

Fashion | American River College

Fashion and fashion-related industries are the nation's largest employer. The fashion program at American River College provides students with the skills necessary to enter the job market with current, marketable, competitive skills. ARC follows industry needs by offering two program options: Fashion Design and Merchandising.


http://www.arc.losrios.edu/ARC_Majors/Fine_Applied_Arts/Fashion/Fashion_Design_Programs_of_Study.htm) Fashion Design involves work with the design and production of clothing, whether with a large manufacturer, a small specialty firm or in a one-person business. A degree or certificate in Fashion Design develops the skills necessary to coordinate original design concepts with manufacturing, marketing, and merchandising practices. 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.

http://www.arc.losrios.edu/ARC_Majors/Fine_Applied_Arts/Fashion/Fashion_Design_Programs_of_Study.htm)


Fashion Merchandising refers to the large task of in-store promotion and display of various types of fashion merchandise. A degree or certificate in Fashion Merchandising develops the skills necessary for jobs in fashion coordinating, promotion, visual presentation, management, merchandising, retail buying, and entrepreneurial opportunities.


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Associate Degrees

A.A. in Fashion Design

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.

Degree Requirements

COURSE CODE	COURSE TITLE	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

COURSE CODE	COURSE TITLE	UNITS
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)	
Total Units:		42

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.

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 Information

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.

A.A. in Fashion Merchandising

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

Degree Requirements

COURSE CODE	COURSE TITLE	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	3
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)	
Total Units:		33

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.

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 Information

This degree 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.

Certificates of Achievement

Fashion Design Certificate

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.

Certificate Requirements

COURSE CODE	COURSE TITLE	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)	
Total Units:		42

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.

Gainful Employment

The US Department of Education requires colleges to disclose a variety of information for any program that is eligible for financial aid that "prepares students for gainful employment in a recognized occupation." The following link provides Gainful Employment Disclosure information for this certificate program:

[Gainful Employment Information for Fashion Design Certificate of Achievement \(https://web.losrios.edu/gainful-emp-info/arc/30457/30457.htm\)](https://web.losrios.edu/gainful-emp-info/arc/30457/30457.htm)

Career Information

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.

Fashion Merchandising Certificate

This certificate offers the skills necessary for jobs in the retail market. Course work concentrates on fashion coordination, promotion, visual presentation, management, merchandising, retail buying, and entrepreneurial opportunities.

Certificate Requirements

COURSE CODE	COURSE TITLE	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	3
FASHN 397	Fashion Retail Buying	3
FASHN 398	Fashion Entrepreneur	3

COURSE CODE		COURSE TITLE	UNITS
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)		
Total Units:			33

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.
- critique customer buying behavior and how it relates to fashion choices.

Gainful Employment

The US Department of Education requires colleges to disclose a variety of information for any program that is eligible for financial aid that "prepares students for gainful employment in a recognized occupation." The following link provides Gainful Employment Disclosure information for this certificate program:

[Gainful Employment Information for Fashion Merchandising Certificate of Achievement \(https://web.losrios.edu/gainful-emp-info/arc/30459/30459.htm\)](https://web.losrios.edu/gainful-emp-info/arc/30459/30459.htm)

Career Information

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

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.

Certificate Requirements

COURSE CODE	COURSE TITLE	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
Total Units:		15

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 commercial patterns.
- utilize the elements and principles of design as they relate to fashion.

Career Information

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

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.

Certificate Requirements

COURSE CODE	COURSE TITLE	UNITS
FASHN 300	Introduction to the Fashion Industry	3
FASHN 395	Visual Merchandising	3
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)	
FASHN 393	Fashion Promotion (3)	
MKT 310	Selling Professionally (3)	

COURSE CODE	COURSE TITLE	UNITS
MKT 312	Retailing (3)	
MKT 314	Advertising (3)	
Total Units:		15

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.
- compare and analyze the technical, economic, and global influences on fashion marketing.

Career Information

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.

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.

Certificate Requirements

COURSE CODE	COURSE TITLE	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
Total Units:		15

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 fashion figures.
- 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 Information

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.

Fashion Retailing Certificate 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.

Certificate Requirements

COURSE CODE	COURSE TITLE	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)	
Total Units:		15

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.
- 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 Information

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.

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.

Certificate Requirements

COURSE CODE	COURSE TITLE	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)	
Total Units:		12

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 Information

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.

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.

Certificate Requirements

COURSE CODE	COURSE TITLE	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

COURSE CODE	COURSE TITLE	UNITS
FASHN 362	Tailoring Techniques (3)	
FASHN 380	Computer Patternmaking (3)	
FASHN 381	Couture Draping for Eveningwear (3)	
FASHN 398	Fashion Entrepreneur (3)	
Total Units:		16.5

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.

Gainful Employment

The US Department of Education requires colleges to disclose a variety of information for any program that is eligible for financial aid that "prepares students for gainful employment in a recognized occupation." The following link provides Gainful Employment Disclosure information for this certificate program:

[Gainful Employment Information for Runway Design Certificate \(https://web.losrios.edu/gainful-emp-info/arc/40981/40981.htm\)](https://web.losrios.edu/gainful-emp-info/arc/40981/40981.htm)

Career Information

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.

Fashion (FASHN)

FASHN 294 Topics in Fashion

Units:	0.5 - 4
Hours:	9 - 72 hours LEC
Prerequisite:	None.

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.

Student Learning Outcomes

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

- describe current subject matter as identified in cooperation with the fashion industry.
- apply skills to the level covered in the topical course outline.
- analyze and interpret data to complete written reports as designed for the topic.

FASHN 300 Introduction to the Fashion Industry

Units:	3
Hours:	54 hours LEC
Prerequisite:	None.
Advisory:	Eligible for ENGRD 310 or ENGRD 312 AND ENGWR 300; OR ESLR 340 and ESLW 340.
Transferable:	CSU

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.

Student Learning Outcomes

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

- identify how history and society changes fashion trends.
- analyze international and American fashion trends and explain how they relate to each other.
- describe how fashion progresses from the conception of a design to the final product.
- explain the globalization of fashion in today's market.
- explain fashion adoption theories in relation to consumer acceptance.
- analyze marketing techniques as they relate to the fashion industry.

FASHN 310 Fashion Analysis/Clothing Selection

Units:	3
Hours:	54 hours LEC
Prerequisite:	None.
Transferable:	CSU

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.

Student Learning Outcomes

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

- examine current fashion trends and how they relate to cultural, social, political, technological, and environmental influences.
- analyze various consumer demographics and their impact on fashion trends.
- analyze image projection and its impact on silent communication.
- critique consumer buying behavior and how it relates to fashion choices.
- research and identify apparel details, styles, and elements of design.

FASHN 320 Textiles

Units:	3
Hours:	36 hours LEC; 54 hours LAB
Prerequisite:	None.
Transferable:	CSU; UC

This course is a study of natural and man-made fibers, methods of yarn and fabric production, methods of coloration, and finishes applied to yarns and fabrics. Topics include fiber chemistry; fiber, yarn, and textile production, properties, and performance; and textile specifications, regulations, testing, and innovations. It covers the selection, use, and care of fabrics as they relate to apparel, home furnishings, and sustainability.

Student Learning Outcomes

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

- match names to characteristics of various natural and manufactured fibers.
- recognize different yarn structures and their relationship to textile properties and performance.
- interpret the characteristics of natural and manufactured fibers for their best use with apparel and home furnishings.
- identify fibers through lab tests.
- analyze the characteristics of woven, knit, and non-woven fabric with textile properties and performance.
- recognize differences in fabric dyeing, printing, and finishing processes.
- evaluate best uses of textiles based on fabrication characteristics, properties, performance, and sustainability.
- build a collection of textiles for a specific purpose based and outcome based on textile characteristics, properties, performance, and sustainability.

FASHN 330 History of Western World Fashion

Units:	3
Hours:	54 hours LEC
Prerequisite:	None.
Advisory:	Eligible for ENGRD 310 or ENGRD 312 AND ENGWR 300; OR ESLR 340 AND ESLW 340.
Transferable:	CSU
General Education:	AA/AS Area I; CSU Area C1

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.

Student Learning Outcomes

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

- research and identify fashion and style features of selected historical periods from the time of the ancient Egyptians to the present day.
- identify how a garment changes from one period to another.
- analyze how politics, economics, technology, culture, and art have affected clothing styles in specific historical periods.
- compare historical clothing design to contemporary clothing design.
- use historical styles as inspiration for contemporary clothing designs.

FASHN 334 Vintage Costuming

Same As:	TA 434
Units:	0.5 - 2
Hours:	4.5 - 18 hours LEC; 13.5 - 54 hours LAB
Prerequisite:	None.
Advisory:	FASHN 357 or TA 430; and eligible for ENGRD 310 or ENGRD 312 AND ENGWR 300, OR ESLR 340 AND ESLW 340.
Transferable:	CSU; UC

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.

Student Learning Outcomes

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

- research and identify historical costume pieces as covered in the specific semester's topic.
- compare and contrast the costume pieces of different historical periods.
- analyze the design and construction techniques necessary to create a period costume as specified in the specific semester's topic.
- construct period costume pieces as covered in the specific semester's topic.

FASHN 342 Fashion Illustration

Units:	3
Hours:	36 hours LEC; 54 hours LAB
Prerequisite:	None.
Advisory:	ART 300 and 304
Transferable:	CSU

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.

Student Learning Outcomes

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

- identify the difference between a flat working sketch and a fashion illustration.
- draw freehand working sketches of fashion figures.
- communicate an idea or concept through a sketch generated by a freehand illustration.
- utilize basic computer skills in the development of a flat sketch.
- develop and revise hand-drawn sketches into more sophisticated illustrations using design illustration software.
- create storyboards that incorporate layouts supported by both freehand and computer-generated illustrations.

FASHN 344 Fashion Illustration II

Units:	3
Hours:	36 hours LEC; 54 hours LAB
Prerequisite:	FASHN 342 with a grade of "C" or better
Transferable:	CSU

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.

Student Learning Outcomes

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

- design a fashion collection using computer design software.
- create a layout for a fashion presentation.
- create a digital textile design appropriate for a fashion collection.
- utilize custom brushes and symbols to draw fashion illustrations.
- create a technical flat that meets industry standards.

FASHN 357 Apparel Construction I

Units:	3
Hours:	36 hours LEC; 54 hours LAB
Prerequisite:	None.
Transferable:	CSU

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

Student Learning Outcomes

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

- recommend appropriate fabrics, notions, and tools for individual projects.
- distinguish garment constructions found in ready-to-wear clothing.
- create sample constructions utilizing basic sewing techniques.
- assemble and sew a garment using a commercial pattern.

FASHN 358 Apparel Construction II

Units:	3
Hours:	36 hours LEC; 54 hours LAB
Prerequisite:	FASHN 357 with a grade of "C" or better
Transferable:	CSU

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.

Student Learning Outcomes

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

- recommend appropriate sewing equipment, supplies, and techniques for a given project.
- construct a garment using advanced sewing construction techniques.
- create samples for a technique book using advanced sewing construction skills.
- make basic alterations to clothing patterns.

FASHN 359 Knitwear Construction

Units:	1.5
Hours:	18 hours LEC; 27 hours LAB
Prerequisite:	FASHN 357 with a grade of "C" or better
Transferable:	CSU

This course introduces basic knitwear apparel construction techniques. It emphasizes 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.

Student Learning Outcomes

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

- recommend appropriate sewing equipment, supplies, and techniques for a knit project.
- construct a garment using knitwear sewing techniques.
- create samples for a technique book using knitwear sewing techniques.
- analyze knit fabrics appropriate for various types of commercial patterns.

FASHN 362 Tailoring Techniques

Units:	3
Hours:	36 hours LEC; 54 hours LAB
Prerequisite:	FASHN 358 and 374 with grades of "C" or better
Transferable:	CSU

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.

Student Learning Outcomes

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

- select appropriate fabrics and patterns to create a tailored garment.
- alter a pattern to create a custom fit.
- build a tailored jacket or coat from a commercial pattern.

- apply fine handwork skills to create shape and support in tailored constructions.

FASHN 363 Fashion Accessories and Embellishments

Units:	1.5
Hours:	18 hours LEC; 27 hours LAB
Prerequisite:	FASHN 357 with a grade of "C" or better
Transferable:	CSU

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

Student Learning Outcomes

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

- recommend embellishment applications for specific garment and accessory designs.
- compile examples of various types of embellishment fabrics, trims, and techniques.
- analyze past and present, and forecast future fashion and accessory embellishment trends.
- interpret various types of embellishments by constructing an accessory and enhance a garment with appropriate embellishment applications.
- identify proper tools and supplies for various embellishment techniques.
- state the elements of design and design principles that affect the overall appearance of the various embellishments.

FASHN 374 Pattern Making and Design

Units:	3
Hours:	36 hours LEC; 54 hours LAB
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.
Transferable:	CSU

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.

Student Learning Outcomes

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

- create various style lines in a pattern.
- create bodices, skirts, sleeves, and collars using the flat pattern method.
- draw simple sketches to represent designs.

FASHN 378 Advanced Pattern Making and Design

Units:	3
Hours:	36 hours LEC; 54 hours LAB
Prerequisite:	FASHN 358 and 374 with grades of "C" or better
Transferable:	CSU

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.

Student Learning Outcomes

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

- draft basic pattern blocks.
- create a working sketch based on an original design.
- create a pattern using the principles of flat patterning.
- fit and alter a pattern.
- construct a garment in a logical, professional sequence.
- copy a design from ready-to-wear apparel.
- apply pattern grading formulas to basic garment patterns.
- formulate a cost sheet to track materials and time required for construction of a custom garment.

FASHN 379 Draping

Units:	3
Hours:	36 hours LEC; 54 hours LAB
Prerequisite:	FASHN 374 with a grade of "C" or better
Transferable:	CSU

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.

Student Learning Outcomes

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

- analyze and sketch style variations and interpret them in fabric.
- create basic garment blocks through draping techniques.
- apply draping and design principles to create an original pattern.
- transfer fabric markings of a draped garment to a paper pattern.
- evaluate the fit of a draped garment.

FASHN 380 Computer Patternmaking

Units:	3
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Hours:	36 hours LEC; 54 hours LAB
Prerequisite:	FASHN 374 with a grade of "C" or better
Transferable:	CSU

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.

Student Learning Outcomes

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

- produce production patterns to industry standards.
- create patterns using computer software.
- prepare patterns for production.

FASHN 381 Couture Draping for Eveningwear

Units:	3
Hours:	36 hours LEC; 54 hours LAB
Prerequisite:	FASHN 379 with a grade of "C" or better
Transferable:	CSU

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.

Student Learning Outcomes

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

- select fabric and garment designs appropriate for eveningwear that complements the unique figure shape of an individual.
- utilize advanced draping techniques to create a couture gown.
- construct a corset foundation for eveningwear.
- incorporate a variety of advanced-level sewing construction skills into a finished garment.

FASHN 382 Collection Design and Production

Units:	3
Hours:	36 hours LEC; 54 hours LAB
Prerequisite:	FASHN 358, 378, and 379 with grades of "C" or better
Transferable:	CSU

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. It explores the role of mood boards, costing, tech packs, and accessories. Finished collections are presented on the runway in a fashion show. One field trip may be required.

Student Learning Outcomes

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

- collect and record fashion trends and inspirations for a collection.

- choose appropriate fabric and trims for specific designs.
- design a coordinated group of garments.
- critique a garment design.
- develop a garment from an original pattern.
- summarize the differences between first and final fittings.
- select appropriate accessories to enhance the finished collection.
- calculate costing and assemble a tech pack.
- show a final collection on the runway in a fashion show.

FASHN 390 Alteration Shop

Units:	3
Hours:	18 hours LEC; 108 hours LAB
Prerequisite:	FASHN 370 with a grade of "C" or better
Transferable:	CSU

This course focuses on the operation and management of ready-to-wear garment alterations shop. It includes the study of starting an alterations business, local and government business rules and regulations, workroom supplies and equipment, workflow and scheduling, customer service, advertising and promotions, sales and costing, and performing garment alterations. Field trips may be required.

Student Learning Outcomes

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

- evaluate basic types of alteration services and customer needs.
- identify potential target markets for an alteration business.
- design and develop alteration shop image, company profile, merchandising, and pricing strategy.
- prepare, manage, and critique accurate and efficient workflow schedules as well as client inflow, outflow, and quality control.
- generate purchase orders for workroom supplies using inventories, projected alterations, and cost-effective principles.
- apply basic pinning and alterations techniques to ready-to-wear garments.
- use formulas to construct and calculate profit and loss statements for the alterations shop.
- interpret labor laws, tax laws, licensing, and contract requirements as prescribed for small businesses by local and state government.

FASHN 393 Fashion Promotion

Units:	3
Hours:	36 hours LEC; 54 hours LAB
Prerequisite:	None.
Transferable:	CSU

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. It also covers the development of planning and technical skills through a fashion show production. Field trips may be required.

Student Learning Outcomes

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

- assess the role of various advertising media as related to the fashion industry, including newspaper, television, radio, and digital media.
- construct a plan for the staging, seating, and setup of a fashion show.
- evaluate and select appropriate models for a runway presentation.
- produce a fashion show.

FASHN 395 Visual Merchandising

Units:	3
Hours:	36 hours LEC; 54 hours LAB
Prerequisite:	None.
Transferable:	CSU

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.

Student Learning Outcomes

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

- demonstrate proficiency in handling tools, materials, and props in creating successful visual displays.
- apply principles of design to arranging and displaying fashion merchandise.
- analyze and evaluate successful displays from single store and chain organizations.
- design and construct original visual displays.
- organize and employ original ideas for displays.

FASHN 397 Fashion Retail Buying

Units:	3
Hours:	54 hours LEC
Prerequisite:	None.
Advisory:	Eligible for MATH 32 or MATH 42.
Transferable:	CSU

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.

Student Learning Outcomes

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

- analyze industry statistics and research current trends in fashion.

- create worksheets with embedded formulas to create a six-month buying plan.
- plan market purchases and formulate a stock assortment for a six-month buying plan.
- define a target customer.
- calculate mark-ups and mark-downs.

FASHN 398 Fashion Entrepreneur

Units:	3
Hours:	54 hours LEC
Prerequisite:	None.
Advisory:	BUS 100
Transferable:	CSU

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.

Student Learning Outcomes

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

- evaluate opportunities to start a business in the fashion industry.
- draft a mission statement for a chosen fashion related business.
- analyze how to use the principles of selling to make effective sales.
- create a business plan that relates to a specific fashion business.

FASHN 495 Independent Studies in Fashion

Units:	1 - 3
Hours:	54 - 162 hours LAB
Prerequisite:	None.
Transferable:	CSU

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

Units:	1 - 4
Hours:	60 - 300 hours LAB
Prerequisite:	None.
Enrollment Limitation:	Students must be in a paid or unpaid internship, volunteer position, or job related to fashion with a cooperating site

Advisory:
Transferable:
General Education:

supervisor. Students are advised to consult with the Fashion Department faculty to review specific certificate and degree work experience requirements.

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

CSU

AA/AS Area III(b)

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 complete 75 hours of related paid work experience, or 60 hours of related unpaid work experience for one unit. An additional 75 or 60 hours of related work experience is required for each additional unit. All students are required to attend the first class meeting, a mid-semester meeting, and a final meeting. Additionally, students who have not already successfully completed a Work Experience course will be required to attend weekly orientations while returning participants may meet individually with the instructor as needed. 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.

Student Learning Outcomes

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

- demonstrate application of industry knowledge and theoretical concepts in the field of fashion related to a transfer degree level career as written in the minimum three (3) learning objectives created by the student and his/her employer or work site supervisor at the start of the course
- make effective decisions, use workforce information, and manage his/her personal career plans.
- behave professionally, ethically, and legally at work, consistent with applicable laws, regulations, and organizational norms.
- behave responsibly at work, exhibiting initiative and self-management in situations where it is needed.
- apply effective leadership styles at work, with consideration to group dynamics, team and individual decision making, and workforce diversity.
- communicate in oral, written, and other formats, as needed, in a variety of contexts at work.
- locate, organize, evaluate, and reference information at work.
- demonstrate originality and inventiveness at work by combining ideas or information in new ways, making connections between seemingly unrelated ideas, and reshaping goals in ways that reveal new possibilities using critical and creative thinking skills such as logical reasoning, analytical thinking, and problem-solving.

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