

APPAREL, MERCHANDISING, AND DESIGN

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

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

Minors and a certificate are available in apparel, merchandising, and design: (a) textile science and product performance or (b) a textile design minor in collaboration with the College of Design; and a merchandising certificate.

Undergraduate Study

The program offers study for the degree of Bachelor of Science with a major in apparel, merchandising, and design (AMD). 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.

The AMD major provides a broad-based program of study with flexibility in creating an individualized program. To complete the program, a student combines general education, AMD core classes, and a structure of focused courses to form an option in: (a) creative and technical design, (b) fashion communication, (c) product development and innovation, (d) product management and sourcing, or (e) merchandising and retail analytics.

An option in *creative and technical design* is appropriate for those interested in the aesthetic and creative aspects of design, technical design, costuming, textile design, and product development. The *fashion communications* option prepares students for the development and delivery of visual, written, and oral communication. Career opportunities are in visual merchandising, styling, fashion influencing, social media, and communication. An option in *product development and innovation* is appropriate for those interested in developing innovative products for special markets including accessories, footwear, performance wear, smart textiles, functional apparel, and soft-goods for home. Career opportunities include designer, materials testing, quality assurance, and technical design. The *product management and sourcing* option is appropriate for those interested in both line planning, product development, and merchandising products or lines for consumer groups, sourcing, quality assurance, and manufacturing. An option in *merchandising and retail analytics* prepares students for the planning, promotion, and presentation of market-oriented product lines and events. Career opportunities are in buying, promotion, sales, product development, branding, and management in both manufacturing and retailing sectors with a focus on the textile and apparel industry.

***Instead of a portfolio review for admission, students in the *creative and technical design* option have a review of their first year design skills (AMD 206 Design Selective Advancement) after completing AMD 121 Apparel Assembly, AMD 131 Overview of the Fashion Industry, AMD 178 Introduction to Fashion Design Studio, and AMD 204 Textile Science. The AMD 206 Design Selective Advancement project is scored by design industry professionals and determines if/when students move forward into the creative and technical design option.

The AMD 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 **five** 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 AMD 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.

Apparel, Merchandising, and Design 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, Appearance, and Diversity in Society	
A M D 178 Introduction to Apparel Design Studio	
Select from:	3-4
A M D 204 Textile Science	
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	
300-400 level at Iowa State University in A M D or approved AESHM	6
AESHM 340 Hospitality and Apparel Marketing Strategies	
AESHM 342 Aesthetics of Consumer Experience	
AESHM 470N Supervised Professional Internship: Apparel	
AESHM 472 Fashion Show Management	
AESHM 474 Entrepreneurship in Human Sciences	
AESHM 476CX Entrepreneurship Studio: Creating an Online Business	
AESHM 499X Research, Seminar, or Senior Project	
A M D 305 Quality Assurance of Textiles and Apparel	
A M D 328 Apparel, Merchandising, and Design Seminar	
A M D 354 History of European and North American Dress	
A M D 356 History of Twentieth Century Fashion	
A M D 362 Cultural Perspectives of Dress	
A M D 372 Sourcing and Global Issues	
A M D 375 Omni-Channel Retailing	
A M D 376 Merchandise Planning and Buying	
A M D 377 Visual Presentation and Promotions	
A M D 393 Apparel, Merchandising, and Design Workshop	
A M D 404 Innovative Textiles	
A M D 431 Apparel Production Management	
A M D 458 Queer Fashions, Styles, and Bodies	
A M D 467 Consumer Studies in Apparel and Fashion Products	
A M D 475 Retail Information Analysis	
A M D 490 Independent Study	

A M D 499 Undergraduate Research

Total Credits**15-17**

Fashion, Culture, history, and Social Justice Minor

The Fashion, Culture, History, and Social Justice minor can be earned by successfully completing the following for a total of 15 credits. All course prerequisites must be completed prior to taking the course. All minor courses must be taken for a grade.

Required course:	3
A M D 165 Dress, Appearance, and Diversity in Society	
Select from:	6
A M D 354 History of European and North American Dress	
A M D 366X History of Menswear	
A M D 356 History of Twentieth Century Fashion	
A M D 458 Queer Fashions, Styles, and Bodies	
AESHM 462X Black Lives Matter: Fashion, Politics, and Resistance Movements	
Select from:	6
African and African American Studies	
AF AM 201 Introduction to African American Studies	
AF AM 311 Africa under Colonial Rule	
AF AM 325 Peoples and Cultures of Africa.	
AF AM 330 Ethnic and Race Relations	
AF AM 334 Africana Religions	
AF AM 347 Studies in African American Literature	
AF AM 350 Women of Color in the U.S	
AF AM 353 History of African Americans I	
AF AM 354 History of African Americans II	
AF AM 473 Civil Rights and Ethnic Power	
American Indian Studies	
AM IN 201 Native People in American Culture	
AM IN 205 American Indians in the Movies	
AM IN 210 Introduction to American Indian Studies	
AM IN 225 American Indians of Iowa	
AM IN 310 Contemporary Topics in American Indian Studies	
AM IN 322 Peoples and Cultures of Native North America	
AM IN 332 Current Issues in Native North America	
AM IN 346 American Indian Literature	
Anthropology	
ANTHR 225 American Indians of Iowa	
ANTHR 322 Peoples and Cultures of Native North America	
ANTHR 325 Peoples and Cultures of Africa.	

ANTHR 332	Current Issues in Native North America
ANTHR 444	Cross-cultural Perspectives on Gender and Sexuality
American Sign Language	
ASL 107	Introduction to the Deaf-World
ASL 275	Topics in Deaf Culture
ASL 325	Deaf Peoples: Pre-World War II
Apparel, Merchandising, and Design	
A M D 362	Cultural Perspectives of Dress
Arabic	
ARABC 375	Arab Culture
Architecture	
ARCH 426	Topics in Native American Architecture
Art History	
ART H 382	Art and Architecture of Asia
ART H 384	Art of Islam
ART H 494	Women/Gender in Art
Chinese	
CHIN 272	Introduction to Chinese Culture
CHIN 370	Chinese Literature in English Translation
CHIN 375	China Today
CHIN 378	Chinese Film and Society
CHIN 403	Seminar in Chinese Language and Culture
Classical Studies	
CL ST 374	Sex, Gender, and Culture in the Ancient Mediterranean World
Economics	
ECON 321	Economics of Discrimination
English	
ENGL 340	Women's Literature
ENGL 344	U.S. Latino/a Literature
ENGL 346	American Indian Literature
ENGL 347	Studies in African American Literature
ENGL 352	Gay and Lesbian Literature
History	
HIST 207	Chinese Civilization
HIST 255	Introduction to World History, 1500-Present
HIST 331	History of the Islamic World to 1800
HIST 336	History of Modern China I
HIST 337	History of Modern China II
HIST 338	Modern Japanese History
HIST 340	History of Latin America I
HIST 341	History of Latin America II

HIST 353	History of African Americans I
HIST 354	History of African Americans II
HIST 371	Mexican American History
HIST 372	Latina/o History
HIST 374	Sex, Gender, and Culture in the Ancient Mediterranean World
HIST 380	History of Women in Science, Technology, and Medicine
HIST 386	History of Women in America
HIST 410	The Holocaust in History
HIST 435	History of the Modern Middle East
HIST 441	History of Modern Mexico and Central America
HIST 457	History of American Sexualities
HIST 465	The American West
HIST 473	Civil Rights and Ethnic Power
Leadership Studies	
LD ST 333	Women and Leadership
LD ST 488	Research on Women and Leadership
Philosophy	
PHIL 235	Ethical Issues in a Diverse Society
PHIL 338	Feminist Philosophy
Political Science	
POL S 385	Women in Politics
Psychology	
PSYCH 346	Psychology of Women
PSYCH 347	U.S. Latino/a Psychology
Religious Studies	
RELIG 210	Religion in America
RELIG 328	Native American Religions (RELIG 333)
RELIG 334	Africana Religions
RELIG 336	Religion and Gender
RELIG 342	Religion and U.S. Latino/a Literature
RELIG 352	Religions of India
RELIG 358	Islam
Sociology	
SOC 235	Social Problems and American Values
SOC 327	Sex and Gender in Society
SOC 330	Ethnic and Race Relations
SOC 331	Social Class and Inequality
SOC 332	The Latino/Latina Experience in U.S. Society
SOC 350	Women in Agriculture and the Food System
U.S. Latino/a Studies	
US LS 211	Introduction to U.S. Latino/a Studies

US LS 323A	Latin American Anthropology: Violence and Memory
US LS 323B	Latin American Anthropology: Social movements and Democracy
US LS 323C	Latin American Anthropology: Race, Class and Gender
US LS 323D	Latin American Anthropology: Regional Focus
US LS 323E	Latin American Anthropology: Culture and Sport.
US LS 342	Religion and U.S. Latino/a Literature
US LS 343	Latin American Government and Politics
US LS 347	U.S. Latino/a Psychology
US LS 371	Mexican American History
US LS 372	Latina/o History
US LS 473	Civil Rights and Ethnic Power

Women's and Gender Studies

WGS 201	Introduction to Women's and Gender Studies
WGS 203	Introduction to Lesbian Studies
WGS 205	Introduction to Queer Studies
WGS 210	Gender and Sexuality in American Pop Culture
WGS 301	International Perspectives on Women and Gender
WGS 320	Ecofeminism
WGS 321	Economics of Discrimination
WGS 323	Gender and Communication
WGS 325	Portrayals of Gender and Sexualities in the Media
WGS 327	Sex and Gender in Society
WGS 333	Women and Leadership
WGS 336	Religion and Gender
WGS 338	Feminist Philosophy
WGS 340	Women's Literature
WGS 346	Psychology of Women
WGS 350	Women of Color in the U.S
WGS 352	Gay and Lesbian Literature
WGS 374	Sex, Gender, and Culture in the Ancient Mediterranean World
WGS 380	History of Women in Science, Technology, and Medicine
WGS 385	Women in Politics
WGS 386	History of Women in America
WGS 435	Gender, Globalization and Development
WGS 444	Cross-cultural Perspectives on Gender and Sexuality
WGS 457	History of American Sexualities
WGS 488	Research on Women and Leadership

WGS 494	Women/Gender in Art
World Languages and Cultures	
WLC 352	Religions of India
WLC 358	Islam

merchandising Certificate

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

A M D 275	Retail Merchandising	3
A M D 375	Omni-Channel Retailing	3
A M D 376	Merchandise Planning and Buying	4
A M D 475	Retail Information Analysis	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, Appearance, 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 (AESHM). 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). Leads to the degree Bachelor of Science. Administered by the AESHM Department. All students majoring in Apparel, Merchandising, and Design (AMD) are required to earn a C- or better in all AMD, AESHM, EVENT, and HSP M courses applied toward the degree, including transfer credits. All students majoring in Apparel, Merchandising, and Design (AMD) are required to earn a C or better in ENGL 150 and ENGL 250.

No courses may be applied to more than one degree requirement except those used to meet US Diversity and International Perspective requirements.

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 (1) course:		3
COMST 210	Communication and U.S. Diversity	
COMST 214	Professional Communication	
COMST 218	Conflict Management	
SP CM 212	Fundamentals of Public Speaking	

Total Credits 10

Mathematics and Science Disciplines

Mathematics (MATH 150 recommended for merchandising. MATH 140 required for creative and technical design, product development & innovation, and product management and sourcing options)		3
Select from natural sciences. Creative and technical design, product development, and product innovation options must take CHEM 163 and CHEM 163L.		3-5
Select one (1) course:		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 and Humanities

ECON 101	Principles of Microeconomics	3
A M D 165	Dress, Appearance, and Diversity in Society	3
A M D 356	History of Twentieth Century Fashion	3
History/Art History (creative and tech design: ART H Required)		3
Select one (1) course:		3
A M D 354	History of European and North American Dress	
A M D 362	Cultural Perspectives of Dress	
A M D 366X	History of Menswear	
A M D 458	Queer Fashions, Styles, and Bodies	
A M D 462X	Black Lives Matter: Fashion, Liberation, and the Fight for Freedom	
College of Liberal Arts & Sciences list of Arts and Humanities courses		
College of Liberal Arts & Sciences list of Social Science courses		

Total Credits 15

AESHM Professional Development

AESHM 111X	Professional Development for AESHM	1
AESHM 111L	AESHM Program Orientation, Careers, and Learning Community	1

AESHM 211	Leadership Experiences and Development (LEAD)	3
AESHM 311N	Seminar on Careers and Internships: Apparel, Merchandising, and Design	1
AESHM 470N	Supervised Professional Internship: Apparel	3-6
Select three (3) credits from below (if internship is completed in home state):		3
AESHM 170N	Supervised Work Experience I: Apparel	
AESHM 180N	First Year Student Field Study: Apparel, Merchandising, and Design	
AESHM 280	Orientation to U.S. Field Study	
AESHM 281	Orientation to International Field Study	
AESHM 270N	Supervised Work Experience II: Apparel	
AESHM 287	Principles of Management in Human Sciences	
AESHM 380N	U.S. Field Study: Apparel, Merchandising, and Design	
AESHM 381N	International Field Study: Apparel, Merchandising, and Design	
AESHM 421	Developing Global Leadership: Maximizing Human Potential	

Total Credits 12-15

AMD Integrated Core

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	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
COM S 113	Introduction to Spreadsheets and Databases	3

Total Credits 26

Primary Options

Select one AMD professional primary option from the following five choices:

Creative and Technical Design Primary Option

A M D 121	Apparel Assembly Processes	4
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 one (1) course:		3
A M D 305	Quality Assurance of Textiles and Apparel	
A M D 404	Innovative Textiles	
A M D 431	Apparel Production Management	
Select one (1) course:		3
A M D 354	History of European and North American Dress	
A M D 362	Cultural Perspectives of Dress	
A M D 366X	History of Menswear	
A M D 458	Queer Fashions, Styles, and Bodies	
A M D 462X	Black Lives Matter: Fashion, Liberation, and the Fight for Freedom	
Select two (2) courses:		6
AMD, AESHM, THTRE, ART IS, DSGN, or DSN S.		
This category can be used to fulfill approved double major or minor requirements		

Total Credits 43

Product Development and Innovation Primary Option

A M D 121	Apparel Assembly Processes	4
A M D 178	Introduction to Apparel Design Studio	3
A M D 225	Patternmaking I: Drafting and Flat Pattern	3
or A M D 226X	3D Designing and Patternmaking for Soft Good Product Development	
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 376	Merchandise Planning and Buying	4
A M D 404	Innovative Textiles	3
A M D 431	Apparel Production Management	3
A M D 496	Fashion Product Development and Prototyping	3
DSN S 131	Drawing I	4
Select three (3) courses:		9
AMD, AESHM, CHEM, GLOBE, IND D, TSM, or ENV S.		
This category can be used to fulfill approved double major or minor requirements		

Total Credits 42

Product Management and Sourcing Primary Option

A M D 121	Apparel Assembly Processes	4
A M D 178	Introduction to Apparel Design Studio	3
A M D 226X	3D Designing and Patternmaking for Soft Good Product Development	3

A M D 305	Quality Assurance of Textiles and Apparel	3
A M D 376	Merchandise Planning and Buying	4
A M D 415	Technical Design Processes	3
A M D 431	Apparel Production Management	3
A M D 467	Consumer Studies in Apparel and Fashion Products	3
A M D 496	Fashion Product Development and Prototyping	3
AESHM 340	Hospitality and Apparel Marketing Strategies	3
or MKT 340	Principles of Marketing	
ACCT 284	Financial Accounting	3
SCM 301	Supply Chain Management	3
Select one (1) course:		3
AESHM, A M D, ENV S, GLOBE, or TSM.		
This category can be used to fulfill approved double major or minor requirements		

Total Credits 41

Merchandising and Retail Analytics 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 375	Omni-Channel Retailing	3
A M D 376	Merchandise Planning and Buying	4
A M D 377	Visual Presentation and Promotions	3
A M D 388X	Trend Forecasting	3
A M D 467	Consumer Studies in Apparel and Fashion Products	3
A M D 475	Retail Information Analysis	3
DS 201	Introduction to Data Science	3
Select four (4) courses from:		12
AESHM or A M D		
This category can be used to fulfill approved double major or minor requirements		

Total Credits 43

Fashion Communication Primary Option

ACCT 284	Financial Accounting	2-3
or AESHM 175N	Financial Applications for Retail and Hospitality Industries: Retail Merchandising	
AESHM 340	Hospitality and Apparel Marketing Strategies	3
or MKT 340	Principles of Marketing	
AESHM 474	Entrepreneurship in Human Sciences	3
A M D 288X	Styling	3

A M D 376	Merchandise Planning and Buying	4
A M D 377	Visual Presentation and Promotions	3
A M D 388X	Trend Forecasting	3
EVENT 171	Introduction to Event Management	3
EVENT 277	Introduction to Digital Promotion in Event Management	3
Select one (1) course from:		3
AESHM or A M D		
This category can be used to fulfill approved double major requirements, including ADVRT, COM ST, D S, ENTSP, EVENT, JL MC, MKT, and PR		

Select two (2) courses from:		6
Approved minor or double major, including ADVRT, COM ST, D S, EVENT, JL MC, PR, or Technical Communications.		

Total Credits 36-37

Apparel Merchandising, Design B.S. - Creative and Technical Design
Primary Option

Freshman

Fall	Credits	Spring	Credits
ENGL 150		3 ENGL 250	3
A M D 131 (Fall only)		3 MATH 140	3
A M D 165		3 A M D 121	4
A M D 178		3 A M D 204	4
AESHM 111X		1 A M D 206	R
AESHM 111L		1 A M D 245	3
LIB 160		1	
		15	17

Sophomore

Fall	Credits	Spring	Credits
A M D 210		3 A M D 225	3
A M D 275		3 AESHM 211	3
A M D 278		3 ART H 281	3
Humanities & Social Science Choice		3 COM S 113	3
CHEM 163		4 ECON 101	3
CHEM 163L		1	
		17	15

Junior					
Fall	Credits	Spring	Credits	Summer	Credits
A M D 231		4 A M D 310		3 AESHM 470N	5
A M D 321		3 A M D 329		3	
A M D 325		3 A M D 356		3	
AESHM 311N		1 AESHM 280		R	
STAT 101		4 AESHM 380N		3	
		Speech Choice		3	
			15	15	5

Senior

Fall	Credits	Spring	Credits
Creative & Technical Design Option Elective 1		3 Creative & Technical Design Option Elective 2	3
A M D 372		3 A M D 431 (Spring only)	3
A M D 415		3 A M D 362 (Spring only)	3
A M D 495		3 Elective	3
		12	12

Total Credits: 123

Apparel Merchandising, Design B.S. - Merchandising Retail Analytics
Primary Option

Freshman

Fall	Credits	Spring	Credits
ENGL 150		3 ENGL 250	3
A M D 131 (Fall only)		3 A M D 275	3
A M D 165		3 COM S 113	3
AESHM 111X		1 ECON 101	3
AESHM 111L		1 Merchandising Elective 1	3
LIB 160		1	
Math Choice		3	
		15	15

Sophomore

Fall	Credits	Spring	Credits
A M D 204		4 A M D 376	4
A M D 210		3 A M D 356	3
A M D 245		3 AESHM 211	3
ACCT 284		3 DS 201	3
History Choice		3 Select one (1) class from: AESHM 340 MKT 340	3
		16	16

Junior

Fall	Credits	Spring	Credits	Summer	Credits
A M D 231		4 A M D 375 (Spring only)		3 AESHM 470N	4
A M D 377		3 A M D 475	3		
A M D 388X		3 AESHM 280	R		
AESHM 311N		1 AESHM 380N	3		
Merchandising Option		3 Merchandising Option	3		
Elective 2		Elective 3			
Science Choice		3 STAT 101	4		
		17	16	4	

Senior

Fall	Credits	Spring	Credits
A M D 372		3 AESHM 474	3
A M D 467 (Fall only)		3 Merchandising Elective 4	3
Humanities or Social		3 Speech Choice	3
Science Elective			
Elective		3 Elective	3
		12	12

Total Credits: 123

Apparel Merchandising, Design B.S. - Product Development Innovation
Primary Option

Freshman

Fall	Credits	Spring	Credits
ENGL 150		3 ENGL 250	3
A M D 131		3 MATH 140	3
A M D 165		3 A M D 121	4
A M D 178		3 A M D 204	4
AESHM 111X		1 A M D 206	R
AESHM 111L		1 A M D 245	3
LIB 160		1	
		15	17

Sophomore

Fall	Credits	Spring	Credits
A M D 210		3 A M D 231	4
A M D 275		3 A M D 226X	3
DSN S 131		4 AESHM 211	3
ECON 101		3 AESHM 311N	1
Social Science or Humanities Choice		3 CHEM 163	4
		CHEM 163L	1
		16	16

Junior

Fall	Credits	Spring	Credits	Summer	Credits
A M D 376		4 A M D 321		3 AESHM 470N	3
AESHM 280		R A M D 356 (Spring only)		3	
AESHM 380N		3 A M D 372	3		
COM S 113		3 A M D 404 (Spring only)	3		
Product Development and Innovation Elective 1		3 History or Art History Choice	3		
STAT 101		4			
		17	15	3	

Senior			
Fall	Credits	Spring	Credits
A M D 305 (Fall only)		3 A M D 431 (Spring only)	3
Product Development and Innovation Elective 2		3 A M D 496 (Spring only)	3
Speech Choice		3 Product Development and Innovation Elective 3	3
Elective		3 Elective	3
		12	12

Total Credits: 123

Apparel, Merchandising, and Design, B.S. – Product Management Sourcing Primary Option

Freshman			
Fall	Credits	Spring	Credits
ENGL 150		3 ENGL 250	3
A M D 131 (Fall only)		3 A M D 121	4
A M D 165		3 A M D 204	4
A M D 178		3 A M D 206	R
AESHM 111X		1 A M D 245	3
AESHM 111L		1 MATH 140	3
LIB 160		1	
		15	17

Sophomore

Fall	Credits	Spring	Credits
A M D 210		3 ACCT 284	3
A M D 275		3 A M D 231	4
AESHM 211		3 A M D 226X	3
CHEM 163		4 AESHM 280	R
CHEM 163L		1 AESHM 380N	3
ECON 101		3 AESHM 311N	1

Social Science or Humanities Choice	3
17	17

Junior					
Fall	Credits	Spring	Credits	Summer	Credits
A M D 376		4 A M D 356 (Spring only)		3 AESHM 470N	5
COM S 113		3 A M D 372		3	
Select one (1) class from:		3 Professional Development Elective		3	
		AESHM 340		3	
		MKT 340			
STAT 101	4				
History Choice	3				
		17		12	5

Senior			
Fall	Credits	Spring	Credits
A M D 305		3 A M D 431 (Spring only)	3
A M D 415		3 A M D 496 (Spring only)	3
A M D 467		3 Elective	3
Elective		3 SCM 301	3
		12	12

Total Credits: 124

Apparel, Merchandising, and Design, B.S. – Fashion Communications Primary Option

Freshman			
Fall	Credits	Spring	Credits
ENGL 150		3 ENGL 250	3
A M D 131 (Fall only)		3 A M D 210	3
A M D 165		3 A M D 245	3
AESHM 111X		1 EVENT 171	3

AESHM 111L	1 Fashion Communications Elective 1	3
LIB 160	1	
Social	3	
Science or Humanities Choice		
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	15	15

Sophomore

Fall	Credits	Spring	Credits
A M D 204	4	ACCT 284	3
A M D 275	3	A M D 376	4
Select one (1) class from:	3	AESHM 211	3
MATH 104		ECON 101	3
MATH 105		EVENT 277	3
MATH 140			
MATH 150			
COM S 113	3		
Minor Class 1 (dd in FC electives)	3		
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	16		16

Junior

Fall	Credits	Spring	Credits	Summer	Credits
A M D 231	4	A M D 356	3	AESHM 470N	3
A M D 288X	3	A M D 377	3		
AESHM 311N	1	A M D 388X	3		
Select one (1) class from:	3	AESHM 280	R		
AESHM 340		AESHM 380N	3		
MKT 340		STAT 101	4		
Science Choice	3				
Minor Class 2 (dd in FC electives)	3				
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	17		16		3

Senior

Fall	Credits	Spring	Credits
A M D 372	3	AESHM 474	3
Speech Choice		3 History Choice	3
Minor Class 3	3	Minor Class 5	3
Minor Class 4	3	Elective	3
Elective	2		
<hr/>			
	14		12

Total Credits: 124

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

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

Prereq: A M D 204 concurrent recommended

Principles of garment and textile-related product assembly taught using industrial machines and production equipment. Construction techniques build in complexity in the development, assembly, and analysis of component parts and complete 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, Appearance, and Diversity in Society

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

Examination of dress and appearance practices and experiences of marginalized identities and communities in the United States. Introduction to fashion- and dress-related theories, culture and identity concepts, and social justice concepts and issues in regards to dress, appearance, and fashion in the fashion industry. 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 165, A M D 178, and A M D 204 with subset 2.5 GPA, 2.0 cumulative GPA (including transfer work), 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. Grade point averages are part of scoring process. Offered on a satisfactory-fail basis only.

A M D 210: Computer Applications in Digital Design

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

Prereq: A M D 245 or concurrent; AESHM 113N

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.

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. Permission of instructor.

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, advisor, 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 290R: Independent Study: Professional Practice

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

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

Experiences in teaching assistantship for first-year and second-year students. 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 204, A M D 231, one course in natural science; STAT 101, or STAT 226, or STAT 587

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, 3-D virtual prototyping digitizing, and apparel design.

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 soft-good fabrication design for various target markets. Development of digital presentation for portfolio integration.

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: Apparel, Merchandising, and Design Seminar

Cr. 1-3. Repeatable. F.S.SS.

Focus on artisanal textile, apparel, or surface and structural design techniques. Design processes for specialty fabrics and markets. Topics vary by term. Maximum of 6 credits can be applied toward graduation.

A M D 328T: Apparel, Merchandising, and Design Seminar: Fashion Trend Forecasting

Cr. 1-3. F.S.

Focus on artisanal textile, apparel, or surface and structural design techniques. Design processes for specialty fabrics and markets. Topics vary by term. Maximum of 6 credits can be applied toward graduation.

A M D 328Y: Apparel, Merchandising, and Design Seminar: Styling

Cr. 1-3.

Focus on artisanal textile, apparel, or surface and structural design techniques. Design processes for specialty fabrics and markets. Topics vary by term. Maximum of 6 credits can be applied toward graduation.

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. 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.

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 375: 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 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; A M D 210, 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: Innovative Textiles

(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. 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

(2-2) 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. Alt. S., 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 458: Queer Fashions, Styles, and Bodies

(Dual-listed with A M D 558). (3-0) Cr. 3. S.

Prereq: A M D 165; or 3 credits in Women's and Gender Studies or Sociology; or permission of instructor

This course focuses on analyzing the dressed and undressed body of individuals in the queer community in various cultural contexts with a focus on material culture. We will disentangle concepts related to gender and sexuality and the changing definitions and representations of individuals who identify in the queer community focusing on appearance, fashion, and the body. Historic and current representations of fashion, styles, and appearances will be analyzed and discussed. Attention will be paid to how sexuality and gender intersect with and/or shape other identities including race, ability, body size, and class. We will examine the complex structures, systems, and ideologies that uphold discrimination and unequal 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 stories about the owners and consumers.

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. F.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.

A M D 490: Independent Study

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

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

A M D 490R: Independent Study: Professional Practice

Cr. arr. Repeatable, maximum of 2 times. F.S.SS.

Prereq: 6 credits in A M D. Permission of the instructor, advisor, 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, advisor, 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, advisor, 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 226X, A M D 231, A M D 245, A M D 275; A M D 305 recommended

Strategically plan, prototype, evaluate, and source an innovative product for a specific target market through design thinking and practice. 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; industry product development competition(s). 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, advisor, 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: Innovative Textiles**

(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 204, A M D 231, one course in natural science; STAT 101, or STAT 226, or STAT 587

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. F., offered odd-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 539: Digital Textile Design and Theory

Cr. 3. Repeatable. F.S.SS.

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. Alt. S., 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 558: Queer Fashions, Styles, and Bodies

(Dual-listed with A M D 458). (3-0) Cr. 3. S.

Prereq: A M D 165; or 3 credits in Women's and Gender Studies or Sociology; or permission of instructor

This course focuses on analyzing the dressed and undressed body of individuals in the queer community in various cultural contexts with a focus on material culture. We will disentangle concepts related to gender and sexuality and the changing definitions and representations of individuals who identify in the queer community focusing on appearance, fashion, and the body. Historic and current representations of fashion, styles, and appearances will be analyzed and discussed. Attention will be paid to how sexuality and gender intersect with and/or shape other identities including race, ability, body size, and class. We will examine the complex structures, systems, and ideologies that uphold discrimination and unequal 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 stories about the owners and consumers.

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, advisor, 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, advisor, 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, advisor, 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, advisor, 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, advisor, 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, advisor, 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, advisor, 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, advisor, 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, advisor, 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.