

# 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.

Course Schedule

## **FASH 9 History of Fashion**

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

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.

Course Schedule

## **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.

Course Schedule

## **FASH 12 Clothing Construction II**

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

Lecture: 36 Lab: 54

Prerequisite: FASH 10

Advanced industry construction techniques using overlock and single needle machines.

Course Schedule

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

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

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.

Course Schedule

## **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.

Course Schedule

## **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.

Course Schedule

## **FASH 21 Patternmaking I**

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

Lecture: 36 Lab: 54

Prerequisite: FASH 10

Theory and application of basic flat patternmaking techniques to create garment designs using industry standards. By means of dart and seam manipulation, patterns will be created, constructed and fitted.

Course Schedule

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

**3 Units** (Degree Applicable)

Lecture: 36 Lab: 54

Prerequisite: FASH 10

Advisory: 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.

Course Schedule

## **FASH 23 Patternmaking II**

**3 Units** (Degree Applicable)

Lecture: 36 Lab: 54

Prerequisite: FASH 21 and FASH 25

Intermediate pattern drafting and flat patternmaking, with an introduction to the grading of patterns and technical packages. Development of patternmaking skills to include drafting flat patterns from measurements and creating advanced sleeves and collars. Students apply patternmaking theories to create ready-to-wear sportswear designs for misses and women's wear.

Course Schedule

## **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.

Course Schedule

**FASH 25 Fashion Digital Illustration and Design**

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

Lecture: 36 Lab: 54

Advisory: FASH 10

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.  
Course Schedule

**FASH 57 Fashion Retailing and Production Technologies**

**3 Units** (Degree Applicable)

Lecture: 36 Lab: 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.

Course Schedule

**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.

Course Schedule

**FASH 62 Retail Buying and Merchandising**

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

Lecture: 54

Advisory: MATH 51

Principles and practices used in the retail buying and merchandising environment. This course emphasizes the buyer's role in merchandising management, pricing strategies, promotion, retail formulas, and costing calculations.

Course Schedule

**FASH 63 Fashion Promotion**

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

Lecture: 54

Principles and techniques of advertising and promoting apparel wholesale and retail products. Emphasis placed on promotional mix, trend and forecast research, branding, special events, integrated marketing, promotional media, and communication strategy.

Course Schedule

**FASH 66 Visual Merchandising Display**

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

Lecture: 36 Lab: 54

Prerequisite: FASH 25 or ARTC 140

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.

Course Schedule

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

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

(May be taken for Pass/No Pass only)

Lab: 75-225

Prerequisite: FASH 8 and FASH 62

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.

Course Schedule