

# FASH A115: INTRODUCTION TO THE FASHION INDUSTRY

Item	Value
Curriculum Committee Approval Date	11/04/2020
Top Code	130300 - Fashion
Units	3 Total Units
Hours	54 Total Hours (Lecture Hours 54)
Total Outside of Class Hours	0
Course Credit Status	Credit: Degree Applicable (D)
Material Fee	No
Basic Skills	Not Basic Skills (N)
Repeatable	No
Open Entry/Open Exit	No
Grading Policy	Standard Letter (S)

## Course Description

Organization, structure, and interrelationship of industries and services that comprise the business of fashion, terminology, designers, trade organizations, and publications. Identification of current trends and fashion inspiration. Professional opportunities explored. Transfer Credit: CSU.

## Course Level Student Learning Outcome(s)

1. Identify and define terminology and research publications used in the fashion industry.
2. Identify skills and education required for employment in fashion design, fashion merchandising, apparel construction, and product development.

## Course Objectives

- 1. Identify the various career areas within the fashion industry, particularly those related to fashion design, apparel construction, fashion merchandising, and product development.
- 2. Conduct an interview of a fashion industry professional.
- 3. Compile and define industry terminology.
- 4. Identify skills and education needed for various jobs in the fashion industry.
- 5. Present information demonstrating professional practices and techniques.
- 6. Find current industry trends in fashion periodicals, newspapers, and blogs.
- 7. Research the availability of internships, job-shadowing, and mentoring in a chosen field.
- 8. Research trade shows, professional organizations, and employment agencies in the fashion industry.
- 9. Create visual mind maps for two industry speakers. Include speaker background, education, job history, inspiration, and suggestions for future employment opportunities.

## Lecture Content

Introduction to the fashion industry Design Merchandising Apparel Construction Product Development Major trend resources Women's

Wear Daily (WWD) California Apparel News Current fashion publications and blogs III. Industry terminology development Industry speakers Corporate site visits Library research Career interviews IV. Employment skills and educational requirements Certificates Degrees Transfer options Industry skill-sets V. Career and employment exploration A. Internships B. Networking C. Job-shadowing D. Mentoring VI. Industry affiliations A. Tradeshows B. Professional organizations C. Employment agencies VII. Career interviews A. Research a company B. Determine requirements for employment a. Skill-sets b. Education c. Company culture C. Interview format a. How to contact potential interviewee b. Question and subject preparation c. The importance of follow-up VIII. Career opportunities A. Design and Apparel Construction a. Apparel and accessory designer b. Technical designer c. Textile designer d. Tailor e. Dressmaker f. Alterations manager g. Screen printer h. Pattern-maker i. Sample-maker j. Cut and sew contractor k. Grader l. Marker-maker m. Quality control supervisor n. Packing and shipping manager B. Merchandising a. Retail buyer b. Wholesale/retail merchandiser c. Stylist d. Image consultant/personal shopper e. Visual display manager f. Public relations assistant/manager g. Retail store department manager h. Event planner C. Production/Product Development a. Pattern-maker b. Sample-maker c. Technical designer d. Sourcing manager e. Production manager f. Quality control supervisor g. Grader h. Marker-maker i. Costing/spec production manager j. Pre-production merchandiser

## Method(s) of Instruction

- Lecture (02)
- DE Live Online Lecture (02S)
- DE Online Lecture (02X)

## Instructional Techniques

1. Lecture
2. Demonstration
3. Critique
4. Student presentation

## Reading Assignments

Assigned reading from the texts and industry publications. 2-3 hours per week

## Writing Assignments

Write evaluation summary and critique for each guest speaker. Conduct an informational interview of an industry professional and complete a written and oral report on the interview. Create a fashion business and inspiration journal. Final exam. 3-4 hours per week.

## Out-of-class Assignments

Conducting an informational and career interview, trendspotting, and creating a fashion business journal and inspiration book. 1 hour per week.

## Demonstration of Critical Thinking

Written speaker evaluation Class presentations Examination

## Required Writing, Problem Solving, Skills Demonstration

1. Write evaluation summary and critique for each guest speaker.
2. Conduct an informational interview of an industry professional and complete a written and oral report on the interview.
3. Final exam.

## Eligible Disciplines

Family and consumer and studies/home economics: Master's degree in family and consumer studies, life management/home economics, or home economics education OR bachelor's degree in any of the above AND master's degree in child development, early childhood education, human development, gerontology, fashion, clothing and textiles, housing/

interior design, foods/nutrition, or dietetics and food administration OR the equivalent. Master's degree required. Fashion and related technologies (merchandising, design, production): Any bachelor's degree and two years of professional experience, or any associate degree and six years of professional experience.

### **Textbooks Resources**

1. Required Stone, Elaine. In Fashion, 3rd ed. New York: Fairchild Publications, Inc., 2017