

# Apparel, Merchandising and Design (A M D)

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Courses primarily for undergraduates:

## A M D 120. Apparel Construction Techniques.

(3-0) Cr. 3. SS.

Analysis of and 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 AMD majors.

## A M D 131. Overview of the Fashion Industry.

(3-0) Cr. 3. F.S.

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.SS.

Examination of diversity among consumers and forecasting future trends in consumer behavior. Introduction to social responsibility issues. Meets U.S. Diversity Requirement

## A M D 204. Textile Science.

(2-4) Cr. 4. F.S.SS. *Prereq:* 131

Online lectures. Textile fibers, yarns, fabrication, coloration, and finishes. Quality and performance application to consumer soft goods and technical textiles.

## 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, PDM, 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 221. Apparel Assembly Processes.

(1-4) Cr. 3. F.S. *Prereq:* T C 204 or concurrent

Principles of garment assembly. Use of mass production equipment and methods to analyze, develop and assemble garments.

## A M D 225. Patternmaking I.

(2-4) Cr. 4. F.S. *Prereq:* T C 204, T C 221. *Permission of instructor*

Basic flat pattern and draping methods for women's apparel. Patternmaking by computer.

## A M D 231. Product Development and Manufacturing.

(3-2) Cr. 4. F.S. *Prereq:* T C 204

Analysis of apparel product development, sourcing, and manufacturing processes. Focus on materials and specifications relative to quality, performance, and cost. 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 in contemporary American society. Museum history, functions, philosophy. Collection and curatorial practices. Funding and governance issues. Object research and exhibit development.

## 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 drawing skills, including line, shape, perspective and value. Introduction to drawing the fashion figure and apparel using a variety of media. Fashion presentation and introduction to portfolio development.

## A M D 301. Basic Design Concepts Review.

Cr. 1. Repeatable, maximum of 1 times. F.S. *Prereq:* *Completion or enrollment in T C 225, T C 278*

Project review and skill assessment related to 2-dimensional and 3-dimensional visualization, apparel assembly, basic product knowledge, design problem solving. Review of fashion illustration, textiles, flat pattern, basic apparel assembly, design problem solving. Offered on a satisfactory-fail basis only. Only one credit in 301 may be counted towards graduation.

## A M D 305. Quality Assurance of Textiles and Apparel.

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

Principles of product and materials evaluation and quality assurance. Developing specifications and using standard practices for evaluating materials, product characteristics, performance, and quality.

## A M D 321. Computer Integrated Textile and Fashion Design.

(0-6) Cr. 3. *Prereq:* T C 210, T C 278 or concurrent enrollment. *Permission of instructor*

Analysis and advanced use of computer-aided design software for textile and fashion design for various markets. Introduction to digital printing technology. Digital presentation and portfolio development.

## A M D 325. Patternmaking II.

(2-4) Cr. 3. F.S. *Prereq:* T C 301; *permission of instructor*

Principles of advanced patternmaking by flat pattern and draping techniques. Interaction of fabric characteristics with style features. Analysis of fit and design; problem solving. Patternmaking by computer.

## 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 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 through 19th century; focus on European and North American dress. Emphasis on connection of dress to the social, cultural, environmental, and technological contexts of the Western world. Nonmajor graduate credit.

Meets International Perspectives Requirement.

## A M D 356. History of Twentieth Century Fashion.

(Dual-listed with A M D 556). (3-0) Cr. 3. *Prereq:* 3 credits Hist or Art H; A M D 204 recommended

Survey of major design and technological developments in 20th Century fashion. Emphasis on fashion as a system of design and production, culture of consumption, fashion change, and trends in art, society, and culture.

## A M D 362. Cultural Perspectives of Dress.

(3-0) Cr. 3. *Prereq:* T C 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 apparel business.

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-related businesses 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 150, or equivalent

Assortment planning, model stocks, six-month buying plan, retail math, buying concepts and strategies. Online modules.

## A M D 404. Textile Color Theory.

(Dual-listed with A M D 504). (3-0) 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 color theory, dyes, and color matching.

## A M D 415. Technical Design Processes.

(2-2) Cr. 3. F. *Prereq:* A M D 301

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. Repeatable. *Prereq:* A M D 301, A M D 321

Exploration of the creative process and sources of inspiration with emphasis on fashion presentation and line development for a variety of markets. Continued development of fashion illustration techniques, including digital illustration. Development of digital and paper portfolio.

**A M D 431. Apparel Production Management.**

(3-0) Cr. 3. S. Prereq: A M D 231; A M D 221 recommended  
Procedures and experiences related to application and use of process controls: method analysis, work measurement, costing, and production planning. Resource management, technology applications, and quality assurance.

**A M D 467. Consumer Behavior.**

(3-0) 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: T C 376

Forecasting, customer demand, assortment planning, market research, analysis of customer databases, data mining, database interface, pattern recognition, supply-chain/logistics management, retail technology applications such as Visual Retailing, PLM, and Sourcing Simulator.

**A M D 490. Independent Study.**

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

**A M D 490A. Independent Study: Textile Science.**

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

**A M D 490B. Independent Study: History of Dress and Textiles.**

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

**A M D 490F. Independent Study: Sociological and Psychological Aspects of Dress and Textiles.**

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

**A M D 490K. Independent Study: Cultural Analysis of Dress and Textiles.**

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

**A M D 490M. Independent Study: Museums.**

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

**A M D 490N. Independent Study: Apparel Production Management.**

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

**A M D 490O. Independent Study: Technical Design.**

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

**A M D 490Q. Independent Study: Quality Assurance.**

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

**A M D 490T. Independent Study: Public Relations and Publishing.**

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

**A M D 490U. Independent Study: Product Development.**

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

**A M D 490V. Independent Study: Sourcing and Global Issues.**

Cr. arr. Repeatable. F.S.SS. 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). (1-4) Cr. 3. Prereq: A M D 325, A M D 426.

Permission of instructor

Creation of apparel lines from concept through completion. One of the lines must be submitted to juried competition.

**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 499. Undergraduate Research.**

Cr. 1-3. Repeatable. F.S.SS. Prereq: Senior classification, 15 credits in A M D.

Permission of instructor, adviser, and department chair

Research experience in textiles and clothing with application to a selected problem.

**Courses primarily for graduate students, open to qualified undergraduates:**

**A M D 504. Textile Color Theory.**

(Dual-listed with A M D 404). (3-0) 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 color theory, dyes, and color matching.

**A M D 505. Quality Assurance of Textiles and Apparel.**

(Dual-listed with A M D 305). (2-2) Cr. 3. F. Prereq: 231, one course in natural science; STAT 101, STAT 226, or STAT 401

Principles of product and materials evaluation and quality assurance. Developing specifications and using standard practices for evaluating materials, product characteristics, performance, and quality.

**A M D 510. Foundation of Scholarship in Textiles and Clothing.**

(3-0) Cr. 3. F. Prereq: Graduate classification

Overview of scholarship in textiles and clothing with emphasis on current and future directions. Fundamentals of writing literature reviews. Examination of ethical issues in scholarship and academic life. Introduction to creativity, sustainability, and entrepreneurship. Development of teaching units.

**A M D 521. Digital Textile and Apparel Design.**

(1-4) Cr. 3. Prereq: Experience with flat pattern or draping techniques and image manipulation software. Permission of instructor.

Research Methods course. Digital textile and apparel design technologies.

Theories and practices of mass customization and personalization, digital textile printing, 3D body scanning, creating avatars from body scans, and fitting digital apparel designs.

**A M D 526. Creative Design Processes.**

(Dual-listed with A M D 426). (1-4) Cr. 3. Repeatable. Prereq: A M D 301, A M D 321

Exploration of the creative process and sources of inspiration with emphasis on fashion presentation and line development for a variety of markets. Continued development of fashion illustration techniques, including digital illustration. Development of digital and paper portfolio.

**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 design techniques. Design processes for specialty fabrics and markets. Topics vary by term.

**A M D 556. History of Twentieth Century Fashion.**

(Dual-listed with A M D 356). (3-0) Cr. 3. Alt. S., offered 2014. Prereq: A history of fashion course. Permission of instructor.

Dress history research from late 19th century to present, focus on changes in dress within historical, social, and industry contexts. Emphasis on research methods in the study of dress history.

**A M D 557. Textile Conservation and Collection Management.**(3-0) Cr. 3. Prereq: *T C 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 567. Consumer Behavior and Apparel.**(3-0) Cr. 3. Alt. F., offered 2013. 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. F., offered 2015. Prereq: *a course in merchandising or marketing*

Evaluation of key issues facing textile and apparel-related businesses in global markets considering ethical, economic, political, social, and professional implications. Sourcing strategies in a global environment. Corporate and consumer social responsibility and sustainability. Experience in conducting research using secondary data.

Meets International Perspectives Requirement.

**A M D 576. Industry Applications in Merchandising and Management.**(3-0) Cr. 3. Alt. S., offered 2014. Prereq: *A M D 376 or equivalent; AESHM 275.*

*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 590. Special Topics.**

Cr. arr. Repeatable. Prereq: *Permission of department chair 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 department chair 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 department chair 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 department chair 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 department chair 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 department chair 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 department chair 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 department chair and instructor(s)*

Individually designed textile and clothing-related projects that reflect the special interests of the student.

**A M D 590I. Special Topics: Merchandising.**

Cr. arr. Repeatable. Prereq: *Permission of department chair and instructor(s)*

Individually designed textile and clothing-related projects that reflect the special interests of the student.

**A M D 590K. Special Topics: Cultural Analysis of Dress and Textiles.**

Cr. arr. Repeatable. Prereq: *Permission of department chair and instructor(s)*

Individually designed textile and clothing-related projects that reflect the special interests of the student.

**A M D 590L. Special Topics: Conservation.**

Cr. arr. Repeatable. Prereq: *Permission of department chair and instructor(s)*

Individually designed textile and clothing-related projects that reflect the special interests of the student.

**A M D 590M. Special Topics: Museums.**

Cr. arr. Repeatable. Prereq: *Permission of department chair and instructor(s)*

Individually designed textile and clothing-related projects that reflect the special interests of the student.

**A M D 590N. Special Topics: Apparel Production Management.**

Cr. arr. Repeatable. Prereq: *Permission of department chair and instructor(s)*

Individually designed textile and clothing-related projects that reflect the special interests of the student.

**A M D 590O. Special Topics: Technical Design.**

Cr. arr. Repeatable. Prereq: *Permission of department chair and instructor(s)*

Individually designed textile and clothing-related projects that reflect the special interests of the student.

**A M D 590P. Special Topics: Interdisciplinary.**

Cr. arr. Repeatable. Prereq: *Permission of department chair and instructor(s)*

Individually designed textile and clothing-related projects that reflect the special interests of the student.

**A M D 590Q. Special Topics: Quality Assurance.**

Cr. arr. Repeatable. Prereq: *Permission of department chair and instructor(s)*

Individually designed textile and clothing-related projects that reflect the special interests of the student.

**A M D 590T. Special Topics: Public Relations and Publishing.**

Cr. arr. Repeatable. Prereq: *Permission of department chair and instructor(s)*

Individually designed textile and clothing-related projects that reflect the special interests of the student.

**A M D 590U. Special Topics: Product Development.**

Cr. arr. Repeatable. Prereq: *Permission of department chair and instructor(s)*

Individually designed textile and clothing-related projects that reflect the special interests of the student.

**A M D 590V. Special Topics: Sourcing and Global Issues.**

Cr. arr. Repeatable. Prereq: *Permission of department chair 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). (1-4) Cr. 3. Prereq: *A M D 325, A M D 426.*

*Permission of instructor*

Creation of apparel lines from concept through completion. One of the lines must be submitted to juried competition.

**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 2015. Prereq: *Permission of instructor*

Analysis of design theory and creative processes, including strategies for solving aesthetic, functional, and technology-focused design problems. Design criticism and frameworks for practice led design research.

**A M D 665. Social Science Theories of Appearance.**

(3-0) Cr. 3. Alt. S., offered 2015. Prereq: *6 credits in sociology or psychology*

Analysis of social science theories and concepts applicable to clothing and appearance research. Emphasis on qualitative research and philosophy of knowledge, including postmodern, symbolic interaction, semiotic, and feminist theories.

**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.