

# FASHION MERCHANDISING & DESIGN (FASH)

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## **FASH 8 Introduction to Fashion**

**3 Units** (Degree Applicable, CSU)

Lecture: 54

Fashion industry as a whole, including raw materials, manufacturing, retailing, technology, world economics, globalization, and careers. Includes apparel design, manufacturing, retail merchandising, sales, promotion, textile production, and career opportunities.

## **FASH 9 History of Fashion**

**3 Units** (Degree Applicable, CSU, UC)

Lecture: 54

Survey of Western costume and fashion from antiquity to contemporary times. Emphasis is placed on style development as it relates to social, economic, and political forces, and the relationship of historic styles to current fashion.

## **FASH 10 Clothing Construction I**

**3 Units** (Degree Applicable, CSU)

Lecture: 36 Lab: 54

Essentials of industry standard apparel construction techniques using a variety of machines and equipment. Students will be given instruction in single needle machine operation, industrial overlock operation, and garment assembly.

## **FASH 12 Clothing Construction II**

**3 Units** (Degree Applicable, CSU)

Lecture: 36 Lab: 54

**Prerequisite:** FASH 10

Fundamentals of advanced industry clothing construction techniques. Emphasis on the skills required for using apparel industrial sewing equipment, and apparel industry manufacturing concepts.

## **FASH 14 Dress, Culture, and Identity**

**3 Units** (Degree Applicable, CSU, UC)

Lecture: 54

The interrelatedness of socio-psychological, economic, cultural, and political/religious influences on dress, adornment, and fashion in historical perspective. Includes cross-cultural analysis of Western and non-Western dress.

## **FASH 15 Aesthetic Design in Fashion**

**3 Units** (Degree Applicable, CSU)

Lecture: 54

**Prerequisite:** FASH 25

Design principles and influences in apparel selection and fashion design. Projects applying design elements and principles using computer-aided design (CAD) software.

## **FASH 16 Corset Construction**

**3 Units** (Degree Applicable, CSU)

Lecture: 36 Lab: 54

**Prerequisite:** FASH 10

History of the corset, types of corset fabrics, trims and methods of embellishment. Essentials of standard apparel corset construction techniques using a variety of tools and equipment. Skills learned can be applied to historical or contemporary corsets.

## **FASH 17 Textiles**

**3 Units** (Degree Applicable, CSU, UC)

Lecture: 54

Introductory study of the physical and chemical properties of textiles. Textile fiber production, classification, properties, and identification. Textiles coloration and finishing processes. Relationship of fiber characteristics, coloration, and finishing processes to fabric properties, performance, legislation, and care.

## **FASH 21 Patternmaking I**

**3 Units** (Degree Applicable, CSU)

Lecture: 18 Lab: 108

**Prerequisite:** FASH 10

Flat patternmaking techniques to create garment designs using industry standards, dart transfer, and seam manipulation. First and production patterns will be created, constructed, and fitted.

## **FASH 22 Fashion Design By Draping**

**2 Units** (Degree Applicable)

Lab: 108

**Prerequisite:** FASH 10 and FASH 21

Three dimensional dress design through draping fabrics directly to a dress form to create original designs and patterns to interpret fashion illustrations and technical flats.

## **FASH 23 Patternmaking II**

**3 Units** (Degree Applicable, CSU)

Lecture: 36 Lab: 54

**Prerequisite:** FASH 21 and FASH 25

Intermediate pattern drafting and flat patternmaking with an introduction to technical packages. Students apply patternmaking theories to create ready-to-wear sportswear designs for misses and women's wear.

## **FASH 24 Fashion Patternmaking by Computer**

**3 Units** (Degree Applicable)

Lecture: 36 Lab: 54

**Prerequisite:** FASH 21

Industrial fashion patternmaking and grading using Gerber computer-aided design (CAD) technology. Exploration of drawing techniques, pattern development, flat pattern manipulation, and the sizing and grading of patterns.

## **FASH 25 Fashion Digital Illustration and Design**

**3 Units** (Degree Applicable, CSU)

Lecture: 36 Lab: 54

Technical fashion drawing techniques using Adobe Illustrator and Photoshop. Includes drawing production flats, colorization, and digital fashion figures using a computer as a drafting tool. Exploration of popular computer techniques and apparel industry design methods.

**FASH 57 Fashion Retailing and Production Technologies**

**3 Units** (Degree Applicable)

Lecture: 54

Apparel wholesale to retail concepts and technologies used in fashion merchandising environment systems. The emphasis is on practical knowledge and use of software in the fashion industry.

**FASH 59 Fashion Retailing**

**3 Units** (Degree Applicable, CSU)

Lecture: 54

Overview of fashion retailing, on site environments, online fashion stores, management, and multi-channel retailers. Principles focus on the fashion segment of the retailing industry and the merchandising of fashion products.

**FASH 62 Retail Buying and Merchandising**

**4 Units** (Degree Applicable, CSU)

Lecture: 72

Principles and practices used in retail buying and merchandising environment. This course emphasizes the buyer's role in merchandising management, quantitative retail formulas, costing calculations, pricing strategies, and managing profit. Students will apply concepts learned using Microsoft Excel.

**FASH 63 Fashion Promotion**

**3 Units** (Degree Applicable, CSU)

Lecture: 54

Principles and techniques of integrated marketing communications for apparel wholesale and retail products. Emphasis focuses on principles of integrated marketing and communication strategy, market and consumer research, branding, and the comprehensive nature of promotion in the fashion merchandising environment and emphasizes the changing nature of promotion in a global marketplace.

**FASH 66 Visual Merchandising Display**

**3 Units** (Degree Applicable, CSU)

Lecture: 36 Lab: 54

**Prerequisite:** FASH 25

Design principles, color theory, space, and lighting in relation to visual merchandising display areas and interior design of stores using various applications of computer graphics programs.

**FASH 81 Work Experience in Fashion Merchandising and Retail**

**1-3 Units** (Degree Applicable)

(May be taken for Pass/No Pass only)

Lab: 60-225

**Prerequisite:** FASH 8 and FASH 62 and Compliance with Work Experience regulations as designated in the College Catalog

Provides fashion merchandising students with on-the-job experience in an approved work site which, is related to classroom-based learning. A minimum of 75 paid clock hours or 60 non-paid clock hours per semester in apparel merchandising, buying, and retail business required for each unit of credit. Students are responsible for securing their own internships and must be ready for the first week of class.

**FASH 84 Work Experience in Fashion Design**

**1 Unit** (Not Degree Applicable)

(May be taken for Pass/No Pass only)

Lab: 60-1501

**Prerequisite:** FASH 23 FASH 24

Provides fashion design students with on-the-job experience in an approved work site which is related to classroom-based learning. A minimum of 75 paid clock hours or 60 non-paid clock hours per semester in apparel technical design, patternmaking, and apparel production required for each unit of credit. Students are responsible for securing their own internships and must be ready for the first week of class.

**FASH 90T Topics in Fashion Design**

**2 Units** (Not Degree Applicable)

(May be taken four times for credit)

(May be taken for Pass/No Pass only)

Lecture: 18 Lab: 54

Provides design experience to supplement regular program opportunities for students to pursue more advanced projects. Students who repeat this course will improve skills through further instruction and practice.