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 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 requires selection of an additional secondary option. A minor in apparel, merchandising, and design is available.

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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). 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 (MATH 150 recommended for merchandising) 3
Select from natural sciences, including FS HN 167 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: 3
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 113 Professional Development for AESHM 2
AESHM 275 Retail Merchandising 3
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 or AESHM 381 U.S. Field Study 3
International Field Study 3
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

Total Credits 33-37

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

Creative and Technical Design Courses
Design Professional Courses
A M D 178 Introduction to Apparel Design Studio 2
A M D 221 Apparel Assembly Processes 3
A M D 225 Patternmaking I: Drafting and Flat Pattern 3
A M D 278 Fashion Illustration 3
A M D 301 Basic Design Concepts Review R 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 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 3
A M D 404 Advanced Textile Science 3
A M D 431 Apparel Production Management 3

Select three classes from: 9
ACCT 284 Financial Accounting 3
AESHM 222 Creative Thinking and Problem Solving 3
AESHM 272 Fashion Show Production and Promotion 3
AESHM 340 Hospitality and Apparel Marketing Strategies or MKT 340 Principles of Marketing 3
AESHM 377 Brand Management and Promotions 3
AESHM 470 Supervised Professional Internship 3
AESHM 472 Fashion Show Management 3
AESHM 474 Entrepreneurship in Human Sciences 3
A M D 257 Museum Studies 3
A M D 305 Quality Assurance of Textiles and Apparel 3
A M D 328 Design Seminar 3
A M D 354 History of European and North American Dress 3
A M D 356 History of Twentieth Century Fashion 3
A M D 362 Cultural Perspectives of Dress 3
A M D 404 Advanced Textile Science 3
A M D 431 Apparel Production Management 3
A M D 467 Consumer Behavior 3
A M D 490 Independent Study 3
A M D 496 Fashion Forecasting and Product Development 3
A M D 499 Undergraduate Research 3
SCM 301 Supply Chain Management 3
THTRE 255 Introduction to Theatrical Production 3
THTRE 357 Stage Make-up 3
Any art history, art integrated studio, or design studies 3
Select from: 3
A M D 354 History of European and North American Dress 3
A M D 356 History of Twentieth Century Fashion 3
### Product Development and Sourcing

**Total Credits:** 41

**Product Development and Sourcing Professional Courses**
- A M D 178 Introduction to Apparel Design Studio: 2 credits
- AESHM 340 Hospitality and Apparel Marketing Strategies: 3 credits
- or MKT 340 Principles of Marketing: 3 credits
- A M D 221 Apparel Assembly Processes: 3 credits
- A M D 225 Patternmaking I: Drafting and Flat Pattern: 3 credits
- A M D 312 Computer Integrated Textile and Fashion Design: 3 credits
- A M D 305 Quality Assurance of Textiles and Apparel: 3 credits
- A M D 376 Merchandise Planning and Control: 4 credits
- A M D 415 Technical Design Processes: 3 credits
- A M D 431 Apparel Production Management: 3 credits
- A M D 467 Consumer Behavior: 3 credits
- A M D 496 Fashion Forecasting and Product Development: 3 credits
- ACCT 284 Financial Accounting: 3 credits
- SCM 301 Supply Chain Management: 3 credits

Select two from:
- AESHM 222 Creative Thinking and Problem Solving
- AESHM 272 Fashion Show Production and Promotion
- AESHM 287 Principles of Management in Human Sciences
- AESHM 342 Aesthetics of Consumer Experience
- A M D 362 Cultural Perspectives of Dress
- A M D 356 History of European and North American Dress
- A M D 354 History of Twentieth Century Fashion
- A M D 305 Quality Assurance of Textiles and Apparel
- 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 Advanced Textile Science
- A M D 431 Apparel Perspectives of Dress
- A M D 490 Independent Study
- A M D 496 Fashion Production and Product Development
- A M D 499 Undergraduate Research

**Total Credits:** 37

### 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 301 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
- A M D 362 Cultural Perspectives of Dress
- 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 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 404 Advanced Textile Science
- A M D 431 Apparel Perspectives of Dress
- A M D 490 Independent Study
- A M D 496 Fashion Production and Product Development
- A M D 499 Undergraduate Research

**Total Credits:** 9
Fashion Marketing and Visual Merchandising/Styling

Select 3 courses from:

- A M D 204 Computer Integrated Textile and Fashion Design
- 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

International Business

Select 3 courses from:

- 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 490M Independent Study: Museums
- ENGL 309 Report and Proposal Writing
- EVENT 271 Introduction to Event Management

Approved Study Abroad classes in Art Management, Art Business, and Museums

Total Credits 9

Fashion Promotions, Publicity, Public Relations, and Fashion Shows

Select 3 courses from:

- A M D 238 Creative Thinking and Problem Solving
- A M D 272 Fashion Show Production and Promotion
- A M D 342 Aesthetics of Consumer Experience
- A M D 472 Fashion Show Management
- A M D 276 Fashion Illustration
- A M D 321 Computer Integrated Textile and Fashion Design
- ADVRT 301 Research and Strategic Planning for Advertising and Public Relations
- EVENT 271 Introduction to Event Management
- EVENT 371 Conference and Meeting Planning
- EVENT 471 Special Events Coordination
- P R 220 Principles of Public Relations
- P R 305 Publicity Methods
- P R 308 Public Relations Writing

Approved Photography classes

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. The combinations of primary, electives, and secondary options 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 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.

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 Overview of the Fashion Industry
- A M D 165 Dress and Diversity in Society
- A M D 204 Textile Science

One of the following:

- A M D 231 Product Development and Manufacturing
- A M D 245 Aesthetics and Brand Image
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>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENGL 302</td>
<td>Business Communication</td>
<td>3</td>
</tr>
<tr>
<td>ENGL 309</td>
<td>Report and Proposal Writing</td>
<td>3</td>
</tr>
<tr>
<td>ENGL 314</td>
<td>Technical Communication</td>
<td>3</td>
</tr>
</tbody>
</table>

Graduate Study

The program offers work for the Master of Science (thesis and non-thesis options) and Doctor of Philosophy 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.