

## Fashion Design and Product Development

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Fashion is one of America's leading industries. Stephens College offers a Bachelor of Fine Arts degree that prepares students to become professionals in fashion design and product development. A major in fashion at Stephens is further distinguished and enriched by a liberal arts foundation. Through our program, Stephens women prepare themselves for a wide variety of positions in fashion design. Our alumnae can be found in all aspects of the global fashion industry.

The Fashion Design and Product Development program provides the technical and creative skills necessary for success in this exciting field. Computerization is incorporated into several design courses as an integral part of the fashion industry's future. The program at Stephens includes guest critics who are actively involved in the industry. Students are required to complete an internship and encouraged to participate in one of our study abroad programs. In addition to our standard fashion degrees, students may elect to develop a self-initiated major during the sophomore year that combines fashion with at least one other discipline.

### Requirements for the B.F.A. Major in Fashion Design and Product Development

The bachelor of fine arts major in fashion design and product development requires the completion of liberal arts requirements and 74 semester hours in FAS, including a fashion-related internship. In addition, 9 semester hours in Art and 3 semester hours in BUS are required. Students must earn a C- or better in all required courses within the bachelor of fine arts in fashion design and product development program. Students may not continue to the next level class until the prerequisite class is passed with a C- or better.

### Required Courses

ART 105: Beginning Drawing (3 hrs.)  
ART 201: Life Drawing (3 hrs.)  
ART 203: Painting/Color (3 hrs.)  
BUS 250: Marketing (3 hrs.)  
FAS 111: Clothing Construction I (3 hrs.)  
FAS 170: Survey of the Fashion Industry (3 hrs.)  
FAS 192: Introduction to Apparel Manufacturing (3 hrs.)  
FAS 201: Product Analysis (3 hrs.)  
FAS 203: Textiles (3 hrs.)  
FAS 214: Draping and Patternmaking I (5 hrs.)  
FAS 220: Computer-Aided Patternmaking (2 hrs.)  
FAS 246: Fashion Drawing (3 hrs.)  
FAS 248: Advanced Fashion Drawing and Illustration (3 hrs.)  
FAS 303: Product Development (3 hrs.)  
FAS 315: Pre-20th Century Costume (3 hrs.)  
FAS 316: Draping and Patternmaking II (5 hrs.)  
FAS 320: Computer-Aided Design (3 hrs.)  
FAS 325: Advanced Computer Aided Design (2 hrs.)  
FAS 330: Sportswear and Dresses (3 hrs.)  
FAS 340: Sportswear: Active, Swim and Casual (3 hrs.)  
FAS 375: 20th Century Costume (3 hrs.)

FAS 403: Tailored Design: Suits and Outerwear (2 hrs.)  
FAS 404: Tailored Design: Suits and Outerwear (2 hrs.)  
FAS 405: Senior Collection: Line Development (4 hrs.)  
FAS 420: Computer-Aided Manufacturing (2 hrs.)  
FAS 466: Senior Collection: Studio (3 hrs.)  
FAS 468: Portfolio Development (2 hrs.)  
FAS 493: Current Issues in the Global Fashion Industry (3 hrs.)  
FAS 496: Post-Internship Seminar (2 hrs.)  
INT 210: Pre-Internship Seminar (1 hr.)

### Independent Study

Independent studies (special studies, tutorials, readings, projects) may be proposed by the student who wishes to investigate a subject not otherwise available. All independent studies are subject to approval of design and fashion faculty. Information about independent study may be obtained in department offices or in the Office of the Registrar.

All proposed independent studies will be approved by a consensus of the entire fashion faculty prior to student registration in such a course.

## Fashion Courses

### **FAS 105: Fashion Presentation: Modeling**

(1 hr.)

(Open to all students; required for first-time Modeling Group members)

A modeling course that benefits anyone interested in good carriage and an ability to move with assurance and poise. A "performance" class in which students learn runway modeling.

A laboratory course exploring advanced sewing techniques of clothing construction and mass production. Emphases include sewing on a variety of fabrics, learning the function and operation of different sewing machines (including industrial models), costing and quality control. Students complete samples, then construct a fully lined jacket and garment of their choice that fulfill class requirements.

### **FAS 111: Clothing Construction**

(3 hrs.)

(Open to all students; lab fee charged)

A laboratory course in basic clothing construction techniques and skills. Students learn types of silhouettes and garment details by completing samples then constructing at least three garments. Emphasis is placed on developing analytical and critical-thinking skills.

### **FAS 201: Product Analysis**

(3 hrs.)

(Prerequisite: FAS 170 with a C- or better.)

An introductory course to acquaint the fashion student with foundational skills needed for the product developer. Topics covered will include the principles and elements of design, color theory, trend and market research, garment styles and parts, flat and mechanical drawings, an overview of fabric types and uses, developing a line of garments, and industry sewing techniques.

### **FAS 170: Survey of the Fashion Industry**

(3 hrs.)

(Open to all students)

Survey course that explores careers in the apparel industry. Topics include: the fashion cycle, production, distribution, marketing and merchandising fashion to the consumer.

### **FAS 203: Textiles**

(3 hrs.)

(Prerequisite: FAS 170 with a C- or better; lab fee charged)

A study of textiles with emphasis on the interrelationships of fibers, yarn structures, fabric construction and finishes. Application of this knowledge to an understanding of textile behavior and how the fabric determines the character, performance and care of a garment. Students research new fibers and government legislation related to textiles.

### **FAS 192: Introduction to Apparel Manufacturing**

(3 hrs.)

(Prerequisites: FAS 111 with a C- or better; lab fee charged)

**FAS 214: Draping & Patternmaking I**

(5 hrs.)

(Prerequisites: FAS 192 with a C- or better or permission of instructor; lab fee charged)  
Basic principles of draping and flat pattern making: bodice, skirt and dress. A visual understanding of garments will be provided by draping muslins and making paper patterns. Original student design may be critiqued for eligibility to Jury of Selection.

**FAS 220: Computer-Aided Patternmaking**

(2 hrs.)

(Prerequisite: FAS 214 with a C- or better; lab fee charged)

Basic principles of computer patternmaking explored through a series of exercises. The student will develop the problem-solving and technical skills necessary to develop patterns on the computer.

**FAS 230: Pre-Studies Abroad in Fashion**

(2 hrs.)

(Prerequisites: completion of one or more courses of the following prefix(es) with a C- or better: FAS, HUM, ARH and ART and a 3.0 or higher GPA)

A tour preparation course for the fashion study abroad programs. Designed to provide the student with a cultural, historical and practical background that supports an international educational experience.

**FAS 246: Fashion Drawing**

(3 hrs.)

(Prerequisite: ART 201 and FAS 192 with a C- or better; lab fee charged)

Learn the fashion figure's proportions and the effect of different fabrics on the body by drawing from a live model. Croquis are developed, as are techniques of rendering floats and mechanical drawings to illustrate garment details. Fabrics are rendered with a variety of media. Exercises involve designing women's wear for different categories of dress including designer and better sportswear.

**FAS 248: Advanced Fashion Drawing and Illustration**

(3 hrs.)

(Prerequisite: FAS 246 with a C- or better; lab fee charged)

Focuses on fashion illustration and may include study of proportions as well as fabrics and designs appropriate for men's and children's wear. Live models used extensively to gain better understanding of fashion figures. Exploration of graphic design principles, layout and different media for advertising, promotion and fashion presentation.

**FAS 270: Foundations of Fashion Marketing Management**

(3 hrs.)

(Prerequisite: FAS 170 with a C- or better)

An introductory course that provides an overview of fashion retailing functions. Focus is placed on retail math and students will learn to analyze profit factors and apply mathematical concepts to solve merchandising problems.

**FAS 275: Fashion Communication**

(3 hrs.)

(Prerequisite: FAS 201 and IME 101 with a C- or better grade)

A study of the marketing and promotional strategies used within the fashion communication field. Students will study the purposes, procedures, methods and techniques used in various fashion promotional activities. Special attention will be given to the unique language of fashion advertising and its specific applications.

**FAS 280: Topics in Fashion**

(1 - 3 hrs.)

(Prerequisite: dependent on topic being offered; taught at irregular intervals; lab fee may be charged)

Courses developed to fit current trends in fashion design, product development, marketing and management.

**FAS 285: Concepts of Retail Control**

(3 hrs.)

(Prerequisites: FAS 270, BUS 250 or concurrent enrollment, and ACC 210 or concurrent enrollment with a C- or better grade or permission of instructor)

A study of the principles involved in the management of the functional areas of any retail organization: planning, management, merchandising, promotion, sales and personnel with special emphasis on merchandise operation and control functions including the six-month buying plan.

**FAS 290: Fashion Tours**

(1 hr.)

(Prerequisite: completion of one FAS course, an overall 3.0 GPA or higher, or permission of tour instructors)

New York Tour (spring break). Study and research in the New York fashion market, theatres, museums and more. Fee charged.

**FAS 303: Product Development**

(3 hrs.)

(Prerequisites: BUS 250 and FAS 203 with a C- or better)

Focus on utilizing fashion skills to develop and market branded lifestyle products. A variety of fashion-related goods are analyzed from conception to distribution. Domestic and foreign markets are explored and global trade issues are discussed. Group projects involve role playing and problem solving.

### **FAS 310: Fashion Show Production and Coordination**

(3 hrs.)

(Prerequisites: FAS 203, with a C- or better, BUS 250 and junior standing)

The examination of fashion promotion includes faculty lectures and student projects. A detailed study of the processes involved with staging a successful fashion show. Knowledge applied to production of several events and the annual spring fashion show.

### **FAS 314: Fashion Industry Strategies and Decision Making**

(3 hrs.)

(Prerequisites: BUS 250, FAS 285 or FAS 303 with a C- or better grade and junior standing)

A course designed to interpret fashion marketing and management principles through the case analysis method. Students encouraged to analyze and develop alternative courses of action for a variety of situations. Includes discussion of moral and ethical issues in the fashion industry.

### **FAS 315: Pre-20th Century Costume**

(3 hrs.)

(Prerequisite: LBA 108 or equivalent course, and FAS 170 and FAS 203 for fashion majors, with a C- or better)

A study of social history and the resulting costumes worn by men, women and children from primitive times through the 1800s. Emphasis on how politics, economics, and technology affect the changing silhouettes of each period. Writing intensive.

### **FAS 316: Draping & Patternmaking II**

(5 hrs.)

(Prerequisites: FAS 214, FAS 203 and FAS 246 with a C- or better or concurrent enrollment; lab fee charged)

Students strengthen and broaden draping and patternmaking skills by applying acquired techniques to a wide variety of garment silhouettes. Tailored, loose-fitting and bias-cut garments will be studied. Original student design may be critiqued for eligibility to Jury of Design.

### **FAS 320: Computer-Aided Design**

(3 hrs.)

(Prerequisite: FAS 248 with a C- or better and computer proficiency; lab fee charged)

Using various Macintosh and PC-based programs, students learn to create mechanicals, scan and manipulate fabrics and visuals, and design textiles.

### **FAS 325: Advanced Computer Aided Design**

(2 hrs.)

(Prerequisite: FAS 320 with a C- or better; lab fee charged.)

Computer course in which students utilize Lectra U4ia to create textile designs. Students will also be exposed to texture mapping and storyboards. Color modes, color matching and printing considerations will be discussed. Class time divided between instructor demonstrations, student exercises and arranged laboratory time for independent work.

### **FAS 330: Career Sportswear and Dresses**

(3 hrs.)

(Prerequisite: FAS 248 and FAS 340 with a C- or better; lab fee charged)

Better sportswear and dress class in which students develop a portfolio of original designs, which are critiqued by a professional designer. Two ensembles are constructed by the student, using a variety of fabrics. Manual pattern grading, markers, cutters musts, spec sheets, and costing follow the design work.

### **FAS 335: Fashion Journalism**

(3 hrs.) *(not offered until Fall 2010)*

(Prerequisites: FAS 275, IME 207 with a C- or better grade)

Writing intensive course in which students research and write a variety of types of stories, from editorial to factual to promotional. Emphasis on researching, reporting and editing fashion stories. Types of written communication covered may include: business stories, features, essays, commentary/opinion, interviews, trend forecasts, show reviews, product reviews.

### **FAS 340: Sportswear: Active, Swim and Casual**

(3 hrs.)

(Prerequisite: FAS 316 and FAS 248 with a C- or better; lab fee charged)

Students develop a portfolio of original designs, including designs necessitating two- and four-way stretch fabrics. A professional designer critiques work, and the student

constructs three ensembles.

**FAS 345: Art Direction and Photo Styling**

(3 hrs.) (*not offered until Spring 2011*)

(Prerequisite: IME 203, GDE 210, FAS 275 with a C- or better grade)

Lab course in which students conceive and execute photo shoots in order to tell visual stories, accompany written work or sell products. Students study and practice creating concepts for a variety of editorial and advertising shoots. Tasks discussed and practiced include location, merchandise and photographer selection; casting; styling; sourcing props and accessories; set creation; project management; garment organization systems; directing; photo editing.

**FAS 375: 20th Century Costume**

(3 hrs.)

(Prerequisite: LBA 108 or equivalent course, and FAS 170 and FAS 203 for fashion majors, with a C- or better, and Stephens College junior standing) Writing intensive.

Focus on the impact of cultural, political and social changes in 20th century. Explores fashion and the psychology of dress in culturally diverse settings. Final research project includes in-depth study of history of dress using an assigned methodological approach.

**FAS 380: Topics in Fashion**

(1 - 3 hrs.)

(Prerequisite: dependent upon topic being offered; lab fee may be charged)

Taught at irregular intervals. Includes courses developed to fit current trends in fashion design, marketing and management. Topics may include: children's wear; men's wear; plus sizes; eveningwear; advanced illustration; knitwear design; visual merchandising; ethnic costume and wholesale distribution.

**FAS 385: Visual Merchandising and Display**

(3 hrs.)

(Prerequisite: FAS 170 and FAS 275 with a C- or better.)

The study of display techniques and visual merchandising employed by the fashion industry. This course will examine the tools, techniques, principles and elements of display that sell merchandise. An important component of this course will be "hands-on" activities. Individual creativity will be strongly encouraged.

**FAS 390: Fashion Study Abroad Summer Tour**

(0-2 hrs.)

(Prerequisite: FAS 170, FAS 230 and a 3.0 or higher G.P.A.)

Overseas study tour with emphasis on the international fashion industry. Previous tours have been to France and Italy .

**FAS 401: Applied Fashion Marketing Management Project**

(3 hrs.)

(Prerequisites: FAS 285, FAS 314 and ACC 220 with a C- or better and senior standing. Only for declared Fashion Marketing and Management major seniors)

This in-depth capstone course for the F.M.M. degree is designed to give students the opportunity to integrate the various functional areas of the industry into one retail organization. This could include resource and merchandise planning, financial and organizational development, marketing and promotion planning into a viable and cogent merchandising unit.

**FAS 403: Tailored Design: Suits and Outerwear**

(2 hrs.)

(Prerequisite: FAS 340 with a C- or better, plus concurrent enrollment in FAS 330; lab fee charged)

Students develop portfolio of original designs of suits and coats appropriate for the bridge/designer market. A professional designer selects designs for construction. Students will use a combination of couture and industrial tailoring techniques.

**FAS 404: Tailored Design: Suits and Outerwear**

(2 hrs.)

(Prerequisite: FAS 403 with a C- or better; lab fee charged)

Continuation of FAS 403 with completion of a tailored ensemble using hand-tailored techniques.

**FAS 405: Senior Collection: Design Research and Line Development**

(4 hrs.)

(Prerequisite: FAS 330 and FAS 403 with a C- or better and Stephens College senior standing, lab fee charged. Only for declared Fashion Design and Product Development major seniors.)

Students choose a garment classification and target market, then conduct research through interviews with vendors, buyers and

consumers. After designing a collection appropriate for the chosen market, a student creates production and merchandising plans to complete the product development process. A portfolio of the student's original designs is critiqued by a professional designer who selects a collection of three or more complete ensembles for the student to construct in FAS 466.

**FAS 420: Computer-Aided Manufacturing**  
( 2 hrs.)

(Prerequisites: FAS 220 and FAS 466 with a C- or better; lab fee charged)

Creation and manipulation of patterns using apparel industry-specific computer software. Includes digitizing, pattern grading and marker making. Technical design and production information is generated. Class time divided between instructor demonstrations, student exercises and arranged laboratory time for independent work.

**FAS 466: Senior Collection Studio**

(3 hrs.)

(Prerequisite: FAS 405 with a C- or better; lab fee charged)

During an intense seven weeks, a student produces a senior collection as chosen in FAS 405. A minimum of three complete ensembles must be constructed. In this capstone course, a student must evaluate her work and make a formal presentation before the Jury of Selection.

**FAS 468: Portfolio Development**

(2 hrs.)

(Prerequisite: FAS 466 with a C- or better; lab fee charged)

Emphasis on finished work of original designs for the final portfolio, which includes a résumé and letter of application. May be critiqued by a fashion industry professional at formal presentation.

**FAS 480: Topics in Fashion**

(1.0- 3.0 course)

(Prerequisite: dependent upon topic being offered)

Previous topic offered: retail entrepreneurship.

**FAS 485: Fashion Communication Capstone Research**

(1 hr.)

(Prerequisites: FAS 270, 335, & 345, GDE 310, IME 290; concurrent enrollment with FAS 493; FCO major senior standing.)

The student conceives researches and proposes a capstone project to be completed

during spring semester. The project should incorporate skills and knowledge gained during the FCO course of study. Both written and visual research methods are utilized when preparing the proposal. Each proposal will be presented to a committee for approval.

**FAS 486: Fashion Communication Capstone Project and Research**

(3 hrs.)

(Prerequisite: FAS 485 with C- or better, FCO major senior standing.)

This course is the senior capstone for all graduating FCO majors. The student designs and produces (or realizes) a capstone project and presents it to a committee for review and evaluation. Suggestions from the 485 committee must be incorporated. The student also creates a comprehensive body of work to be used when seeking employment or admission to graduate school. Contents may include both new work and previous work, as directed by the instructor.

**FAS 493: Current Issues in the Global Fashion Industry**

(3 hrs.)

(Prerequisites: FAS 303 with C- or better and junior or senior standing)

Research and analysis of current issues in fashion communication, design, product development, manufacturing and merchandising for both foreign and domestic markets. Final project involves study of fashion in another country.

**FAS 494: Internship**

(2 hrs.)

(Prerequisites: INT 210 with a C- or better, and Stephens College senior status.

Permission of the department is required.)

Students must complete 240 hours of substantive work in an approved internship with a fashion-oriented firm and complete an internship portfolio.

**FAS 496: Post-Internship Seminar**

(2 hrs.)

(Prerequisites: INT 210 with a C- or better, and student must have completed 140 hours of substantive work at an approved fashion-oriented firm.)

Examination of case studies on the internship experience. A seven-week course in which the student reflects on her personal internship experience and shares the internship experiences of fellow learners. Emphasis is placed on the student's assessment of her own work performance, the employment

environment and the internship employer. Critical thinking through effective problem solving is encouraged through the analysis and development of case studies based on the internship experience. Additionally, moral and ethical issues confronted in the work

environment are examined. The student will explore post-graduation opportunities for employment that build on her internship experience.