketing	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, ESLL 320, ESLW 320, or placement through assessment.

Hours: 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: 72 hours LEC; 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 3 Units

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.

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: 18 hours LEC; 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 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 497 Internship in Fashion 3 Units

Prerequisite: FASHN 300, 320, 342, 374, or 395 with a grade of "C" or better

Course Transferable to CSU

Hours: 18 hours LEC; 150 hours LAB

This course provides opportunity for supervised job internships at fashion-related work sites. Skills and knowledge obtained in fashion courses are utilized in a practical setting. Assistance for the internship search is provided by the coordinator, but placement is not guaranteed.