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Degree: A.A. - Fashion Design
 A.A. - Fashion Merchandising
 Certificate: Fashion Design
 Fashion Merchandising
 Department Certificates:
 Apparel Construction
 Fashion Entrepreneur
 Fashion Illustration
 Fashion Retailing
 Patternmaking and Draping
 Runway Design

DEGREES AND CERTIFICATES

Fashion Design Degree

Major Code: 011123A01

This degree offers the skills necessary to coordinate original fashion design concepts with manufacturing, marketing, and merchandising practices. Course work includes basic apparel construction, pattern drafting, draping, textiles, historic and current fashion trends, hand and computer illustration, and entrepreneurial opportunities.

Student Learning Outcomes

Upon completion of this program, the student will be able to:

- identify and evaluate opportunities to start a design business in the fashion industry.
- analyze fashion fundamentals, fashion trends, fashion marketing, and global influences, as they relate to changes within the fashion industry.
- identify characteristics of various fibers, yarns, finishes, and fabrics as they relate to garments.
- communicate an idea or concept through a flat sketch or illustration utilizing free-hand and computer-generated techniques.
- utilize draping techniques to create original garment designs.
- construct patterns by computer generation and the flat pattern method.
- conceive designs, construct patterns, and sew garments to be shown in a fashion show.
- describe fashion and style features of historical and contemporary periods.
- create sample constructions utilizing basic apparel sewing skills.
- construct a garment with appropriate embellishment applications.
- research and identify apparel details, styles, and elements of design.

Career Opportunities

This degree prepares students for entry-level jobs in apparel production companies, apparel manufacturing plants, designer workrooms, and custom sewing workrooms. It also prepares students for self-employment or entrepreneurship. Examples of careers in Fashion Design include Assistant Designer, CAD Technician, Computer Digitizer, Costing Engineer, Customer Services, Designer, Design Room Assistant, Fashion Illustrator, Fashion Stylist, First Pattern Maker, Grader, Manufacturer's Sales Representative, Marker Maker, Operation Manager, Piece Goods Buyer,

Product Specialist, Production Manager, Production Pattern Maker, Quality Controller, Quick Response Manager, Sales Manager, Sample Maker, Sewing Room Supervisor, Showroom Assistant, Tailor, Textile Colorist, Textile Croquis Painter, Textile Designer, Textile Researcher, Textile Tester, and Trim Buyer.

Requirements for Degree	42 Units
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FASHN 300	Introduction to the Fashion Industry	3
FASHN 310	Fashion Analysis/Clothing Selection	3
FASHN 320	Textiles.....	3
FASHN 330	History of Western World Fashion.....	3
FASHN 342	Fashion Illustration	3
FASHN 344	Fashion Illustration II	3
FASHN 357	Apparel Construction I.....	3
FASHN 358	Apparel Construction II.....	3
FASHN 374	Pattern Making and Design.....	3
FASHN 378	Advanced Pattern Making and Design	3
FASHN 379	Draping.....	3
FASHN 382	Collection Design and Production	3
FASHN 398	Fashion Entrepreneur.....	3
A minimum of 3 units from the following:		3
FASHN 359	Knitwear Construction (1.5)	
FASHN 362	Tailoring Techniques (3)	
FASHN 363	Fashion Accessories and Embellishments (1.5)	
FASHN 380	Computer Patternmaking (3)	
FASHN 381	Couture Draping for Eveningwear (3)	

Associate Degree Requirements: The Fashion Design Associate in Arts (A.A.) Degree may be obtained by completion of the required program, plus general education requirements, plus sufficient electives to meet a 60-unit total. See ARC graduation requirements.

Fashion Design Certificate

Major Code: 011123C01

This certificate provides the skills necessary to coordinate original design concepts with manufacturing, marketing, and merchandising practices. Course work concentrates on apparel construction techniques, pattern drafting, historic and current fashion trends, hand and computer illustration, textiles, and entrepreneurial opportunities as they relate to the fashion industry.

Student Learning Outcomes

Upon completion of this program, the student will be able to:

- identify and evaluate opportunities to start a design business in the fashion industry.
- analyze fashion fundamentals, fashion trends, fashion marketing, and global influences, as they relate to changes within the fashion industry.

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(Fashion Design Certificate continued)

- identify characteristics of various fibers, yarns, finishes, and fabrics as they relate to garments.
- communicate an idea or concept through a flat sketch or illustration utilizing free-hand and computer-generated techniques.
- utilize draping techniques to create original garment designs.
- construct patterns by computer generation and the flat pattern method.
- conceive designs, construct patterns, and sew garments to be shown in a fashion show.
- describe fashion and style features of historical and contemporary periods.
- create sample constructions utilizing basic apparel sewing skills.
- construct a garment with appropriate embellishment applications.
- research and identify apparel details, styles, and elements of design.

Career Opportunities

This certificate prepares students for entry-level jobs in apparel production companies, apparel manufacturing plants, designer workrooms, and custom sewing workrooms. Examples of careers in Fashion Design include Assistant Designer, Customer Services, Designer, Design Room Assistant, Fashion Illustrator, Fashion Stylist, First Pattern Maker, Manufacturer’s Sales Representative, Piece Goods Buyer, Product Specialist, Quality Controller, Sample Maker, Sewing Room Supervisor, Tailor, Textile Colorist, Textile Croquis Painter, Textile Designer, and Trim Buyer.

See losrios.edu/gainful-emp-info/gedt.php?major=011123C01 for Gainful Employment Disclosure.

Requirements for Certificate		42 Units
FASHN 300	Introduction to the Fashion Industry	3
FASHN 310	Fashion Analysis/Clothing Selection	3
FASHN 320	Textiles	3
FASHN 330	History of Western World Fashion	3
FASHN 342	Fashion Illustration	3
FASHN 344	Fashion Illustration II	3
FASHN 357	Apparel Construction I	3
FASHN 358	Apparel Construction II	3
FASHN 374	Pattern Making and Design	3
FASHN 378	Advanced Pattern Making and Design	3
FASHN 379	Draping	3
FASHN 382	Collection Design and Production	3
FASHN 398	Fashion Entrepreneur	3
A minimum of 3 units from the following:		3
FASHN 359	Knitwear Construction (1.5)	
FASHN 362	Tailoring Techniques (3)	
FASHN 363	Fashion Accessories and Embellishments (1.5)	
FASHN 380	Computer Patternmaking (3)	
FASHN 381	Couture Draping for Eveningwear (3)	

Fashion Merchandising Degree and Certificate
Major Code, degree: 011125A01
Major Code, certificate: 011125C01

This program offers the skills necessary for jobs in fashion coordinating, promotion, visual presentation, management, merchandising, retail buying, and entrepreneurial opportunities.

Student Learning Outcomes

Upon completion of this program, the student will be able to:

- compare and contrast historical garment design to contemporary dress.
- conceive and produce a fashion show.
- develop visual displays for a window presentation.
- draft a six-month retail buying plan.
- assess characteristics of various fibers and how they relate to the finished fabric.
- draw a flat working sketch and a fashion illustration.
- apply principles of time management, cost control, and decision-making to managerial responsibilities.
- develop a business plan for a fashion related business.
- create portfolios of fashion, wedding and portrait photographs.
- analyze and demonstrate the steps of professional selling, including approach, needs assessment, presentation, overcoming objections and negotiating, closing, and servicing of the sale.
- describe how the advertising industry operates and produces advertising through the work of advertisers, agencies, media, and suppliers.
- explain how retailers use merchandise management decisions to implement their retail strategy including planning, buying, pricing, branding, and promoting their merchandise.
- develop an awareness of image projection and the impact of silent communication.

Career Opportunities

This program prepares students for entry-level jobs in retail merchandising, such as department store buyers, small boutique buyers, visual merchandisers, sales associates, management trainees, product developers and wholesalers. It also prepares students for self-employment or entrepreneurship.

See losrios.edu/gainful-emp-info/gedt.php?major=011125C01 for Gainful Employment Disclosure.

Requirements for Degree and Certificate		33 Units
FASHN 300	Introduction to the Fashion Industry	3
FASHN 310	Fashion Analysis/Clothing Selection	3
FASHN 320	Textiles	3
FASHN 330	History of Western World Fashion	3
FASHN 342	Fashion Illustration	3
FASHN 344	Fashion Illustration II	3
FASHN 393	Fashion Promotion	3
FASHN 395	Visual Merchandising	2
FASHN 397	Fashion Retail Buying	3
FASHN 398	Fashion Entrepreneur	3
A minimum of 3 units from the following:		3
ARTPH 370	Fashion, Wedding, and Portrait Photography (3)	
MGMT 362	Techniques of Management (3)	
MKT 310	Selling Professionally (3)	
MKT 312	Retailing (3)	
MKT 314	Advertising (3)	

Associate Degree Requirements: The Fashion Merchandising Associate in Arts (A.A.) Degree may be obtained by completion of the required program, plus general education requirements, plus sufficient electives to meet a 60-unit total. See ARC graduation requirements.

DEPARTMENT CERTIFICATES

Apparel Construction Certificate

This certificate includes an introduction to the fashion industry and its job opportunities. It also provides the necessary background in fabrics, design elements, and sewing skills needed to enter the job market.

Student Learning Outcomes

Upon completion of this program, the student will be able to:

- identify names and characteristics of various fibers and how they relate to the finished fabric.
- choose appropriate fabrics, notions, and tools for individual projects.
- create sample constructions utilizing basic and advanced sewing techniques.
- assemble and sew a garment using a commercial pattern.
- apply basic alterations to ready-to-wear garments.
- utilize the elements and principles of design as they relate to fashion.

Career Opportunities

This certificate prepares students for entry-level jobs in apparel production companies, designer workrooms, and custom sewing workrooms.

Requirements for Certificate		15 Units
FASHN 300	Introduction to the Fashion Industry	3
FASHN 310	Fashion Analysis/Clothing Selection	3
FASHN 320	Textiles	3
FASHN 357	Apparel Construction I	3
FASHN 358	Apparel Construction II	3

Fashion Entrepreneur Certificate

This certificate consists of four core fashion courses that explore entrepreneurial opportunities in the fashion industry. Topics include an introduction to the fashion industry, the creation of visual displays, retail buying, and development of a business plan. Students also choose 6 units from courses that include advertising, selling professionally, and fashion photography.

Student Learning Outcomes

Upon completion of this program, the student will be able to:

- research various entrepreneurial opportunities in the fashion industry.
- plan and coordinate promotional activities through a visual display.
- research current trends, formulate stock plans, and calculate market purchases.
- formulate a business plan that relates to a specific fashion business.

Career Opportunities

This certificate prepares students to become an entrepreneur in the fashion industry. It addresses the creation of a fashion-oriented business. Career opportunities exist in visual merchandising, retail buying, Internet-based businesses, and small boutiques.

See losrios.edu/gainful-emp-info/gedt.php?major=011128C01 for Gainful Employment Disclosure.

Requirements for Certificate		17 Units
FASHN 300	Introduction to the Fashion Industry	3
FASHN 395	Visual Merchandising	2
FASHN 397	Fashion Retail Buying	3
FASHN 398	Fashion Entrepreneur	3
A minimum of 6 units from the following:		6
ARTPH 370	Fashion, Wedding, and Portrait Photography (3)	
FASHN 393	Fashion Promotion (3)	
MKT 310	Selling Professionally (3)	
MKT 312	Retailing (3)	
MKT 314	Advertising (3)	
MKT 332	Advertising on the Internet (Electronic Commerce) (3)	

Fashion Illustration Certificate

This certificate provides the skills to be a fashion illustrator. Utilizing the elements and principles of design, topics include the awareness of apparel details and styles, drawing flats and fashion illustrations, and the creation of a personal style. Both freehand and computer illustration techniques are utilized.

Student Learning Outcomes

Upon completion of this program, the student will be able to:

- analyze the elements and principles of design and apply them to drawing a human form.
- produce a fashion figure drawn with correct proportions and planar structure.
- examine apparel details, styles, and elements, and apply them to a flat or illustration.
- develop a flat sketch or illustration utilizing computer software.
- create an illustration using fashion trends and target customers as inspiration.

Career Opportunities

This certificate prepares students for entry-level jobs in the following areas: Assistant Designer, Design Room Assistant, Fashion Illustrator, Textile Colorist, Textile Croquis Painter, and Textile Designer. It also prepares students for self-employment or entrepreneurship.

Requirements for Certificate		15 Units
ART 300	Drawing and Composition I	3
ART 304	Figure Drawing I	3
FASHN 310	Fashion Analysis/Clothing Selection	3
FASHN 342	Fashion Illustration	3
FASHN 344	Fashion Illustration II	3

Fashion Retailing Certificate

This certificate consists of three core fashion classes and a management class. Topics include an introduction to the fashion industry, product and apparel line development, retail management, and retail buying. Students choose an area of concentration that includes textile knowledge, fashion promotion or retailing strategies.

Student Learning Outcomes

Upon completion of this program, the student will be able to:

- research various career opportunities in fashion retail.
- assess the primary retail management functions, including time management, cost control, and decision-making.
- evaluate the process of successful apparel product development.
- identify and define a target retail customer.

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(Fashion Retailing Department Certificate continued)

- describe the characteristics of various textile fabrications in relation to their use in textile items.
- assess the role of various advertising media as related to the fashion industry including newspaper, television, radio, and the internet.
- compare and contrast various retail locations, including shopping centers and malls, central business districts, and nontraditional locations, such as airports and hospitals.

Career Opportunities

This certificate prepares students for entry level jobs in fashion retailing, including department store manager trainees, small boutique associate managers, sales associates, assistant buyers, and image consultants.

Requirements for Certificate	15 Units
FASHN 300 Introduction to the Fashion Industry.....	3
FASHN 344 Fashion Illustration II	3
FASHN 397 Fashion Retail Buying	3
MGMT 362 Techniques of Management.....	3
A minimum of 3 units from the following:	3
FASHN 320 Textiles (3)	
FASHN 393 Fashion Promotion (3)	
MKT 312 Retailing (3)	

Patternmaking and Draping Certificate

This certificate is intended for students who have completed the Apparel Construction Certificate and need to obtain a higher skill level in the field. It explores draping and advanced apparel construction techniques, and develops beginning, advanced, and computer patternmaking skills. It offers students the necessary sewing and patternmaking skills to enter the job market.

Student Learning Outcomes

Upon completion of this program, the student will be able to:

- create samples for a technique book.
- identify appropriate fabrics, notions, and tools for a given project.
- analyze basic pattern alterations and apply them to commercial and custom patterns.
- create patterns using flat-pattern or draping methods.
- construct a garment utilizing basic or advanced sewing construction techniques.

Career Opportunities

This certificate prepares students for entry-level jobs in apparel production and manufacturing companies, designer workrooms, and custom sewing workrooms. It also prepares students for self-employment or entrepreneurship. Examples of careers in fashion design include Assistant Designer, CADD Technician, First Pattern Maker, Production Pattern Maker, Sample Maker, Sewing Room Supervisor, and Tailor.

Requirements for Certificate	12 Units
FASHN 374 Pattern Making and Design.....	3
FASHN 378 Advanced Pattern Making and Design.....	3
FASHN 379 Draping.....	3
A minimum of 3 units from the following:	3
FASHN 362 Tailoring Techniques (3)	
FASHN 380 Computer Patternmaking (3)	
FASHN 381 Couture Draping for Eveningwear (3)	

Runway Design Certificate

This certificate is intended for students who have completed the Patternmaking and Draping Certificate and need to obtain a higher level of competency in the field. It explores the social, cultural, and environmental influences of fashion trends on fashion design. It develops freehand and computer illustration techniques commonly used in the fashion industry. Apparel construction techniques are combined with patternmaking and draping skills to create couture quality garments. This program provides the necessary skills to create a garment for the runway, as well as exploring entrepreneurial opportunities.

Student Learning Outcomes

Upon completion of this program, the student will be able to:

- analyze and sketch style variations and interpret them in fabric.
- design and organize a fashion apparel line.
- recommend appropriate sewing equipment, supplies, and techniques for a given project.
- research entrepreneur opportunities and market segments in the fashion industry.
- create original patterns using flat pattern methods, draping techniques, or computer patternmaking software.
- construct a garment from an original pattern utilizing advanced sewing construction techniques.

Career Opportunities

This certificate prepares students for entry level design-related jobs in apparel production companies, designer workrooms, and custom sewing workrooms. It also prepares students for self-employment or entrepreneurship. Examples of careers in Fashion Design include Assistant Designer, Designer, Design Room Assistant, Fashion Illustrator, Fashion Stylist, First Pattern Maker, Sample Maker, Sewing Room Supervisor, and Tailor.

Requirements for Certificate	16.5 Units
FASHN 342 Fashion Illustration	3
FASHN 344 Fashion Illustration II	3
FASHN 359 Knitwear Construction (1.5).....	1.5
or FASHN 363 Fashion Accessories and Embellishments (1.5)	
FASHN 382 Collection Design and Production.....	3
A minimum of 6 units from the following:	6
FASHN 362 Tailoring Techniques (3)	
FASHN 380 Computer Patternmaking (3)	
FASHN 381 Couture Draping for Eveningwear (3)	
FASHN 398 Fashion Entrepreneur (3)	

Fashion

FASHN 300 Introduction to the Fashion Industry 3 Units

Advisory: Eligible for ENGRD 310 or ENGRD 312 AND ENGRD 300; OR ESLR 340 and ESLW 340.

Course Transferable to CSU

Hours: 54 hours LEC

This course is a survey of the complex diversity of today's fashion industry. It introduces the process of how the fashion business works in sequential order from the concept to the consumer. It also provides an overview of fashion design, production, distribution, and merchandising. Field trips may be required.

FASHN 310 Fashion Analysis/Clothing Selection 3 Units*Course Transferable to CSU*

Hours: 54 hours LEC

This course explores how social, political, cultural, technological, and environmental influences are reflected in current fashion trends. Attitude of dress, aesthetics, image projection, and gender roles are explored as a form of silent communication. Consumer buying behavior and the response towards fashion trends are examined from varying generational viewpoints. Other aspects of fashion analysis include identifying apparel details, styles, and utilizing the elements and principles of design as they relate to fashion.

FASHN 320 Textiles 3 Units*Course Transferable to UC/CSU*

Hours: 36 hours LEC; 54 hours LAB

This course is a study of natural and man-made fibers, methods of fabrication, and finishes. Topics include the selection, use, and care of fabrics as they relate to clothing and home furnishings.

FASHN 330 History of Western World Fashion 3 Units

Advisory: Eligible for ENGRD 310 or ENGRD 312 AND ENGWR 300; OR ESLR 340 AND ESLW 340.

*General Education: AA/AS Area I; CSU Area C1**Course Transferable to CSU*

Hours: 54 hours LEC

This course provides a comprehensive survey of how fashion has been influenced by major world historical events. Selected eras of history are viewed within a cultural, political, and economic context as expressed in dress. Emphasis includes cross-cultural influences on major fashion trends of the Western world from selected historical periods from the time of the Egyptians to the present. Field trips may be required.

FASHN 334 Vintage Costuming .5-2 Units*Same As: TA 434*

Advisory: FASHN 357 or TA 430; and eligible for ENGRD 310 or ENGRD 312 AND ENGWR 300, OR ESLR 340 AND ESLW 340.

Course Transferable to UC/CSU

Hours: 9-18 hours LEC; 27-54 hours LAB

This course covers the principles and techniques involved in developing and constructing period costumes and/or accessories through individual fabrication of costume pieces. The historical period or topic changes each semester. It is open to all skill levels, with basic knowledge of sewing recommended. This course is not open to students who have completed TA 434. Field trips may be required.

FASHN 342 Fashion Illustration 3 Units

Advisory: ART 300 and 304

Course Transferable to CSU

Hours: 36 hours LEC; 54 hours LAB

This course is an introduction to freehand and computer-generated fashion illustration. Illustration concepts unique to fashion are explored using various freehand drawing techniques and computer design software. Design elements and principles including color, texture, line, balance, and apparel details are incorporated into the illustrations.

FASHN 344 Fashion Illustration II 3 Units*Prerequisite: FASHN 342 with a grade of "C" or better**Course Transferable to CSU*

Hours: 36 hours LEC; 54 hours LAB

This course builds on the skills acquired in FASHN 342. Emphasis is placed on advanced design and illustration skills utilizing computer software. Topics include creating custom brushes and symbols, digital textile design and technical flats. The design process and layout techniques for fashion presentations are also introduced.

FASHN 357 Apparel Construction I 3 Units*Course Transferable to CSU*

Hours: 36 hours LEC; 54 hours LAB

This course introduces basic apparel construction techniques. Emphasis is on the development of sewing skills, the use and care of equipment, and selection of proper tools and fabric. No previous sewing experience is required.

FASHN 358 Apparel Construction II 3 Units*Prerequisite: FASHN 357 with a grade of "C" or better**Course Transferable to CSU*

Hours: 36 hours LEC; 54 hours LAB

This course focuses on the application and evaluation of apparel construction techniques, fit, and pattern alterations. Current fashion fabrics and shaping materials are introduced. Emphasis is on developing advanced skills in garment construction.

FASHN 359 Knitwear Construction 1.5 Units*Prerequisite: FASHN 357 with a grade of "C" or better**Course Transferable to CSU*

Hours: 18 hours LEC; 27 hours LAB

This course introduces basic knitwear apparel construction techniques. Emphasis is on sewing equipment, supplies and techniques specific to knits. Topics include knit fabric manipulation, knit pattern selection, and special knit construction techniques. A knit garment is created.

FASHN 362 Tailoring Techniques 3 Units*Prerequisite: FASHN 358 and 374 with grades of "C" or better**Course Transferable to CSU*

Hours: 36 hours LEC; 54 hours LAB

This advanced apparel construction course introduces traditional and contemporary tailoring techniques. Topics include custom fitting, pattern work, fabric selection, and sewing methods specific to tailored garments. A lined tailored jacket or coat is created.

FASHN 363 Fashion Accessories and Embellishments 1.5 Units*Prerequisite: FASHN 357 with a grade of "C" or better**Course Transferable to CSU*

Hours: 18 hours LEC; 27 hours LAB

This course provides students with embellishment skills for couture level garments. Topics may include embroidery, beading, fabric manipulation, applique, trims, and threadwork, with an emphasis on up-to-date interpretations of classic techniques.

FASHN 374 Pattern Making and Design 3 Units*Prerequisite: FASHN 357 or TA 430 with a grade of "C" or better*

Advisory: MATH 25 or MATH 41 with a grade of "C" or better or placement through the placement process; AND eligible for ENGRD 116 and ENGWR 102 OR ESLR 320 and ESLW 320.

Course Transferable to CSU

Hours: 36 hours LEC; 54 hours LAB

This course introduces the flat pattern method of apparel design. Pattern making techniques are perfected using half-scale patterns. Construction techniques are introduced for the completion of original designs. Field trips may be required.

FASHN 378 Advanced Pattern Making and Design 3 Units*Prerequisite: FASHN 358 and 374 with grades of "C" or better**Course Transferable to CSU*

Hours: 36 hours LEC; 54 hours LAB

This course covers the creation of full-scale patterns, using advanced patternmaking techniques that include pattern drafting, flat patterning, duplicating ready-to-wear and grading. Full-scale garments are created from original designs, with an emphasis on fit and construction. Field trips may be required.

FASHN 379 Draping**3 Units**

Prerequisite: FASHN 374 with a grade of "C" or better
Course Transferable to CSU
 Hours: 36 hours LEC; 54 hours LAB

This course applies the skills developed in FASHN 374 and introduces draping techniques using industry dress forms. Activities include developing an original design concept, draping several blocks and slopers which utilize a variety of techniques, and executing a final garment in fashion fabric.

FASHN 380 Computer Patternmaking**3 Units**

Prerequisite: FASHN 374 with a grade of "C" or better
Course Transferable to CSU
 Hours: 36 hours LEC; 54 hours LAB

This advanced pattern drafting course introduces industry computer software. It makes comprehensive use of patternmaking skills acquired in FASHN 374 Patternmaking. Working from a designer's sketch or photograph, patterns are drafted and completed using computer software.

FASHN 381 Couture Draping for Eveningwear**3 Units**

Prerequisite: FASHN 379 with a grade of "C" or better
Course Transferable to CSU
 Hours: 36 hours LEC; 54 hours LAB

This course introduces advanced draping skills for the creation of eveningwear. Topics include contouring techniques, foundation garments, advanced sewing skills, working with specialty fabrics, and custom fitting. Field trips may be required.

FASHN 382 Collection Design and Production**3 Units**

Prerequisite: FASHN 358, 374, and 379 with grades of "C" or better
Corequisite: FASHN 378
Course Transferable to CSU
 Hours: 36 hours LEC; 54 hours LAB

This course applies the skills obtained in previous design and patternmaking courses. Topics include designing a small collection, creating and modifying patterns, and constructing original garments. The role of accessorizing the completed design is explored, including the use of hats, jewelry, shoes, and scarves. Finished collections are presented on the runway in a fashion show.

FASHN 393 Fashion Promotion**3 Units**

Course Transferable to CSU
 Hours: 36 hours LEC; 54 hours LAB

This course is a comprehensive study of the promotion and presentation techniques unique to the fashion industry, including fashion advertising, publicity, and marketing. It focuses on special events, such as fashion shows and trunk shows. Planning and technical skills are developed through the activity of producing a fashion show. Field trips may be required.

FASHN 395 Visual Merchandising**3 Units**

Course Transferable to CSU
 Hours: 36 hours LEC; 54 hours LAB

This course introduces current visual merchandising techniques, including equipment, lighting, and materials. The application of principles and practices in arranging and displaying fashion merchandise is covered. This practical experience with showcases, windows, and on-floor displays provides familiarity with professional fashion promotional presentations. Field trips may be required.

FASHN 397 Fashion Retail Buying**3 Units**

Advisory: Eligible for MATH 32 or MATH 42.
Course Transferable to CSU
 Hours: 54 hours LEC

This course addresses the practical and business aspects of the fashion industry. Topics include defining the customer and researching current buying trends. Activities specific to fashion retail buying are explored, including developing a buying and stock plan and planning market purchases. Career opportunities in retail buying and merchandising are also explored. Field trips may be required.

FASHN 398 Fashion Entrepreneur**3 Units**

Advisory: BUS 100
Course Transferable to CSU
 Hours: 54 hours LEC

This course provides the necessary skills to become an entrepreneur in the fashion industry. It addresses the creation of a small business specific to fashion retail or apparel design and manufacturing. Topics include recognizing and creating business opportunities, as well as marketing and selling techniques. A model business plan is developed by exploring resources necessary to be successful in a fashion business.

FASHN 495 Independent Studies in Fashion**1-3 Units**

Prerequisite: None
Course Transferable to CSU
 Hours: 54-162 hours LAB

Independent Study is an opportunity for the student to extend classroom experience in this subject, while working independently of a formal classroom situation. Independent study is an extension of work offered in a specific class in the college catalog. To be eligible for independent study, students must have completed the basic regular catalog course at American River College. They must also discuss the study with a professor in this subject and secure approval. Only one independent study for each catalog course will be allowed.

FASHN 498 Work Experience in Fashion**1-4 Units**

Advisory: Eligible for ENGRD 310 or ENGRD 312 AND ENGRD 300; OR ESLR 340 AND ESLW 340.
Enrollment Limitation: Students must be in a paid or unpaid internship, volunteer position, or job related to fashion with a cooperating site supervisor. Students are advised to consult with the Fashion Department faculty to review specific certificate and degree work experience requirements.
General Education: AA/AS Area III(b)
Course Transferable to CSU
 Hours: 60-300 hours LAB

This course provides students with opportunities to develop marketable skills in preparation for employment or advancement within the field of fashion. It is designed for students interested in work experience and/or internships in transfer-level degree occupational programs. Course content includes understanding the application of education to the workforce, completion of Title 5 required forms which document the student's progress and hours spent at the work site, and developing workplace skills and competencies. During the semester, the student is required to attend a weekly orientation and 75 hours of related paid work experience, or 60 hours of unpaid work experience for one unit. An additional 75 or 60 hours of related work experience is required for each additional unit. First-time participants are required to attend a weekly orientation and a final meeting. Returning participants are required to attend the first class meeting, a mid-semester meeting, and a final meeting and may meet individually with the instructor as needed to complete a work site observation and all program forms, receive updates, and assignments. Students may take up to 16 units total across all Work Experience course offerings. This course may be taken up to four times when there are new or expanded learning objectives. Only one Work Experience course may be taken per semester.