

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.

Minors are available in apparel, merchandising, and design; textile science and product performance; a merchandising certificate is also 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. Students 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. Instead of a portfolio review for admission, students in the design and product development options have a review of their first year design skills (A M D 206 Design Selective Advancement) after completing 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. The A M D 206 Design Selective Advancement project is scored by design industry professionals and determines if/when students move forward into the Design option.

The program offers a concurrent B.S. and M.S. degree that allows students to obtain a B.S. and M.S. degree in apparel, merchandising, and design in 5 years. Application for admission to the Graduate College should be made in the junior year.

For additional courses of interest, see Apparel, Events, and Hospitality Management.

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

Minor

A minor in apparel, merchandising, and design requires (15-17 cr) of the following:

Select from:	3
A M D 121 Apparel Assembly Processes	
A M D 131 Fashion Products and Markets	
A M D 165 Dress and Diversity in Society	
A M D 178 Introduction to Apparel Design Studio	
A Textile Science Class	3-4
Select from:	3-4
A M D 231 Product Development and Manufacturing	
A M D 245 Aesthetics and Brand Image	
A M D 257 Museum Studies	
A M D 275 Retail Merchandising	
2 courses of the 300-400 level at Iowa State University in A M D or approved AESHM	6
Total Credits	15-17

A minor in textile science and production performance requires (17 cr) of the following:

A M D 204 Textile Science	4
A M D 231 Product Development and Manufacturing	4
A M D 305 Quality Assurance of Textiles and Apparel	3
A M D 404 Advanced Textile Science	3
Select from:	3
AESHM 470N Supervised Professional Internship: Apparel	
A M D 490A Independent Study: Textile Science	
A M D 499 Undergraduate Research	
Total Credits	17

A certificate in Merchandising requires (22 cr) of the following:

A M D 275 Retail Merchandising	3
A M D 376 Merchandise Planning and Buying	4
A M D 475 Retail Information Analysis	3
A M D 477 Omni-Channel Retailing	3
Select from:	9
AESHM 287 Principles of Management in Human Sciences	
AESHM 340 Hospitality and Apparel Marketing Strategies	
AESHM 342 Aesthetics of Consumer Experience	
AESHM 470N Supervised Professional Internship: Apparel	
AESHM 474 Entrepreneurship in Human Sciences	
A M D 165 Dress and Diversity in Society	

A M D 245 Aesthetics and Brand Image	
A M D 372 Sourcing and Global Issues	
A M D 377 Visual Presentation and Promotions	
A M D 467 Consumer Studies in Apparel and Fashion Products	
Total Credits	22

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
MATH 140 required for design and product development)

Select from natural sciences, including FS HN 167. Creative and 3-5
Technical Design and Product Development Options must take
CHEM 163 and CHEM 163L.

Statistics	3-4
STAT 101 Principles of Statistics	
STAT 104 Introduction to Statistics	
STAT 226 Introduction to Business Statistics I	

Total Credits 9-12

Social Sciences

ECON 101 Principles of Microeconomics	3
A M D 165 Dress and Diversity in Society	3
Select from Human Sciences list, including A M D 362	3
Total Credits	9

Humanities

Select from: 3

A M D 354	History of European and North American Dress	
A M D 356	History of Twentieth Century Fashion	
Select from Human Sciences list (world language and cultures course recommended)		3
History/Art History (Creative and Technical 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 - Common Threads LC	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 380N	U.S. Field Study: Apparel, Merchandising, and Design	
AESHM 381N	International Field Study: Apparel, Merchandising, and Design	
A M D 131	Fashion Products and Markets	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 three choices:

Creative and Technical Design Primary Option

A M D 121	Apparel Assembly Processes	3
A M D 178	Introduction to Apparel Design Studio	3
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 310	Computer Aided Apparel Patternmaking	3
A M D 321	Computer Integrated Textile and Fashion Design	3
A M D 325	Patternmaking II: Draping	3
A M D 329	Digital Textile Printing for Apparel Design	3
A M D 415	Technical Design Processes	3
A M D 495	Senior Design Studio	3

Select from:		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 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	
Select from:		9
ACCT 284	Financial Accounting	
AESHM 222	Creativity on Demand	
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	
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 362	Cultural Perspectives of Dress	
A M D 377	Visual Presentation 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 Studies in Apparel and Fashion Products	
A M D 490	Independent Study	
A M D 496	Fashion Product Development and Prototyping	
A M D 499	Undergraduate Research	
THTRE 255	Introduction to Theatrical Production	
THTRE 357	Stage Make-up	
Any art history, art integrated studio, or design studies		
Total Credits		45

Product Development Primary Option

A M D 121	Apparel Assembly Processes	3
A M D 178	Introduction to Apparel Design Studio	3
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 Product Development and Prototyping	3
Total Credits		21

Secondary Options for Product Development (Select one)**Option 1: Merchandising: Line Development and Sourcing**

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 Buying	4
A M D 467	Consumer Studies in Apparel and Fashion Products	3
ACCT 284	Financial Accounting	3
SCM 301	Supply Chain Management	3
Select from:		3
AESHM 222	Creativity on Demand	
AESHM 381	International Field Study	
AESHM 470N	Supervised Professional Internship: Apparel	
AESHM 474	Entrepreneurship in Human Sciences	
A M D 377	Visual Presentation and Promotions	
A M D 475	Retail Information Analysis	
A M D 477	Omni-Channel Retailing	
A M D 490	Independent Study	
A M D 499	Undergraduate Research	
Study Abroad		
One semester of one foreign language		
Total Credits		22

Option 2: Product Innovation

AESHM 474	Entrepreneurship in Human Sciences	3
A M D 278	Fashion Illustration	3
A M D 310	Computer Aided Apparel Patternmaking	3
A M D 328	Design Seminar	arr †
A M D 329	Digital Textile Printing for Apparel Design	3
A M D 404	Advanced Textile Science	3
Select from:		3
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	Globalization and Sustainability	
T SC 342	World Food Issues: Past and Present	
Study Abroad		

Total Credits		18
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† 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	
AESHM 474	Entrepreneurship in Human Sciences	3
A M D 356	History of Twentieth Century Fashion	3
A M D 376	Merchandise Planning and Buying	4
A M D 377	Visual Presentation and Promotions	3
A M D 467	Consumer Studies in Apparel and Fashion Products	3
A M D 475	Retail Information Analysis	3
A M D 477	Omni-Channel Retailing	3
Total Credits		28

Merchandising Secondary Option

Select 5 courses totaling 15 credits with approval of adviser. 15

Remember, only 6 credits from minor can be used in this category

AESHM 175N	Financial Applications for Retail and Hospitality Industries: Retail Merchandising	
AESHM 211	Leadership Experiences and Development (LEAD)	
AESHM 222	Creativity on Demand	
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	Important prerequisites need to be met
A M D 257	Museum Studies	
A M D 278	Fashion Illustration	Important prerequisites need to be met

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 Important prerequisites need to be met
A M D 431	Apparel Production Management
A M D 490	Independent Study
A M D 496	Fashion Product Development and Prototyping
A M D 499	Undergraduate Research
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Total Credits	15

Approved Academic Coursework outside A M D and AESHM include:

ACCT 215	Legal Environment of Business
ACCT 285	Managerial Accounting
ADVRT 230	Advertising Principles
ADVRT 301	Research and Strategic Planning for Advertising and Public Relations
ADVRT 334	Advertising Creativity
ANTHR 201	Introduction to Cultural Anthropology
ANTHR 220	Globalization and Sustainability
ANTHR 230	Globalization and the Human Condition
ART H 280	History of Art I
ART H 281	History of Art II
ART H 292	Introduction to Visual Culture Studies
ARTIS 203	Studio Fundamentals: Jewelry/Metalsmithing
ARTIS 208	Color
ARTIS 210	Studio Fundamentals: Photo
ARTIS 212	Studio Fundamentals: Computers
ARTIS 214	Studio Fundamentals: Textiles
ARTIS 324	Jewelry/Metalsmithing II
ARTIS 345	Woven Textile Structures
ARTIS 346	Textile Surface Design
ARTIS 347	Printed Textile Design
DSN S 102	Design Studio I
DSN S 131	Design Representation
DSN S 183	Design Cultures
BUSAD 250	Introduction to Business
CHIN 101	Elementary Mandarin Chinese I
CHIN 102	Elementary Mandarin Chinese II
CHIN 201	Intermediate Mandarin Chinese I
CHIN 202	Intermediate Mandarin Chinese II

COMST 101	Introduction to Communication Studies
COMST 102	Introduction to Interpersonal Communication
COMST 203	Introduction to Communication Research Methods
C R P 201	The North American Metropolis
C R P 291	World Cities and Globalization
C R P 293	Environmental Planning
ECON 102	Principles of Macroeconomics
ECON 301	Intermediate Microeconomics
EVENT 212X	Digital Production in Event Management
EVENT 271	Introduction to Event Management
EVENT 371	Conference and Meeting Planning
EVENT 471	Special Events Coordination
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ENGL - Any course	
FIN 301	Principles of Finance
FIN 310	Corporate Finance
FIN 320	Investments
GER 101	Elementary German I
GER 102	Elementary German II
GER 201	Intermediate German I
GER 202	Intermediate German II
HIST 202	Introduction to Western Civilization II
HIST 202	Introduction to Western Civilization II
HIST 221	Survey of United States History I
HIST 222	Survey of United States History II
INTST 235	Introduction to International Studies
INTST 430	Seminar in International Studies
JL MC 101	Mass Media and Society
JL MC 242	Visual Principles for Mass Communicators
LD ST 122	Leading with Purpose
LD ST 270	Campus Leadership Development
LD ST 322	Leadership Styles and Strategies in a Diverse Society
LD ST 333	Women and Leadership
MGMT 310	Entrepreneurship and Innovation
MGMT 370	Management of Organizations
MGMT 372	Responsible Management and Leadership in Business
MIS 301	Management Information Systems
MIS 307	Intermediate Business Programming
MIS 310	Information Systems Analysis
MKT 443	Strategic Marketing Management
MKT 444	Marketing Research
MKT 447	Consumer Behavior

POL S - Any course		
P R 220	Principles of Public Relations	
P R 305	Publicity Methods	
PSYCH 101	Introduction to Psychology	
PSYCH 301	Research Design and Methodology	
SCM 301	Supply Chain Management	
SCM 424	Process Management, Analysis, and Improvement	
SOC 134	Introduction to Sociology	
SPAN 101	Elementary Spanish I	
SPAN 102	Elementary Spanish II	
SPAN 201	Intermediate Spanish I	
SPAN 202	Intermediate Spanish II	
T SC 220	Globalization and Sustainability	
WLC - any course		
WGS 201	Introduction to Women's and Gender Studies	
WGS 301	International Perspectives on Women and Gender	

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

Freshman

Fall	Credits Spring	Credits
A M D 131 ^{Fall only}	3 A M D 121	3
A M D 178	3 A M D 165	3
AESHM 112	1 A M D 204	4
AESHM 113	1 A M D 206	0
ENGL 150	3 ENGL 250	3
LIB 160	1 MATH 140	3
Social Science Elective	3	
	15	16

Sophomore

Fall	Credits Spring	Credits
A M D 210	3 A M D 275	3
A M D 225	3 A M D 278	3
A M D 245	3 COM S 113	3
AESHM 311	1 ECON 101	3
CHEM 163	4 Social Science elective	3
CHEM 163L	1	
	15	15

Junior

Fall	Credits Spring	Credits Summer	Credits
A M D 231	4 AMD Design: Choose from:	3 AESHM 470N	3
A M D 310	3 A M D 354		
A M D 321	3 A M D 356		
A M D 325	3 A M D 362		
Humanities Fashion History	3 A M D 372	3	
A M D 354 or 356	AESHM 380	2	
	ART H	3	
	STAT 101	4	
	16	15	3

Senior

Fall	Credits Spring	Credits
A M D 329	3 Select from:	3
A M D 415	3 A M D 305	
A M D 495	3 A M D 404	
AESHM 411N	1 A M D 431	
Creative & Technical Design Option Elective (1)	3 Creative & Technical Design Option Elective (2)	3
	Creative & Technical Design Option Elective (3)	3
	Speech	3
	13	15

Total Credits: 123

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

Freshman

Fall	Credits Spring	Credits
A M D 131 ^{Fall only}	3 A M D 204	4

A M D 165	3 A M D 245	3
AESHM 112	1 COM S 113	3
AESHM 113	1 ENGL 250	3
ENGL 150	3 MATH	3
LIB 160	1	
Social	3	
Science		
Elective		
15		16

Sophomore

Fall	Credits Spring	Credits
A M D 210	3 A M D 231	4
A M D 275	3 A M D 376	4
ACCT 284	3 AESHM 380	2
AESHM 311	1 Choose one:	3
ECON 101	3 AESHM 340	
Science	3 MKT 340	
	Humanities	3
	Elective	
16		16

Junior

Fall	Credits Spring	Credits Summer	Credits
A M D 372	3 A M D 356	3 AESHM 470N	4
A M D 377	3 A M D 477	3	
Merchandising	3 Choose one:	4	
Option			
Elective (1)			
Merchandising	3 STAT 101		
Option			
Elective (2)			
Speech	3 STAT 226		
	Merchandising	3	
	Option		
	Elective (3)		
	Merchandising	3	
	Option		
	Elective (4)		
15		16	4

Senior

Fall	Credits Spring	Credits
A M D 467	3 AESHM 474	3

A M D 475	3 Merchandising	3
	Option	
	Elective (5)	
AESHM 411N	1 History	3
Humanities	3 Elective	3
Apparel		
Elective	3	
13		12

Total Credits: 123

Apparel Merchandising, Design B.S. - product development sourcing primary option

Freshman

Fall	Credits Spring	Credits
A M D 131 ^{Fall} only	3 A M D 121	3
A M D 165	3 A M D 204	4
A M D 178	3 A M D 206	R
AESHM 112	1 A M D 245	3
AESHM 113	1 ENGL 250	3
ENGL 150	3 MATH 140	3
LIB 160	1	
15		16

Sophomore

Fall	Credits Spring	Credits
A M D 210	3 A M D 225	3
A M D 275	3 A M D 231	4
AESHM 311	1 ACCT 284	3
CHEM 163	4 AESHM 380	2
CHEM 163L	1 Humanities	3
	Elective	
Social	3	
Science		
Elective		
15		15

Junior

Fall	Credits Spring	Credits Summer	Credits
A M D 376	4 A M D 321	3 AESHM 470N	4
AESHM 340	3 Select one:	3	
or MKT 340			
COM S 113	3 A M D 354		
Statistics	4 A M D 356		
	A M D 372	3	

	HISTORY	3	
	SPEECH	3	
	14	15	4
Senior			
Fall	Credits Spring	Credits	
A M D 305	3 A M D 431	3	
A M D 415	3 A M D 496	3	
A M D 467	3 Product Development Secondary Option Elective	3	
AESHM 411N	1 Elective	3	
SCM 301	3		
Elective	3		
	16	12	

Total Credits: 122

Apparel, Merchandising, and Design, B.S. – product development sourcing product innovation primary option

Freshman

Fall	Credits Spring	Credits	
A M D 131 ^{Fall only}	3 A M D 121	3	
A M D 165	3 A M D 204	4	
A M D 178	3 A M D 206	0	
AESHM 112	1 CHEM 163	4	
AESHM 113	1 CHEM 163L	1	
ENGL 150	3 ENGL 250	3	
LIB 160	1		
	15	15	

Sophomore

Fall	Credits Spring	Credits	
A M D 210	3 A M D 231	4	
A M D 245	3 A M D 275	3	
AESHM 311	1 A M D 278	3	
ECON 101	3 A M D 328	3	
MATH	3 COM S 113	3	
Social Science Elective	3		
	16	16	

Junior

Fall	Credits Spring	Credits Summer	Credits
A M D 310	3 A M D 372	3 AESHM 470N	6
A M D 321	3 A M D 404	3	
Humanities Elective	3 AESHM 380	1-3	
SPEECH	3 Humanities Fashion History, select from:	3	
STATISTICS	4 A M D 354 A M D 356 HISTORY	3	
	16	13-15	6

Senior

Fall	Credits Spring	Credits	
A M D 305	3 A M D 431	3	
A M D 329	3 A M D 496	3	
A M D 415	3 AESHM 474	3	
AESHM 411N	1 Elective	3	
Product Innovation Elective	3 Elective	1	
	13	13	

Total Credits: 123-125

Graduate Study

The program offers work for the concurrent Bachelor of Science and Master of Science; Master of Science (thesis and non-thesis options; on-campus and hybrid); 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 submitted in fall semester of 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 functional design; 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 and sustainability.

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: Fashion Products and Markets

(3-0) Cr. 3. F.

Fashion industry from concept to consumer. Focus on fashion-driven consumer goods. Development and prototyping of fashion products for a target market.

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

(1-4) Cr. 3. 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 and terminology. 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 textile products. Lab work included.

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.

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 113N

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, A M D 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. F.

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 178, 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 290: Independent Study

Cr. 1-2. Repeatable, maximum of 4 credits. F.S.SS.

Prereq: Freshmen or Sophomore Classification; Permission of instructor, adviser, and department chair.

Independent study on topics of special interest to the student, facilitated by approved faculty member. Total number of A M D 290 and A M D 490 credits applied to graduation cannot exceed 9 credits.

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 (chemistry with lab preferred); 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 Aided Apparel Patternmaking

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

Prereq: A M D 210, A M D 225; Permission of instructor.

Computer-aided patternmaking technology used in pattern drafting, grading, marker making, and 3-D virtual prototyping.

A M D 321: Computer Integrated Textile and Fashion Design

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

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 206, A M D 225; 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 329: Digital Textile Printing for Apparel Design

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

Prereq: A M D 321; A M D 325 or concurrent

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.

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. S.

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, A M D 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 Buying

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

Prereq: A M D 275; COM S 113; 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: Visual Presentation and Promotions

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

Prereq: A M D 245 or AESHM 342; AESHM 340 or MKT 340

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.

A M D 393: Apparel, Merchandising, and Design Workshop

Cr. 1-3. Repeatable, maximum of 6 credits. F.S.SS.

Prereq: A M D Junior or Senior Classification and Permission of Instructor.

Intensive 2 to 8 week workshop exploration. Topics vary each time offered. Maximum of 6 credits applied to graduation.

A M D 404: Advanced Textile Science

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

Prereq: A M D 204, CHEM 163 and CHEM 163L or equivalent

Theories and principles of textile science. Textile product serviceability. Effect of fiber structure on 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

(1-4) Cr. 3. Alt. F., offered irregularly.S.

Prereq: A M D 206, A M D 321, A M D 325 or concurrent

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. Alt. F., offered irregularly.

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 Studies in Apparel and Fashion Products

(3-0) Cr. 3. F.

Prereq: A M D 165; AESHM 340 or MKT 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: Omni-Channel Retailing

(3-0) Cr. 3. S.

Prereq: 3 credits in marketing or A M D 275 or AESHM 287

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.

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. Maximum of 9 credits of both A M D 290 and A M D 490 can be applied toward graduation.

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: Historical, Cultural, and Museum Studies of Dress and Textiles

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

Prereq: 6 credits in A M D. 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 A M D. Permission of the instructor, adviser, and department chair

A M D 490E: Independent Study: Merchandising, Aesthetics, and Entrepreneurship

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

Prereq: 6 credits in A M D. Permission of the instructor, adviser, and department chair

A M D 490F: Independent Study: Sociological, Psychological, and Consumer Behavioral Aspects of Dress

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

Prereq: 6 credits in A M D. 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 A M D. Permission of the instructor, adviser, and department chair

A M D 490J: Independent Study: Product Development, Innovation, and Sourcing

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

Prereq: 6 credits in A M D. Permission of the instructor, adviser, and department chair

A M D 490S: Independent Study: Production and Quality Assurance

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

Prereq: 6 credits in A M D. Permission of the instructor, adviser, and department chair

A M D 490W: Independent Study: Fashion Show, Fashion Public Relations and Marketing

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

Prereq: Prereq: 6 credits in A M D. 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 and A M D 329. 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 Product Development and Prototyping

(3-0) Cr. 3. S.

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

Applying consumer, aesthetic, and quantitative trend information to develop value-added fashion products and product lines with merchandising/promotion campaigns for diverse target markets. Multi-function team projects. Development of a prototype and 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, CHEM 163 and CHEM 163L or equivalent

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

A M D 505: Quality Assurance of Textiles and Apparel

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

Prereq: A M D 231, one course in natural science (chemistry with lab preferred); STAT 101, STAT 226, or STAT 401

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

A M D 510: Foundation of Scholarship in Apparel, Merchandising, and Design

(3-0) Cr. 3. F.

Prereq: Graduate classification or permission of instructor

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. Development of teaching units.

A M D 521: Digital Technologies in Textile and Apparel Design

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

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 525: Experimental Patternmaking

Cr. 3. Alt. F., offered even-numbered years.

Prereq: AMD 121 or equivalent, AMD 225 or equivalent, AMD 510 or taking concurrently, permission of instructor

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.

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 554: Dress History Research Methods

Cr. 3. Alt. S., offered odd-numbered years.

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.

A M D 557: Textile Conservation and Collection Management

(Dual-listed with A M D 457). (3-0) Cr. 3. Alt. F., offered irregularly.

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 even-numbered years.

Prereq: A course in merchandising, marketing, or economics

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; A M D 275 or equivalent; or 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. F., offered even-numbered years.

Prereq: Course in marketing or permission of instructor

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.

A M D 590: Special Topics

Cr. arr. Repeatable.

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

Individually designed A M D-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 A M D-related projects that reflect the special interests of the student.

A M D 590B: Special Topics: Historical, Cultural, and Museum Studies of Dress and Textiles

Cr. arr. Repeatable.

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

Individually designed A M D-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 A M D-related projects that reflect the special interests of the student.

A M D 590E: Special Topics: Merchandising, Aesthetics, and Entrepreneurship

Cr. arr. Repeatable.

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

Individually designed A M D-related projects that reflect the special interests of the student.

A M D 590F: Special Topics: Sociological, Psychological, and Consumer Behavioral Aspects of Dress

Cr. arr. Repeatable.

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

Individually designed A M D-related projects that reflect the special interests of the student.

A M D 590J: Special Topics: Product Development, Innovation, and Sourcing

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

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

Individually designed A M D-related projects that reflect the special interests of the student.

A M D 590S: Special Topics: Production and Quality Assurance

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

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

Individually designed A M D-related projects that reflect the special interests of the student.

A M D 590W: Special Topics: Fashion Show, Fashion Public Relations and Marketing

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

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

Individually designed A M D-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 and A M D 329. 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 A M D. Permission of instructor

Discussion of scholarship and current issues. Topics vary.

A M D 625: Design Theory and Process

(2-4) Cr. 4. 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: A M D 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.