APPAREL, MERCHANDISING, AND DESIGN

Administered by the Department of Apparel, Events, and Hospitality Management. Leading to the degree bachelor of science.

Total credits required: 123 including a minimum of 18 credits in A M D at Iowa State University for the degree (12 of the 18 credits must be at the 300-400 level). The major in apparel, merchandising, and design provides a broad based program of study with flexibility in creating program options. Courses are required in general education, and apparel industry professional core. To complete the program, a student selects a primary option from design, product development/sourcing and merchandising. Merchandising and product development require selection of an additional secondary option.

A minor in apparel, merchandising, and design is available.

Undergraduate Study

The program offers study for the degree of Bachelor of Science with a major in apparel, merchandising, and design (A M D). The program offers students a broad understanding of textile and apparel products, merchandising and marketing strategies, technical and creative design, product development, production processes, and business practices leading to a wide range of careers at state, national, and international levels in business and industry. Courses in the program provide scientific, technical, and humanistic knowledge about textiles, apparel, and related products basic to career preparation. Courses also provide knowledge applicable to the development and use of apparel and textile products by individuals, families, and institutions. The program provides a foundation for graduate study. Graduates understand the production, distribution, and use of textiles and apparel, aesthetic expression, and communication. They are prepared to plan, develop, source and present textile and apparel products to meet the needs of consumers. They understand the issues involved in textile and apparel production and marketing, both nationally and internationally. Graduates appreciate the interdependence of nations and cultures as producers and consumers of textile products.

The A M D major provides a broad-based program of study with flexibility in creating an individualized program. To complete the program, a student combines general education, A M D core classes, and structured clusters of courses to form an option in merchandising, product development/sourcing, or design. The combinations of primary options, secondary areas of concentration, and electives allow students to individualize their programs.

An option in merchandising prepares students for the planning, development, and presentation of market-oriented product lines and events. Career opportunities are in product development, sourcing, buying, promotion, and management in both manufacturing and retailing sectors with a focus on the textile and apparel industry. An option in creative and technical design is appropriate for those interested in the aesthetic and creative aspects of design, product or line development, promotion of textiles and apparel, technical design, apparel engineering, product development, sourcing, and quality assurance. An option in product development/sourcing is appropriate for those interested in both designing and merchandising products or lines for consumer groups, sourcing and manufacturing. Students in design have a review of their design skills (A M D 206 Design Selective Advancement) after A M D


For additional courses of interest, see Apparel, Events, and Hospitality Management.

Minor

A minor in apparel, merchandising, and design requires (16-17 cr) of the following:

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
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<tbody>
<tr>
<td>A M D 131</td>
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<td>or A M D 165</td>
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<td>A M D 204</td>
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<tr>
<td>AESHM 275</td>
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</tbody>
</table>

Total Credits: 16-17

Grade Point Requirement

All students majoring in apparel, merchandising, and design are required to earn a C- or better in all AESHM and A M D courses applied toward the degree, including transfer credits.

Communication Proficiency Requirement

Undergraduate English proficiency is certified when the student has received a grade of C or better in ENGL 150 Critical Thinking and Communication, and ENGL 250 Written, Oral, Visual, and Electronic Composition.

Students who receive a C-, D+, D, or D- in ENGL 150 Critical Thinking and Communication or ENGL 250 Written, Oral, Visual, and Electronic Composition may take one of the following, with permission from the English Department, instead of repeating the lower-level course:

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
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<tbody>
<tr>
<td>ENGL 302</td>
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<td>ENGL 314</td>
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Curriculum in Apparel, Merchandising, and Design

Administered by the Department of Apparel, Events, and Hospitality Management. Leading to the degree bachelor of science.

Total credits required: 123 including a minimum of 18 credits in AMD at Iowa State University for the degree (12 of the 18 credits must be at the 300-400 level).

Cr. Degree Requirements

Communications Skills

<table>
<thead>
<tr>
<th>Course</th>
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<tbody>
<tr>
<td>ENGL 150</td>
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</table>
ENGL 250  Written, Oral, Visual, and Electronic Composition  3
LIB 160  Information Literacy  1

Select one of the following:  3
COMST 214  Professional Communication
COMST 218  Conflict Management
SP CM 212  Fundamentals of Public Speaking

Total Credits  10

Biological and Physical Sciences and Mathematical Disciplines
Mathematics (MATH 150 recommended for merchandising)  3
Select from natural sciences, including FS HN 167. PD: Innovation must take Chemistry.  3
Statistics  3-4
STAT 101  Principles of Statistics
STAT 104  Introduction to Statistics
STAT 226  Introduction to Business Statistics I

Total Credits  9-10

Social Sciences
ECON 101  Principles of Microeconomics  3
A M D 165  Dress and Diversity in Society  3
Select from approved list, including A M D 362  3

Total Credits  9

Humanities
Select from:
A M D 354  History of European and North American Dress
A M D 356  History of Twentieth Century Fashion
Select from approved list (world language and cultures course recommended)  3
History/Art History (Creative Design: ART H required)  3

Total Credits  9

Professional A M D core courses
AESHM 112  Orientation for AESHM  1
AESHM 113N  Professional Development for AESHM: Apparel, Merchandising, and Design  1
AESHM 311  Seminar on Careers and Internships  1
AESHM 411  Seminar on Current Issues  1
AESHM 470N  Supervised Professional Internship: Apparel  3-6
Field Study (if AESHM 470 is not out-of-home-state)  2-3
AESHM 380  U.S. Field Study
or AESHM 381  International Field Study
A M D 131  Overview of the Fashion Industry  3
A M D 204  Textile Science  4
A M D 210  Computer Applications in Digital Design and Data Management  3
COM S 113  Introduction to Spreadsheets and Databases  3
A M D 231  Product Development and Manufacturing  4
A M D 245  Aesthetics and Brand Image  3
A M D 275  Retail Merchandising  3
A M D 372  Sourcing and Global Issues  3

Total Credits  35-39

Primary Options
Select one professional primary option from the following two choices:

Creative and Technical Design Courses
A M D 121  Apparel Assembly Processes  3
A M D 178  Introduction to Apparel Design Studio  2
A M D 206  Design Selective Advancement  R
A M D 225  Patternmaking I: Drafting and Flat Pattern  3
A M D 278  Fashion Illustration  3
A M D 321  Computer Integrated Textile and Fashion Design  3
A M D 310  Computer Integrated Textile and Fashion Design  3
A M D 321  Computer Integrated Textile and Fashion Design  3
A M D 325  Patternmaking II: Draping  3
A M D 415  Technical Design Processes  3
A M D 495  Senior Design Studio  3
Select one  3
A M D 305  Quality Assurance of Textiles and Apparel
A M D 404  Advanced Textile Science
A M D 431  Apparel Production Management

Select three classes from:
ACCT 284  Financial Accounting
AESHM 222  Creative Thinking and Problem Solving
AESHM 272  Fashion Show Production and Promotion
AESHM 340  Hospitality and Apparel Marketing Strategies
or MKT 340  Principles of Marketing
AESHM 470N  Supervised Professional Internship: Apparel  3-6
AESHM 472  Fashion Show Management
AESHM 474  Entrepreneurship in Human Sciences
A M D 257  Museum Studies
A M D 305  Quality Assurance of Textiles and Apparel
A M D 328  Design Seminar
A M D 354  History of European and North American Dress
A M D 362  Cultural Perspectives of Dress
A M D 377  Brand Management and Promotions
A M D 404  Advanced Textile Science
A M D 426  Creative Design Processes
A M D 431  Apparel Production Management
A M D 467  Consumer Behavior
A M D 490  Independent Study
A M D 496  Fashion Forecasting and Product Development
A M D 499  Undergraduate Research
SCM 301  Supply Chain Management
THTRE 255  Introduction to Theatrical Production
THTRE 357  Stage Make-up
Any art history, art integrated studio, or design studies
Select from:
A M D 354  History of European and North American Dress
A M D 356  History of Twentieth Century Fashion
A M D 362  Cultural Perspectives of Dress

Total Credits  47-50

Product Development Primary Option
A M D 121  Apparel Assembly Processes  3
### Merchandising Primary Option

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<td>AESHM 340</td>
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<tr>
<td>or MKT 340</td>
<td>Principles of Marketing</td>
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<tr>
<td>A M D 356</td>
<td>History of Twentieth Century Fashion</td>
<td>3</td>
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<td>A M D 376</td>
<td>Merchandise Planning and Control</td>
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<td>A M D 377</td>
<td>Brand Management and Promotions</td>
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<tr>
<td>A M D 467</td>
<td>Consumer Behavior</td>
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<td>A M D 475</td>
<td>Retail Information Analysis</td>
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<td>A M D 477</td>
<td>Multi-channel Retailing</td>
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<tr>
<td>AESHM 474</td>
<td>Entrepreneurship in Human Sciences</td>
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</tbody>
</table>

### Merchandising Areas of Concentration (Select one)

#### Option 1: Apparel, Merchandising, and Design/AESHM
- Select 5-6 additional courses from AMD or AESHM courses for 15 credits, including study abroad or community college work in AMD or AESHM

#### Option 2: Two Areas of Concentration
- Select two approved classes from first discipline and three approved classes from second discipline from the recommended academic areas to create an area of concentration leading to career paths in AMD Merchandising. One of the areas may either be AMD or AESHM. Selections must be approved by adviser.

Approved academic coursework options include: ACCT, ADVRT, AESHM or A M D, ANTHR, ART H, ARTIS, DSN, BUSAD, COMST, CRP, ECON, EVENT, ENGL, FIN, HIST, INST, J L MC, MGM T, MIS, MKT, POL S, PR, PSYCH, SCM, SOC, TSC, WLC, W S

### Merchandising Secondary Areas for Production Development (Select one)

### Merchandising: Line Development and Sourcing

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<td>A M D 305</td>
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<td>A M D 318</td>
<td>Apparel Assembly Processes</td>
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<td>A M D 404</td>
<td>Apparel Assembly Processes</td>
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### Merchandising Study Abroad

- One semester of one foreign language

### Product Innovation

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<td>A M D 328</td>
<td>Apparel Assembly Processes</td>
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### Apparel Production Management

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<tr>
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<tr>
<td>A M D 225</td>
<td>Patternmaking I: Drafting and Flat Pattern</td>
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<td>A M D 328</td>
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<td>A M D 499</td>
<td>Undergraduate Research</td>
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<tr>
<td>A M D 521</td>
<td>Digital Technologies in Textile and Apparel Design</td>
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<tr>
<td>A M D 565</td>
<td>Sustainability: Theory and Practical Application</td>
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### Fashion Illustration

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<td>Quality Assurance of Textiles and Apparel</td>
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<td>A M D 321</td>
<td>Computer Integrated Textile and Fashion Design</td>
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### Technical Design Processes

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<td>Sustainability: Theory and Practical Application</td>
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### World Food Issues: Past and Present

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<td>A M D 499</td>
<td>Undergraduate Research</td>
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### Total Credits

| Total Credits | 100 |

† Arranged with instructor.
Secondary Option for Merchandising:
In consultation with your adviser, select a secondary option area with 9 credits (3 classes).

**Entrepreneurship and Business:**
Select 3 from:
- ACCT 215 Legal Environment of Business
- ACCT 285 Managerial Accounting
- AESHM 211 Leadership Experiences and Development (LEAD)
- BUSAD 250 Introduction to Business
- FIN 301 Principles of Finance
- MIS 301 Management Information Systems
- MKT 340 Principles of Marketing
- MGMT 310 Entrepreneurship and Innovation
- MGMT 313 Feasibility Analysis and Business Planning
- MGMT 370 Management of Organizations
- SCM 301 Supply Chain Management

Total Credits 9

**Magazine, Advertising, and Web:**
Select 3 from:
- ADVRT 230 Advertising Principles
- ADVRT 301 Research and Strategic Planning for Advertising and Public Relations
- ADVRT 334 Advertising Creativity
- ADVRT 434 Advertising Campaigns
- ENGL 303 Free-Lance Writing for Popular Magazines
- ENGL 313 Rhetorical Website Design
- JL MC 201 Reporting and Writing for the Mass Media
- JL MC 242 Visual Principles for Mass Communicators
- JL MC 310 Fundamentals of Photojournalism
- JL MC 341 Contemporary Magazine Publishing
- JL MC 490 Independent Study in Communication
- Any ART Graphic Design or Photography

Total Credits 9

**Human Resource Management & Communications:**
Select 3 from:
- AESHM 211 Leadership Experiences and Development (LEAD)
- AESHM 287 Principles of Management in Human Sciences
- AESHM 421 Developing Global Leadership: Maximizing Human Potential
- AESHM 438 Human Resource Management
- COMST 214 Professional Communication
- COMST 218 Conflict Management
- COMST 310 Intercultural Communication
- COMST 314 Organizational Communication
- COMST 317 Small Group Communication
- ENGL 302 Business Communication
- MGMT 370 Management of Organizations
- MGMT 371 Organizational Behavior
- ENGL 313 Rhetorical Website Design
- PSYCH 450 Industrial Psychology

Total Credits 9

**Sociology of Work**
Total Credits 9

**Museums and the Business of Art**
Select three courses
- Any Anthropology, Art History, History
- AESHM 470N Supervised Professional Internship: Apparel
- A M D 257 Museum Studies
- A M D 354 History of European and North American Dress
- A M D 356 History of Twentieth Century Fashion
- A M D 362 Cultural Perspectives of Dress
- A M D 4908 Independent Study: History of Dress and Textiles arr
- ENGL 309 Proposal and Report Writing
- EVENT 271 Introduction to Event Management
- Approved Study Abroad classes in Art Management, Art Business, and Museums

Total Credits 9

† Arranged with instructor.

**International Business**
Select 3 courses from:
- Any Foreign Language
- AESHM 211 Leadership Experiences and Development (LEAD)
- AESHM 381 International Field Study
- AESHM 421 Developing Global Leadership: Maximizing Human Potential
- ECON 102 Principles of Macroeconomics
- ECON 355 International Trade and Finance
- INTST 235 Introduction to International Studies
- INTST 446 International Issues and Challenges in Sustainable Development
- MKT 448 Global Marketing
- MGMT 414 International Management
- SCM 301 Supply Chain Management
- Approved Study Abroad courses

Total Credits 9

**Fashion Marketing and Visual Merchandising/Styling**
Select 3 courses from:
- Approved Marketing classes
- AESHM 222 Creative Thinking and Problem Solving
- AESHM 272 Fashion Show Production and Promotion
- AESHM 342 Aesthetics of Consumer Experience
- AESHM 472 Fashion Show Management
- A M D 278 Fashion Illustration
- A M D 321 Computer Integrated Textile and Fashion Design
- ENGL 313 Rhetorical Website Design
- ENGL 314 Technical Communication
- Approved Study Abroad courses in Styling, Photography, Digital Retailing, and Visual Merchandising

Total Credits 9

**Fashion Promotions, Publicity, Public Relations, and Fashion Shows**
Select 3 courses from:
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
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<td>AESHM 222</td>
<td>Creative Thinking and Problem Solving</td>
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<td>EVENT 271</td>
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Apparel Merchandising, Design B.S. - creative technical design primary option

### Freshman

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### Junior

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Apparel Merchandising, Design B.S. - merchandising primary option

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### Apparel, Merchandising, and Design B.S.

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#### Total Credits: 121-126

Apparel Merchandising, Design B.S. - product development primary option

#### Graduate Study

The program offers work for the Master of Science (thesis and non-thesis options) and Doctor of Philosophy (on-campus and distance hybrid) with a major in apparel, merchandising, and design. For all programs the field of study is highly interdisciplinary; programs of study are tailored to students' background and interests. The program offers a concurrent B.S. and M.S. degree that allows students to obtain both the B.S. and M.S. degrees in apparel, merchandising, and design in 5 years. Application for admission to the Graduate College should be made in the junior year.
Graduates understand how textiles and apparel are essential in meeting individual and societal needs and understand the interdependence of nations and cultures as producers and consumers. Graduates understand diverse philosophies of scholarship and apply multiple methods to creative activity, research, and teaching. Strong writing and oral communication skills help graduates disseminate scholarship and compete successfully for awards and grants.

Graduates accept positions relevant to their academic experience. All doctoral graduates have teaching experience. Master’s and doctoral graduates have experience working in team-oriented and interactive environments. Graduates are prepared to adapt to future changes in their professions and to provide leadership in professional and public practice. They bring a strong sense of ethics to research, teaching, and business endeavors.

Program emphases for graduate study include creative design and product development; consumer behavior; entrepreneurship; merchandising and marketing aspects of textiles and clothing; acquisition and use of textiles and apparel within cultures; U.S. dress and textiles from the 19th into the 21st centuries; textiles; textile conservation; and computer-aided design. The program participates in the interdepartmental gerontology minor.

Courses primarily for undergraduates:

**A M D 120: Apparel Construction Techniques**
(3-0) Cr. 3. SS.
Assemble components and completed garments with the use of basic sewing equipment. Learn basic construction techniques, applications and vocabulary. Students will need access to a home sewing machine, iron, computer and the internet. Not available for credit for A M D majors.

**A M D 121: Apparel Assembly Processes**
(1-4) Cr. 3. F.S.
*Prereq: A M D 204 concurrent recommended*
Principles of garment assembly. Use of mass production equipment and methods to analyze, develop and assemble garments.

**A M D 131: Overview of the Fashion Industry**
(3-0) Cr. 3. F.
Introduction to fashion industry, industry structure from concept to consumer. Focus on fashion-driven consumer goods.

**A M D 165: Dress and Diversity in Society**
(3-0) Cr. 3. F.S.
Examination of diversity among consumers and introduction to forecasting trends in dress. Introduction to social justice issues. Meets U.S. Diversity Requirement

**A M D 178: Introduction to Apparel Design Studio**
(0-4) Cr. 2. F.S.
Introduction to the elements and principles of design in fashion and apparel including skill development in fashion illustration, technical drawing, and fabric rendering using traditional media. Application of written and verbal presentations to communicate fashion and apparel design concepts. Fashion presentation and introduction to portfolio development.

**A M D 204: Textile Science**
(3-2) Cr. 4. F.S.
*Prereq: A M D 131*
Textile fibers, yarns, fabrication, coloration, and finishes. Quality and performance application to consumer soft goods and technical textiles. Online components and lab work.

**A M D 206: Design Selective Advancement**
Cr. R. Repeatable, maximum of 2 times. F.S.
*Prereq: Completion or enrollment in A M D 121, A M D 131, A M D 178, and A M D 204 and enrollment in major*
Project review and skill assessment related to 2-dimensional and 3-dimensional visualization, apparel assembly, basic product knowledge, design problem solving, illustration, textiles. Offered on a satisfactory-fail basis only. Only one credit in 206 may be counted towards graduation.

**A M D 210: Computer Applications in Digital Design and Data Management**
(2-2) Cr. 3. F.S.
*Prereq: A M D 131, A M D 245 or concurrent; AESHM 111*
Applications of basic skills in Photoshop, Illustrator, PLM-type software, Excel, and databases. Introduction to digital product design and line development. Focus on elements and principles of design. Introduction to digital portfolio development for design and merchandising. Online lectures.

**A M D 225: Patternmaking I: Drafting and Flat Pattern**
(1-4) Cr. 3. F.S.
*Prereq: A M D 121, A M D 204, AMD 206.*
Application of patternmaking tools and their functions, measurement techniques, pattern labeling, and patternmaking communication documents. Sloper drafting and flat pattern manipulation methods for women’s apparel. Design and construction of original garments using drafted slopers and flat pattern manipulation methods to enable the analysis of fit.

**A M D 231: Product Development and Manufacturing**
(3-2) Cr. 4. F.S.
*Prereq: A M D 204*
Analysis of apparel product development, sourcing, and manufacturing processes. Focus on materials and specifications relative to quality, performance, cost, and price. Applications of software for PLM.

**A M D 245: Aesthetics and Brand Image**
(3-0) Cr. 3. F.S.
*Prereq: A M D 131, A M D 165, A M D 204 or concurrent*
Elements and principles of design. Analysis of sensory, expressive, and symbolic aspects that build brand image, with a focus on fashion products and promotional settings.

**A M D 257: Museum Studies**
(3-0) Cr. 3.
*Prereq: Sophomore standing*
Overview of museums including history, functions, and philosophy. Collection and curatorial practices. Funding and governance issues. Hands-on object research and exhibit development. Required field trip.
**A M D 275: Retail Merchandising**  
(3-0) Cr. 3. F.S.  
**Prereq:** 3 credits in Math  
Principles of merchandising as applied to retail-, service-, events-, and hospitality-related businesses. Study of the planning, development, and presentation of apparel- and hospitality-related products, services, and experiences. Industry and market research, planning of new offerings, and development of promotional and competitive strategies for various retail formats.

**A M D 278: Fashion Illustration**  
(0-6) Cr. 3. F.S.  
**Prereq:** A M D 210 or concurrent enrollment, A M D 245 or concurrent enrollment. Permission of instructor.  
Development of fashion plates and focused apparel lines/collections. Proficiency in drawing the fashion figure, technical drawings/flats, and apparel using a variety of media. Continuation of fashion presentation and portfolio development.

**A M D 305: Quality Assurance of Textiles and Apparel**  
(Dual-listed with A M D 505). (2-2) Cr. 3. F.  
**Prereq:** A M D 231, one course in natural science; STAT 101, STAT 226, or STAT 401  

**A M D 310: Computer Integrated Textile and Fashion Design**  
(0-6) Cr. 3. S.  
**Prereq:** A M D 225, A M D 325 concurrent; permission of instructor  
Computer-aided design technology used in apparel sketching, pattern drafting, grading, and marker making.

**A M D 321: Computer Integrated Textile and Fashion Design**  
(0-6) Cr. 3.  
**Prereq:** A M D 210, A M D 278 or concurrent enrollment. Permission of instructor  
Analysis and advanced use of computer-aided design software for textile and fashion design for various target markets. Digital presentation and portfolio development.

**A M D 325: Patternmaking II: Draping**  
(0-6) Cr. 3. F.S.  
**Prereq:** A M D 301; permission of instructor  
Principles of patternmaking through basic draping techniques on industry standard body forms. Apparel design through analysis of fit and design; problem solving and interaction of fabric characteristics with style features.

**A M D 328: Design Seminar**  
(Dual-listed with A M D 528). Cr. arr. Repeatable. F.S.SS.  
**Prereq:** Vary with topic.  
Focus on artisanal textile, apparel, or surface and structural design techniques. Design processes for specialty fabrics and markets. Topics vary by term.

**A M D 354: History of European and North American Dress**  
(3-0) Cr. 3. F.  
**Prereq:** 3 credits from Hist or Art H  
Survey of history of dress from ancient times up to the American Civil War; focus on European and North American dress. Emphasis on connection of dress to the social, cultural, environmental, and technological contexts of the Western world. Meets International Perspectives Requirement.

**A M D 356: History of Twentieth Century Fashion**  
(3-0) Cr. 3. S.  
**Prereq:** A M D 165 or 3 credits in anthropology, psychology, or sociology.  
Analysis of multiple factors related to dress in selected societies, including technology, cultural identity, aesthetics, social organization, ritual, stability and change. Applications to fair trade and social responsibility.  
Meets International Perspectives Requirement.

**A M D 362: Cultural Perspectives of Dress**  
(3-0) Cr. 3.  
**Prereq:** A M D 165 or 3 credits in anthropology, psychology, or sociology.  
Analysis of multiple factors related to dress in selected societies, including technology, cultural identity, aesthetics, social organization, ritual, stability and change. Applications to fair trade and social responsibility.  
Meets International Perspectives Requirement.

**A M D 372: Sourcing and Global Issues**  
(3-0) Cr. 3. F.S.  
**Prereq:** A M D 231, AESHM 275; ECON 101 or ECON 102 recommended  
Evaluation of key issues facing textile and apparel industries in global markets considering ethical, economic, political, social, and professional implications. Sourcing strategies in a global environment. Corporate and consumer social responsibility and sustainability. Meets International Perspectives Requirement.

**A M D 376: Merchandise Planning and Control**  
(3-2) Cr. 4. F.S.  
**Prereq:** AESHM 275; 3 credits from ACCT 284, MATH 104, MATH 105, MATH 140, MATH 150, or equivalent.  
Calculations and computer application in the planning and control of merchandise. Emphasis on retail math as it pertains to assortment planning, the six-month buying plan process, and other buying concepts and strategies. Online modules.

**A M D 377: Brand Management and Promotions**  
(3-0) Cr. 3. F.S.  
**Prereq:** A M D 245; AESHM 340 or MKT 340  
Principles of brand development and management; emphasis on branding, visual merchandising, design/layout of retail spaces. Includes merchandising technology applications such as Adobe Creative Suite and retail-related case studies.

**A M D 404: Advanced Textile Science**  
(Dual-listed with A M D 504). (2-2) Cr. 3. S.  
**Prereq:** A M D 204, A M D 245; one natural science course (physics or chemistry recommended).  
Theories and principles of textile science. Emphasis on fiber structure on fabric properties and performance; new developments in textiles.
A M D 415: Technical Design Processes  
(2-2) Cr. 3. F.  
Prereq: A M D 225; A M D 231  
Garment development and analysis of fit, performance, quality, cost. Exploration of alternative materials, construction methods, grading; specifications and portfolio development.

A M D 426: Creative Design Processes  
(Dual-listed with A M D 526). (1-4) Cr. 3. F.S.  
Prereq: A M D 301, A M D 321  
Exploration of the creative process and sources of inspiration in fashion design and the expansion of one's design repertoire. Method development, research, and production planning. Resource management, technology applications, and quality assurance.

A M D 431: Apparel Production Management  
(3-0) Cr. 3. S.  
Prereq: A M D 231; A M D 121 recommended; A M D 372 or concurrent. Procedures and experiences related to application and use of process controls: method analysis, work measurement, costing, pricing, and production planning. Resource management, technology applications, and quality assurance.

A M D 457: Textile Conservation and Collection Management  
(Dual-listed with A M D 557). (3-0) Cr. 3.  
Prereq: A M D 204  
Condition assessment, repair, and stabilization of textiles and apparel in museum collections. Dry and aqueous cleaning. Examination of storage and exhibition techniques, materials, and conditions. Experience with cataloging and management practices.

A M D 467: Consumer Behavior  
(2-2) Cr. 3. F.  
Prereq: A M D 165; AESHM 340; STAT 101 or STAT 104 or STAT 226; Application of concepts and theories from the social sciences to the study of consumer behavior related to dress, textile and apparel products, and retail experiences. Experience in conducting consumer research.

A M D 475: Retail Information Analysis  
(2-2) Cr. 3. S.  
Prereq: A M D 376  
Evaluation of information needed to make effective retail decisions. Use of technology in analyzing and interpreting retail systems data. Application of concepts related to forecasting, consumer demand, assortment planning, market research, data mining, database interface, pattern recognition, supply-chain/logistics management, retail technology applications such as Visual Retailing, PLM, and Sourcing Simulator.

A M D 477: Multi-channel Retailing  
(3-0) Cr. 3. F.S.  
Prereq: 3 credits in marketing or AESHM 275 or 287  
A customer-centric view of marketing with a focus on the retailer-customer relationship and online strategies. Integration of key characteristics of online and offline marketing including store formats, e-commerce, catalog, TV, mobile, and direct sales.

A M D 490: Independent Study  
Cr. arr. Repeatable. F.S.S.S.  
Prereq: 6 credits in A M D. Permission of the instructor, adviser, and department chair

A M D 490A: Independent Study: Textile Science  
Cr. arr. Repeatable. F.S.S.S.  
Prereq: 6 credits in A M D. Permission of the instructor, adviser, and department chair

A M D 490B: Independent Study: History of Dress and Textiles  
Cr. arr. Repeatable. F.S.S.S.  
Prereq: 6 credits in textiles and clothing. Permission of the instructor, adviser, and department chair

A M D 490C: Independent Study: Textile and Apparel Design  
Cr. arr. Repeatable. F.S.S.S.  
Prereq: 6 credits in textiles and clothing. Permission of the instructor, adviser, and department chair

A M D 490D: Independent Study: Aesthetics  
Cr. arr. Repeatable. F.S.S.S.  
Prereq: 6 credits in textiles and clothing. Permission of the instructor, adviser, and department chair

A M D 490E: Independent Study: Entrepreneurship  
Cr. arr. Repeatable. F.S.S.S.  
Prereq: 6 credits in textiles and clothing. Permission of the instructor, adviser, and department chair

Cr. arr. Repeatable. F.S.S.S.  
Prereq: 6 credits in textiles and clothing. Permission of the instructor, adviser, and department chair

A M D 490G: Independent Study: Consumer Behavior  
Cr. arr. Repeatable. F.S.S.S.  
Prereq: 6 credits in textiles and clothing. Permission of the instructor, adviser, and department chair

A M D 490H: Independent Study: Honors  
Cr. arr. Repeatable. F.S.S.S.  
Prereq: 6 credits in textiles and clothing. Permission of the instructor, adviser, and department chair

A M D 490I: Independent Study: Retail Merchandising  
Cr. arr. Repeatable. F.S.S.S.  
Prereq: 6 credits in textiles and clothing. Permission of the instructor, adviser, and department chair

A M D 495: Senior Design Studio  
(Dual-listed with A M D 595). (0-6) Cr. 3. F.  
Prereq: A M D 310, A M D 325. Permission of instructor.  
Creation of an apparel line from target market research to prototypes through the use of manual techniques and CAD technologies. The line is to be included in a professional portfolio and pieces submitted to a juried exhibition.

A M D 496: Fashion Forecasting and Product Development  
(3-0) Cr. 3. F.S.  
Prereq: A M D 231, A M D 245, AESHM 275  
Applying consumer, aesthetic, and quantitative trend information to develop value-added apparel/textile products and product lines with merchandising/promotion campaigns for diverse target markets. Multi-function team projects. Presentation to industry representatives.
A M D 528: Design Seminar
(Dual-listed with A M D 328). Cr. arr. Repeatable. F.S.SS.
Prereq: Vary with topic.
Focus on artisanal textile, apparel, or surface and structural design techniques. Design processes for specialty fabrics and markets. Topics vary by term.

A M D 545: Consumer Aesthetics and Retail Branding
(3-0) Cr. 3. Alt. S., offered even-numbered years.
Prereq: One course in design elements and principles, psychology, consumer behavior, or marketing
Examination of hedonic nature of consumer experience and its application to experiential design and branding of retail/hospitality establishments. Emphasis on consumer behavior, environmental psychology, and marketing literature.

A M D 557: Textile Conservation and Collection Management
(Dual-listed with A M D 457). (3-0) Cr. 3.
Prereq: A M D 204
Condition assessment, repair, and stabilization of textiles and apparel in museum collections. Dry and aqueous cleaning. Examination of storage and exhibition techniques, materials, and conditions. Experience with cataloging and management practices.

A M D 565: Sustainability: Theory and Practical Application
(3-0) Cr. 3. Alt. F., offered even-numbered years.
Prereq: 3 credits in research methods; basic knowledge of apparel industry and product development; permission of instructor.
Overview of current sustainability theory, research, and methodology. Emphasis on the evaluation and discussion of current sustainability literature and sustainable practice of apparel, textiles, and related products and services through people, processes, and the environment. Development and presentation of original scholarly and creative design work under various sustainability frameworks.

A M D 567: Consumer Behavior and Apparel
(3-0) Cr. 3. Alt. F., offered odd-numbered years.
Prereq: A M D 467 or MKT 447; STAT 401
Application of concepts and theories from the social sciences to the study of consumer behavior. Experience in conducting research; manuscript writing.

A M D 572: Sourcing and Global Issues
(3-0) Cr. 3. Alt. S., offered odd-numbered years.
Prereq: A course in merchandising or marketing

A M D 576: Industry Applications in Merchandising and Management
(3-0) Cr. 3. Alt. S., offered even-numbered years.
Prereq: A M D 376 or equivalent; AESHM 275 or equivalent. Permission of instructor
Using the case study method, students apply merchandising theory, principles, and practices to industry scenarios. Emphasis on problem solving, creative thinking, data analysis, and data interpretation involved in business operations. Focus on the development of leadership skills while functioning in small and large groups.

A M D 577: E-Commerce for Apparel and Hospitality Companies
(3-0) Cr. 3. Alt. S., offered odd-numbered years.
Prereq: Course in marketing or permission of instructor
Analysis of technology and consumer trends, industry practices, and marketing strategies for e-commerce. Evaluation and development of apparel or hospitality company websites. Theory application to the development of multi-channel business strategies.
A M D 590: Special Topics
Cr. arr. Repeatable.
Prereq: Permission of director of graduate education, adviser, and instructor(s)
Individually designed textile and clothing-related projects that reflect the special interests of the student.

A M D 590A: Special Topics: Textile Science
Cr. arr. Repeatable.
Prereq: Permission of director of graduate education, adviser, and instructor(s)
Individually designed textile and clothing-related projects that reflect the special interests of the student.

A M D 590B: Special Topics: History of Dress and Textiles
Cr. arr. Repeatable.
Prereq: Permission of director of graduate education, adviser, and instructor(s)
Individually designed textile and clothing-related projects that reflect the special interests of the student.

A M D 590C: Special Topics: Textile and Apparel Design
Cr. arr. Repeatable.
Prereq: Permission of director of graduate education, adviser, and instructor(s)
Individually designed textile and clothing-related projects that reflect the special interests of the student.

A M D 590D: Special Topics: Aesthetics
Cr. arr. Repeatable.
Prereq: Permission of director of graduate education, adviser, and instructor(s)
Individually designed textile and clothing-related projects that reflect the special interests of the student.

A M D 590E: Special Topics: Entrepreneurship
Cr. arr. Repeatable.
Prereq: Permission of director of graduate education, adviser, and instructor(s)
Individually designed textile and clothing-related projects that reflect the special interests of the student.

A M D 590F: Special Topics: Sociological and Psychological Aspects
Cr. arr. Repeatable.
Prereq: Permission of director of graduate education, adviser, and instructor(s)
Individually designed textile and clothing-related projects that reflect the special interests of the student.

A M D 590G: Special Topics: Consumer Behavior
Cr. arr. Repeatable.
Prereq: Permission of director of graduate education, adviser, and instructor(s)
Individually designed textile and clothing-related projects that reflect the special interests of the student.

A M D 590H: Special Topics: Merchandising
Cr. arr. Repeatable.
Prereq: Permission of director of graduate education, adviser, and instructor(s)
Individually designed textile and clothing-related projects that reflect the special interests of the student.

A M D 595: Senior Design Studio
(Dual-listed with A M D 495). (0-6) Cr. 3. F.
Prereq: A M D 310, A M D 325. Permission of instructor.
Creation of an apparel line from target market research to prototypes through the use of manual techniques and CAD technologies. The line is to be included in a professional portfolio and pieces submitted to a juried exhibition.

A M D 599: Creative Component
Cr. arr. Repeatable.
Prereq: 9 graduate credits in A M D

Courses for graduate students:

A M D 611: Seminar
Cr. 1-3. Repeatable.
Prereq: 6 graduate credits in textiles and clothing. Permission of instructor
Discussion of scholarship and current issues. Topics vary.

A M D 625: Design Theory and Process
(3-0) Cr. 3. Alt. S., offered odd-numbered years.
Prereq: Permission of instructor.
Analysis and application of design theory and creative processes, including strategies for solving aesthetic, functional, and/or technology-focused design problems. Creation and dissemination of design scholarship.

A M D 665: Social Science Theories of Appearance
(3-0) Cr. 3. Alt. S., offered odd-numbered years.
Prereq: 6 credits in sociology or psychology
Analysis of social science theories and concepts applicable to appearance research. Emphasis on qualitative research and philosophy of knowledge, including postmodern, symbolic interaction, semiotic, and feminist theories. Collection and analysis of qualitative data.

A M D 676: Merchandising Theory and Research Applications
(3-0) Cr. 3. Alt. F., offered even-numbered years.
Prereq: AESHM 275 or equivalent; statistics course recommended.
Review of current merchandising theory, research, and methodology. Emphasis on the evaluation and discussion of current and seminal merchandising literature, understanding research processes, interpretation of findings, assessing implications of research for future directions in merchandising, and the development and presentation of original scholarly work.

A M D 690: Advanced Topics
Cr. arr. Repeatable.
Prereq: Enrollment in doctoral program, permission of instructor, and approval of D.O.G.E

A M D 699: Research
Cr. arr. Repeatable.