

Fashion Communication

Dean, School of Design and Fashion: Monica McMurry, M.S.

The interdepartmental program in fashion communication is a unique opportunity for students wishing to prepare for a career within the fashion fields of journalism, promotion or special events. Planned cooperatively by the fashion, graphic design, and integrated media departments, the fashion communication program allows students to master the skills necessary for professional success. Students apply critical decision making and practical experience learned through problem solving both within the classroom and internships.

The Fashion Communication program at Stephens College gives students many options. A minor in one of the following areas may also be considered: marketing, management, business/finance, interior design, event planning, or creative writing.

Fashion communication options include: fashion journalism, reporting and editing, fashion advertising, public relations, publicity, visual merchandising, store planning, special event coordination and fashion photography. Students who maintain a commitment to fashion communication will find themselves among the most well-prepared undergraduates in the nation.

Requirements for the B.F.A. Major in Fashion Communication

The bachelor of fine arts major in fashion communication requires the completion of 30 hours of liberal arts requirements, 32 semester hours in FAS, 15 semester hours in IME, 9 semester hours in GDE, 9 semester hours in BUS/ MPA, 6 semester hours of required electives, and 4 hours of FAS capstone coursework for a total of 76 hours in the major. Students must earn a C- or better in all required courses within the Bachelor of Fine Arts in fashion communication degree. Students may not continue to the next level class until the prerequisite class is passed with a C- or better. An overall G.P.A. of at least 2.0 in all major courses is required.

Required Courses

Fashion Courses:

FAS 170: Survey of the Fashion Industry (3 hrs.)
FAS 203: Textiles (3 hrs.)
INT 210: Pre-Internship Seminar (1 hr.)
FAS 275: Fashion Communication (3 hrs.)
FAS 303: Product Development (3 hrs.)
FAS 310: Fashion Show Production and Coordination (3 hrs.)
FAS 335: Fashion Journalism (3 hrs.)
FAS 345: Art Direction and Photo Styling (3 hrs.)
FAS 375: 20th Century Costume (3 hrs.) OR FAS 315: Pre-20th Century Costume (3 hrs.)
FAS 385: Visual Merchandising and Display (3 hrs.)
FAS 493: Current Issues in the Global Fashion Industry (3 hrs.)
FAS 496: Post-Internship Seminar (2 hrs.)

Required Integrated Media Courses:

IME 101: Media and Culture (3 hrs.)
IME 103: Writing for the Mass Media (3 hrs.)
IME 207: Newswriting and Reporting (3 hrs.)
IME 208: Digital Photography (3 hrs.)
IME 290: Creating Online Media (3 hrs.)

Required Graphic Design Courses:

GDE 120: Graphic Design I: Typography (3 hrs.)
GDE 210: Graphic Design II: Digital Imaging (3 hrs.)
GDE 310: Publication Design (3 hrs.)

Required Business and Marketing Courses:

BUS 171: Foundations of Business (3 hrs.)
BUS 250: Principles of Marketing (3 hrs.)
MPA 205: Public Relations: Principles and Practices (3 hrs.)

Required Senior Capstone Courses:

FAS 485: Capstone Project: Research (1hr.)
FAS 486: Senior Capstone Project (3 hrs.)

Choice Classes (6 hours):

Choose two from the following list:

BUS 331: Integrated Marketing Communications (3 hrs.)
BUS 354: Consumer Behavior (3 hrs.)
ENG 240: Writing Creative Non-Fiction (3 hrs.)
FAS 201: Product Analysis (3 hrs.)
GDE 110: Principles of Design (3 hrs.)
GDE 320: Advertising Design (3 hrs.)
IME 192: Digital Video Editing (3 hrs.)
IME 211: Documentary/News Production (3 hrs.)
IME 307: Advanced Newswriting and Reporting (3 hrs.)
MPA 240: Nuts and Bolts of Event Planning (3 hrs.)
MPA 330: Advanced Events Planning and Management (3 hrs.)
MPA 403: Strategic Writing (3 hrs.)

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.