

FASHION DESIGN AND MERCHANDISING

Fashion Design and Merchandising prepares students for entry-level positions in the wholesale or retail fashion industry. The program emphasizes basic principles of design, product development, knowledge of the fashion business, presentation techniques, and computer-assisted design. Students are prepared to begin careers in fashion design, fashion merchandising, buying and sales.

Learning Outcomes: Upon successful completion of the program, students will be able to:

- Sketch an original design, create a pattern, select appropriate fabric, and construct a garment using professional techniques.
- Communicate effective customer service strategies, sales techniques, and general business and marketing practices, including apparel fabrication and quality indicators.
- Describe knowledge, skills, and abilities pertinent to careers in fashion merchandising and produce examples of those skills such as a buying plan or marketing plan.
- Develop portfolio quality design work using sound fundamentals and appropriate technology.

Certificate of Achievement (Career Technical)

Certificate Requirements	Units
REQUIRED CORE:	25
FASH 15 Textiles (3)	
FASH 50 Introduction to Fashion (3)	
FASH 52 History of Fashion (3)	
FASH 61 Garment Construction I (1.5)	
FASH 68 Flat Pattern Design I (3)	
FASH 71 Flat Pattern Design II (3)	
FASH 80 Textile Design (1.5)	
FASH 81 Business and Marketing Practices (3)	
FASH 82 Fashion Illustration (2)	
FASH 86 Apparel Design (2)	
Select one course from the following:	4
ARTG 10 Introduction to Computers for Graphic Arts (4)	
ARTG 11 Introduction to Photoshop (4)	
TOTAL CERTIFICATE UNITS	29

Associate in Science Degree (Career Technical)

Associate Degree Major Requirements	Units
Certificate Requirements (as described above)	29
<i>Complete Competency Requirements and MPC General Education Pattern for a total of 60 degree-applicable units (see pages 72-73, 76 in the 2017-18 MPC Catalog).</i>	
Recommended Career Enhancement Coursework:	10-13
BUSI 52 Retail Store Management (3)	
BUSI 54 Introduction to E-Marketing (3)	
COOP 91.17 Fashion Work Experience (1-4)	
THEA 24 Fundamentals of Costume Design (3)	
TOTAL DEGREE UNITS	60