

Area: Fine & Applied Arts  
 Dean: Dr. David Newnham  
 Phone: (916) 484-8433  
 Counseling: (916) 484-8572

Degree: A.A. - Fashion Design  
 A.A. - Fashion Merchandising  
 Certificate: Fashion Design  
 Fashion Merchandising  
 Certificates of Completion offered by the department:  
 Apparel Construction  
 Fashion Illustration

### Fashion Design Degree

This degree develops the skills necessary to coordinate original 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:*

- create sample constructions utilizing basic apparel sewing skills.
- assess interrelationships between current fashion trends and cultural, social, political, technological, and environmental issues.
- analyze characteristics of various fibers and how they relate to the finished fabric.
- appraise fashion and style features of selected historical periods of the western world.
- utilize free-hand and computer-generated techniques to create illustrations.
- evaluate fashion trends and forecasting techniques.
- construct patterns by computer generation and the flat pattern method.
- utilize draping techniques to create original garment designs.
- conceive designs, construct patterns, and sew garments, to be shown in a fashion show.
- appraise and evaluate opportunities to start a design business in the fashion industry.

#### Career Opportunities

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

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	Apparel Line Development.....	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 380	Computer Patternmaking.....	3
FASHN 382	Collection Design and Production.....	3
FASHN 398	Fashion Entrepreneur.....	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

The certificate in Fashion Design develops the skills necessary to coordinate original design concepts with manufacturing, marketing, and merchandising practices. Course work concentrates on basic industry sewing, 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:*

- create a business plan related to fashion.
- analyze fashion fundamentals as they relate to changes within the fashion industry.
- evaluate how one's dress influences image projection and silent communication.
- identify characteristics of various fibers and how they relate to the finished fabric.
- distinguish between a flat working sketch and a fashion illustration.
- construct patterns and slopers utilizing the flat pattern method.
- conceive designs, construct patterns, and sew garments to be shown in a fashion show.

#### Career Opportunities

This program 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.

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	Apparel Line Development .....	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 380	Computer Patternmaking .....	3
FASHN 382	Collection Design and Production .....	3
FASHN 398	Fashion Entrepreneur .....	3

### Fashion Merchandising Degree and Certificate

This program develops 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:*

- evaluate how one's dress influences image projection and silent communication.
- 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.
- develop a business plan for a fashion related business.

#### 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. This program also prepares students for self-employment or entrepreneurship.

Requirements for Degree and Certificate		32 Units
FASHN 300	Introduction to the Fashion Industry .....	3
FASHN 320	Textiles .....	3
FASHN 330	History of Western World Fashion .....	3
FASHN 342	Fashion Illustration .....	3
FASHN 344	Apparel Line Development .....	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 6 units from the following: .....		6
ARTPH 370	Fashion, Wedding, and Portrait Photography (3)	
MGMT 362	Techniques of Management (3)	
MKT 310	Selling Professionally (3)	

MKT 314	Advertising (3)
MKT 332	Advertising on the Internet (Electronic Commerce) (3)
MKT 312	Retailing (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.

### Apparel Construction Certificate

The certificate in Apparel Construction consists of four core Fashion courses. Topics include an introduction to the fashion industry and its job opportunities. It also provides students with the necessary background in fabrics 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.

#### Career Opportunities

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

Requirements for Certificate		12 Units
FASHN 300	Introduction to the Fashion Industry .....	3
FASHN 320	Textiles .....	3
FASHN 357	Apparel Construction I .....	3
FASHN 358	Apparel Construction II .....	3

### Fashion Illustration Certificate

The certificate in Fashion Illustration consists of three core Fashion courses and two Art courses. Topics in the Fashion component include the awareness of apparel details and styles, and drawing flats and fashion illustrations. Topics in the Art component include the elements and principles of design, the elements used in drawing a figure, and the creation of a personal artistic 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 program 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	Elementary Drawing and Composition .....	3
ART 304	Figure Drawing and Composition .....	3
FASHN 310	Fashion Analysis/Clothing Selection .....	3
FASHN 342	Fashion Illustration .....	3
FASHN 344	Apparel Line Development .....	3

**FASHN 294 Topics in Fashion .5-4 Units**

*Hours: 9-72 hours LEC*

This course provides opportunities to study topics in fashion that are not included in current course offerings. Individualized topics may be developed in cooperation with the fashion industry to meet specialized training needs. This course may be taken four times for a maximum of six units, provided there is no duplication of topics.

**FASHN 300 Introduction to the Fashion Industry 3 Units**

*Advisory: ENGWR 102 or 103, and ENGRD 116 with a grade of "C" or better; OR ESLR 320 and ESLW 320 with a grade of "C" or better; OR placement through assessment process.*

*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 influences on fashion (social, political, cultural, technological, and environmental) are reflected in current fashion trends. The function, aesthetics, and attitude of dress, including image projection, perceptions, and gender roles, are explored as a form of silent communication. A generational approach to consumer buying behavior and response towards fashion is examined. Other aspects of fashion analysis include identifying apparel details, styles, and elements of design.

**FASHN 320 Textiles 3 Units**

*Advisory: ENGWR 102 or 103, and ENGRD 116 with a grade of "C" or better; or ESLR 320 and ESLW 320 with a grade of "C" or better; or placement through assessment process.*

*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 modern fabrics as they relate to clothing and home furnishings. (CAN FCS 6)

**FASHN 330 History of Western World Fashion 3 Units**

*Advisory: ENGWR 102 or 103, and ENGRD 116 with a grade of "C" or better; OR ESLR 320 and ESLW 320 with a grade of "C" or better*

*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**

*Advisory: ENGWR 51 and ENGRD 15, or ESLW 310 and ESLR 310; or placement through assessment process.*

*Course Transferable to UC/CSU*

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

This course covers the factors that influence historical costume design and production. Principles and techniques involved in developing and constructing a period costume. The course will demonstrate these by fabricating their own costumes. The historical period will change each semester. May be taken four times for credit on different topics with a maximum of 8 units. Not open to those who have completed TA 416 on the same topic.

**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 Apparel Line Development 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 applies the skills used in computer-based fashion illustration and design. Emphasis is placed on the principles and elements of design to develop a line of apparel including researching fashion trends, determining a target market, selecting colors and fabrics and designing a line using computer software.

**FASHN 357 Apparel Construction I 3 Units**

*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. New and unique fashion fabrics and shaping materials are introduced. Emphasis is on developing advanced skills in garment construction.

**FASHN 374 Pattern Making and Design 3 Units**

*Prerequisite:* FASHN 357 with a grade of “C” or better  
*Advisory:* ENGWR 102 or 103, and ENGRD 116 with a grade of “C” or better; OR ESLR 320 and ESLW 320 with a grade of “C” or better.  
*Course Transferable to CSU*  
*Hours:* 36 hours LEC; 54 hours LAB

This course introduces the flat pattern method of apparel design. Slopers created from personal measurements are used to develop original designs. Pattern making techniques are perfected using half-scale patterns. Construction techniques are introduced for the completion of these original designs. Field trips may be required.

**FASHN 378 Advanced Pattern Making and Design 3 Units**

*Prerequisite:* FASHN 358 and 374 with a grade of “C” or better  
*Course Transferable to CSU*  
*Hours:* 36 hours LEC; 54 hours LAB

This course covers advanced patternmaking techniques including pattern drafting and grading. It focuses on industry methods of duplicating ready-to-wear apparel. Industry fit specifications and construction techniques are refined. Field trips may be required.

**FASHN 379 Draping 3 Units**

*Prerequisite:* FASHN 357 and 374 with grades of “C” or better  
*Course Transferable to CSU*  
*Hours:* 36 hours LEC; 54 hours LAB

This course applies the skills covered in FASHN 357 and FASHN 374 and introduces draping techniques using industry dress forms. Activities include draping several muslin blocks and creating one final garment in fashion fabric.

**FASHN 380 Computer Patternmaking 3 Units**

*Prerequisite:* FASHN 378 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 previous patternmaking classes. Working from a designer’s sketch, patterns are drafted and completed. A production pattern is made according to industry requirements and a muslin sample of the garment is constructed.

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

*Prerequisite:* FASHN 358, 374, and 379 with a grade 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. This course may be taken two times for credit, showcasing different design collections.

**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 2 Units**

*Course Transferable to CSU*  
*Hours:* 18 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 are 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**

*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, marketing, selling techniques, tracking costs, and securing financing. A model business plan is developed by exploring resources necessary to be successful in a fashion business.

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

*Advisory:* ENGWR 102 or 103, and ENGRD 116 with a grade of “C” or better; OR ESLR 320 and ESLW 320 with a grade of “C” or better; OR placement through assessment process.

*Enrollment Limitation:* Be in a paid or non-paid internship, volunteer opportunity or job related to fashion. Students are advised to consult with the Fashion Department faculty to review specific certificate and degree work experience requirements.

*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 required forms which document the student’s progress and hours spent at the work site; and developing workplace skills and competencies. Appropriate level learning objectives are established by the student and the employer. During the semester, the student is required to fulfill 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. The weekly orientation is required for first time participants, returning participants are not required to attend the orientation but are required to meet with the instructor as needed to complete all program forms and assignments. Work Experience may be taken for a total of 16 units when there are new or expanded learning objectives.