



A Course of Study for

FASHION DESIGN AND MERCHANDISING

FASHION DESIGN

Fashion design students develop skills in design communication, including preliminary sketching, technical flat sketching, illustration, and usage of Adobe Photoshop, Illustrator and CAD software. Skills in draping, pattern drafting from draping and body measurements, and basic sewing skills to advanced construction are developed in order to create sample garments for production and sales.

FASHION MERCHANDISING

Fashion merchandising students learn and experience each step of the development, promotion, and sales of fashion and lifestyle product lines. Fashion trends are identified and analyzed in order to understand the direction of product development, the positioning in the marketplace, the importance of proper sales representation via visual presentation, advertising, public relations, and social media in the fashion cycle from initial concept to brick-n-mortar and e-commerce sales.

For additional career possibilities, visit the Career Services Center on the main campus to utilize computerized career information systems and other valuable career resources.

PROGRAMS OFFERED

- Transfer Preparation

DEGREES

Associate Degrees

- Fashion Design
- Fashion Merchandising

CERTIFICATES

Certificates of Achievement

- Fashion Design
- Fashion Merchandising

ASSOCIATE DEGREE REQUIREMENTS

An Associate degree is granted upon successful completion of a program of study with a minimum grade point average (GPA) of 2.0 (C) in degree applicable coursework and a minimum of **60 degree applicable semester units**, including:

- Completion of the area of emphasis with a grade of C or higher in each course, or with a P if the course was taken on a Pass/No Pass basis, and the P is equal to a C or higher;
- Completion of one of the following general education patterns: SMC GE, CSU GE, or IGETC;
- Completion of the SMC Global Citizenship graduation requirement.

CERTIFICATE OF ACHIEVEMENT REQUIREMENTS

A Certificate of Achievement is granted upon successful completion of a program of study with a minimum overall grade point average (GPA) of 2.0 (C) and a **designated minimum number of units**, including:

- Completion of the area of emphasis with a grade of C or higher in each course, or with a P if the course was taken on a Pass/No Pass basis, and the P is equal to a C or higher. Department Chairs have the discretion to waive the 50% minimum units required at SMC to meet the major or area of emphasis. All major coursework must be completed with a “C” or better grade;
- Completion of at least 50% of area of emphasis units at Santa Monica College;

CATALOG RIGHTS

A student may satisfy the requirements of a degree that were in effect at any time of the student’s *continuous* enrollment. Continuous enrollment means attendance in at least one semester (Fall or Spring) in each academic year.

TRANSFER PREPARATION

Many colleges/universities offer baccalaureate degrees in this field. Students planning to transfer to a four-year college or university should complete the lower-division major requirements and the general education pattern for the specific transfer institution. SMC has articulation agreements with the many UC and CSU campuses, as well as several private and out-of-state institutions.

Exact major requirements for UC and CSU campuses can be found online at assist.org.

A listing of private, nonprofit California colleges and universities can be found online at aiccu.edu. For articulation agreements between SMC and some of these institutions see smc.edu/articulation.

FASHION DESIGN, ASSOCIATE DEGREE OR CERTIFICATE OF ACHIEVEMENT

Program Learning Outcomes: Upon completion of the program, students will demonstrate the ability to channel their creativity into marketable fashion and lifestyle product lines, understanding the various design challenges, fit, textile fabrications, cost, sizing, design editing, and aesthetics for various target markets; understand production in wholesale and retail in order to meet consumer needs while creating forward trend directions. Program electives bridge communication with fashion merchandising concepts, ensuring creativity and marketability. Students develop an awareness of art, visual communication, global culture, computer technology, and business in the design process. Additionally, students will have skills pertinent to successfully enter third-year college fashion design programs, translate their internship experiences into positions at small to large-scale design firms, or create their own design line.

AREA OF EMPHASIS: (42 UNITS)**First Level Courses:**

FASHN 1	Introduction to the Fashion Industry	3
FASHN 2	Color Analysis	3
FASHN 3	Apparel Construction	3

Second Level Courses:

FASHN 5	Fashion Buying	3
FASHN 6A	Pattern Analysis and Design	2
FASHN 7	Fabrics for Fashion Design and Merchandising	3
FASHN 8	History of Fashion Design	3

Third Level Courses:

FASHN 9A	Introduction to Fashion Illustration	3
FASHN 10	Advanced Fashion and Construction	3
FASHN 13	Draping I	3

Fourth Level Courses:

FASHN 9B	Advanced Fashion Illustration and Advertising	2

FASHN 12	Fashion Show Production	3
or		
FASHN 17	Apparel Collection Design and Production	3

FASHN 18	Computer Aided Fashion Design and Merchandising	2

Elective Courses; Select a minimum of 6 units from the list of courses below:

ACCTG 1	Introduction to Financial Accounting	5
ART 10A	Design I	3
ART 20B	Drawing II – Drawing with Color	3
BUS 21	Merchandising Principles	3
BUS 63	Principles of Entrepreneurship	3
FASHN 6B	Pattern Drafting and Design Intermediate	3
FASHN 11	Advanced Clothing - Tailoring	2
FASHN 14	Draping II	3
FASHN 15	Ethnic Fashion	3
FASHN 16	Pattern Grading	2
FASHN 17	Apparel Collection Design and Production	3
FASHN 19	Fashion Marketing	3
FASHN 20	Fashion Styling and Visual Presentation	3
FASHN 21	Digital Fashion Portfolio	2
FASHN 88A	Independent Studies in Fashion	1
FASHN 88B	Independent Studies in Fashion	2
FASHN 88C	Independent Studies in Fashion	3
FASHN 90A	Fashion Internship	1
FASHN 90B	Fashion Internship	2
FASHN 90C	Fashion Internship	3

FASHION MERCHANDISING, ASSOCIATE DEGREE OR CERTIFICATE OF ACHIEVEMENT

Program Learning Outcomes: Upon completion of the program, students will demonstrate the ability to analyze and assess the marketable trends in fashion and lifestyle product lines for all target markets; understand the logistics from fashion production to wholesale, retail, and resale; develop pre- and post-promotional activities necessary to launch brands/private labels in order to maintain success in the local and global marketplace; utilize critical thinking in solving design, sales, or promotional issues; have the ability to utilize software applicable to promotional needs, and understand the working relationship between designers and marketers. Additionally, students will have skills pertinent to successfully entering third-year college fashion programs, advancing in management positions, or entering major retail executive buying/management training programs.

AREA OF EMPHASIS: (40 UNITS)**First Level Courses:**

FASHN 1	Introduction to Fashion Industry	3
FASHN 2	Color Analysis	3

Second Level Courses:

FASHN 3	Apparel Construction	3
FASHN 5	Fashion Buying	3
FASHN 7	Fabrics for Fashion Design and Merchandising	3
FASHN 8	History of Fashion Design	3

Third Level Courses:

BUS 21	Merchandising Principles	3
FASHN 18	Computer Aided Fashion Design and Merchandising	3
FASHN 20	Window Display for Fashion	3

Fourth Level Courses:

BUS 23	Principles of Selling	3
FASHN 12	Fashion Show Production	3

Elective Courses; Select a minimum of 8 units from the list of courses below:

ACCTG 1	Introduction to Financial Accounting	5
ART 10A	Design I	3
ART 20B	Drawing II	3
BUS 25	Advertising Display	3
BUS 63	Principles of Entrepreneurship	3
FASHN 6A	Pattern Analysis and Design	2
FASHN 6B	Pattern Drafting and Design Intermediate	3
FASHN 9A	Introduction to Fashion Illustration	3
FASHN 9B	Advanced Fashion Illustration and Advertising	2
FASHN 10	Advanced Fashion and Construction	3
FASHN 11	Advanced Clothing - Tailoring	2
FASHN 13	Draping I	3
FASHN 14	Draping II	3
FASHN 15	Ethnic Fashion	3
FASHN 16	Pattern Grading	2
FASHN 17	Apparel Collection Design and Production	3
FASHN 19	Fashion Marketing	3
FASHN 21	Digital Fashion Portfolio	2
FASHN 88A	Independent Studies in Fashion	1
FASHN 88B	Independent Studies in Fashion	2
FASHN 88C	Independent Studies in Fashion	3
FASHN 90A	Fashion Internship	1
FASHN 90B	Fashion Internship	2
FASHN 90C	Fashion Internship	3