

# APPAREL, MERCHANDISING, AND DESIGN

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

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

Merchandising and product development require selection of an additional secondary option.

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

## Undergraduate Study

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

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

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

121 Apparel Assembly, A M D 131 Overview of the Fashion Industry, A M D 178 Introduction to Fashion Design Studio, and A M D 204 Textile Science.

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	3
(http://catalog.iastate.edu/previouscatalogs/2016-2017/collegeofhumansciences/apparelmerchandisinganddesign)		
or A M D	Dress and Diversity in Society	
165	(http://catalog.iastate.edu/previouscatalogs/2016-2017/collegeofhumansciences/apparelmerchandisinganddesign)	
A M D 204	Textile Science	4
(http://catalog.iastate.edu/previouscatalogs/collegeofhumansciences/apparelmerchandisinganddesign)		

One of the following: 3-4

A M D 231	Product Development and Manufacturing	
(http://catalog.iastate.edu/previouscatalogs/collegeofhumansciences/apparelmerchandisinganddesign)		
A M D 245	Aesthetics and Brand Image	
(http://catalog.iastate.edu/previouscatalogs/2016-2017/collegeofhumansciences/apparelmerchandisinganddesign)		
AESHM	Retail Merchandising	
275	(http://catalog.iastate.edu/previouscatalogs/collegeofhumansciences/apparelmerchandisinganddesign)	

6 credits (2 classes) of the 300-400 level at Iowa State in A M D or approved AESHM

**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	Proposal and Report Writing	3
ENGL 314	Technical Communication	3

## Curriculum in Apparel, Merchandising, and Design

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

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

### Cr. Degree Requirements

#### Communications Skills

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. PD: Innovation must take Chemistry.		3
Statistics		3-4
STAT 101	Principles of Statistics	
STAT 104	Introduction to Statistics	
STAT 226	Introduction to Business Statistics I	

**Total Credits** 9-10

#### Social Sciences

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

**Total Credits** 9

#### Humanities

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

**Total Credits** 35-39

### Primary Options

Select one professional primary option from the following two choices:

#### Creative and Technical Design Courses

A M D 121	Apparel Assembly Processes	3
A M D 178	Introduction to Apparel Design Studio	2
A M D 206	Design Selective Advancement	R
A M D 225	Patternmaking I: Drafting and Flat Pattern	3
A M D 278	Fashion Illustration	3
A M D 321	Computer Integrated Textile and Fashion Design	3
A M D 310	Computer Integrated Textile and Fashion Design	3
A M D 321	Computer Integrated Textile and Fashion Design	3
A M D 325	Patternmaking II: Draping	3
A M D 415	Technical Design Processes	3
A M D 495	Senior Design Studio	3
Select one		3

A M D 305	Quality Assurance of Textiles and Apparel	
A M D 404	Advanced Textile Science	
A M D 431	Apparel Production Management	

Select three classes from: 9

ACCT 284	Financial Accounting	
AESHM 222	Creative Thinking and Problem Solving	
AESHM 272	Fashion Show Production and Promotion	
AESHM 340	Hospitality and Apparel Marketing Strategies	
or MKT 340	Principles of Marketing	
AESHM 470N	Supervised Professional Internship: Apparel	3-6
AESHM 472	Fashion Show Management	
AESHM 474	Entrepreneurship in Human Sciences	
A M D 257	Museum Studies	
A M D 305	Quality Assurance of Textiles and Apparel	
A M D 328	Design Seminar	
A M D 354	History of European and North American Dress	
A M D 362	Cultural Perspectives of Dress	

A M D 377	Brand Management and Promotions	
A M D 404	Advanced Textile Science	
A M D 426	Creative Design Processes	
A M D 431	Apparel Production Management	
A M D 467	Consumer Behavior	
A M D 490	Independent Study	
A M D 496	Fashion Forecasting and Product Development	
A M D 499	Undergraduate Research	
SCM 301	Supply Chain Management	
THTRE 255	Introduction to Theatrical Production	
THTRE 357	Stage Make-up	
Any art history, art integrated studio, or design studies		
Select from:		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	

**Total Credits** 47-50

#### Product Development Primary Option

A M D 121	Apparel Assembly Processes	3
A M D 178	Introduction to Apparel Design Studio	2
A M D 206	Design Selective Advancement	R
A M D 305	Quality Assurance of Textiles and Apparel	3
A M D 321	Computer Integrated Textile and Fashion Design	3
A M D 415	Technical Design Processes	3
A M D 431	Apparel Production Management	3
A M D 496	Fashion Forecasting and Product Development	3

AESHM 222 Creative Thinking and Problem Solving

Secondary Areas for Production Development (Select one)

Merchandising: Line Development and Sourcing		22
AESHM 340	Hospitality and Apparel Marketing Strategies	3
or MKT 340	Principles of Marketing	
A M D 225	Patternmaking I: Drafting and Flat Pattern	3
A M D 376	Merchandise Planning and Control	4
A M D 467	Consumer Behavior	3
ACCT 284	Financial Accounting	3
SCM 301	Supply Chain Management	3
AESHM 474	Entrepreneurship in Human Sciences	

Select one class from:

AESHM 222	Creative Thinking and Problem Solving	
AESHM 381	International Field Study	
AESHM 470N	Supervised Professional Internship: Apparel	
AESHM 474	Entrepreneurship in Human Sciences	
A M D 377	Brand Management and Promotions	
A M D 475	Retail Information Analysis	
A M D 477	Multi-channel Retailing	
A M D 490	Independent Study	
A M D 499	Undergraduate Research	
Study Abroad		
One semester of one foreign language		

Product Innovation 21

A M D 278	Fashion Illustration	3
A M D 310	Computer Integrated Textile and Fashion Design	3

A M D 328	Design Seminar	arr †
A M D 404	Advanced Textile Science	3
Select 2 courses from:		6
A M D 225	Patternmaking I: Drafting and Flat Pattern	
A M D 328	Design Seminar	
A M D 490	Independent Study	
A M D 499	Undergraduate Research	
A M D 521	Digital Technologies in Textile and Apparel Design	
A M D 565	Sustainability: Theory and Practical Application	
AESHM 381	International Field Study	
ENV S 334	Environmental Ethics	
IND D 334	Materials and Processes for Industrial Design	
T SC 220	Global Sustainability	
T SC 342	World Food Issues: Past and Present	

**Total Credits** 100

† Arranged with instructor.

#### Merchandising Primary Option

ACCT 284	Financial Accounting	3
AESHM 340	Hospitality and Apparel Marketing Strategies	3
or MKT 340	Principles of Marketing	
A M D 356	History of Twentieth Century Fashion	3
A M D 376	Merchandise Planning and Control	4
A M D 377	Brand Management and Promotions	3
A M D 467	Consumer Behavior	3
A M D 475	Retail Information Analysis	3
A M D 477	Multi-channel Retailing	3
AESHM 474	Entrepreneurship in Human Sciences	3

Merchandising Areas of Concentration (Select one)

Option 1: Apparel, Merchandising, and Design/AESHM

Select 5-6 additional courses from AMD or AESHM courses for 15 credits, including study abroad or community college work in AMD or AESHM 15

AESHM 222	Creative Thinking and Problem Solving	
AESHM 270N	Supervised Work Experience II: Apparel	
AESHM 272	Fashion Show Production and Promotion	
AESHM 287	Principles of Management in Human Sciences	
AESHM 342	Aesthetics of Consumer Experience	
AESHM 380	U.S. Field Study	
AESHM 381	International Field Study	
AESHM 438	Human Resource Management	
AESHM 470N	Supervised Professional Internship: Apparel	
AESHM 472	Fashion Show Management	
A M D 121	Apparel Assembly Processes	
A M D 178	Introduction to Apparel Design Studio	
A M D 225	Patternmaking I: Drafting and Flat Pattern	
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 321	Computer Integrated Textile and Fashion Design	

Important prerequisites need to be met

A M D 354	History of European and North American Dress	
A M D 362	Cultural Perspectives of Dress	
A M D 404	Advanced Textile Science	
A M D 431	Apparel Production Management	
A M D 490	Independent Study	
A M D 499	Undergraduate Research	
Option 2: Two Areas of Concentration		
Select two approved classes from first discipline and three approved classes from second discipline from the recommended academic areas to create an area of concentration leading to career paths in AMD Merchandising. One of the areas may either be AMD or AESHM. Selections must be approved by adviser.	15	
Approved academic coursework options include: ACCT, ADVRT, AESHM or A M D, ANTHR, ART H, ARTIS, DSN, BUSAD, COMST, CRP, ECON, EVENT, ENGL, FIN, HIST, INST, JL MC, MGMT, MIS, MKT, POL S, PR, PSYCH, SCM, SOC, TSC, WLC, W S		
<b>Total Credits</b>	<b>58</b>	

### 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:	9	
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	
<b>Total Credits</b>	<b>9</b>	

#### Magazine, Advertising, and Web:

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	
ENGL 303	Free-Lance Writing for Popular Magazines	
ENGL 313	Rhetorical Website Design	
JL MC 201	Reporting and Writing for the Mass Media	
JL MC 242	Visual Principles for Mass Communicators	
JL MC 310	Fundamentals of Photojournalism	
JL MC 341	Contemporary Magazine Publishing	
JL MC 490	Independent Study in Communication	
Any ART Graphic Design or Photography		
<b>Total Credits</b>	<b>9</b>	

#### Human Resource Management & Communications:

Select 3 from:	9	
AESHM 211	Leadership Experiences and Development (LEAD)	
AESHM 287	Principles of Management in Human Sciences	
AESHM 421	Developing Global Leadership: Maximizing Human Potential	
AESHM 438	Human Resource Management	
COMST 214	Professional Communication	
COMST 218	Conflict Management	
COMST 310	Intercultural Communication	
COMST 314	Organizational Communication	
COMST 317	Small Group Communication	
ENGL 302	Business Communication	
MGMT 370	Management of Organizations	
MGMT 371	Organizational Behavior	
PSYCH 450	Industrial Psychology	
SOC 380	Sociology of Work	
<b>Total Credits</b>	<b>9</b>	

#### Museums and the Business of Art

Select three courses	9	
Any Anthropology, Art History, History		
AESHM 470N	Supervised Professional Internship: Apparel	
A M D 257	Museum Studies	
A M D 354	History of European and North American Dress	
A M D 356	History of Twentieth Century Fashion	
A M D 362	Cultural Perspectives of Dress	
A M D 490B	Independent Study: History of Dress and Textiles	arr †
ENGL 309	Proposal and Report Writing	
EVENT 271	Introduction to Event Management	
Approved Study Abroad classes in Art Management, Art Business, and Museums		
<b>Total Credits</b>	<b>9 †</b>	

† Arranged with instructor.

#### International Business

Select 3 courses from:	9	
Any Foreign Language		
AESHM 211	Leadership Experiences and Development (LEAD)	
AESHM 381	International Field Study	
AESHM 421	Developing Global Leadership: Maximizing Human Potential	
ECON 102	Principles of Macroeconomics	
ECON 355	International Trade and Finance	
INTST 235	Introduction to International Studies	
INTST 446	International Issues and Challenges in Sustainable Development	
MKT 448	Global Marketing	
MGMT 414	International Management	
SCM 301	Supply Chain Management	
Approved Study Abroad courses		
<b>Total Credits</b>	<b>9</b>	

**Fashion Marketing and Visual Merchandising/Styling**

Select 3 courses from: 9

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

**Total Credits** 9**Fashion Promotions, Publicity, Public Relations, and Fashion Shows**

Select 3 courses from: 9

AESHM 222	Creative Thinking and Problem Solving
AESHM 272	Fashion Show Production and Promotion
AESHM 342	Aesthetics of Consumer Experience
AESHM 472	Fashion Show Management
A M D 278	Fashion Illustration
A M D 321	Computer Integrated Textile and Fashion Design
ADVRT 230	Advertising Principles
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 321	Public Relations Writing
Approved Photography classes	

**Total Credits** 9

Apparel Merchandising, Design B.S. - creative technical design primary option

**Freshman**

Fall	Credits Spring	Credits
ENGL 150	3 ENGL 250	3
LIB 160	1 Science	3
A M D 131	3 A M D 121	3
AESHM 112	1 A M D 178	2
AESHM 113	1 A M D 204	4
A M D 165	3 A M D 206	0
Social Science Elective	3	
<b>15</b>		<b>15</b>

**Sophomore**

Fall	Credits Spring	Credits
A M D 225	3 ECON 101	3
A M D 245	3 A M D 275	3

A M D 210	3 A M D 278	3
AESHM 311	1 COM S 113	3
Humanities	3 Speech	3
MATH	3	
<b>16</b>		<b>15</b>

Junior			
Fall	Credits Spring	Credits Summer	Credits
A M D 231	4 A M D 310	3 AESHM 470N	3
A M D 321	3 A M D 372	3	
A M D 325	3 A M D Design, choose from:	3	
Art History	3 A M D 354		
Humanities	3 A M D 356		
Fashion History			
A M D 354	3 A M D 362		
A M D 356	3 AESHM 380	1-3	
	STAT 101	4	
<b>22</b>		<b>14-16</b>	<b>3</b>

Senior			
Fall	Credits Spring	Credits	
A M D 415	3 Choose from:	3	
A M D 495	3 A M D 328		
AESHM 411N	1 A M D 426		
Creative & Technical Design Option Elective	3 Choose from:	3	
	A M D 305		
	A M D 404		
	A M D 431		
	Creative & Technical Design Option Elective 2	3	
	Creative and Technical Design Option Elective 3	3	
	Elective	3	
<b>10</b>		<b>15</b>	

**Total Credits: 125-127**

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

**Freshman**

Fall	Credits Spring	Credits
ENGL 150	3 ENGL 250	3

LIB 160	1 Choose one:	3	
A M D 131	3 COM S 113		
Social Science Elective	3 A M D 210		
A M D 165	3 A M D 204	4	
AESHM 112	1 A M D 245	3	
AESHM 113	1 MATH	3	
Social Science Selection	3		
	<b>18</b>	<b>16</b>	
<b>Sophomore</b>			
<b>Fall</b>	<b>Credits Spring</b>	<b>Credits</b>	
A M D 275	3 A M D 231	4	
ACCT 284	3 A M D 376	4	
Choose one:	3 AESHM 380	1-3	
A M D 210	Choose one:	3	
COM S 113	MKT 340		
AESHM 311	1 AESHM 340		
ECON 101	3 Humanities Electiv e	3	
Science	3		
	<b>16</b>	<b>15-17</b>	
<b>Junior</b>			
<b>Fall</b>	<b>Credits Spring</b>	<b>Credits Summer</b>	<b>Credits</b>
A M D 372	3 A M D 356	3 AESHM 470N	3-6
A M D 377	3 A M D 477	3	
Merchandising Option	3 Choose one:	4	
Elective (1)			
Merchandising Option	STAT 101		
Elective (2)			
Speech	3 STAT 226		
	Merchandising Option	3	
	Elective (3)		
	Merchandising Option	3	
	Elective (4)		
	<b>12</b>	<b>16</b>	<b>3-6</b>
<b>Senior</b>			
<b>Fall</b>	<b>Credits Spring</b>	<b>Credits</b>	
A M D 475	3 AESHM 474	3	
A M D 467	3 Merchandising Option	3	
	Elective (5)		
AESHM 411N	1 History	3	
Humanities Apparel	3 Elective	3	

Elective	3		
	<b>13</b>	<b>12</b>	
<b>Total Credits: 121-126</b>			
Apparel Merchandising, Design B.S. - product development primary option			
<b>Freshman</b>			
<b>Fall</b>	<b>Credits Spring</b>	<b>Credits</b>	
ENGL 150	3 ENGL 250	3	
LIB 160	1 COM S 113	3	
A M D 131	3 A M D 178	2	
AESHM 112	1 A M D 204	4	
AESHM 113	1 A M D 206	R	
A M D 165	3 A M D 121	3	
Social Science Elective	3		
	<b>15</b>	<b>15</b>	
<b>Sophomore</b>			
<b>Fall</b>	<b>Credits Spring</b>	<b>Credits</b>	
A M D 210	3 ECON 101	3	
A M D 225	3 ACCT 284	3	
A M D 245	3 A M D 231	4	
AESHM 311	1 A M D 275	3	
Math	3 AESHM 380	1-3	
Science	3		
	<b>16</b>	<b>14-16</b>	
<b>Junior</b>			
<b>Fall</b>	<b>Credits Spring</b>	<b>Credits Summer</b>	<b>Credits</b>
A M D 376	4 A M D 321	3 AESHM 470N	3-6
Choose one:	A M D 372	3	
AESHM 340	Humanities Fashion History:	3	
MKT 340	A M D 354		
Statistics	4 A M D 356		
Humanities Elective	3 History	3	
	Speech	3	
	<b>11</b>	<b>15</b>	<b>3-6</b>
<b>Senior</b>			
<b>Fall</b>	<b>Credits Spring</b>	<b>Credits</b>	
A M D 305	3 A M D 431 (Spring only)	3	
A M D 467	3 A M D 496	3	
A M D 415	3 Product Development Secondary Option	3	
	Elective		
AESHM 411N	1 Elective	3	
SCM 301	3		



Elective	3	
	<b>16</b>	<b>12</b>

**Total Credits: 117-122**

## Graduate Study

The program offers work for the Master of Science (thesis and non-thesis options) and Doctor of Philosophy (on-campus and distance hybrid) with a major in apparel, merchandising, and design. For all programs the field of study is highly interdisciplinary; programs of study are tailored to students' background and interests. The program offers a concurrent B.S. and M.S. degree that allows students to obtain both the B.S. and M.S. degrees in apparel, merchandising, and design in 5 years. Application for admission to the Graduate College should be made in the junior year.

Graduates understand how textiles and apparel are essential in meeting individual and societal needs and understand the interdependence of nations and cultures as producers and consumers. Graduates understand diverse philosophies of scholarship and apply multiple methods to creative activity, research, and teaching. Strong writing and oral communication skills help graduates disseminate scholarship and compete successfully for awards and grants.

Graduates accept positions relevant to their academic experience. All doctoral graduates have teaching experience. Master's and doctoral graduates have experience working in team-oriented and interactive environments. Graduates are prepared to adapt to future changes in their professions and to provide leadership in professional and public practice.

They bring a strong sense of ethics to research, teaching, and business endeavors.

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

### Courses primarily for undergraduates:

#### A M D 120: Apparel Construction Techniques

(3-0) Cr. 3. SS.

Assemble components and completed garments with the use of basic sewing equipment. Learn basic construction techniques, applications and vocabulary. Students will need access to a home sewing machine, iron, computer and the internet. Not available for credit for A M D majors.

#### A M D 121: Apparel Assembly Processes

(1-4) Cr. 3. F.S.

*Prereq: A M D 204 concurrent recommended*

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

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

(3-0) Cr. 3. F.

Introduction to fashion industry, industry structure from concept to consumer. Focus on fashion-driven consumer goods.

#### A M D 165: Dress and Diversity in Society

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

Examination of diversity among consumers and introduction to forecasting trends in dress. Introduction to social justice issues. Meets U.S. Diversity Requirement

#### A M D 178: Introduction to Apparel Design Studio

(0-4) Cr. 2. F.S.

Introduction to the elements and principles of design in fashion and apparel including skill development in fashion illustration, technical drawing, and fabric rendering using traditional media. Application of written and verbal presentations to communicate fashion and apparel design concepts. Fashion presentation and introduction to portfolio development.

#### A M D 204: Textile Science

(3-2) Cr. 4. F.S.

*Prereq: A M D 131*

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

#### A M D 206: Design Selective Advancement

Cr. R. Repeatable, maximum of 2 times. F.S.

*Prereq: Completion or enrollment in A M D 121, A M D 131, A M D 178, and A M D 204 and enrollment in major*

Project review and skill assessment related to 2-dimensional and 3-dimensional visualization, apparel assembly, basic product knowledge, design problem solving, illustration, textiles. Offered on a satisfactory-fail basis only. Only one credit in 206 may be counted towards graduation.

#### A M D 210: Computer Applications in Digital Design and Data Management

(2-2) Cr. 3. F.S.

*Prereq: A M D 131, A M D 245 or concurrent; AESHM 111*

Applications of basic skills in Photoshop, Illustrator, PLM-type software, Excel, and databases. Introduction to digital product design and line development. Focus on elements and principles of design. Introduction to digital portfolio development for design and merchandising. Online lectures.

#### A M D 225: Patternmaking I: Drafting and Flat Pattern

(1-4) Cr. 3. F.S.

*Prereq: A M D 121, A M D 204, AMD 206.*

Application of patternmaking tools and their functions, measurement techniques, pattern labeling, and patternmaking communication documents. Sloper drafting and flat pattern manipulation methods for women's apparel. Design and construction of original garments using drafted slopers and flat pattern manipulation methods to enable the analysis of fit.

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

(3-2) Cr. 4. F.S.

*Prereq: A M D 204*

Analysis of apparel product development, sourcing, and manufacturing processes. Focus on materials and specifications relative to quality, performance, cost, and price. Applications of software for PLM.

**A M D 245: Aesthetics and Brand Image**

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

*Prereq: A M D 131, A M D 165, A M D 204 or concurrent*

Elements and principles of design. Analysis of sensory, expressive, and symbolic aspects that build brand image, with a focus on fashion products and promotional settings.

**A M D 257: Museum Studies**

(3-0) Cr. 3.

*Prereq: Sophomore standing*

Overview of museums including history, functions, and philosophy. Collection and curatorial practices. Funding and governance issues. Hands-on object research and exhibit development. Required field trip.

**A M D 275: Retail Merchandising**

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

*Prereq: 3 credits in Math*

Principles of merchandising as applied to retail-, service-, events-, and hospitality-related businesses. Study of the planning, development, and presentation of apparel- and hospitality-related products, services, and experiences. Industry and market research, planning of new offerings, and development of promotional and competitive strategies for various retail formats.

**A M D 278: Fashion Illustration**

(0-6) Cr. 3. F.S.

*Prereq: A M D 210 or concurrent enrollment, A M D 245 or concurrent enrollment. Permission of instructor.*

Development of fashion plates and focused apparel lines/collections. Proficiency in drawing the fashion figure, technical drawings/flats, and apparel using a variety of media. Continuation of fashion presentation and portfolio development.

**A M D 305: Quality Assurance of Textiles and Apparel**

(Dual-listed with A M D 505). (2-2) Cr. 3. F.

*Prereq: A M D 231, one course in natural science; STAT 101, STAT 226, or STAT 401*

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 310: Computer Integrated Textile and Fashion Design**

(0-6) Cr. 3. S.

*Prereq: A M D 225; A M D 325 concurrent; permission of instructor*

Computer-aided design technology used in apparel sketching, pattern drafting, grading, and marker making.

**A M D 321: Computer Integrated Textile and Fashion Design**

(0-6) Cr. 3.

*Prereq: A M D 210, A M D 278 or concurrent enrollment. Permission of instructor*

Analysis and advanced use of computer-aided design software for textile and fashion design for various target markets. Digital presentation and portfolio development.

**A M D 325: Patternmaking II: Draping**

(0-6) Cr. 3. F.S.

*Prereq: A M D 301; permission of instructor.*

Principles of patternmaking through basic draping techniques on industry standard body forms. Apparel design through analysis of fit and design; problem solving and interaction of fabric characteristics with style features.

**A M D 328: Design Seminar**

(Dual-listed with A M D 528). Cr. arr. Repeatable. F.S.SS.

*Prereq: Vary with topic.*

Focus on artisanal textile, apparel, or surface and structural design techniques. Design processes for specialty fabrics and markets. Topics vary by term.

**A M D 354: History of European and North American Dress**

(3-0) Cr. 3. F.

*Prereq: 3 credits from Hist or Art H*

Survey of history of dress from ancient times up to the American Civil War; focus on European and North American dress. Emphasis on connection of dress to the social, cultural, environmental, and technological contexts of the Western world. Meets International Perspectives Requirement.

**A M D 356: History of Twentieth Century Fashion**

(3-0) Cr. 3. S.

*Prereq: 3 credits HIST or ART H; A M D 204 recommended.*

Survey of major design and technological developments from the American Civil War through the 20th Century. 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: A M D 165 or 3 credits in anthropology, psychology, or sociology.*

Analysis of multiple factors related to dress in selected societies, including technology, cultural identity, aesthetics, social organization, ritual, stability and change. Applications to fair trade and social responsibility. Meets International Perspectives Requirement.

**A M D 372: Sourcing and Global Issues**

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

*Prereq: A M D 231, AESHM 275; ECON 101 or ECON 102 recommended*

Evaluation of key issues facing textile and apparel industries in global markets considering ethical, economic, political, social, and professional implications. Sourcing strategies in a global environment. Corporate and consumer social responsibility and sustainability. Meets International Perspectives Requirement.

**A M D 376: Merchandise Planning and Control**

(3-2) Cr. 4. F.S.

*Prereq: AESHM 275; 3 credits from ACCT 284, MATH 104, MATH 105, MATH 140, MATH 150, or equivalent.*

Calculations and computer application in the planning and control of merchandise. Emphasis on retail math as it pertains to assortment planning, the six-month buying plan process, and other buying concepts and strategies. Online modules.

**A M D 377: Brand Management and Promotions**

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

*Prereq: A M D 245; AESHM 340 or MKT 340*

Principles of brand development and management; emphasis on branding, visual merchandising, design/layout of retail spaces. Includes merchandising technology applications such as Adobe Creative Suite and retail-related case studies.



**A M D 404: Advanced Textile Science**

(Dual-listed with A M D 504). (2-2) Cr. 3. S.

*Prereq: A M D 204, A M D 245; one natural science course (physics or chemistry recommended).*

Theories and principles of textile science. Emphasis on fiber structure on fabric properties and performance; new developments in textiles.

**A M D 415: Technical Design Processes**

(2-2) Cr. 3. F.

*Prereq: A M D 225; A M D 231*

Garment development and analysis of fit, performance, quality, cost. Exploration of alternative materials, construction methods, grading; specifications and portfolio development.

**A M D 426: Creative Design Processes**

(Dual-listed with A M D 526). (1-4) Cr. 3. F.S.

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

Exploration of the creative process and sources of inspiration with emphasis on wearable art; experimentation of advanced design problem solving, alternative materials, fabric manipulation, and pattern-making techniques.

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

(3-0) Cr. 3. S.

*Prereq: A M D 231; A M D 121 recommended; A M D 372 or concurrent.*

Procedures and experiences related to application and use of process controls: method analysis, work measurement, costing, pricing, and production planning. Resource management, technology applications, and quality assurance.

**A M D 457: Textile Conservation and Collection Management**

(Dual-listed with A M D 557). (3-0) Cr. 3.

*Prereq: A M D 204*

Condition assessment, repair, and stabilization of textiles and apparel in museum collections. Dry and aqueous cleaning. Examination of storage and exhibition techniques, materials, and conditions. Experience with cataloging and management practices.

**A M D 467: Consumer Behavior**

(2-2) Cr. 3. F.

*Prereq: A M D 165; AESHM 340; STAT 101 or STAT 104 or STAT 226;*

Application of concepts and theories from the social sciences to the study of consumer behavior related to dress, textile and apparel products, and retail experiences. Experience in conducting consumer research.

**A M D 475: Retail Information Analysis**

(2-2) Cr. 3. S.

*Prereq: A M D 376*

Evaluation of information needed to make effective retail decisions. Use of technology in analyzing and interpreting retail systems data. Application of concepts related to forecasting, consumer demand, assortment planning, market research, data mining, database interface, pattern recognition, supply-chain/logistics management, retail technology applications such as Visual Retailing, PLM, and Sourcing Simulator.

**A M D 477: Multi-channel Retailing**

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

*Prereq: 3 credits in marketing or AESHM 275 or 287*

A customer-centric view of marketing with a focus on the retailer-customer relationship and online strategies. Integration of key characteristics of online and offline marketing including store formats, e-commerce, catalog, TV, mobile, and direct sales.

**A M D 490: Independent Study**

Cr. arr. Repeatable. F.S.SS.

*Prereq: 6 credits in A M D. Permission of the instructor, adviser, and department chair*  
Independent Study.**A M D 490A: Independent Study: Textile Science**

Cr. arr. Repeatable. F.S.SS.

*Prereq: 6 credits in A M D. Permission of the instructor, adviser, and department chair***A M D 490B: Independent Study: History of Dress and Textiles**

Cr. arr. Repeatable. F.S.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 495: Senior Design Studio**

(Dual-listed with A M D 595). (0-6) Cr. 3. F.

*Prereq: A M D 310, A M D 325. Permission of instructor.*

Creation of an apparel line from target market research to prototypes through the use of manual techniques and CAD technologies. The line is to be included in a professional portfolio and pieces submitted to a juried exhibition.

**A M D 496: Fashion Forecasting and Product Development**

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

*Prereq: A M D 231, A M D 245, AESHM 275*

Applying consumer, aesthetic, and quantitative trend information to develop value-added apparel/textile products and product lines with merchandising/promotion campaigns for diverse target markets. Multi-function team projects. Presentation to industry representatives.

**A M D 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: Advanced Textile Science**

(Dual-listed with A M D 404). (2-2) Cr. 3. S.

*Prereq: A M D 204, A M D 245; one natural science course (physics or chemistry recommended).*

Theories and principles of textile science. Emphasis on fiber structure on fabric properties and performance; new developments in textiles.

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

(Dual-listed with A M D 305). (2-3) Cr. 3.

*Prereq: A M D 231; STAT 226 or STAT 401; one natural science course*

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

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

(3-0) Cr. 3. F.

*Prereq: Graduate classification or permission of instructor*

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 Technologies in Textile and Apparel Design**

(3-0) Cr. 3.

*Prereq: Research Methods course. Permission of instructor.*

Digital technologies in textile and apparel design. 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. F.S.

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

Exploration of the creative process and sources of inspiration with emphasis on wearable art; experimentation of advanced design problem solving, alternative materials, fabric manipulation, and pattern-making techniques.

**A M D 528: Design Seminar**

(Dual-listed with A M D 328). Cr. arr. Repeatable. F.S.SS.

*Prereq: Vary with topic.*

Focus on artisanal textile, apparel, or surface and structural design techniques. Design processes for specialty fabrics and markets. Topics vary by term.

**A M D 545: Consumer Aesthetics and Retail Branding**

(3-0) Cr. 3. Alt. S., offered even-numbered years.

*Prereq: One course in design elements and principles, psychology, consumer behavior, or marketing*

Examination of hedonic nature of consumer experience and its application to experiential design and branding of retail/hospitality establishments. Emphasis on consumer behavior, environmental psychology, and marketing literature.

**A M D 557: Textile Conservation and Collection Management**

(Dual-listed with A M D 457). (3-0) Cr. 3.

*Prereq: A M D 204*

Condition assessment, repair, and stabilization of textiles and apparel in museum collections. Dry and aqueous cleaning. Examination of storage and exhibition techniques, materials, and conditions. Experience with cataloging and management practices.

**A M D 565: Sustainability: Theory and Practical Application**

(3-0) Cr. 3. Alt. F., offered even-numbered years.

*Prereq: 3 credits in research methods; basic knowledge of apparel industry and product development; permission of instructor.*

Overview of current sustainability theory, research, and methodology. Emphasis on the evaluation and discussion of current sustainability literature and sustainable practice of apparel, textiles, and related products and services through people, processes, and the environment. Development and presentation of original scholarly and creative design work under various sustainability frameworks.

**A M D 567: Consumer Behavior and Apparel**

(3-0) Cr. 3. Alt. F., offered odd-numbered years.

*Prereq: A M D 467 or MKT 447; STAT 401*

Application of concepts and theories from the social sciences to the study of consumer behavior. Experience in conducting research; manuscript writing.

**A M D 572: Sourcing and Global Issues**

(3-0) Cr. 3. Alt. S., offered odd-numbered years.

*Prereq: A course in merchandising or marketing*

Evaluation of textile and apparel industries in global markets considering ethical, economic, political, social, and professional implications. Sourcing strategies in a global environment. Corporate and consumer social responsibility and sustainability. 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 even-numbered years.

*Prereq: A M D 376 or equivalent; AESHM 275 or equivalent. Permission of instructor*

Using the case study method, students apply merchandising theory, principles, and practices to industry scenarios. Emphasis on problem solving, creative thinking, data analysis, and data interpretation involved in business operations. Focus on the development of leadership skills while functioning in small and large groups.

**A M D 577: E-Commerce for Apparel and Hospitality Companies**

(3-0) Cr. 3. Alt. S., offered odd-numbered years.

*Prereq: Course in marketing or permission of instructor*

Analysis of technology and consumer trends, industry practices, and marketing strategies for e-commerce. Evaluation and development of apparel or hospitality company websites. Theory application to the development of multi-channel business strategies.

**A M D 590: Special Topics**

Cr. arr. Repeatable.

*Prereq: Permission of director of graduate education, adviser, and instructor(s)*

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

**A M D 590A: Special Topics: Textile Science**

Cr. arr. Repeatable.

*Prereq: Permission of director of graduate education, adviser, and instructor(s)*

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

**A M D 590B: Special Topics: History of Dress and Textiles**

Cr. arr. Repeatable.

*Prereq: Permission of director of graduate education, adviser, and instructor(s)*

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

**A M D 590C: Special Topics: Textile and Apparel Design**

Cr. arr. Repeatable.

*Prereq: Permission of director of graduate education, adviser, and instructor(s)*

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

**A M D 590D: Special Topics: Aesthetics**

Cr. arr. Repeatable.

*Prereq: Permission of director of graduate education, adviser, and instructor(s)*

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

**A M D 590E: Special Topics: Entrepreneurship**

Cr. arr. Repeatable.

*Prereq: Permission of director of graduate education, adviser, and instructor(s)*

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

**A M D 590F: Special Topics: Sociological and Psychological Aspects**

Cr. arr. Repeatable.

*Prereq: Permission of director of graduate education, adviser, and instructor(s)*

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

**A M D 590G: Special Topics: Consumer Behavior**

Cr. arr. Repeatable.

*Prereq: Permission of director of graduate education, adviser, and instructor(s)*

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

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

Cr. arr. Repeatable.

*Prereq: Permission of director of graduate education, adviser, and instructor(s)*

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

**A M D 595: Senior Design Studio**

(Dual-listed with A M D 495). (0-6) Cr. 3. F.

*Prereq: A M D 310, A M D 325. Permission of instructor.*

Creation of an apparel line from target market research to prototypes through the use of manual techniques and CAD technologies. The line is to be included in a professional portfolio and pieces submitted to a juried exhibition.

**A M D 599: Creative Component**

Cr. arr. Repeatable.

*Prereq: 9 graduate credits in A M D***Courses for graduate students:****A M D 611: Seminar**

Cr. 1-3. Repeatable.

*Prereq: 6 graduate credits in textiles and clothing. Permission of instructor*

Discussion of scholarship and current issues. Topics vary.

**A M D 625: Design Theory and Process**

(3-0) Cr. 3. Alt. S., offered odd-numbered years.

*Prereq: Permission of instructor.*

Analysis and application of design theory and creative processes, including strategies for solving aesthetic, functional, and/or technology-focused design problems. Creation and dissemination of design scholarship.

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

(3-0) Cr. 3. Alt. S., offered odd-numbered years.

*Prereq: 6 credits in sociology or psychology*

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

**A M D 676: Merchandising Theory and Research Applications**

(3-0) Cr. 3. Alt. F., offered even-numbered years.

*Prereq: AESHM 275 or equivalent; statistics course recommended.*

Review of current merchandising theory, research, and methodology. Emphasis on the evaluation and discussion of current and seminal merchandising literature, understanding research processes, interpretation of findings, assessing implications of research for future directions in merchandising, and the development and presentation of original scholarly work.

**A M D 690: Advanced Topics**

Cr. arr. Repeatable.

*Prereq: Enrollment in doctoral program, permission of instructor; and approval of D.O.G.E***A M D 699: Research**

Cr. arr. Repeatable.