



A Course of Study for

FASHION DESIGN AND MERCHANDISING

FASHION DESIGN

Fashion design students develop skills in design communication, including preliminary sketching, technical flat sketching, illustration, and usage of Adobe Photoshop, Illustrator and CAD software. Skills in draping, pattern drafting from draping and body measurements, and basic sewing skills to advanced construction are developed in order to create sample garments for production and sales.

FASHION MERCHANDISING

Fashion merchandisers select, purchase, promote, and sell clothing and accessories. They study fashion trends and visit manufacturers and merchandise markets. They work as part of a team and consult with managers and buyers, advise the advertising and display departments, and organize and coordinate promotional activities such as fashion shows. They may advance to become buyers and purchasing agents, sales representatives, and managers. Clothes designers create new apparel and accessory designs. They may sketch the garment, cut the pattern, select the fabric and materials, and in some cases construct the sample garment. They may arrange for the showing of a line at sales meetings or fashion shows.

For additional career possibilities, visit the Career Services Center on the main campus to utilize computerized career information systems and other valuable career resources.

PROGRAMS OFFERED

- Transfer Preparation
- Fashion Design Associate Degree (40 units)
- Fashion Merchandising Associate Degree (40 units)
- Fashion Design Certificate of Achievement (40 units)
- Fashion Merchandising Certificate of Achievement (40 units)

ASSOCIATE DEGREE REQUIREMENTS

An Associate degree is granted upon successful completion of a program of study with a minimum overall grade point average (GPA) of 2.0 (C) and a minimum of **60 degree applicable semester units**, including:

- Completion of the area of emphasis with a grade of C or higher in each course, or with a P if the course was taken on a Pass/No Pass basis, and the P is equal to a C or higher;
- Completion of at least 50% of area of emphasis units at Santa Monica College;
- Completion of one of the following general education patterns: SMC GE, CSU GE, or IGETC;
- Completion of the SMC Global Citizenship graduation requirement.

CERTIFICATE OF ACHIEVEMENT REQUIREMENTS

A Certificate of Achievement is granted upon successful completion of a program of study with a minimum overall grade point average (GPA) of 2.0 (C) and a **designated minimum number of units**, including:

- Completion of the area of emphasis with a grade of C or higher in each course, or with a P if the course was taken on a Pass/No Pass basis, and the P is equal to a C or higher;
- Completion of at least 50% of area of emphasis units at Santa Monica College;

CATALOG RIGHTS

A student may satisfy the requirements of a degree that were in effect at any time of the student's *continuous* enrollment. Continuous enrollment is defined as enrolment in consecutive Fall and Spring semesters until completion.

TRANSFER PREPARATION

Many colleges/universities offer baccalaureate degrees in this field. Students planning to transfer to a four-year college or university should complete the lower-division major requirements and the general education pattern for the specific transfer institution. SMC has articulation agreements with the many UC and CSU campuses, as well as several private and out-of-state institutions.

Exact major requirements for UC and CSU campuses can be found online at *assist.org*.

A listing of private, nonprofit California colleges and universities can be found online at *aiccu.edu*. For articulation agreements between SMC and some of these institutions see *smc.edu/articulation*.

FASHION DESIGN, ASSOCIATE DEGREE OR CERTIFICATE OF ACHIEVEMENT

Program Learning Outcomes: Upon completion of the program, students will demonstrate the ability to channel their creativity into marketable fashion and lifestyle product lines, understanding the various design challenges, fit, textile fabrications, cost, sizing, design editing, and aesthetics for various target markets; understand production in wholesale and retail in order to meet consumer needs while creating forward trend directions. Program electives bridge communication with fashion merchandising concepts, ensuring creativity and marketability. Students develop an awareness of art, visual communication, global culture, computer technology, and business in the design process. Additionally, students will have skills pertinent to successfully enter third-year college fashion design programs, translate their internship experiences into positions at small to large-scale design firms, or create their own design line.

AREA OF EMPHASIS: (40 UNITS)

First Level Courses:

- FASHN 1**, Fashion Trends and Design (3)
- FASHN 2**, Color Analysis (3)
- FASHN 3**, Apparel Construction (3)

Second Level Courses:

- FASHN 5**, Fashion Buying (3)
- FASHN 6A**, Pattern Analysis and Design (2)
- FASHN 7**, Fabrics for Fashion Design and Merchandising (3)
- FASHN 8**, History of Fashion Design (3)

Third Level Courses:

- FASHN 9A**, Fashion Illustration and Advertising (3)
- FASHN 10**, Advanced Design and Construction (3)
- FASHN 13**, Draping I (3)

Fourth Level Courses:

- FASHN 12**, Fashion Show Production (3)
- FASHN 18**, Computer Assisted Fashion Illustration and Design (2)

Elective Courses; Select a minimum of 6 units from the list of courses below:

- ACCTG 1**, Introduction to Financial Accounting (5)
- ART 10A**, Design I (3)
- ART 20B**, Drawing II (3)
- BUS 21**, Merchandising Principles (3)
- BUS 63**, Principles of Entrepreneurship (3)
- FASHN 6B**, Pattern Drafting and Design Intermediate (3)
- FASHN 9B**, Advanced Fashion Illustration (2)
- FASHN 11**, Advanced Clothing-Tailoring (2)
- FASHN 14**, Draping II (3)
- FASHN 15**, Ethnic Fashion (3)
- FASHN 16**, Pattern Grading (2)
- FASHN 17**, Apparel Production Manufacturing Techniques (3)
- FASHN 19**, Fashion Marketing (3)
- FASHN 20**, Window Display for Fashion (3)
- FASHN 21**, Digital Fashion Portfolio (3)
- FASHN 88A**, Independent Studies in Fashion (1)
- FASHN 88B**, Independent Studies in Fashion (2)
- FASHN 88C**, Independent Studies in Fashion (3)
- FASHN 90A**, Internship (1)
- FASHN 90B**, Internship (2)
- FASHN 90C**, Internship (3)

FASHION MERCHANDISING, ASSOCIATE DEGREE OR CERTIFICATE OF ACHIEVEMENT

Program Learning Outcomes: Upon completion of the program, students will demonstrate the ability to analyze and assess the marketable trends in fashion and lifestyle product lines for all target markets; understand the logistics from fashion production to wholesale, retail, and resale; develop pre- and post-promotional activities necessary to launch brands/private labels in order to maintain success in the local and global marketplace; utilize critical thinking in solving design, sales, or promotional issues; have the ability to utilize software applicable to promotional needs, and understand the working relationship between designers and marketers. Additionally, students will have skills pertinent to successfully entering third-year college fashion programs, advancing in management positions, or entering major retail executive buying/management training programs.

AREA OF EMPHASIS: (40 UNITS)

First Level Courses:

FASHN 1, Fashion Trends and Design (3)

FASHN 2, Color Analysis (3)

Second Level Courses:

FASHN 3, Apparel Construction (3)

FASHN 5, Fashion Buying (3)

FASHN 7, Fabrics for Fashion Design and Merchandising (3)

FASHN 8, History of Fashion Design (3)

Third Level Courses:

BUS 21, Merchandising Principles (3)

FASHN 18, Computer Assisted Fashion Illustration and Design (2)

FASHN 20, Window Display for Fashion (3)

Fourth Level Courses:

BUS 23, Principles of Selling (3)

FASHN 12, Fashion Show Production (3)

Elective Courses; Select a minimum of 8 units from the list of courses below:

ACCTG 1, Introduction to Financial Accounting (5)

ART 10A, Design I (3)

ART 20B, Drawing II (3)

BUS 25, Advertising Display (3)

BUS 63, Principles of Entrepreneurship (3)

FASHN 6A, Pattern Analysis and Design (2)

FASHN 6B, Pattern Drafting and Design Intermediate (3)

FASHN 9A, Fashion Illustration and Advertising (3)

FASHN 9B, Advanced Fashion Illustration and Advertising (2)

FASHN 10, Advanced Design and Construction (3)

FASHN 11, Advanced Clothing-Tailoring (2)

FASHN 13, Draping I (3)

FASHN 14, Draping II (3)

FASHN 15, Ethnic Fashion (3)

FASHN 16, Pattern Grading (2)

FASHN 17, Apparel Production Manufacturing Techniques (3)

FASHN 19, Fashion Marketing (3)

FASHN 21, Digital Fashion Portfolio (2)

FASHN 88A, Independent Studies in Fashion (1)

FASHN 88B, Independent Studies in Fashion (2)

FASHN 88C, Independent Studies in Fashion (3)

FASHN 90A, Internship (1)

FASHN 90B, Internship (2)

FASHN 90C, Internship (3)

FASHION DESIGN - SUGGESTED COURSE PATH TO DEGREE**CLASSES LISTED IN THIS CHART ARE REQUIRED FOR FASHION DESIGN DEGREE****FIRST YEAR****FALL****FASHN 1** (3)**FASHN 2** (3)**FASHN 3** (3)

Non-fashion elective, see below (3)**

SPRING**FASHN 5** (2)**FASHN 6A** (2)**FASHN 7** (3)**FASHN 8** (3)**SECOND YEAR****FALL****FASHN 9A** (3)**FASHN 10** (3)**FASHN 13** (3)**SPRING****FASHN 12** (3)**FASHN 18** (2)

Fashion elective, see below (3)*

Required Courses**FASHN 1**, Fashion Trends and Design (3)**FASHN 2**, Color Analysis (3)**FASHN 3**, Apparel Construction (3)**FASHN 5**, Fashion Buying (3)**FASHN 6A**, Pattern Analysis and Design (3)*(prerequisite: FASHN 3)***FASHN 7**, Fabrics for Fashion Design and Merchandising (3)**FASHN 8**, History of Fashion Design (3)**FASHN 9A**, Fashion Illustration and Advertising (3)**FASHN 10**, Advanced Design and Construction (3)*(prerequisite: FASHN 3)***FASHN 12**, Fashion Show Production (3) *(skills advisory: FASHN 6A or 13)***FASHN 13**, Draping I (3) *(prerequisite: FASHN 6A)***FASHN 18**, Computer Assisted Fashion Illustration and Design (2) *(prerequisite: FASHN 1 and 9A)****Fashion Electives****FASHN 6B**, Pattern Drafting and Design Intermediate (3) *(prerequisite: FASHN 6A)***FASHN 9B**, Advanced Fashion Illustration and Advertising (2) *(prerequisite: FASHN 2 and 9A)***FASHN 11**, Advanced Clothing-Tailoring (2) *(prerequisite: FASHN 3)***FASHN 14**, Draping II (3) *(prerequisite: FASHN 13)***FASHN 15**, Ethnic Fashion (3) *(skills advisory: FASHN 6A or 9)***FASHN 16**, Pattern Grading (2) *(skills advisory: FASHN 6A or 9)***FASHN 17**, Apparel Production Manufacturing Techniques (3) *(prerequisite: FASHN 6 or 13)***FASHN 19**, Fashion Marketing (3) *(prerequisite: FASHN 1 and 5)***FASHN 20**, Window Display for Fashion (3) *(prerequisite: FASHN 1 and 5)***FASHN 88A**, Independent Studies in Fashion (1)**FASHN 88B**, Independent Studies in Fashion (2)**FASHN 88C**, Independent Studies in Fashion (3)**FASHN 90A**, Internship in Fashion (1)**FASHN 90B**, Internship in Fashion (2)**FASHN 90C**, Internship in Fashion (3)****Non-fashion Elective Courses; select one course from the list below:****ART****ART 10A**, Design I (3)**ART 20B**, Drawing II (3)**BUSINESS****ACCTG 1**, Introduction to Financial Accounting (5)**BUS 25**, Advertising Display (3)**BUS 63**, Principles of Entrepreneurship (3)

FASHION MERCHANDISING - SUGGESTED COURSE PATH TO DEGREE**CLASSES LISTED IN THIS CHART ARE REQUIRED FOR FASHION MERCHANDISING DEGREE****FIRST YEAR****FALL****FASHN 1** (3)**FASHN 2** (3)

Non-fashion elective, see below (3)**

SPRING**FASHN 3** (3)**FASHN 5** (2)**FASHN 7** (3)**FASHN 8** (3)**SECOND YEAR****FALL****BUS 21** (3)**FASHN 18** (2)**FASHN 20** (3)**SPRING****BUS 23** (2)**FASHN 12** (3)

Fashion elective, see below (5)*

Required Courses**BUS 21**, Merchandising Principles (3)**BUS 23**, Principles of Selling (3)**FASHN 1**, Fashion Trends and Design (3)**FASHN 2**, Color Analysis (3)**FASHN 3**, Apparel Construction (3)**FASHN 5**, Fashion Buying (3)**FASHN 7**, Fabrics for Fashion Design and Merchandising (3)**FASHN 8**, History of Fashion Design (3)**FASHN 12**, Fashion Show Production (3) (*skills advisory: FASHN 6A or 13*)**FASHN 18**, Computer Assisted Fashion Illustration and Design (2) (*prerequisite: FASHN 1 and 9A*)**FASHN 20**, Window Display for Fashion (3) (*prerequisite: FASHN 1 and 5*)***Fashion Electives****FASHN 6A**, Pattern Analysis and Design (2) (*prerequisite: FASHN 3*)**FASHN 6B**, Pattern Drafting and Design Intermediate (3) (*prerequisite: FASHN 6A*)**FASHN 9A**, Fashion Illustration and Advertising (3)**FASHN 9B**, Advanced Fashion Illustration and Advertising (2) (*prerequisite: FASHN 2 and 9A*)**FASHN 10**, Advanced Design and Construction (3) (*prerequisite: FASHN 3*)**FASHN 11**, Advanced Clothing-Tailoring (2) (*prerequisite: FASHN 3*)**FASHN 13**, Draping I (3) (*prerequisite: FASHN 6A*)**FASHN 14**, Draping II (3) (*prerequisite: FASHN 13*)**FASHN 15**, Ethnic Fashion (3) (*skills advisory: FASHN 6A or 9*)**FASHN 16**, Pattern Grading (2) (*skills advisory: FASHN 6A or 9*)**FASHN 17**, Apparel Production Manufacturing Techniques (3) (*prerequisite: FASHN 6 or 13*)**FASHN 19**, Fashion Marketing (3) (*prerequisite: FASHN 1 and 5*)**FASHN 88A**, Independent Studies in Fashion (1)**FASHN 88B**, Independent Studies in Fashion (2)**FASHN 88C**, Independent Studies in Fashion (3)**FASHN 90A**, Internship in Fashion (1)**FASHN 90B**, Internship in Fashion (2)**FASHN 90C**, Internship in Fashion (3)****Non-fashion Elective Courses; select one course from the list below:****ART****ART 10A**, Design I (3)**ART 20B**, Drawing II (3)**BUSINESS****ACCTG 1**, Introduction to Financial Accounting (5)**BUS 25**, Advertising Display (3)**BUS 63**, Principles of Entrepreneurship (3)