

APPAREL, MERCHANDISING AND DESIGN (AMD)

Courses primarily for undergraduates:

AMD 1210: Apparel Assembly Processes

Credits: 4. Contact Hours: Lecture 1, Laboratory 6.

Principles of garment and soft good product assembly taught using industrial machines and production equipment. Intermediate construction techniques that build with complexity. Understanding how to manipulate different types of fabrics. Garment analysis and learning to understand technical packages in terms of sewing. (Typically Offered: Fall, Spring)

AMD 1310: Fashion Products and Markets

Credits: 3. Contact Hours: Lecture 3.

Fashion industry from concept to consumer. Focus on fashion-driven consumer goods. Development and prototyping of fashion products for a target market. (Typically Offered: Fall)

AMD 1650: Dress, Appearance, and Diversity in U.S. Society

Credits: 3. Contact Hours: Lecture 3.

Analyze foundational concepts and theories related to dress, identity, fashion, and culture and how they intersect with sex, gender, sexuality, beauty, attractiveness, disability, religion, race, and ethnicity with heightened attention to marginalized communities in the United States. Analyze the experiences and the role of fashion, clothing, dress, and/or accessories for identity development. Critique the social justice issues within the fashion system and identify the driving forces of transformative social justice change in the fashion system. Deconstruct one's personal values and positionalities in relation to fashion, clothing, dress, and/or accessories. Meets U.S. Cultures and Communities Requirement. (Typically Offered: Fall, Spring)

AMD 1780: Introduction to Apparel Design Studio

Credits: 3. Contact Hours: Studio 6.

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 and terminology. Fashion presentation and introduction to portfolio development. (Typically Offered: Fall, Spring)

AMD 2040: Textile Science

Credits: 4. Contact Hours: Lecture 3, Laboratory 2.

Prereq: AMD 1310

Textile fibers, yarns, fabrication, coloration, and finishes. Quality and performance application to textile products. Lab work included. (Typically Offered: Fall, Spring)

AMD 2060: Design Selective Advancement

Credits: Required. Contact Hours: Lecture 1.

Repeatable, maximum of 2 times.

Prereq: Credit or concurrent enrollment in (AMD 1210, AMD 1310, AMD 1650, AMD 1780, and AMD 2040)

Project review and skill assessment related to 2-dimensional and 3-dimensional visualization, apparel assembly, basic product knowledge, design problem solving, illustration, textiles. Grade point averages are part of scoring process. Offered on a satisfactory-fail basis only. (Typically Offered: Fall, Spring)

AMD 2100: Computer Applications in Digital Design

Credits: 3. Contact Hours: Lecture 2, Laboratory 2.

Prereq: Credit or concurrent enrollment in AMD 2450

Applications of skills in Photoshop, Illustrator, InDesign, Google Sketch-up, Excel, and website development. Introduction to digital product design and line development. Focus on elements and principles of design. Introduction to digital portfolio development for design and merchandising. In-class demonstrations and online lectures. (Typically Offered: Fall, Spring)

AMD 2250: Patternmaking I: Drafting and Flat Pattern

Credits: 3.

Prereq: AMD 1210; AMD 2040

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. (Typically Offered: Fall, Spring)

AMD 2310: Product Development and Manufacturing

Credits: 4. Contact Hours: Laboratory 2, Lecture 3.

Introduction to the product development cycle, career paths, and manufacturing process. Analysis of garment manufacturing, materials, and specifications relative to quality, performance, cost, and price. Introduction to PLM skills via product development simulation. Credit or concurrent enrollment in AMD 2040 and AMD 2100 recommended. (Typically Offered: Fall, Spring)

AMD 2450: Aesthetics and Brand Image

Credits: 3. Contact Hours: Lecture 3.

Prereq: AMD 1310; credit or concurrent enrollment in AMD 2040

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. (Typically Offered: Fall, Spring)

AMD 2570: Museum Studies

Credits: 3. Contact Hours: Lecture 3.

Prereq: Sophomore classification

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. (Typically Offered: Fall)

AMD 2750: Retail Merchandising

Credits: 3. Contact Hours: Lecture 3.

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. (Typically Offered: Fall, Spring)

AMD 2780: Fashion Illustration

Credits: 3. Contact Hours: Studio 6.

Prereq: AMD 1780, AMD 2100 or concurrent enrollment, AMD 2450 or concurrent enrollment

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. (Typically Offered: Fall, Spring)

AMD 2880: Styling

Credits: 3. Contact Hours: Lecture 3.

Prereq: AMD 1310; AMD 2750

Focus on the many facets of the styling profession, including commercial styling, editorial (magazine) styling, personal style consultation, and red-carpet styling. Study of the practical requirements of the profession and the importance of an appropriate digital presence. Course will utilize a hands-on approach with lectures and projects. (Typically Offered: Fall, Spring)

AMD 2900: Independent Study

Credits: 1-2. Repeatable, maximum of 4 credits.

Prereq: Permission of instructor and advisor

Independent study on topics of special interest to the student, facilitated by approved faculty member. Permission of instructor and advisor. (Typically Offered: Fall, Spring, Summer)

AMD 2900R: Independent Study: Professional Practice

Credits: 1-2. Repeatable, maximum of 4 credits.

Prereq: Permission of instructor and advisor

Experiences in teaching assistantship for first year and second-year students. Permission of instructor and advisor. Graduation Restriction: Total number of AMD 2900 and AMD 4900 credits applied to graduation cannot exceed 9 credits. (Typically Offered: Fall, Spring, Summer)

AMD 3050: Quality Assurance of Textiles and Apparel

(Dual-listed with AMD 5050).

Credits: 3.

Prereq: AMD 2040, AMD 2310, one course in natural science; STAT 1010, or STAT 2260, or STAT 5870

Undergrad: Principles of product and materials evaluation and quality assurance. Developing specifications and using standard practices for evaluating materials, product characteristics, performance, and quality. Grad: Principles of product and materials evaluation and quality assurance. Developing specifications and using standard practices for evaluating materials, product characteristics, performance, and quality. Previous coursework in natural science and statistics recommended. (Typically Offered: Fall)

AMD 3100: Computer Aided Apparel Patternmaking

Credits: 3. Contact Hours: Laboratory 6.

Prereq: AMD 2100, AMD 2250

Introduction to the computer-aided patternmaking software related to pattern modification, pattern drafting, grading, marker making, and 3-D virtual fitting. (Typically Offered: Fall, Spring)

AMD 3210: Computer Integrated Textile and Fashion Design

Credits: 3. Contact Hours: Laboratory 6.

Prereq: AMD 2100

Analysis and advanced use of computer-aided design software for soft-good fabrication design for various target markets. Development of digital presentation for portfolio integration. (Typically Offered: Fall, Spring)

AMD 3250: Patternmaking II: Draping

Credits: 3. Contact Hours: Laboratory 6.

Prereq: AMD 2250

Principles of patternmaking through basic draping techniques. Application of draping techniques to sportswear and formal wear garments. Analysis of fit and design; problem solving and interaction of fabric characteristics with style features. (Typically Offered: Fall, Spring)

AMD 3290: Digital Textile Printing for Apparel Design

Credits: 3.

Prereq: AMD 3250; *Permission of instructor*

Overview of the use of digital printing in the textile and apparel industry, color matching, repeat print patterns, engineered prints, and creation of apparel prototypes. (Typically Offered: Spring)

AMD 3540: Euro-American Dress History: Prehistoric to Mid-19th Century

Credits: 3. Contact Hours: Lecture 3.

Survey of fashion history from ancient times up to the mid-19th century; focus on European and North American dress. Emphasis on influence from social, cultural, environmental, political, economic, and technological contexts of the Western world. Social justice perspectives embedded within all topics. Meets International Perspectives Requirement. (Typically Offered: Fall)

AMD 3560: Euro-American Dress History: Mid-19th Century to the Present

Credits: 3. Contact Hours: Lecture 3.

Survey of fashion history from the 1870s through the present. Emphasis on influence from social, cultural, environmental, political, economic, and technological contexts of the Western world. Social justice perspectives embedded within all topics. (Typically Offered: Spring)

AMD 3620: Global Dress in the Fashion System and Society

Credits: 3. Contact Hours: Lecture 3.

Analyze concepts and theories related to dress, identify, fashion, and culture and how they intersect with sex, gender, sexuality, beauty, attractiveness, disability, religion, race, ethnicity, space/place, land, and/or nation with heightened attention to marginalized communities across the globe. Critique the social justice issues within the global fashion system and identify the driving forces of transformative social justice change from a global perspective. Emphasis on decolonizing philosophies. Deconstruct one's personal values and positionalities in relation to the course topics. Meets International Perspectives Requirement. (Typically Offered: Spring)

AMD 3720: Sourcing and Global Issues

Credits: 3. Contact Hours: Lecture 3.

Prereq: AMD 2310; AMD 2750

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. ECON 1010 or ECON 1020 recommended. Meets International Perspectives Requirement. (Typically Offered: Fall, Spring)

AMD 3750: Omni-Channel Retailing

Credits: 3. Contact Hours: Lecture 3.

Prereq: AMD 2750 or AESHM 2870 or AESHM 3400 or MKT 3400

A customer-centric view of marketing with a focus on the retailer-customer relationship and omni-channel strategies. Analysis and evaluation of integrated retail applications and strategies using digital media, including store formats, e-commerce, catalog, mobile, crowdsourcing, and social media. (Typically Offered: Spring)

AMD 3760: Merchandise Planning and Buying

Credits: 4. Contact Hours: Lecture 3, Laboratory 2.

Prereq: AMD 2750; COMS 1130; *3 credits from MATH*

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. (Typically Offered: Fall, Spring)

AMD 3770: Visual Presentation and Promotions

Credits: 3. Contact Hours: Lecture 3.

Prereq: AMD 2450 or AESHM 3420 and AMD 2100 and AESHM 3400 or MKT 3400

Principles of visual aspects of brand development and management; emphasis on branding, visual merchandising, design/layout of retail spaces. Includes applications such as visual communication and documentation using Adobe Creative Suite(R), hands-on display projects, and brand case studies. (Typically Offered: Fall, Spring)

AMD 3880: Trend Forecasting

Credits: 3. Contact Hours: Lecture 3.

Prereq: AMD 2040; AMD 2450; AMD 2750; (*3 credits from ACCT 2840 or MATH*)

Explore many facets of fashion forecasting, including trend research, managing inspiration sources and trend ideas, product adoption, degrees of difference, and turning a fashion forecast into a buying plan. Applications of fashion forecasting will be examined, who does it and how it fits into various careers. The course will utilize a hands-on approach with lecture, discussion, and projects. (Typically Offered: Fall, Spring)

AMD 4040: Innovative Textiles

(Dual-listed with AMD 5040).

Credits: 3. Contact Hours: Lecture 2, Laboratory 2.

Prereq: AMD 2040; *CHEM with lab*

Undergrad: Theories and principles of textile science. Textile product serviceability. Effect of fiber structure on properties and performance. New developments in textiles. Grad: Theories and principles of textile science. Textile product serviceability. Effect of fiber structure on properties and performance. New developments in textiles. Previous coursework in textile science and chemistry recommended. (Typically Offered: Spring)

AMD 4150: Technical Design Processes

Credits: 3. Contact Hours: Lecture 2, Laboratory 2.

Prereq: AMD 2250 and AMD 2310

Garment development and analysis of fit, performance, quality, cost. Exploration of alternative materials, construction methods, grading, and specifications. Applications of software for PLM. (Typically Offered: Fall)

AMD 4260: Creative Design Processes

Credits: 3. Contact Hours: Laboratory 6.

Prereq: AMD 1780; AMD 2100; AMD 2250

Exploration of the apparel and soft goods design process. Analysis of inspiration sources for different markets. Development of a professional portfolio. (Typically Offered: Spring)

AMD 4310: Apparel Production Management

Credits: 3. Contact Hours: Lecture 2, Laboratory 2.

Prereq: AMD 2310; AMD 3720; AMD 4150

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. Applications of software for PLM. (Typically Offered: Spring)

AMD 4580: Queer Fashions: History, Culture, and the Industry

(Dual-listed with AMD 5580/ WGS 5580). (Cross-listed with WGS 4580).

Credits: 3. Contact Hours: Lecture 3.

Focus on analyzing the dressed and undressed body of individuals in the queer and trans communities in various cultural contexts with a focus on material culture. Examine concepts related to gender and sexuality and the changing definitions and representations of individuals who identify in the queer and trans communities focusing on appearance, fashion, and the body. Historic and current representations of fashion, styles, and appearances will be analyzed and discussed. Attention to how sexuality and gender intersect with and shape other identities including race, ability, body size, and class. Examine the complex structures, systems, and ideologies that uphold discrimination and inequitable distribution of power and resources as related to the course material. Attention will mostly be given to North American perspectives. We will use material culture to explore how objects related to fashioning the body reveal lived experiences about the owners and consumers. Offered even-numbered years. Meets U.S. Cultures and Communities (formerly U.S. Diversity) Requirement. (Typically Offered: Spring)

AMD 4670: Consumer Studies in Apparel and Fashion Products

Credits: 3. Contact Hours: Lecture 3.

Prereq: AMD 1650 and AESHM 3400 or MKT 3400 and STAT 1010 or STAT 1040 or STAT 2260

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. (Typically Offered: Fall)

AMD 4750: Retail Analytics

Credits: 3. Contact Hours: Lecture 2, Laboratory 2.

Prereq: AMD 3760

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. (Typically Offered: Fall, Spring)

AMD 4900A: Independent Study: Textile Science

Credits: 1-30. Repeatable.

Prereq: Instructor Permission for Course

(Typically Offered: Fall, Spring, Summer)

AMD 4900B: Independent Study: Historical, Cultural, and Museum Studies of Dress and Textiles

Credits: 1-30. Repeatable.

Prereq: Instructor Permission for Course

(Typically Offered: Fall, Spring, Summer)

AMD 4900C: Independent Study: Textile and Apparel Design

Credits: 1-30. Repeatable.

Prereq: Instructor Permission for Course

(Typically Offered: Fall, Spring, Summer)

AMD 4900E: Independent Study: Merchandising, Aesthetics, and Entrepreneurship

Credits: 1-30. Repeatable.

Prereq: Instructor Permission for Course

(Typically Offered: Fall, Spring, Summer)

AMD 4900F: Independent Study: Sociological, Psychological, and Consumer Behavioral Aspects of Dress

Credits: 1-30. Repeatable.

Prereq: Instructor Permission for Course

(Typically Offered: Fall, Spring, Summer)

AMD 4900H: Independent Study: Honors

Credits: 1-30. Repeatable.

Prereq: Instructor Permission for Course

(Typically Offered: Fall, Spring, Summer)

AMD 4900J: Independent Study: Product Development, Innovation, and Sourcing

Credits: 1-30. Repeatable.

Prereq: Instructor Permission for Course

(Typically Offered: Fall, Spring, Summer)

AMD 4900R: Independent Study: Professional Practice

Credits: 1-30. Repeatable, maximum of 30 credits.

Prereq: Instructor Permission for Course

(Typically Offered: Fall, Spring, Summer)

AMD 4900S: Independent Study: Production and Quality Assurance

Credits: 1-30. Repeatable.

Prereq: Instructor Permission for Course

(Typically Offered: Fall, Spring, Summer)

AMD 4900W: Independent Study: Fashion Show, Fashion Public Relations and Marketing

Credits: 1-30. Repeatable.

Prereq: Instructor Permission for Course

(Typically Offered: Fall, Spring, Summer)

AMD 4950: Senior Design Studio

(Dual-listed with AMD 5950).

Credits: 3. Contact Hours: Studio 6.

Prereq: AMD 3100, AMD 3250 and AMD 3290

Undergrad: 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. Grad: 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. Previous coursework in apparel construction and design recommended. (Typically Offered: Fall)

AMD 4960: Soft-Goods Product Development and Prototyping

Credits: 3. Contact Hours: Lecture 3.

Prereq: AMD 2310; AMD 2450; AMD 2750

Capstone soft-good innovative product development course focusing on product development through design thinking and practice. Applying consumer, aesthetic, and quantitative trend information to develop value-added soft-good products and product lines for diverse target markets. Integrated course with industry partner(s) with development of a prototype and presentation for portfolio integration. (Typically Offered: Spring)

AMD 4990: Undergraduate Research

Credits: 1-3. Repeatable.

Prereq: Senior classification, 15 credits in AMD. Permission of instructor, advisor, and department chair

Research experience in textiles and clothing with application to a selected problem. (Typically Offered: Fall, Spring, Summer)

Courses primarily for graduate students, open to qualified undergraduates:**AMD 5040: Innovative Textiles**

(Dual-listed with AMD 4040).

Credits: 3. Contact Hours: Lecture 2, Laboratory 2.

Prereq: Instructor Permission for Course

Theories and principles of textile science. Textile product serviceability. Effect of fiber structure on properties and performance. New developments in textiles. Previous coursework in textile science and chemistry recommended.

AMD 5050: Quality Assurance of Textiles and Apparel

(Dual-listed with AMD 3050).

Credits: 3.

Prereq: Instructor Permission for Course

Principles of product and materials evaluation and quality assurance. Developing specifications and using standard practices for evaluating materials, product characteristics, performance, and quality. Previous coursework in natural science and statistics recommended. (Typically Offered: Fall)

AMD 5090X: Clothing Comfort: Theory and Practice

Credits: 3. Contact Hours: Lecture 3.

Provide background knowledge and relevant theories on clothing comfort issues, specifically the functional garment and protective clothing. Introduce the heat stress/heat strain associated with wearing personal protective equipment (PPE) including several cases on sportswear, firefighter gear, military personnel, mining workers, medical practitioners and law enforcement. Research project. (Typically Offered: Fall)

AMD 5100: Foundation of Scholarship in Apparel, Merchandising, and Design

Credits: 3. Contact Hours: Lecture 3.

Overview of scholarship in apparel, merchandising, and design 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. (Typically Offered: Fall)

AMD 5210: Digital Technologies in Textile and Apparel

Credits: 3. Contact Hours: Lecture 3.

Digital technologies in textile and apparel design. Theories and practices connected to technology in apparel fields. Technologies explored in this class may include digital textile design and printing, 3D body scanning, avatar development for digital fitting or other advanced technologies used in the textile and apparel industries. Previous coursework in research methods recommended. Offered odd-numbered years. (Typically Offered: Fall)

AMD 5250: Experimental Patternmaking

Credits: 3. Contact Hours: Lecture 3.

Prereq: Credit or enrollment in AMD 5100

Research, analyze, and apply experimental patternmaking techniques to original garments suitable for entry into a juried competition/exhibitions. Compare, contrast, and organize a framework of research patternmaking principles through content analysis or other appropriate research techniques. Documentation of learning and design process. Previous coursework in apparel construction and patternmaking recommended. Offered odd-numbered years. (Typically Offered: Spring)

AMD 5390: Digital Textile Design and Theory

Credits: 3. Contact Hours: Studio 3.

Repeatable.

Focus on artisanal textile, apparel, or surface and structural design techniques. Design processes for specialty fabrics and markets. Topics vary by term. Offered even-numbered years. (Typically Offered: Spring)

AMD 5450: Consumer Experience and Retail Branding

Credits: 3. Contact Hours: Lecture 3.

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. Previous coursework in psychology, consumer behavior, or marketing recommended. Offered even-numbered years. (Typically Offered: Spring)

AMD 5540: Dress History Research Methods

Credits: 3. Contact Hours: Lecture 3.

Using a variety of sources and methods of analysis, students will develop their ability to read and interpret primary and secondary sources and to understand the methodology underpinnings and process of constructing dress history. Anticipated Semesters Offered: Spring - Alternate offered odd-numbered years. (Typically Offered: Spring)

AMD 5580: Queer Fashions: History, Culture, and the Industry

(Dual-listed with AMD 4580/ WGS 4580). (Cross-listed with WGS 5580).

Credits: 3. Contact Hours: Lecture 3.

Focus on analyzing the dressed and undressed body of individuals in the queer and trans communities in various cultural contexts with a focus on material culture. Examine concepts related to gender and sexuality and the changing definitions and representations of individuals who identify in the queer and trans communities focusing on appearance, fashion, and the body. Historic and current representations of fashion, styles, and appearances will be analyzed and discussed. Attention to how sexuality and gender intersect with and shape other identities including race, ability, body size, and class. Examine the complex structures, systems, and ideologies that uphold discrimination and inequitable distribution of power and resources as related to the course material. Attention will mostly be given to North American perspectives. We will use material culture to explore how objects related to fashioning the body reveal lived experiences about the owners and consumers. Offered even-numbered years. (Typically Offered: Spring)

AMD 5620X: Fashion Studies, Culture, Industry, and Social Justice

Credits: 3. Contact Hours: Lecture 3.

Analysis of fashion and cultural practices of historically marginalized communities with a focus on power, privilege, and social justice. Heightened attention towards the 20th and 21st centuries. Examination of the way the global fashion industry intersects with and is related to the communities and their dress practices under study. Emphasis on ethnographic research methods. Offered even-numbered years. (Typically Offered: Fall)

AMD 5650: Sustainability: Theory and Practical Application

Credits: 3. Contact Hours: Lecture 3.

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. Previous knowledge in apparel industry and product development recommended. Offered even-numbered years. (Typically Offered: Fall)

AMD 5670: Consumer Behavior and Apparel

Credits: 3. Contact Hours: Lecture 3.

Application of concepts and theories from the social sciences to the study of consumer behavior. Experience in conducting research; manuscript writing. Previous coursework in consumer behavior and statistics recommended. Offered odd-numbered years. (Typically Offered: Fall)

AMD 5720: Sourcing and Global Issues

Credits: 3. Contact Hours: Lecture 3.

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. Previous coursework in merchandising, marketing, or economics recommended. Offered odd-numbered years. Meets International Perspectives Requirement. (Typically Offered: Spring)

AMD 5760: Industry Applications in Merchandising and Management

Credits: 3. Contact Hours: Lecture 3.

Prereq: Instructor Permission for Course

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. (Typically Offered: Spring)

AMD 5770: E-Commerce for Apparel and Hospitality Companies

Credits: 3. Contact Hours: Lecture 3.

Prereq: Instructor Permission for Course

Analysis of technology and consumer trends, industry practices, and marketing strategies for e-commerce including big data, data mining, and social media. Evaluation and development of apparel or hospitality company websites. Theory application to the development of multi-channel business strategies. Previous coursework in marketing recommended. Offered even-numbered years. (Typically Offered: Fall)

AMD 5780: Social Network Analysis

Credits: 3. Contact Hours: Lecture 3.

Introduction to social network related theories, practices and analyses. Visualize and analyze social structures, formed from social relationships, interactions, communications, and social media activities. Explore methods for social network data collection and data management, including application on big data. Practical guidelines on conducting S research in social science contexts, including applying S with big data. Previous coursework in statistics recommended. Offered odd-numbered years. (Typically Offered: Spring)

AMD 5900A: Special Topics: Textile Science

Credits: 1-30. Repeatable.

Prereq: Instructor Permission for Course

Individually designed AMD-related projects that reflect the special interests of the student.

AMD 5900B: Special Topics: Historical, Cultural, and Museum Studies of Dress and Textiles

Credits: 1-30. Repeatable.

Prereq: Instructor Permission for Course

Individually designed AMD-related projects that reflect the special interests of the student.

AMD 5900C: Special Topics: Textile and Apparel Design

Credits: 1-30. Repeatable.

Prereq: Instructor Permission for Course

Individually designed AMD-related projects that reflect the special interests of the student.

AMD 5900E: Special Topics: Merchandising, Aesthetics, and Entrepreneurship

Credits: 1-30. Repeatable.

Prereq: Instructor Permission for Course

Individually designed AMD-related projects that reflect the special interests of the student.

AMD 5900F: Special Topics: Sociological, Psychological, and Consumer Behavioral Aspects of Dress

Credits: 1-30. Repeatable.

Prereq: Instructor Permission for Course

Individually designed AMD-related projects that reflect the special interests of the student.

AMD 5900J: Special Topics: Product Development, Innovation, and Sourcing

Credits: 1-30. Repeatable.

Prereq: Instructor Permission for Course

Individually designed AMD-related projects that reflect the special interests of the student. (Typically Offered: Fall, Spring, Summer)

AMD 5900S: Special Topics: Production and Quality Assurance

Credits: 1-30. Repeatable.

Prereq: Instructor Permission for Course

Individually designed AMD-related projects that reflect the special interests of the student. (Typically Offered: Fall, Spring, Summer)

AMD 5900W: Special Topics: Fashion Show, Fashion Public Relations and Marketing

Credits: 1-30. Repeatable.

Prereq: Instructor Permission for Course

Individually designed AMD-related projects that reflect the special interests of the student. (Typically Offered: Fall, Spring, Summer)

AMD 5950: Senior Design Studio

(Dual-listed with AMD 4950).

Credits: 3. Contact Hours: Studio 6.

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. Previous coursework in apparel construction and design recommended. (Typically Offered: Fall)

AMD 5990: Creative Component

Credits: 1-30. Repeatable.

Prereq: Instructor Permission for Course

Creative Component.

Courses for graduate students:

AMD 6110: Seminar

Credits: 1-3. Contact Hours: Lecture 3.

Repeatable.

Discussion of scholarship and current issues. Topics vary.

AMD 6250: Design Theory and Process

Credits: 4. Contact Hours: Lecture 2, Laboratory 4.

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. Offered even-numbered years. (Typically Offered: Spring, Summer)

AMD 6650: Critical Social Science Theories in Fashion Studies

Credits: 3. Contact Hours: Lecture 3.

Analysis of cultural and social science theories, concepts, frameworks, and epistemologies applicable to how fashion products, management, and media are produced, distributed, consumed, regulated, and represented. Emphasis on qualitative research, theoretical interpretation, and theory development while centering justice and decolonizing theories. Example theories examined include Black feminist thought, critical race theory, feminist queer crip, tribalcrit, symbolic interaction, and semiotics. Collection, analysis, and interpretation of qualitative data. Offered odd-numbered years. (Typically Offered: Spring)

AMD 6760: Merchandising Theory and Research Applications

Credits: 3. Contact Hours: Lecture 3.

Prereq: Instructor Permission for Course

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. Previous coursework in statistics recommended. Offered even-numbered years. (Typically Offered: Fall)

AMD 6900: Advanced Topics

Credits: 1-30. Repeatable.

Prereq: Instructor Permission for Course

Advanced Topics.

AMD 6990: Research

Credits: 1-30. Repeatable.

Prereq: Instructor Permission for Course