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

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, non-profit California colleges and universities can be found online at aicc.edu. For articulation agreements between SMC and some of these institutions see smc.edu/articulation.
**FASHION DESIGN, ASSOCIATE DEGREE OR CERTIFICATE OF ACHIEVEMENT**

See recommended course sequence below.

**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.

<table>
<thead>
<tr>
<th>First Level Courses: (9 units)</th>
</tr>
</thead>
<tbody>
<tr>
<td>FASHN 1, Fashion Trends and Design (3)</td>
</tr>
<tr>
<td>FASHN 2, Color Analysis (3)</td>
</tr>
<tr>
<td>FASHN 3, Apparel Construction (3)</td>
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<thead>
<tr>
<th>Second Level Courses: (11 units)</th>
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</thead>
<tbody>
<tr>
<td>FASHN 5, Fashion Buying (3)</td>
</tr>
<tr>
<td>FASHN 6A, Pattern Analysis and Design (2)</td>
</tr>
<tr>
<td>FASHN 7, Fabrics for Fashion Design and Merchandising (3)</td>
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<tr>
<td>FASHN 8, History of Fashion Design (3)</td>
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<table>
<thead>
<tr>
<th>Third Level Courses: (9 units)</th>
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</thead>
<tbody>
<tr>
<td>FASHN 9A, Fashion Illustration and Advertising (3)</td>
</tr>
<tr>
<td>FASHN 10, Advanced Design and Construction (3)</td>
</tr>
<tr>
<td>FASHN 13, Draping I (3)</td>
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<table>
<thead>
<tr>
<th>Fourth Level Courses: (5 units)</th>
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<tbody>
<tr>
<td>FASHN 12, Fashion Show Production (3)</td>
</tr>
<tr>
<td>FASHN 18, Computer Assisted Fashion Illustration and Design (2)</td>
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</tbody>
</table>

**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 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

See recommended course sequence below.

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.

First Level Courses: (6 units)
- FASHN 1, Fashion Trends and Design (3)
- FASHN 2, Color Analysis (3)

Second Level Courses: (12 units)
- 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: (8 units)
- BUS 21, Merchandising Principles (3)
- FASHN 18, Computer Assisted Fashion Illustration and Design (2)
- FASHN 20, Window Display for Fashion (3)

Fourth Level Courses: (6 units)
- 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:

<table>
<thead>
<tr>
<th>FASHN 13, Draping I (3)</th>
<th>ACCTG 1, Introduction to Financial Accounting (5)</th>
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</thead>
<tbody>
<tr>
<td>FASHN 14, Draping II (3)</td>
<td>ART 10A, Design I (3)</td>
</tr>
<tr>
<td>FASHN 15, Ethnic Fashion (3)</td>
<td>ART 20B, Drawing II (3)</td>
</tr>
<tr>
<td>FASHN 16, Pattern Grading (2)</td>
<td>BUS 25, Advertising Display (3)</td>
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<tr>
<td>FASHN 17, Apparel Production Manufacturing Techniques (3)</td>
<td>BUS 63, Principles of Entrepreneurship (3)</td>
</tr>
<tr>
<td>FASHN 19, Fashion Marketing (3)</td>
<td>FASHN 6A, Pattern Analysis and Design (2)</td>
</tr>
<tr>
<td>FASHN 88A, Independent Studies in Fashion (1)</td>
<td>FASHN 6B, Pattern Drafting and Design Intermediate (3)</td>
</tr>
<tr>
<td>FASHN 88B, Independent Studies in Fashion (2)</td>
<td>FASHN 9A, Fashion Illustration and Advertising (3)</td>
</tr>
<tr>
<td>FASHN 88C, Independent Studies in Fashion (3)</td>
<td>FASHN 9B, Advanced Fashion Illustration and Advertising (2)</td>
</tr>
<tr>
<td>FASHN 90A, Internship (1)</td>
<td>FASHN 10, Advanced Design and Construction (3)</td>
</tr>
<tr>
<td>FASHN 90B, Internship (2)</td>
<td>FASHN 11, Advanced Clothing-Tailoring (2)</td>
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<tr>
<td>FASHN 90C, Internship (3)</td>
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SUBJECT TO CHANGE WITHOUT NOTICE. ADDITIONAL INFORMATION ON REVERSE.
### FASHION DESIGN - SUGGESTED COURSE PATH TO DEGREE

**CLASSES LISTED IN THIS CHART ARE REQUIRED FOR FASHION DESIGN DEGREE**

#### FIRST YEAR

<table>
<thead>
<tr>
<th>FALL</th>
<th>SPRING</th>
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<tbody>
<tr>
<td>FASHN 1 (3)</td>
<td>FASHN 5 (2)</td>
</tr>
<tr>
<td>FASHN 2 (3)</td>
<td>FASHN 6A (2)</td>
</tr>
<tr>
<td>FASHN 3 (3)</td>
<td>FASHN 7 (3)</td>
</tr>
<tr>
<td>Non-fashion elective, see below (3)**</td>
<td>FASHN 8 (3)</td>
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#### SECOND YEAR

<table>
<thead>
<tr>
<th>FALL</th>
<th>SPRING</th>
</tr>
</thead>
<tbody>
<tr>
<td>FASHN 9A (3)</td>
<td>FASHN 12 (3)</td>
</tr>
<tr>
<td>FASHN 10 (3)</td>
<td>FASHN 18 (2)</td>
</tr>
<tr>
<td>FASHN 13 (3)</td>
<td>Fashion elective, see below (3)*</td>
</tr>
</tbody>
</table>

#### Required Courses

<table>
<thead>
<tr>
<th>Required Courses</th>
<th>Required Courses</th>
</tr>
</thead>
<tbody>
<tr>
<td>FASHN 1, Fashion Trends and Design (3)</td>
<td>FASHN 9A, Fashion Illustration and Advertising (3)</td>
</tr>
<tr>
<td>FASHN 2, Color Analysis (3)</td>
<td>FASHN 10, Advanced Design and Construction (3)</td>
</tr>
<tr>
<td>FASHN 3, Apparel Construction (3)</td>
<td>(prerequisite: FASHN 3)</td>
</tr>
<tr>
<td>FASHN 5, Fashion Buying (3)</td>
<td>FASHN 12, Fashion Show Production (3) (skills advisory: FASHN 6A or 13)</td>
</tr>
<tr>
<td>FASHN 6A, Pattern Analysis and Design (3) (prerequisite: FASHN 3)</td>
<td>FASHN 13, Draping I (3) (prerequisite: FASHN 6A)</td>
</tr>
<tr>
<td>FASHN 7, Fabrics for Fashion Design and Merchandising (3)</td>
<td>FASHN 18, Computer Assisted Fashion Illustration and Design (2) (prerequisite: FASHN 1 and 9A)</td>
</tr>
<tr>
<td>FASHN 8, History of Fashion Design (3)</td>
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</table>

#### *Fashion Electives

<table>
<thead>
<tr>
<th>FASHN 6B, Pattern Drafting and Design Intermediate (3) (prerequisite: FASHN 6A)</th>
<th>FASHN 17, Apparel Production Manufacturing Techniques (3) (prerequisite: FASHN 6 or 13)</th>
</tr>
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<tbody>
<tr>
<td>FASHN 9B, Advanced Fashion Illustration and Advertising (2) (prerequisite: FASHN 2 and 9A)</td>
<td>FASHN 19, Fashion Marketing (3) (prerequisite: FASHN 1 and 5)</td>
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<td>FASHN 11, Advanced Clothing-Tailoring (2) (prerequisite: FASHN 3)</td>
<td>FASHN 20, Window Display for Fashion (3) (prerequisite: FASHN 1 and 5)</td>
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<tr>
<td>FASHN 14, Draping II (3) (prerequisite: FASHN 13)</td>
<td>FASHN 88A, Independent Studies in Fashion (1)</td>
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<td>FASHN 15, Ethnic Fashion (3) (skills advisory: FASHN 6A or 9)</td>
<td>FASHN 88B, Independent Studies in Fashion (2)</td>
</tr>
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<td>FASHN 16, Pattern Grading (2) (skills advisory: FASHN 6A or 9)</td>
<td>FASHN 88C, Independent Studies in Fashion (3)</td>
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<tr>
<td></td>
<td>FASHN 90A, Internship in Fashion (1)</td>
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<tr>
<td></td>
<td>FASHN 90B, Internship in Fashion (2)</td>
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<tr>
<td></td>
<td>FASHN 90C, Internship in Fashion (3)</td>
</tr>
</tbody>
</table>

#### **Non-fashion Elective Courses; select one course from the list below:

**ART**

| ART 10A, Design I (3) | ART 20B, Drawing II (3) |

**BUSINESS**

<table>
<thead>
<tr>
<th>ACCTG 1, Introduction to Financial Accounting (5)</th>
<th>BUS 25, Advertising Display (3)</th>
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<tr>
<td>BUS 63, Principles of Entrepreneurship (3)</td>
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# 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)