

Fashion Studies

The fashion industry is known for rapid change and is characterized by new technology, globalization and changing consumer desires. The fashion industry employs millions of people and reflects the health of a nation's economy because of the millions of dollars spent by consumers for fashion goods. The fashion industry is composed of businesses that design, produce and sell a unique array of consumer goods known for seasonal changes in fabrics, colors and silhouettes. Fashion products are not exclusive to women's apparel. Rather, fashion production and sales are organized into several different product categories: men's, women's and children's apparel and accessories, cosmetics and fragrances, and home furnishings. A fashion career is for any individual who thrives on change.

The four-year curriculum in fashion studies offers the beginning level of education for those who intend to pursue a career in fashion. There are two specializations in the Fashion Studies major: Fashion Design and Fashion Merchandising. Within each specialization, a structured sequencing of courses is included which provides for a gradual interactive development of required knowledge and skills. This preparation is combined with the University Core Curriculum courses to provide a comprehensive scholarly foundation for advancement.

A fast-paced atmosphere is created by the amount of information to be covered, the frequency of assignments, and the pressure of due dates. Successful students must be able to handle multiple projects simultaneously and manage their time wisely. While facilities are provided for use, cost for supplies, individual equipment and field trips necessary to the successful completion of the program are borne by the student. Due to variation in choice of individual materials used, it is impossible to predict the exact costs for each student. The Fashion Studies program maintains the right to retain student work for exhibition or for records and accreditation purposes. Students are advised to assemble a photographic file of their work for their portfolios. All students in the fashion studies major are required to have a laptop computer at the beginning of the second semester first-year.

Potential Occupations

Participation in work experience, internships, externships and volunteer activities is recommended to enhance the academic curriculum. In addition, educational travel opportunities are provided allowing students to visit major fashion market cities with on-site business appointments. Graduates who pursue advanced studies can attain more responsible positions with the possibility of rising to top professional levels.

Graduates of the fashion design specialization are prepared to design clothing, accessories and other soft goods. Some designers are self-employed and design for individual clients. Other designers cater to specialty stores or department stores. Most fashion designers, however, work for apparel manufacturers creating and adapting fashions for the mass market. Some examples of careers in this area include, but are not limited to, manufacturer's representative, sales representative, production manager, inventory controller, stylist, apparel designer, textile designer, pattern maker, customer service representative, fashion illustrator, costing engineer, technical services, government or private researcher, and computer-aided design (CAD) manager.

Fashion merchandising professionals operate at the wholesale or retail level in the fashion industry. Career placement is very high and is complemented by the work experience component of the program. Careers in fashion merchandising include, but are not limited to, account representative, personal shopper, wholesale buyer, retail buyer, independent wholesaler, sales manager, visual merchandiser, inventory planning and distribution analyst, manufacturer's representative, customer service management specialist, retail sales and sales support manager, and showroom coordinator.

Selective Admission and Grade Requirements

Prospective students attending another college or university prior to transferring to Southern Illinois University Carbondale should concentrate on completing courses articulated or approved as substitutes for Southern Illinois University Carbondale's University Core Curriculum requirements. Prior to taking courses that appear to equate to the professional sequence, the applicant should consult with a program representative.

Students must pass all Fashion Studies prefix courses with a minimum grade of C in order to satisfy prerequisites and to graduate. If a student receives a grade of F three times in the same course, the course cannot be taken again. Students cannot repeat FASH Prefix courses in which they received a grade of C or better.

Bachelor of Science (B.S.) in Fashion Studies

Degree Requirements	Credit Hours
University Core Curriculum Requirements - As per University requirements for baccalaureate degrees, but must include AD 207A, AD 207B, AD 207C (select two)	39
Requirements for Major in Fashion Studies	81
Major Core requirements	27
The following courses are required for all Fashion Studies majors: FASH 101, FASH 172, FASH 241, FASH 281, FASH 330, FASH 340, FASH 442, FASH 462, (FASH 431 or FASH 432 or FASH 433)	
Specialization Requirements	54
Total	120

Fashion Design Specialization

In the fashion design specialization, students learn about all facets of the apparel and textile industries from raw materials to the consumer. This encompasses knowledge of textiles and fashion design from product development through promotion and distribution.

The curriculum focuses on fashion design, production and merchandising strategies to develop the skills necessary to work in the fashion industry. Courses provide instruction for students in all aspects of the industry including development and trends of national and foreign fashion; fibers, fabrics, and finishes basic to the selection, use and care of textiles; basic fashion production; current technology in computer-aided design; visual analysis of fashion; fashion sketching; pattern drafting; pattern grading; pattern-making techniques; draping; and history of fashion. In addition to knowledge of the fashion industry, students may obtain background and skills in art, history, journalism, theater, marketing, business management, production management, finance and accounting. A variety of opportunities are available to assess student learning in fashion design, production, and textiles, including comments on garments selected for the annual senior fashion show, senior portfolio review and evaluation from on-site field experience supervisors.

B.S. Fashion Studies - Fashion Design Specialization Degree Requirements

Degree Requirements	Credit Hours
Requirements for Fashion Design Specialization	36
To include FASH 111, FASH 112, FASH 121, FASH 251, FASH 252, FASH 272, FASH 311, FASH 351, FASH 352,	36

Degree Requirements	Credit Hours
FASH 451, FASH 452, (FASH 431, FASH 432, or FASH 433)	
AD 110, Art and design (Select)	6
Professional Electives	12
Total	54

Fashion Merchandising Specialization

The fashion merchandising specialization offers in-depth study of the process of planning, negotiating, acquiring, selling and evaluating merchandise throughout the distribution channel. It is designed for students interested in product sales careers at the wholesale or retail level. Students acquire knowledge of merchandise, sales techniques, and trends in the market place and customer service. This specialization assumes a global perspective and is complemented by business courses to allow for career flexibility. In addition to knowledge of the fashion industry, students are encouraged to develop a background and related skills in art, marketing, or management. Because fashion production takes place worldwide, developing and/or enhancing writing and speaking skills in a second language such as Spanish, French, or Chinese is also encouraged.

Courses provide instruction to students in all aspects of fashion product sales – from product conception, sales floor visual merchandising plans, seasonal sales plan, and promotional campaigns. All courses include analytical skills necessary to interpret sales data and consumer behaviors. Fashion merchandising students are required to gain on-the-job work experience for course credit.

B.S. Fashion Studies - Fashion Merchandising Specialization Degree Requirements

Degree Requirements	Credit Hours
Requirements for Fashion Merchandising Specialization	9
To include FASH 381, FASH 482, FASH 492 (or approved substitute)	9
HTEM 250 or HTEM 255 (Select one)	3
ACCT 220	3
MGMT	3
PSYC 322 (Prerequisite: PSYC 102)	3
PSYC 323 (Prerequisite: PSYC 102)	3
MKTG 304, MKTG 305, MKTG 363, MKTG 401 plus 3 additional hours in MKTG	15
Professional Electives	15

Degree Requirements	Credit Hours
Total	54

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