

# Apparel, Merchandising, and Design

## 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). 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.

## 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). 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.

### Cr. Degree Requirements

#### Communications Skills

ENGL 150	Critical Thinking and Communication	3
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		3-4
Select from natural sciences, including FS HN 167		3-5
Statistics		4-5
STAT 101	Principles of Statistics	
STAT 104	Introduction to Statistics	
STAT 226	Introduction to Business Statistics I	

Total Credits 10-14

#### Social Sciences

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

Total Credits 9

#### Humanities

Select from:		3
AESHM 342	Aesthetics of Consumer Experience	
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	
Select from human sciences 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 111	Professional Development for AESHM	3
AESHM 275	Retail Merchandising	3
AESHM 311	Seminar on Careers and Internships	1
AESHM 411	Seminar on Current Issues	1-3
Internship		3-6
AESHM 470	Supervised Professional Internship	arr
		†
AESHM 470I	Supervised Professional Internship: Textile and Apparel Design	
AESHM 470J	Supervised Professional Internship: Merchandising	
AESHM 470K	Supervised Professional Internship: Product Development	
AESHM 470L	Supervised Professional Internship: Public Relations and Publishing	
AESHM 470M	Supervised Professional Internship: Museums	
AESHM 470N	Supervised Professional Internship: Apparel	
Field Study (if AESHM 470 is not out-of-home-state)		2-3
AESHM 380	U.S. Field Study	
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
A M D 231	Product Development and Manufacturing	4
A M D 245	Aesthetics and Brand Image	3
A M D 372	Sourcing and Global Issues	3
Select from:		3
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 467	Consumer Behavior	

Total Credits 36-42  
†

† Arranged with instructor.

### Primary Options

Select one professional primary option from the following two choices:

#### Creative and Technical Design Courses

Design Professional Courses		29
A M D 221	Apparel Assembly Processes	3
A M D 225	Patternmaking I	4
A M D 278	Fashion Illustration	3
A M D 301	Basic Design Concepts Review	1
A M D 321	Computer Integrated Textile and Fashion Design	3
A M D 325	Patternmaking II	3
A M D 415	Technical Design Processes	3
A M D 426	Creative 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	Textile Color Theory	
A M D 431	Apparel Production Management	

Select three classes from: 9

ACCT 284	Financial Accounting	
or MKT 340	Principles of Marketing	
AESHM 340	Hospitality and Apparel Marketing Strategies	
AESHM 272X	Fashion Show Production and Promotion	
AESHM 377	Brand Management and Promotions	
AESHM 470	Supervised Professional Internship	

AESHM 474	Entrepreneurship in Human Sciences	
AESHM 472X	Fashion Show Management	
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 356	History of Twentieth Century Fashion	
A M D 362	Cultural Perspectives of Dress	
A M D 404	Textile Color Theory	
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		
Total Credits		67

**Product Development and Sourcing**

Product Development and Sourcing Professional Courses		34
AESHM 340	Hospitality and Apparel Marketing Strategies	3
or MKT 340	Principles of Marketing	
A M D 221	Apparel Assembly Processes	3
A M D 225	Patternmaking I	4
A M D 321	Computer Integrated Textile and Fashion Design	3
A M D 305	Quality Assurance of Textiles and Apparel	3
A M D 415	Technical Design Processes	3
A M D 431	Apparel Production Management	3
A M D 467	Consumer Behavior	3
A M D 496	Fashion Forecasting and Product Development	3
ACCT 284	Financial Accounting	3
SCM 301	Supply Chain Management	3
Select 2 classes from:		6

AESHM 377	Brand Management and Promotions	
AESHM 381	International Field Study	
AESHM 470	Supervised Professional Internship	
AESHM 474	Entrepreneurship in Human Sciences	
AESHM 477	Multi-channel Retailing	
A M D 278	Fashion Illustration	
A M D 376	Merchandise Planning and Control	
A M D 404	Textile Color Theory	
A M D 475	Retail Information Analysis	
A M D 490	Independent Study	
A M D 499	Undergraduate Research	
Study Abroad		
Two semesters of one foreign language		

**Merchandising Courses**

ACCT 284	Financial Accounting	3
AESHM 340	Hospitality and Apparel Marketing Strategies	3
or MKT 340	Principles of Marketing	
AESHM 377	Brand Management and Promotions	3
A M D 376	Merchandise Planning and Control	4
A M D 467	Consumer Behavior	3
A M D 475	Retail Information Analysis	3
Select one:		3

A M D 221	Apparel Assembly Processes	
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	

Select two from: 6

AESHM 287	Principles of Management in Human Sciences	
AESHM 272X	Fashion Show Production and Promotion	
AESHM 342	Aesthetics of Consumer Experience	
AESHM 381	International Field Study	
AESHM 421	Developing Global Leadership: Maximizing Human Potential	
AESHM 438	Human Resource Management	
AESHM 470	Supervised Professional Internship	
AESHM 474	Entrepreneurship in Human Sciences	
AESHM 472X	Fashion Show Management	
AESHM 477	Multi-channel Retailing	
A M D 257	Museum Studies	
A M D 278	Fashion Illustration	
A M D 305	Quality Assurance of Textiles and Apparel	
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 404	Textile Color Theory	
A M D 431	Apparel Production Management	
A M D 490	Independent Study	
A M D 496	Fashion Forecasting and Product Development	
A M D 499	Undergraduate Research	
Total Credits		28

**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: 9

AESHM 272X	Fashion Show Management	
AESHM 287	Principles of Management in Human Sciences	
AESHM 342	Aesthetics of Consumer Experience	
AESHM 381	International Field Study	
AESHM 421	Developing Global Leadership: Maximizing Human Potential	
AESHM 438	Human Resource Management	
AESHM 470	Supervised Professional Internship	
AESHM 474	Entrepreneurship in Human Sciences	
AESHM 472X	Fashion Show Management	
AESHM 477	Multi-channel Retailing	
A M D 257	Museum Studies	
A M D 278	Fashion Illustration	
A M D 305	Quality Assurance of Textiles and Apparel	
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 404	Textile Color Theory	
A M D 431	Apparel Production Management	
A M D 490	Independent Study	
A M D 496	Fashion Forecasting and Product Development	
A M D 499	Undergraduate Research	
Total Credits		9

**Business:**

Select 3 from: 9

ACCT 215	Legal Environment of Business	
ACCT 285	Managerial Accounting	
BUSAD 250	Introduction to Business	
FIN 301	Principles of Finance	
MIS 330	Management Information Systems	
MKT 340	Principles of Marketing	

MKT 410	Promotional Strategy
MKT 442	Sales Management
MKT 444	Marketing Research
MKT 446	Retailing
MKT 447	Consumer Behavior
MKT 448	Global Marketing
MKT 451	Marketing Channels
MKT 453	Brand Management
MGMT 310	Entrepreneurship and Innovation
MGMT 313	Feasibility Analysis and Business Planning
MGMT 370	Management of Organizations
MGMT 371	Organizational Behavior
MGMT 414	International Management
SCM 301	Supply Chain Management

Total Credits 9

#### JL MC and Advrt:

Select 3 from: 9

ADVRT 230	Advertising Principles
ADVRT 301	Research and Strategic Planning for Advertising and Public Relations
ADVRT 334	Advertising Creativity
ADVRT 434	Advertising Campaigns
JL MC 201	Reporting and Writing for the Mass Media
JL MC 220	Principles of Public Relations
JL MC 305	Publicity Methods
JL MC 310	Fundamentals of Photojournalism
JL MC 321	Public Relations Writing
JL MC 341	Contemporary Magazine Publishing
JL MC 342	Visual Principles for Mass Communicators
Any ART Graphic Design or Photography	

Total Credits 9

#### Communications and English:

Select 3 from: 9

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
ENGL 303	Free-Lance Writing for Popular Magazines
ENGL 309	Report and Proposal Writing
ENGL 313	Rhetorical Website Design
ENGL 314	Technical Communication
SP CM 212	Fundamentals of Public Speaking

Total Credits 9

#### Humanities and Social Sciences

Select three courses 9

Any Anthropology, Art History, History	
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
PSYCH 450	Industrial Psychology
SOC 380	Sociology of Work
T SC 341	Technology: International, Social, and Human Issues
Two semester sequence of foreign language	

Total Credits 9

#### Event Management and Hospitality

Select three courses 9

AESHM 287	Principles of Management in Human Sciences
AESHM 342	Aesthetics of Consumer Experience
AESHM 381	International Field Study
AESHM 438	Human Resource Management
AESHM 474	Entrepreneurship in Human Sciences
EVENT 271	Introduction to Event Management
EVENT 371	Conference and Meeting Planning
EVENT 471	Special Events Coordination
HRI 101	Introduction to the Hospitality Industry
HRI 260	Global Tourism Management
HRI 289	Contemporary Club Operations
HRI 352	Lodging Operations Management I
HRI 383	Introduction to Wine, Beer, and Spirits

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 Pattermaking 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 ( <a href="https://nextcatalog.registrar.iastate.edu/collegeofhumansciences/apparelmerchandisinganddesign">https://nextcatalog.registrar.iastate.edu/collegeofhumansciences/apparelmerchandisinganddesign</a> )	3
or A M D 165 ( <a href="https://nextcatalog.registrar.iastate.edu/collegeofhumansciences/apparelmerchandisinganddesign">https://nextcatalog.registrar.iastate.edu/collegeofhumansciences/apparelmerchandisinganddesign</a> )	
Dress and Diversity in Society	

A M D 204 ( <a href="https://nextcatalog.registrar.collegeofhumansciencel.apparelmerchandisirl">https:// nextcatalog.registrar collegeofhumansciencel apparelmerchandisirl</a> )	Textile Science	4
One of the following:		3-4
A M D 231 ( <a href="https://nextcatalog.regis collegeofhumans apparelmerchanc">https:// nextcatalog.regis collegeofhumans apparelmerchanc</a> )	Product Development and Manufacturing	
A M D 245 ( <a href="https://nextcatalog.registrar.iastate.edu/ collegeofhumansciences/ apparelmerchandisinganddesign">https:// nextcatalog.registrar.iastate.edu/ collegeofhumansciences/ apparelmerchandisinganddesign</a> )	Aesthetics and Brand Image	
AESHM 275 ( <a href="https://nextcatalog.regis collegeofhumans apparelmerchanc">https:// nextcatalog.regis collegeofhumans apparelmerchanc</a> )	Retail Merchandising	
6 credits (2 classes) of the 300-400 level at Iowa State		6
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:

ENGL 302	Business Communication	3
ENGL 309	Report and Proposal Writing	3
ENGL 314	Technical Communication	3

## Graduate Study

The program offers work for the Master of Science and Doctor of Philosophy with a major in apparel, merchandising, and design. The program also participates in the Master of Family and Consumer Sciences degree by offering a specialization within that program. For all programs the field of study is highly interdisciplinary; programs of study are tailored to students' background and interests.

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 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.

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.