Apparel, Merchandising, and Design

Curriculum in Apparel, Merchandising, and Design

Administered by the Department of Apparel, Events, and Hospitality Management. Leading to the degree of 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). 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 textiles and clothing core. To complete the program, a student combines structured clusters of courses to form primary and secondary program options.

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

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Cr. Degree Requirements

Communications Skills

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

Select one of the following:

- COMST 214 Professional Communication 3
- COMST 218 Conflict Management 3
- SP CM 212 Fundamentals of Public Speaking 3

Total Credits 10

Biological and Physical Sciences and Mathematical Disciplines

Mathematics 3-4

Select from natural sciences, including FS HN 167 3-5

Statistics 4-6

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>STAT 101</td>
<td>Principles of Statistics</td>
<td></td>
</tr>
<tr>
<td>STAT 104</td>
<td>Introduction to Statistics</td>
<td></td>
</tr>
<tr>
<td>STAT 226</td>
<td>Introduction to Business Statistics I</td>
<td></td>
</tr>
</tbody>
</table>

Total Credits 10-14

Social Sciences

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ECON 101</td>
<td>Principles of Microeconomics</td>
<td>3</td>
</tr>
<tr>
<td>A M D 165</td>
<td>Dress and Diversity in Society</td>
<td>3</td>
</tr>
</tbody>
</table>

Select from human sciences list, including A M D 362 3

Total Credits 9

Humanities

Select from:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>A E S H M 342</td>
<td>Aesthetics of Consumer Experience</td>
<td>3</td>
</tr>
<tr>
<td>A M D 257</td>
<td>Museum Studies</td>
<td></td>
</tr>
<tr>
<td>A M D 354</td>
<td>History of European and North American Dress</td>
<td></td>
</tr>
<tr>
<td>A M D 356</td>
<td>History of Twentieth Century Fashion</td>
<td></td>
</tr>
</tbody>
</table>

Select from human sciences list (world language and cultures course recommended) 3

Total Credits 3

History/Art History (Creative Design: ART H required) 3

Total Credits 9

Professional A M D core courses

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>A E S H M 111</td>
<td>Professional Development for A E S H M</td>
<td>3</td>
</tr>
<tr>
<td>A E S H M 275</td>
<td>Retail Merchandising</td>
<td>3</td>
</tr>
<tr>
<td>A E S H M 311</td>
<td>Seminar on Careers and Internships</td>
<td>3</td>
</tr>
<tr>
<td>A E S H M 411</td>
<td>Seminar on Current Issues</td>
<td>3</td>
</tr>
</tbody>
</table>

Internship 3-6

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>A E S H M 470</td>
<td>Supervised Professional Internship</td>
<td>3-6</td>
</tr>
</tbody>
</table>

† Arranged with instructor.

Primary Options

Select one professional primary option from the following two choices:

Creative and Technical Design Courses

Design Professional Courses 29

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>A M D 221</td>
<td>Apparel Assembly Processes</td>
<td>3</td>
</tr>
<tr>
<td>A M D 225</td>
<td>Patternmaking I</td>
<td>3</td>
</tr>
<tr>
<td>A M D 278</td>
<td>Fashion Illustration</td>
<td>3</td>
</tr>
<tr>
<td>A M D 301</td>
<td>Basic Design Concepts Review</td>
<td>3</td>
</tr>
<tr>
<td>A M D 321</td>
<td>Computer Integrated Textile and Fashion Design</td>
<td>3</td>
</tr>
<tr>
<td>A M D 325</td>
<td>Patternmaking II</td>
<td>3</td>
</tr>
<tr>
<td>A M D 415</td>
<td>Technical Design Processes</td>
<td>3</td>
</tr>
<tr>
<td>A M D 426</td>
<td>Creative Design Processes</td>
<td>3</td>
</tr>
<tr>
<td>A M D 495</td>
<td>Senior Design Studio</td>
<td>3</td>
</tr>
</tbody>
</table>

Select one 3

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>A M D 305</td>
<td>Quality Assurance of Textiles and Apparel</td>
<td>3</td>
</tr>
<tr>
<td>A M D 404</td>
<td>Textile Color Theory</td>
<td>3</td>
</tr>
<tr>
<td>A M D 431</td>
<td>Apparel Production Management</td>
<td>3</td>
</tr>
</tbody>
</table>

Select three classes from:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>A C C T 284</td>
<td>Financial Accounting</td>
<td>3</td>
</tr>
<tr>
<td>A C C T 300</td>
<td>Principles of Marketing</td>
<td>3</td>
</tr>
<tr>
<td>A E S H M 340</td>
<td>Hospitality and Apparel Marketing Strategies</td>
<td>3</td>
</tr>
<tr>
<td>A E S H M 272X</td>
<td>Fashion Show Production and Promotion</td>
<td>3</td>
</tr>
<tr>
<td>A E S H M 377</td>
<td>Brand Management and Promotions</td>
<td>3</td>
</tr>
</tbody>
</table>

† Supervised Professional Internship
Select one:

A M D 475 Merchandising Courses
A M D 305 Quality Assurance of Textiles and Apparel
A M D 404 Textile Color Theory
A M D 431 Apparel Production Management
A M D 496 Fashion Forecasting and Product Development

Product Development and Sourcing

Select two from:

A M D 496 A M D 431
A M D 404 A M D 356
A M D 475 A M D 328

Product Development and Sourcing Professional Courses

Select two from:

A M D 278 A M D 490
A M D 305 A M D 431
A M D 356 A M D 404
A M D 321 A M D 354
A M D 356 A M D 362
A M D 257 A M D 404
A M D 225 A M D 404
A M D 257 A M D 321
A M D 221 A M D 356

Total Credits

Secondary Option for Merchandising:

In consultation with your adviser, select a secondary option area. Inside your chosen option area at least 3 of the 9 credits must be at the 300-400 level.

AESHM and A M D Option (select three classes)

Select three (3) from:

AESHM 287 A M D 321
AESHM 342 A M D 356
AESHM 381 A M D 362
AESHM 421 A M D 404
AESHM 438 A M D 404
AESHM 470 A M D 404
AESHM 474 A M D 404
AESHM 427X Fashion Show Management
A M D 257 A M D 278
A M D 225 A M D 257

Total Credits

Business:

Select 3 from:

ACCT 215 A M D 305
ACCT 285 A M D 404
BUSAD 250 A M D 431
FIN 301 A M D 404
MIS 330 A M D 362
MKT 340 A M D 362
### Humanities and Social Sciences

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKT 410</td>
<td>Promotional Strategy</td>
</tr>
<tr>
<td>MKT 442</td>
<td>Sales Management</td>
</tr>
<tr>
<td>MKT 444</td>
<td>Marketing Research</td>
</tr>
<tr>
<td>MKT 446</td>
<td>Retailing</td>
</tr>
<tr>
<td>MKT 447</td>
<td>Consumer Behavior</td>
</tr>
<tr>
<td>MKT 448</td>
<td>Global Marketing</td>
</tr>
<tr>
<td>MKT 451</td>
<td>Marketing Channels</td>
</tr>
<tr>
<td>MKT 453</td>
<td>Brand Management</td>
</tr>
<tr>
<td>MGMT 310</td>
<td>Entrepreneurship and Innovation</td>
</tr>
<tr>
<td>MGMT 313</td>
<td>Feasibility Analysis and Business Planning</td>
</tr>
<tr>
<td>MGMT 370</td>
<td>Management of Organizations</td>
</tr>
<tr>
<td>MGMT 371</td>
<td>Organizational Behavior</td>
</tr>
<tr>
<td>MGMT 414</td>
<td>International Management</td>
</tr>
<tr>
<td>SCM 301</td>
<td>Supply Chain Management</td>
</tr>
</tbody>
</table>

**Select 3 courses:**

**Total Credits: 9**

### Communications and English

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADVRT 230</td>
<td>Advertising Principles</td>
</tr>
<tr>
<td>ADVRT 301</td>
<td>Research and Strategic Planning for Advertising and Public Relations</td>
</tr>
<tr>
<td>ADVRT 334</td>
<td>Advertising Creativity</td>
</tr>
<tr>
<td>ADVRT 434</td>
<td>Advertising Campaigns</td>
</tr>
<tr>
<td>JL MC 201</td>
<td>Reporting and Writing for the Mass Media</td>
</tr>
<tr>
<td>JL MC 220</td>
<td>Principles of Public Relations</td>
</tr>
<tr>
<td>JL MC 305</td>
<td>Publicity Methods</td>
</tr>
<tr>
<td>JL MC 310</td>
<td>Fundamentals of Photojournalism</td>
</tr>
<tr>
<td>JL MC 321</td>
<td>Public Relations Writing</td>
</tr>
<tr>
<td>JL MC 341</td>
<td>Contemporary Magazine Publishing</td>
</tr>
<tr>
<td>JL MC 342</td>
<td>Visual Principles for Mass Communicators</td>
</tr>
<tr>
<td>Any ART Graphic Design or Photography</td>
<td></td>
</tr>
</tbody>
</table>

**Select 3 from:**

**Total Credits: 9**

### 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.

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 301 Basic Design Concepts Review) after A M D 225 Patternmaking I. A M D 245 Aesthetics and Brand Image, and A M D 278 Fashion Illustration. The combinations of primary, electives, and secondary options allow students to individualize their programs.

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:

- A M D 131 (https://nextcatalog.registrar.iastate.edu/collegeofhumansciences/apparelmerchandisinganddesign) or A M D 165 (https://nextcatalog.registrar.iastate.edu/collegeofhumansciences/apparelmerchandisinganddesign)
A M D 204 (https://nextcatalog.registrar.iastate.edu/apparelmerchandising/apparelmerchandising)

Courses primarily for undergraduates:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>A M D 231</td>
<td>Product Development and Manufacturing</td>
<td>3-4</td>
</tr>
<tr>
<td>A M D 245</td>
<td>Aesthetics and Brand Image</td>
<td></td>
</tr>
<tr>
<td>A M D 275</td>
<td>Retail Merchandising</td>
<td></td>
</tr>
</tbody>
</table>

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

(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.

(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.

(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.

(3-0) Cr. 3. Prereq: Sophomore standing

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.

(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


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. F. T C 165 or 3 credits in anthropology, psychology, or sociology. Prereq: 3 credits from Hist or Art H. 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 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 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 495. Senior Design Studio.  
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.

(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.

(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.

(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.

(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.

(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.

(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.

(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.
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.

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.

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.

(Dual-listed with A M D 495). (1-4) Cr. 3.
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.

(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.

Cr. arr. Repeatable.