Fashion Design and Merchandising

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 design and merchandising offers the beginning level of education for those who intend to pursue a career in fashion. There are three specializations in the Fashion Design and Merchandising major: Fashion Design, Fashion Merchandising, and Fashion Stylist. 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 Design and Merchandising 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 design and merchandising major are required to have a laptop computer at the beginning of the second semester freshman 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.

Fashion stylists work for companies such as designers, fashion houses, magazines, newspapers, retailers, online merchandisers, catalog publishers, television and film production houses, public relations firms, advertising agencies, and music producers. Fashion stylists may work as wardrobe consultants for agents, celebrities (e.g., in the sports or entertainment industries), or wealthy clients to prepare their clients for important events. Many stylists establish their own businesses as independent contractors. They give seminars or conduct classes with individuals, groups, or companies to provide information about fashion and accessories. Fashion stylists evaluate clients’ physical attributes, lifestyle, and fashion style and recommend fashion choices that will assist clients to achieve and maintain their desired image. A fashion stylist has specific responsibilities for a photo shoot, fashion show, music video, film or event. Fashion stylists plan creative solutions to a design brief while working in teams composed of photographers, designers, lighting technicians, and set builders. They meet with directors or producers and gain a clear vision of the overall goal; they are then responsible for assembling apparel, accessories, props, and essentials for creating a desired image. Fashion stylists scout locations, create a mood by selecting and setting up appropriate props, fashions, accessories, and models to fit the theme. They coordinate colors and styles and ensure that everything is ready.

**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.

**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.

**Fashion Stylist Specialization**

The fashion stylist curriculum focuses on professional practices necessary to be successful as a fashion stylist. The different types of styling are covered and professional practices within each type are explained. The program is designed to include courses from across campus that will support the fashion curriculum. To allow students to customize their program to the particular types of styling in which they are interested, professional electives may be selected from specified classes in Cinema and
Photography, Communication Studies, English, Journalism, Music, Radio, Television, & Digital Media, Sociology, and Theater. A wide range of projects are included in classes to provide students experience with different types of styling.

The fashion stylist specialization is designed so students can easily transfer into the program and within two to three years can earn a B.S. in Fashion Design and Merchandising with a Fashion Stylist specialization. Customized academic plans can be developed for licensed cosmetologists. Please contact the program director or advisor for further information.

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 Design & Merchandising 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 FDM Prefix courses in which they received a grade of C or better.

Bachelor of Science Degree in Fashion Design and Merchandising

<table>
<thead>
<tr>
<th>Degree Requirements</th>
<th>Credit Hours</th>
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</thead>
<tbody>
<tr>
<td>University Core Curriculum Requirements - As per University requirements for baccalaureate degrees, but must include AD 207A, AD 207B, AD 207C (select two)</td>
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<tr>
<td>Requirements for Major in Fashion Design and Merchandising</td>
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<td>Major Core requirements</td>
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<tr>
<td>The following courses are required for all Fashion Design and Merchandising majors: FDM 101, FDM 102, FDM 172, FDM 241, FDM 281, FDM 330, FDM 340, FDM 441, FDM 442, FDM 462, (FDM 431 or FDM 432 or FDM 433)</td>
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Fashion Design Specialization

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<tr>
<td>Requirements for Fashion Design Specialization</td>
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<tr>
<td>To include FDM 111, FDM 112, FDM 121, FDM 251, FDM 252, FDM 272, FDM 311, FDM 351, FDM 352, FDM 451, FDM 452, (FDM 431, FDM 432, or FDM 433)</td>
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<tr>
<td>AD 110, Art and design (Select)</td>
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<td>Degree Requirements</td>
<td>Credit Hours</td>
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<tr>
<td>Professional Electives</td>
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**Fashion Merchandising Specialization**

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<tr>
<td>Requirements for Fashion Merchandising Specialization</td>
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</tr>
<tr>
<td>To include FDM 282, FDM 381, FDM 482, FDM 492 (or approved substitute), FDM 491</td>
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<tr>
<td>ACCT 220</td>
<td>3</td>
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<td>MGMT</td>
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<tr>
<td>PSYC 323 (Prerequisite: PSYC 102)</td>
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<tr>
<td>MKTG 304, MKTG 305, MKTG 363, MKTG 401 plus 3 additional hours in MKTG</td>
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<td>Professional Electives</td>
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**Fashion Stylist Specialization**

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<td>Requirements for Fashion Stylist Specialization</td>
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<td>To include FDM 121, FDM 232, FDM 282, FDM 333, FDM 472, (FDM 431 or FDM 432 or FDM 433)</td>
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Fashion Design and Merchandising Courses

FDM101 - Careers in Fashion  101-3  Careers in Fashion. Explores the wide range of careers and key activities at each level of the fashion industry; raw materials manufacturing, product development, apparel manufacturing, retailing, and promotion.

FDM102 - Basic Principles of Clothing Design  102-3  Basic Principles of Clothing Design. Course content will include aesthetic, cultural, historical, psychological and social aspects of the basic elements and principles of clothing design. Restricted to major in Fashion Design and Merchandising.


FDM121 - Fashion Illustration  121-3  Fashion Illustration. Introductory illustration course concentrating on developing skills necessary to create fashion illustrations and working drawings. Focus on designing apparel for women, men, and children. Prerequisite: AD 110.

FDM172 - Visual Communication in Fashion  172-3  Visual Communication in Fashion. Beginning skills in Adobe Illustrator and Adobe Photoshop for fashion rendering of story boards, trend boards, and product design. Prerequisite: FDM 101, FDM 102 with grades of C or better. Restricted to FDM major.

FDM232 - Fashion Styling  232-3  Fashion Styling. Consulting and working with a client in the capacity of a wardrobe stylist, including fit, clothing selection for a variety of body types, clothing selection for specific occasions and events, personalization of style/image. Prerequisite: FDM 101, 102, 172 with grades of C or better. Restricted to Fashion Design and Merchandising majors.

FDM241 - Textiles I  241-3  Textiles I. Introduction to the study of textiles with focus on fiber, fiber properties, legal and environmental issues in the textile industry. Restricted to majors in Fashion Design and Merchandising and Interior Design. Studio fee: $36.

FDM251 - Flat Patternmaking & Drafting  251-3  Flat Patternmaking and Drafting. Drafting and fitting basic patterns; making sloper; making styles through flat pattern manipulation and drafting; testing and refining patterns to provide perfect fit. Prerequisite: FDM 112 with a grade of C or better. Restricted to major in Fashion Design and Merchandising. To be taken concurrently with FDM 252. Studio fee: $36.

FDM252 - Draping  252-3  Draping. Application of draping principles and techniques. Prerequisite: FDM 112, 121 with grades of C or better. Must be taken concurrently with FDM 251. Restricted to major in Fashion Design and Merchandising. Studio fee: $36.

FDM258 - Work Experience  258-1 to 30  Work Experience. Credit granted for past work experience while employed in business, industry, labor, government service or military organizations. Credit determined by departmental evaluation. Prerequisite: completion of 12 semester hours of Fashion Design and Merchandising courses with C or better. Restricted to major in Fashion Design and Merchandising or consent of instructor and school director.

FDM259 - Occupational Education  259-1 to 60  Occupational Education. A designation for credit granted for past occupational educational experiences related to the student's educational objectives. Credit will be established by school director evaluation. This credit may only be applied at the 100- and 200-level for the fashion design and merchandising degree unless otherwise determined by the director.


FDM281 - Fashion Promotional Strategies  281-3  Fashion Promotional Strategies. The study of promotional techniques unique to the fashion industry. Emphasis is placed on methods used at the point-of-sale to sell merchandise to the final consumer. Promotional methods to include: sales floor layouts and
design, personal selling and specialized customer service department. Prerequisite: FDM 101, 102 with grades of C or better. Restricted to major in Fashion Design and Merchandising.

**FDM282 - Fashion Event Planning** 282-3 Fashion Event Planning. The study of event planning, emphasis placed on fashion/stylist related events. Planning includes selecting and sourcing clothing, accessories, and other props, budgeting, establishing dates, selecting and reserving event sites, acquiring permits, working with vendors, and assessing the client's image and communication needs. Prerequisite: FDM 281. Restricted to Fashion Design and Merchandising majors.

**FDM311 - Fashion Production III** 311-3 Fashion Production III. Advanced skills in fitting, construction, patternning, and fabric usage. Introduction to apparel line development. Prerequisites: FDM 251 and FDM 252 with grades of C or better. Restricted to major in Fashion Design and Merchandising. Studio fee: $36.

**FDM330 - Fashion Forecasting** 330-3 Fashion Forecasting and Trend Analysis. Perform in-depth analysis of current and future trends in lifestyle, business, ready-to-wear, art, and other cultural, economic, marketing, political factors. Study techniques and procedures for identifying and forecasting fashion trends based on research and analysis. Prerequisite: FDM 101, 102. Restricted to Fashion Design and Merchandising majors.

**FDM333 - Advanced Styling** 333-3 Advanced Styling. This course will address current styling issues and techniques, with a hands-on approach to consulting and working with clients, photo shoot creation, portfolio building and the explorations of various styling career opportunities and expectations. Prerequisite: FDM 101, 102, 172, 232 with grades of C or better. Restricted to Fashion Design and Merchandising majors or consent of the instructor. Studio fee: $36.

**FDM340 - Textiles II** 340-3 Textiles II. Advanced course in textiles focused on textile product performance due to the following factors: yarn classifications, fabrication methods, special finishes, dyeing and printing techniques. Prerequisite: FDM 241. Studio fee: $36.

**FDM351 - Advanced Patternmaking** 351-3 Advanced Patternmaking. Advanced patternmaking and draping skills applied to original designs. Prerequisite: FDM 121, 251, 252, 272, 311. Restricted to major in Fashion Design and Merchandising. Studio fee: $36.

**FDM352 - Experimental Custom Apparel Design** 352-3 Experimental Custom Apparel Design. Development of apparel to meet aesthetic, structural and functional needs; problem solving for exceptional proportions, activity, performing arts, new technology, materials and environment. Prerequisite: FDM 121, 251, 252, 311. Restricted to major in Fashion Design and Merchandising. Studio fee: $36.

**FDM381 - Fashion Merchandising Math** 381-3 Fashion Merchandising Mathematics. A comprehensive introduction to the financial management of merchandising fashion goods: merchandising and retailing concepts, managerial planning and decision-making processes, and mathematical formulas used in retail operations. Prerequisite: FDM 101 and ACCT 220 with grades of C or better. Restricted to Fashion Design and Merchandising majors or consent of instructor.

**FDM392 - Field Study I** 392-1 to 3 Field Study I. Study of, and tours to apparel manufacturers, markets, museums, retailers, testing laboratories, textile mills, trade associations and other areas of interest within the softgoods industry. Variable credit with a maximum of six hours. Prerequisite: nine hours in Fashion Design and Merchandising. Restricted to major in Fashion Design and Merchandising. Mandatory Pass/ Fail. Special approval needed from the instructor.

**FDM398 - Independent Study I** 398-1 to 3 Independent Study I. Independent study for qualified freshmen and sophomore students in fashion design, merchandising, and styling. Fashion Design and Merchandising. Restricted to major in Fashion Design and Merchandising or consent of instructor and school director.

**FDM431 - Ethnic Dress** 431-3 Ethnic Dress. The study of ethnic dress in non-western cultures, with attention to aesthetics, symbolism and uses of ethnic dress. Cultures studied may vary with each offering. May be repeated for credit.
FDM432 - Historic Clothing: Western 432-3 Historic Clothing: Western Cultures. Development of clothing in Western civilization to 1850. Consideration of social, economic, aesthetic factors and technical innovations influencing clothing.

FDM433 - Hist West Costume 1860-Present 433-3 History of Western Costume, 1860 to Present. Evolution of Western costume from 1860 through the present time. Emphasis on the interrelationship between costume, social, political, economic, and technical changes.

FDM441 - Fashion Product Analysis 441-3 Fashion Product Analysis. Examines how quality and value of apparel products are visually evaluated by industry and consumers. Prerequisite: FDM 101, 241.

FDM442 - Fashion Global Economy 442-3 Fashion Industry in the Global Economy. Emphasizes the issues and importance of the role the United States' softgoods industry plays in the global economy. Not for graduate credit. Prerequisite: FDM 340. Restricted to major in Fashion Design and Merchandising or consent of instructor.

FDM451 - Senior Fashion Design Studio I 451-3 Senior Fashion Design Studio I. Design a line, write garment specifications and sequence of operations, determine work flow and calculate production costs. Prerequisites: FDM 121, 251, 252, 311. Restricted to major in Fashion Design and Merchandising. Mandatory Pass/Fail. Studio fee: $36.

FDM452 - Senior Fashn Design Studio II 452-3 Senior Fashion Design Studio II. Business principles of apparel design, including systems, forms and logistics of money and materials. Functions and responsibilities of the fashion designer. Career opportunities in the fashion industry. Prerequisite: FDM 121, 251, 252, 311, 451. Restricted to major in Fashion Design and Merchandising. Mandatory Pass/Fail. Studio fee: $36.

FDM462 - Fashion Motivation 462-3 Fashion Motivation. Psychological motivation for wearing clothing, societal functions of clothing, cultural differences in dress. Prerequisite: FDM 102 with a grade of C or better. Restricted to Fashion Design and Merchandising majors and senior standing or approval of instructor.

FDM472 - Professional Dev/Styling 472-3 Professional Development in Styling. Career and business principles for fashion stylists, including development and preparation for entry into the fashion stylist career. Prerequisite: FDM 333 or concurrent enrollment in FDM 333 with a grade of C or better. Restricted to major in Fashion Design & Merchandising or consent of instructor.

FDM482 - Fashion Merchandising 482-3 Fashion Merchandising. Focus on the entire process of fashion merchandising: strategic planning; branding; trend forecasting; consumer research; product development; buying, pricing, and costing; product sourcing or manufacturing; retail operations; and presentation to the consumer. Prerequisite: FDM 381 with a grade of C or better. Restricted to major in Fashion Design and Merchandising or consent of instructor. Not for graduate credit.

FDM491 - Personnel Issues in Fas Retail 491-3 Personnel Issues in Fashion Retailing. Identification and examination of personnel matters and the job search process in the fashion retail workplace. Not for graduate credit. Prerequisite: FDM 101. Restricted to junior standing, and major in Fashion Design and Merchandising.

FDM492 - Field Experience 492-3 Field Experience. Supervised work experience in an approved position in the fashion industry. Clock hours to be arranged. Restricted to junior standing and major in Fashion Design and Merchandising. Mandatory Pass/Fail.

FDM495 - Field Study II 495-1 to 3 Field Study II. Approved fashion field trip to regional and national fashion conferences, fashion weeks, or special education and professional events for fashion students. Class may be repeated for a maximum of 6 earned credit hours. Restricted to approval of instructor. Restricted to major in Fashion Design and Merchandising. Mandatory Pass/Fail.

FDM496 - Professional Internship 496-1 to 6 Professional Internship. Provides a supervised experience in a professional setting in the fashion industry. Activities must be related to the student's academic program and career objectives. Reports and assignments are required to be completed by the student.
Mandatory pass/fail. Class may be repeated for a maximum of 6 earned credit hours. Restricted to Fashion Design and Merchandising major and consent of supervising instructor.

**FDM497 - Practicum** 497-1 to 3 Practicum. Application of work education skills and knowledge. Prerequisite: twenty hours in specialty. Approval of school director. Restricted to major in Fashion Design and Merchandising. Mandatory Pass/Fail.

**FDM498 - Independent Study II** 498-1 to 3 Independent Study II. Independent study for qualified junior and senior students in fashion design, merchandising or styling. Restricted to major in Fashion Design and Merchandising or consent of instructor and school director.

### Fashion Design and Merchandising Faculty

**Cho, Siwon**, Associate Professor, Ph. D., Virginia Tech, 2008.
**Kidd, Laura K.**, Associate Professor and Program Director, Ph.D., Iowa State University, 1994.
**Lee, Seung-Hee**, Professor, Ph.D., The Ohio State University, 1998.
**Workman, Jane**, Professor, Emerita, Ph.D., Purdue University, 1982.

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Phone: (618) 453-2121

**Catalog Year Statement:**
Students starting their collegiate training during the period of time covered by this catalog (see bottom of this page) are subject to the curricular requirements as specified herein. The requirements herein will extend for a seven calendar-year period from the date of entry for baccalaureate programs and three years for associate programs. Should the University change the course requirements contained herein subsequently, students are assured that necessary adjustments will be made so that no additional time is required of them.