



COURSE DESCRIPTIONS

Our curriculum is intense, concentrated, and rewarding. Courses are designed to immerse students in the industry, and incorporate a mix of lectures, studio work, and relevant field trips. Classes are developed, evaluated, and continually updated to meet our standards, and to ensure they reflect the needs of each industry served by our majors.

BDSN

BDSN 3100B — 3 UNITS

ADVANCED THEORY IN COLOR, DESIGN, & 3-D FORM

In this course, students research the use and application of color, light, and three-dimensional form as used by artists and designers. Students effectively communicate concept and meaning through the design elements of color, surface, pattern, three-dimensional form and space.

BDSN 3200 — 3 UNITS

STRUCTURAL DRAWING

Students refine their abilities to create convincing volumetric images through perspective, matrix analysis, cross-contour, light, and shadow. They explore the application of structural drawing to their respective design disciplines and individual styles. Includes a three (3) hour lab.

BDSN 3400 — 6 UNITS

DRAWING THE FIGURE IN CONTEXT

This course addresses the structure and anatomy of the human figure as essential to developing a naturalistic approach to rendering the human form. The use of live models reinforces students' understanding of the anatomical structure of the human body. Formal elements such as line, gesture, volume, proportion, and perspective are emphasized. *Prerequisite: BDSN 3200*

BDSN 3500 — 3 UNITS

HUMAN DYNAMICS

Students consider the physical and physiological link between design and the human body, individually and in shared environments. They analyze possible design alternatives to a variety of products in terms of function, comfort, movement, and social impact.

BDSN 3550A — 3 UNITS

DRAWING FOR SPATIAL COMMUNICATION

Students continue to enhance their abilities to communicate through drawing. They formulate and revise drawings that define and depict environments and objects with the intent to communicate in the visual language of design professionals.

BDSN 3550B — 3 UNITS

CONCEPTS FOR SPATIAL COMMUNICATION

Students utilize drawing to generate ideas, evaluate design issues, and formulate and implement creative design options as a means to develop resolution and to communicate with peers and clients in professional settings.

BDSN 3700 — 3 UNITS

DIGITAL PHOTOGRAPHIC IMAGE

This course focuses on students' ability to express their point of view creatively through photography. Students learn to "see" photographically by exploring the basic tools, techniques, and aesthetics of digital photography, with special attention to lighting, focus, color, contrast, formal effects, and intent.

BDSN 3750 — 6 UNITS

ADVANCED GARMENT CONSTRUCTION

Building on the construction skills introduced in the Fashion Design Program, students integrate their skills at pattern drafting with garment construction processes. This studio course includes detailed construction processes of classic fashion silhouettes.

BDSN 3780 — 6 UNITS

PROTOTYPING 3-D FORMS

This course integrates both 3-D software and manual skills acquired in previous courses to explore and interpret a range of design inventions and their proliferation through rapid prototyping. Students explore special topics in virtual design, new modes of manufacture, and prototyping.

BDSN 3800 — 3 UNITS

DIGITAL ASSET MANAGEMENT

In this course, students practice the sophisticated digital asset management skills required for careers in the design industry. Topics include file formats, technologies and workflow, computer applications, and organizational systems that seek to define, identify, control, manage, and store digital images.

BDSN 3850 — 3 UNITS

THEORY & CONTEXT OF DESIGN

In this course, students formulate a personal creative research project relevant to their area of specialization, culminating in a written thesis proposal that they approach through various contexts in their senior year studio courses. Emphasis is on careful documentation of content, reference and source materials, and design research.

BDSN 4100 — 3 UNITS

VISUAL IDENTITY & IMAGE

This multimedia course builds on prior drawing courses while focusing on the elements of image-making as communication. Students continue the development of drawing styles in both black and white and color, by hand and with the use of digital media. Techniques are applied to a variety of subjects as students explore the relationship between form and content. *Prerequisite: BDSN 3700*

BDSN 4250D — 6 UNITS

THE STUDIO I — DIGITAL COMMUNICATION

This is the first of a three quarter sequence in which the students focus on conceptualizing a collection of work and synthesizing the research compiled in BDSN 3850 Theory & Context of Design. In this phase students use an existing business model as a base to explore, identifying market and customer profiles to develop product parameters.

BDSN 4250E — 6 UNITS

THE STUDIO I — ENVIRONMENT & PRODUCT

This is the first of a three quarter sequence in which the students focus on conceptualizing a collection of work and synthesizing the research compiled in BDSN 3850 Theory & Context of Design. In this phase students use an existing business model as a base to explore, identifying market and customer profiles to develop product parameters.

BDSN 4250F — 6 UNITS**THE STUDIO I — FASHION APPAREL**

This is the first of a three quarter sequence in which the students focus on conceptualizing a collection of work and synthesizing the research compiled in BDSN 3850 Theory & Context of Design. In this phase students use an existing business model as a base to explore, identifying market and customer profiles to develop product parameters.

BDSN 4500D — 6 UNITS**THE STUDIO II — DIGITAL COMMUNICATION**

Course two in the Studio series considers the designer's influence in society. The students redefine and conceptualize the research they compiled in BDSN 3850 Theory & Context of Design into a new collection of work from the perspectives of contemporary societal issues, social needs, and civic and social responsibility.

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BDSN 4750D — 6 UNITS**THE STUDIO III — DIGITAL COMMUNICATION**

The final studio course in this sequence is dedicated to the pursuit of individual expression of the design thesis. Expanding on previous studio courses, students synthesize design knowledge and skills to create a collection of work with a sharp design focus. Students are expected to demonstrate sophisticated design decisions and thoughtful design solutions that exemplify a high level of expertise and achievement.

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BDSN 4950 — 3 UNITS**DESIGN THESIS PRESENTATION**

This capstone course is the culmination of personal and industry-centered creative work, beginning in the prior studio courses and resulting, in this course, in the creation of an e-portfolio. A written thesis statement defines this body of work with an emphasis on problem solving, critical thinking, and clear communication skills applied to the student's chosen field of exploration. An emphasis is placed on professionalism in presentation and documentation. *Prerequisites: BDSN 3850, BDSN 4100*

BUAD**BUAD 2850 — 3 UNITS****ENTREPRENEURSHIP**

This course explores what it takes to launch a new venture, both as an entrepreneur and an employee. Students develop a business plan, including identifying opportunities and establishing objectives, matching customer profile to site locations, analyzing competitors' practices, and developing a competitive marketing mix. Students also learn the necessary business establishment requirements and financial projections to secure capital or financing to initiate their business venture. *Prerequisites: COSM 2450, SMED 2750, MFTG 2500, MPDV 2700*

BUMT**BUMT 2800 — 3 UNITS****ACCOUNTING**

This course covers the role accounting statistics plays in business forecasting and decision making. The role of accounting in business is to provide information for managers to use in operating the business. It provides information to allow the assessment of the business's economic performance. Accounting can be considered to be the "language of business." In this course, students demonstrate the ability to prepare and read financial statements, and use this information to analyze business financial transactions applying the basic accounting equations. The students gain an understanding of assets and liabilities, revenue and expenses, debits and credits, accruals, depreciation, and the construction of a financial statement. The course demonstrates and explains the value of hypothesis testing.

BUMT 3050 — 3 UNITS**DATA ANALYTICS FOR BUSINESS APPLICATIONS**

This course explores the use of information technology, information resources, and management information literacy in today's business world. Students learn how to identify, acquire, analyze, and evaluate timely and accurate information from electronic sources.

BUMT 3100 — 3 UNITS**ETHICS IN BUSINESS**

This course addresses the importance of ethical issues and the financial impact on business performance and ownership. The costs and consequences of failing to act ethically are explored. Students learn strategies to solve real life dilemmas. Students explore the importance of ethics as a dimension of social responsibility and business ethics in the global economy.

BUMT 3230 — 3 UNITS**INTRODUCTION TO BUSINESS MANAGEMENT**

This course presents an introduction to management concepts and strategies used by modern businesses, and is designed to familiarize students with the accepted standards, procedures, and techniques employed by senior, middle, and operational managers. It provides students with an understanding of the financial impact of management and how to plan to optimize performance and achieve organizational goals.

BUMT 3250 — 3 UNITS**INTRODUCTION TO FINANCIAL ACCOUNTING**

Students study the accounting cycle through financial statements, understanding inventory controls, tangible and intangible assets, and budgets. This course covers the role accounting plays in business forecasting and decision making. The student gains an understanding of assets and liabilities, revenue and expenses, debits and credits, accruals, depreciation, constructing a financial statement, and accounting cycles.

BUMT 3420 — 3 UNITS**APPLIED FINANCIAL ACCOUNTING**

A continuation of accounting analysis and understanding, as applied in the corporate world, this course gives students experience with the accounting cycle, sales journal, accounts receivable ledger, accounts payable ledger, cash receipts journal, cash payment journal, and income statement and balance sheet statements.

Prerequisite: BUMT 3300A or BUMT 3250

BUMT 3650 — 3 UNITS**HUMAN RESOURCE MANAGEMENT**

This course explores organizational structure and how it impacts behavior. Students develop an understanding of what it means to be a "leader of change," and the critical importance to financial performance in doing so. Students review job design, managing career development, the value of performance

appraisal, compensation and reward, safety and health laws, and the economics of good organizational management. *Prerequisite: BUMT 4840*

BUMT 3680 — 3 UNITS**GLOBAL MARKETING COMMUNICATIONS**

This course provides a foundation of knowledge necessary to create strategic communications plans that support a product or service in today's competitive marketplace. Students participate in a learning forum environment whereby original ideas and assignments are presented, discussed, and critiqued by the class. This course provides students with a framework of how to enter foreign markets. *Prerequisite: BUMT 4600*

BUMT 3820 — 3 UNITS**BUSINESS LAW**

Students develop an understanding of corporate formation and procedures, limited liability companies and special business forms. This course examines social, ethical, and political implications of law and its application to business transactions as well as intellectual property law.

BUMT 3950 — 3 UNITS**MANAGERIAL ACCOUNTING**

Managerial Accounting is concerned with the provisions and use of accounting information by managers within organizations to provide the basis to make informed business decisions for strategic planning in their management and control functions. In contrast to financial accounting information, managerial accounting information is primarily forward-looking and predictive instead of historical. It is designed to support decision making and intended for use by managers within the organization, instead of being intended for use by shareholders, creditors, and public regulators. *Prerequisite: BUMT 3300B or BUMT 3420*

BUMT 4100 — 3 UNITS**SMALL BUSINESS MANAGEMENT**

A study of how small businesses can manage the unique challenges they face and how they can achieve and maintain a competitive advantage, this course involves feasibility analysis and addresses issues of small business ownership and management, strategic planning, financial planning, marketing for competitive advantage, the economics of pricing, and break-even analysis. *Prerequisite: BUMT 4200 or BUMT 4230*

BUMT 4110 — 3 UNITS**MICRO & MACRO ECONOMICS**

Microeconomics introduces economic analysis of individual, business, and industry choices in the market economy. Topics include price mechanism, supply and demand, optimizing economic behavior, costs and revenue, market structures, factor markets, income distribution, market failure, and government intervention. Macroeconomics introduces economic analysis of aggregate employment, income, and prices. Topics include major schools of economic

thought; aggregate supply and demand; economic measures, fluctuations, and growth; money and banking; stabilization techniques; and international trade. Upon completion, students should be able to evaluate national economic components, conditions, and alternatives for achieving socioeconomic goals.

BUMT 4130 — 6 UNITS

FINANCIAL LITERACY

Students develop an understanding of the role of financial management in the strategic planning process, and demonstrate an understanding of financial statements through financial ratio analysis. They examine cash flow management techniques and their application to financial planning, analyze financial risk and return fundamentals, and develop an understanding of capital budgeting techniques and valuation.

BUMT 4180 — 3 UNITS

GLOBAL STRATEGIC MANAGEMENT

Students develop an understanding of the concept of strategic planning and its significance to a firm's competitiveness. They learn to analyze a firm's core competencies and organizational capabilities and explore how elements of international business finance can impact managerial decisions. Students analyze the challenges of managing in a global environment.

BUMT 4230 — 3 UNITS

INTRODUCTION TO FINANCIAL ANALYSIS & CONTROL

This course is an introduction to the concepts of financial analysis, and the understanding and preparation of balance sheets and income statements, with a focus on the needs of the financial manager or the entrepreneur. The students are exposed to financial reporting and analysis, reading and understanding an annual report, accounting information systems, the corporate income statement, understanding the use of accounting information, and the financial statements in assessing financial performance. *Prerequisite: BUMT 3950*

BUMT 4250 — 3 UNITS

SUPPLY CHAIN MANAGEMENT

In this course, students acquire a basic overview of the legal import and export strategies, structures and responsibilities of being in business, with emphasis on principles and practical applications of contract negotiations, business activity, and commercial liability. *Prerequisite: BUMT 3950*

BUMT 4300 — 3 UNITS

GLOBAL MANAGEMENT STRATEGIES

A study of techniques of analyzing and responding to the social, ethical, and political challenges that face managers, this course promotes an understanding of global trends in international political policies, risk management, conflict resolution, tariffs, and issues of nationalism. Students analyze legal issues and risks in international business, including trade policy, taxation policy, government

intervention, monetary policy, capital flows and foreign investment, banking policy, wage and price controls, property rights, and regulatory attitudes. Ethics and social responsibilities in international management are also studied. *Prerequisite: BUMT 3720 or BUMT 4460A*

BUMT 4460A — 3 UNITS

CASE STUDIES IN BUSINESS MANAGEMENT I: ANALYSIS & CONTROL

This course is a study and analysis of success and failure in today's business environment with emphasis on creating value through innovative management techniques. The students practice the strategic management process, building a competitive strategy, and implementing strategic plans. *Prerequisite: BUMT 3950*

BUMT 4460B — 3 UNITS

CASE STUDIES IN BUSINESS MANAGEMENT II: STRATEGIES FOR GROWTH

This course examines the offensive and defensive strategies that successful managers take to gain market share and improve profitability. Emphasis is on strategy and tactics including innovations that could drive a profitable business model for the firm. The students consider such areas as market analysis, competition, competitive advantage, and marketing strategy. This course examines the critical tasks, pitfalls, and hurdles which must be understood to be successful, and tools for risk minimization. *Prerequisite: BUMT 4200 or BUMT 4230*

BUMT 4460C — 3 UNITS

CASE STUDIES IN BUSINESS MANAGEMENT III: CAPSTONE PRESENTATION

This course helps students to understand the issues and problems faced by management in larger corporations, preparing students for successful employment. It analyzes various operational management tools and styles, studies in leadership, management's changing landscape in today's global economy, making decisions and solving problems, case studies, designing effective organizations, and fundamentals of organizational control. *Prerequisite: BUMT 4200*

BUMT 4500 — 3 UNITS

INTERNATIONAL FINANCE

Within the context of the multinational firm, this course examines the development of policy options for financing international business, with focus on management decisions that maximize the firm's value. *Prerequisite: BUMT 4200*

BUMT 4600 — 3 UNITS

MARKETING MANAGEMENT

This course focuses on the management of the marketing function to achieve a competitive advantage and establish brand equity. Students explore creative strategies for entrepreneurs to develop consumer awareness. *Prerequisite: BUMT 3600 or BUMT 3230*

BUMT 4840 — 3 UNITS
STUDIES IN LEADERSHIP

Students explore leadership theories, the characteristics that define effective leaders, and develop the ability to navigate corporate culture as a follower and as a leader. They explore the processes whereby an individual empowers or influences a group of people for the purpose of achieving a (common) goal. They analyze the characteristics of leadership vs. management, and develop an awareness of how diversity impacts leadership.

BUMT 4910 — 3 UNITS
CREATIVITY IN BUSINESS

This course explores all of the elements that are necessary to succeed in a business venture. An advanced overview focusing on the business model, the organization and support team, the marketing plan, process management, cash planning and working capital management, quality, service and ethics, and growth strategies. *Prerequisite: BUMT 4100*

BUMT 5010 — 3 UNITS
THE GLOBAL ECONOMY

This course analyzes the components and dynamics of today's global economic geography, and the political and social complexities of today's global business environment. Students explore strategies for creating value within global production networks, considering strategies for production and distribution, and analyze global consumption patterns.

BUMT 5080 — 1 UNIT
TOOLS FOR ANALYTICS

This initial prerequisite course gives the students the necessary structural tools to create and analyze the various forms of data necessary to exert managerial influence on financial performance.

BUMT 5150 — 3 UNITS
WEB ANALYTICS

This course explores the value of web analytics and the design of comprehensive web analytics strategies. It focuses on how to correctly apply web based analytical techniques; how to assess the effectiveness on social media and multichannel campaigns; how to optimize success by leveraging experimentation; and how to employ the proper tools and tactics for evaluating consumer responses.

BUMT 5180 — 3 UNITS
PREDICTIVE ANALYTICS FOR BUSINESS STRATEGY

This course is designed to expand information literacy and predictive analytics. It broadens the student research awareness in identifying competitive market intelligence resources and the application of competitive analysis in strategic management decision selection and support.

BUMT 5250 — 3 UNITS
FINANCIAL ANALYSIS & CONTROL

This course provides an understanding and foundation for using financial statement data in a variety of business analyses and valuation contexts. This

course focuses on financial strategic planning and control. Students explore financial management communication as a means to enhance and achieve support of established strategic business goals.

BUMT 5260 — 3 UNITS
GLOBAL FINANCIAL STRATEGY

This course develops an integration of strategic marketing, financial modeling, and supply chain structure and management focusing on optimization of profitability. It explores strategic financial issues that confront managers in multinational firms and how to establish cost of capital calculations and valuation in different financial environments.

BUMT 5280 — 3 UNITS
HUMAN RESOURCE MANAGEMENT: PEOPLE, PRACTICES, & PROFITABILITY

This course explores the governance structure necessary to develop, manage, and lead a sustainable global business enterprise. It analyzes how the human resource management function can help organizations gain a competitive advantage and explore the impact employment law can have on profitability.

BUMT 5300 — 3 UNITS
LOGISTICS MANAGEMENT

This course focuses on international trade logistics. It explores and analyzes the relationship of supply chain structure and logistics management on gross margin achievement, maintenance, and return on investment. It analyzes various approaches to create and control demand management and logistics and explores the benefits and potential strategic issues in vertical vs. horizontal integration when developing and evaluating supply chain strategies.

BUMT 5350 — 3 UNITS
DIGITAL MARKETING

Students explore the commercial value and creative structure of digital marketing strategies from ideation to implementation. They analyze potential financial enhancement opportunities by incorporating digital media into various marketing strategies. Students identify, analyze and evaluate the key digital marketing channels by exploring current structures being employed. They understand how to construct and execute a comprehensive digital marketing strategy and evaluate how to measure the success of digital marketing efforts. They examine and evaluate the latest developments in digital ad technology.

BUMT 5400 — 3 UNITS
ADVANCED STRATEGIC PLANNING & IMPLEMENTATION

This is a seminar exploring global business strategic modeling. It focuses on managing risk mitigation to enhance financial performance. Case studies focus on strategic issue diagnosis and managerial implementation outcomes. Students analyze the differences in emergent, growth, maturity, and declining phases of product life cycle strategic planning.

BUMT 5500 — 3 UNITS**STRATEGIC MARKETING MANAGEMENT**

This course explores and analyzes the marketing management process building a foundation for marketing program decisions with a focus on product, pricing, distribution channel selection, and integrated promotion. It explores strategies for organizing and planning for effective marketing implementation. The primary focus is on measuring financial performance as a result of innovative marketing strategies.

BUMT 5550 — 3 UNITS**GLOBAL MARKETING**

This course explores how global marketing differs from traditional, domestic marketing while emphasizing that the two disciplines are underpinned by the same principles. Students will learn how key environmental forces, culture, international competition, market segmentation, and strategy decisions influence market success or failure. The course also provides an understanding of the practice, strategies, and goals of international marketing. Students will develop a critical understanding of key elements, opportunities, and challenges in international marketing and expand their knowledge in developing and managing a global marketing function.

BUMT 5650 — 3 UNITS**CREATIVITY, INNOVATION & DESIGN IN BUSINESS**

This course explores various approaches in developing an innovation strategy from a creative beginning to an innovative implementation resulting in a competitive business structural design. Approaches to applying design concepts in business model development is explored and analyzed.

BUMT 5750 — 3 UNITS**LUXURY BRAND MANAGEMENT**

This course is designed to provide students with an understanding of the fundamentals of luxury brand management. Students are introduced to principles of luxury branding, design thinking and how these are used as tools to define luxury business strategies. Students develop an understanding of the luxury segment of the market as it applies to a variety of industries. They learn to identify potential new luxury products and how they relate to a variety of markets, including emerging markets.

BUMT 5800 — 3 UNITS**ENTREPRENEURIAL ERGONOMICS**

Ergonomics is the discipline concerned with the understanding of interactions among individuals and other components of a function or system, and the process that develops strategies to apply theory, principles, data, and methods of design to optimize performance. In this course, students are mentored in their development plans to transform innovative ideas into profitable business structures, and present formal product or service concepts for analysis and critique. This course offers a unique opportunity for the students to experience design thinking in a business context.

BUMT 5950 — 6 UNITS**CAPSTONE SEMINAR**

Students are mentored by selected faculty members and develop and present an in-depth analytical research thesis based upon a business case study selected by the department. This seminar focuses on current business dynamics and their impact on strategic planning and financial considerations resulting in a proposed plan for expansion and strategic control for the business under analysis.

COSM**COSM 2150 — 3 UNITS****BEAUTY: FUNDAMENTALS OF SKIN CARE & WELLNESS**

An in-depth overview of skin care, spa, body care, hair care, and nail care and their roles in the competitive marketplace. Students explore alternative wellness modalities, product and distribution strategies and product positioning as well as the impact of innovative formulas and current trends that enable students to grasp the complexity of the categories.

COSM 2250 — 3 UNITS**BEAUTY: BRAND IMAGING**

Students look in-depth at the history of the beauty industry as they analyze the strategies and tactics of in-depth brand development necessary to building successful beauty product lines. They examine the power of written word, image, concept, positioning, and trends as the means of establishing powerful communications that build brand loyalty and brand equity, as well as the importance of consumer motivation, perceived quality, association, and delivery to their target market. Development of written marketing materials is emphasized.

COSM 2350 — 3 UNITS**BEAUTY: FUNDAMENTALS OF FRAGRANCE**

This introductory class explores the ever-evolving technology of essential oil extraction, the artistry of blending multiple scents, and the growing use of synthetic essences. Students learn to evaluate fragrances as they develop their individual scents, and discover the fascinating history of perfume and its synergy with the world of fashion and beauty.

COSM 2380 — 3 UNITS**BEAUTY: BUSINESS OPERATIONS**

This course educates students in the business operation skills that are imperative for managerial advancement. Topics include inventory management, forecasting, production planning, project management, and quality control. Students gain an understanding of the relationship of these components to a successful organization. *Prerequisite:* COSM 2450

COSM 2450 — 3 UNITS**BEAUTY: FUNDAMENTALS OF COSMETICS**

In this course, students follow the process of creating color cosmetics from identifying target markets and distribution channels to establishing concept,

product positioning, packaging and promotion. The course also explores the influences of trends, sustainability and competition on cosmetics innovation and commercialization. Hands-on projects demonstrate the processes involved in quality assurance and reinforce the use of industry terminology in research and development.

COSM 2500 — 3 UNITS

BEAUTY: PROMOTION & PRESENTATION

Students examine the ways in which the varied techniques of promotion—advertising, public relations, visual merchandising, and special events—contribute to success in the beauty industry. They also gain practical knowledge of these techniques by developing and presenting individual promotional campaigns in class. *Prerequisite: COSM 2250*

COSM 2580 — 3 UNITS

BEAUTY: CURRENT INDUSTRY TOPICS

This course focuses on researching emerging beauty trends to identify those that will drive change and influence strategy long-term. Students are tasked with creating a product and marketing/sales strategy to target an underserved consumer base. Oral defense of the final project requires a high level of expertise on topic and objectives, encourages ability to articulate more complex marketing concepts, and provides exposure to alternative ways of communicating thinking. *Prerequisite: COSM 2350*

COSM 2620 — 3 UNITS

PRINCIPLES OF BEAUTY SCIENCE

Students gain an understanding of the principles of chemistry and their vital importance to beauty technology. They examine the complex process of product development from raw materials and ingredients to formulations, applications, and finished products. Students then apply what they have learned to actual on-site product development. They also study the legal, regulatory, and technological standards governing beauty products.

COSM 2830 — 3 UNITS

PACKAGE DEVELOPMENT & PRODUCTION

In this course, students explore concept development, product positioning, creative adaptation, and technological challenges. Practical applications of these concepts are applied towards a course project. *Prerequisite: COSM 2350*

COSM 2870 — 3 UNITS

SUSTAINABILITY IN THE BEAUTY INDUSTRY

This course is designed to familiarize students with sustainability as it relates to environmental, social, and economic systems within the beauty industry. By studying a variety of business models from within and outside of the beauty industry, students will develop an understanding of both the business challenges and opportunities inherent in sustainability and learn to recognize, analyze and tackle sustainability problems.

COSM 2920 — 3 UNITS

BEAUTY: GLOBAL BUSINESS

This course explores the complexities associated with international trade and investment including the global monetary system, business strategies, structure and operations as well as differences in political, economic, and social systems. Students learn to appreciate different countries and cultures as well as ethical issues and dilemmas. Through case studies and international business models, students understand the strategic development and management of a global brand. *Prerequisite: COSM 2380*

COSM 3050 — 3 UNITS

INFLUENCING BEAUTY CONSUMER BEHAVIOR

Students examine the sociological and psychological factors affecting consumer behavior. They look at the process of creating consumer demand for beauty products and the decision-making processes of buyers, both individually and in groups. They study how marketers and product developers can influence decision-making and endeavors to understand the dynamics of emerging technologies and neuromarketing on consumer preferences and perceived needs.

COSM 3250 — 3 UNITS

BEAUTY: PURCHASING & PLANNING

This class provides a thorough explanation of domestic and international sourcing, contract packaging, production, and distribution management strategies for new and existing products in the beauty industry. Students gain practical understanding of the interrelationships between purchasing, vendor selection, sources of supply, and technology. Focus is on profit maximization techniques, vendor negotiations, lead time management, and forecasting.

COSM 3360 — 3 UNITS

BEAUTY: LUXURY BRAND DEVELOPMENT

Students explore the history, consumer psychology, and strategic management issues of the luxury market. They learn the nuances of the affluent consumer and how to develop and successfully manage marketing, distribution, and development of a luxury brand or product in a way that aligns with the high expectations of a luxury brand's unique vision and strategy.

COSM 3420 — 3 UNITS

BEAUTY: BUSINESS MANAGEMENT & FINANCE

This course is an introduction to the concepts of financial analysis, including understanding and preparing balance sheets and income statements, with a focus on the needs of the financial manager or entrepreneur. Students are exposed to financial reporting, analysis of annual reports, accounting information systems, corporate income statements, and using accounting information and financial statements to assess financial performance. Students obtain knowledge in budgeting and variance analysis.

COSM 3450 — 3 UNITS**MERCHANDISING IN THE BEAUTY ENVIRONMENT**

This course teaches students to conceptualize and develop retail merchandising fixtures for the beauty industry. Students evaluate product assortment and planograms using strategy, branding, profitability analysis and cost structures of fixtures in multiple retail channels from mass to prestige environments. Class structure includes in-store studies as well as creative implementation of merchandising concepts, theories, store and brand image, and target market analysis.

COSM 3600 — 3 UNITS**PRODUCT INNOVATION**

Students learn the product development process from idea generation to consumer adoption through the use of case studies.

COSM 3660 — 3 UNITS**BEAUTY: REGULATORY AFFAIRS & IMPORT/EXPORT STRATEGIES**

This course presents an introduction to the field of regulatory affairs and to the laws and regulations governing the development, sales, and marketing of beauty products. Students learn how to maintain compliance with US and international regulations and to formulate a global regulatory strategy for product development. In addition, students acquire an understanding of the legal import and export strategies, structures, and responsibilities involved in being a global business.

COSM 3820 — 3 UNITS**BEAUTY INDUSTRY MARKET RESEARCH**

This capstone course is the culmination of the skills developed in the Beauty Industry program. The special project nature of the course requires students to apply their understanding of trends, market research, consumer behavior, branding, marketing, social media, product development and management to produce real industry projects assigned by major beauty brands. It incorporates a travel component so students gain exposure to senior executives and hone their professional presentation skills.

COSM 3850 — 3 UNITS**BEAUTY: SALES, NEGOTIATION & CONFLICT MANAGEMENT**

This course provides an overview of the role of the sales function within the beauty industry. It covers the complexities of management of sales and distribution channels, issues in account management, and personal selling techniques. Students learn negotiation strategies and styles, and the importance of conflict resolution. In addition to class exercises, students practice negotiating in a range of business environments, including difficult situations.

COSM 3950 — 3 UNITS**INTERNSHIP**

Through on-the-job training, students gain valuable insight as they apply theory and skills learned in the classroom to actual work situations and explore career options in the beauty industry.

COSM 4100 — 3 UNITS**BEAUTY MARKET INFLUENCES**

In this course, students learn how to use market trend analyses, industry data, and economic reports to recognize consistent trends or results. These results are used to map business strategy and determine moves that could have a direct impact on overall business performance.

DENM**DENM 3000 — 3 UNITS****THE HISTORY OF DENIM & TRENDS**

This course includes the history of denim from the inception of workwear through the evolution of the blue jean as the fashion statement of the 21st century. A look into the most influential innovative textiles and processes. This course analyzes past, present, and future trends across all marketplaces, and their impact and application in the current marketplace. Students create forecasting reports including visuals, sketches, wash standards, and written documentation. *Prerequisite: A.A. in Apparel Industry Management, Fashion Design, Merchandise Product Development, or Merchandising & Marketing*

DENM 3150 — 6 UNITS**DENIM PROCESS I**

Color and fade aesthetics of denim wet and dry finishing methods are evaluated. Denim performance, durability, quality, and everyday use are assessed. Students work in a lab setting to complete hands-on industry testing and finishing processes. Industry ASTM and AATCC methods are used and applied. *Prerequisite: A.A. in Apparel Industry Management, Fashion Design, Merchandise Product Development, or Merchandising & Marketing*

DENM 3300 — 3 UNITS**SUSTAINABLE PRACTICES IN THE PRODUCT LIFECYCLE**

Sustainability of denim is researched and assessed. Students study the impact of denim on the global environment from fiber to consumer. Eco-friendly textiles, product development processes, production strategies and compliance are researched and discussed. Color management and finishing processes using natural dyes are explored. FTC labeling requirements, Going Green organizations, and certifications are considered. Post-consumer care and consumption are reviewed. *Prerequisite: A.A. in Apparel Industry Management, Fashion Design, Merchandise Product Development, or Merchandising & Marketing*

DENM 3400 — 3 UNITS**FABRIC DEVELOPMENT & INNOVATION**

This lab gives students hands-on experience with processes relating to the aesthetic and functional characteristics of denim. Students learn to identify denim fabric construction and correlate the varieties of denim with application to the appropriate market segments. Research includes cotton from field to fabric, yarn developments, and weaving innovations in the textile development process. Finishing methods

and their feasibility with respect to appearance, performance expectations, and quality are examined. *Prerequisite:* A.A. in *Apparel Industry Management, Fashion Design, Merchandise Product Development, or Merchandising & Marketing*

DENM 3500 — 3 UNITS**SOURCING, PRODUCTION & COMPLIANCE**

An advanced class in domestic and global production and sourcing strategies to analyze the processes of yarn purchase through finished products and global distribution. This course explores the federal regulations of denim textiles and finished goods entering the U.S. marketplace with an emphasis on consumer law, compliance, and required care. Costing is calculated and assessed. *Prerequisites:* DENM 3150, DENM 3400, DENM 3550A, DENM 3550B, DENM 3600, DENM 3950

DENM 3550A — 3 UNITS**DENIM CONSTRUCTION: FIT & COST I**

Students research past and present jeans to analyze how the construction and patternmaking methods affect the fit of a five pocket jean and the aesthetic look of various wash processes. A five-pocket jean is designed, patterned, and sampled along with a complete technical package. *Prerequisite:* A.A. in *Apparel Industry Management, Fashion Design, Merchandise Product Development, or Merchandising & Marketing*

DENM 3550B — 3 UNITS**DENIM CONSTRUCTION: FIT & COST II**

Students learn construction methods and the order of assembly used to make denim garments. Students identify and evaluate construction techniques, fabric selection strategies, style details, machinery capabilities, production processes, cost, and compare innovative practices and products to analyze the differences in construction between various market segments and the effects on costing. *Prerequisite:* DENM 3550A

DENM 3600 — 9 UNITS**DENIM INDUSTRY SEMINAR**

An in-depth study tour in which students visit the entire product development cycle of denim processing facilities. Students journal the process from design through production and the purpose of each step in the product lifecycle. Course includes a directed global study tour to complete this research. *Prerequisites:* DENM 3000, DENM 3150, DENM 3300, DENM 3400, DENM 3550A

DENM 3700 — 3 UNITS**DENIM PROCESS II**

This advanced process course takes students into an industry wash house. Students are required to analyze denim choices for finishing and application to their specific consumer. They are required to complete industry standard technical packages detailing wash development. Samples are reviewed and students will be responsible for the process, application, and corrections to complete the aesthetic process on the denim textile. *Prerequisites:* DENM 3150, DENM 3400, DENM 3950

DENM 3750 — 3 UNITS**DENIM FIT ANALYSIS**

This is an advanced course based on the principles of fit as it applies to denim products. The learning process includes the creation of a basic block based off of the evaluation of a fit session. Students design, pattern, and complete a prototype sample. Students identify fit corrections and then apply them to the patterns and samples. *Prerequisites:* DENM 3550A, DENM 3550B

DENM 3800 — 3 UNITS**NEGOTIATION & COMMUNICATION**

A course in effective organizational communication, with emphasis on advanced oral articulation skills. Students examine the dynamics of individual and group communication in preparation for full-scaled, business-specific, informative deliberations. Students use computer technology, visual aids, and statistical data to enhance the impact and clarity of their presentations. *Prerequisite:* A.A. in *Apparel Industry Management, Merchandise Product Development, Fashion Design, or Merchandising & Marketing*

DENM 3850 — 3 UNITS**BRAND ENTREPRENEURSHIP**

Students combine systematic research to consider the impact of social media platforms on the brand identity. Students research and analyze how the denim industry uses labels, hang tags, and hardware to brand products. Students analyze the principles of entrepreneurship based upon leading brands and their competitive advantage in the global marketplace. Strategies of management and branding styles are explored. *Prerequisites:* DENM 3000, DENM 3600, DENM 3950

DENM 3950 — 3 UNITS**DENIM LINE COLLECTION**

This capstone class challenges students to develop an exclusive denim product collection geared toward the lifestyle of the target market. Students research denim fabric options, wash standards, retail, branding, style trends, and fit to create consumer branded merchandise. This course requires technical research to understand Product Lifecycle Management and techniques to illustrate denim standards using Adobe Suite. *Prerequisites:* DENM 3000, DENM 3150, DENM 3300, DENM 3400, DENM 3550A

DESN**DESN 1150 — 3 UNITS****FASHION SKETCHING FOR DESIGN I**

Students learn the proportions and techniques for sketching the nine-head figure.

DESN 1250 — 3 UNITS**INDUSTRY SEWING**

This course introduces students to industry sewing techniques with an emphasis on operating the power sewing machine. Students produce a completed garment by applying all of the techniques taught in the course.

DESN 1420 — 3 UNITS**APPLIED DRAPING TECHNIQUES**

Students apply draping techniques and industry procedures which include the understanding of proportion, balance, construction and fit. They explore the use of muslin and various fabrics to create original designs. Includes a three (3) hour lab.

DESN 1550 — 3 UNITS**FASHION SKETCHING FOR DESIGN II**

This course emphasizes the perfection of fashion figure poses, the accurate illustration of garments, and the development of the students' own sketching style. Students learn to render, using colored pencil, markers, and pen. *Prerequisite: DESN 1150*

DESN 1760 — 3 UNITS**PATTERN DRAFTING I**

Students develop an understanding of how to use the basic block in constructing muslin samples. Includes a three (3) hour lab.

DESN 1850 — 3 UNITS**THE BUSINESS OF FASHION**

In surveying the major business components of the textile and fashion apparel industries, this course defines the role of materials, designers, producers, and retailers in the creative and business cycles. *Prerequisite: TSCI 1800*

DESN 2160 — 3 UNITS**PATTERN DRAFTING II**

Students create flat patterns from sketches and produce completed garments with an emphasis on fit. Includes a three (3) hour lab. *Prerequisite: DESN 1760*

DESN 2280 — 3 UNITS**CREATIVE DESIGN APPLICATIONS**

Students apply basic elements of design and expand their creativity by examining social, artistic, and historical influences as they relate to the development of a group and/or collection. *Prerequisites: DESN 1550, MPDV 2200, TSCI 1800*

DESN 2530 — 3 UNITS**COMPUTER-AIDED FASHION DESIGN I**

Introduction to Adobe Illustrator and its use as a tool for drawing technical flat sketches with accurate proportions and garment details. Instruction in the use of Adobe Illustrator tools and workspace to create effectively organized and editable digital files. *Prerequisite: MPDV 1800*

DESN 2540 — 3 UNITS**COMPUTER PATTERN DRAFTING I**

In this introduction to the fundamentals of pattern drafting techniques using Gerber Technology, students reinforce skills developed in previous manual pattern drafting classes and apply their knowledge to producing patterns using the computer. Additional pattern drafting techniques are explored. Students also produce markers. *Prerequisites: DESN 2160, MFTG 2330*

DESN 2560 — 3 UNITS**PATTERN DRAFTING III**

An advanced pattern drafting class emphasizing comprehensive use of acquired patternmaking skills as well as advanced techniques. Includes a three (3) hour lab. *Prerequisite: DESN 2160*

DESN 2680 — 3 UNITS**CREATIVE DESIGN ANALYSIS & COLLECTION DEVELOPMENT**

After analyzing and researching the components necessary to create a fashion collection, students in this course engage in the challenge of designing and developing collections for specific customers, including major manufacturers. *Prerequisite: DESN 2280*

DESN 2700 — 3 UNITS**COLLECTION DEVELOPMENT**

This class emphasizes the comprehensive use of acquired patternmaking and design skills. A complete design look is selected from each student collection. Patterns and garments are developed according to industry requirements. Cohesive design development includes; pattern drafting, garment construction, pattern cards, cost sheets, and style books. Includes a three (3) hour lab. *Prerequisite: DESN 2560*

DESN 2830 — 3 UNITS**COMPUTER-AIDED FASHION DESIGN II**

Students apply skills previously learned in Computer-Aided Fashion Design I to digital file development using Adobe Photoshop software. Course projects focus on the rendering of stylized flat sketches and fashion illustrations as well as the development of fabric prints and graphics with emphasis on the elements and principles of design. *Prerequisite: DESN 2530*

DESN 2840 — 3 UNITS**COMPUTER PATTERN DRAFTING II**

In this advanced course in developing patterns using Gerber Technology, students further develop their skills in creating patterns from sketches as well as from finished garments. Students also produce markers on the computer. *Prerequisite: DESN 2540*

DESN 2960 — 3 UNITS**CHAIRING STYLES**

Students explore the relationship between fashion design and furniture design by designing and producing a garment that complements an original furniture piece constructed by an Interior Design student. *Prerequisites: DESN 2280, DESN 2540, DESN 2560, Department Chairperson approval required*

DESN 2980 — 3 UNITS**PORTFOLIO PREPARATION & PRESENTATION**

Students prepare, develop, and expand a professional portfolio of work while exploring creative and practical techniques to enhance the marketability and appeal of their portfolio. They also analyze and practice interviewing skills to communicate with prospective employers. *Prerequisite: DESN 2680*

DESN 3000 — 6 UNITS**STUDIO I**

In this advanced course, the focus is the creation of a collection for the DEBUT Runway Show. Students make an initial selection of color and fabric, develop design ideas, and determine the direction of their collections.

DESN 3060 — 3 UNITS**ADVANCED TEXTILES FOR FASHION DESIGN**

This course allows students to explore textiles and their unique qualities by using a variety of techniques including the fundamentals of screen printing, an introduction to knit fabric structures, dyeing techniques as well as fabric manipulation and construction. Exploration of textiles and their individual properties allows the student to understand the complexities of fabrications and how they work to achieve a cohesive collection and integrated design.

DESN 3160 — 3 UNITS**HISTORICAL DRAPING TECHNIQUES**

This course explores the history of draping and its importance to fashion design and how this art form has shaped culture throughout centuries of dress. Students will conceptualize complex design styles through the study of draping principles and processes highlighting techniques used by European, American, and Japanese fashion design masters. Using historical designers as inspiration, original garments will be draped and analyzed during the course of the class.

DESN 3180 — 6 UNITS**APPLIED PATTERN DRAFTING STUDIO**

Students construct professional blocks to create patterns for specific design problems. In the process, they integrate their knowledge of pattern drafting and draping methods and refine their pattern development skills.

DESN 3300 — 6 UNITS**STUDIO II**

In continuing to develop a collection for the DEBUT Runway Show, students perfect muslin samples of their designs, begin construction of garments, and fit finished garments on a professional model.

DESN 3600 — 6 UNITS**STUDIO III**

Students complete and present their collections at the professionally produced DEBUT Runway Show.

DESN 3700 — 6 UNITS**STUDIO WORKSHOP**

This course supports Studio II. Students employ problem-solving techniques and apply industry methods of construction in the development of their fashion designs.

DESN 3750 — 6 UNITS**STUDIO LAB**

In this course, students enhance and refine their ability to fit garments properly to a live model.

DESN 3930 — 3 UNITS**PORTFOLIO DEVELOPMENT**

Students prepare and present a professional portfolio.

DESN 4050 — 3 UNITS**COSTUME DESIGN FOR FILM & TV I**

This course introduces script reading with emphasis placed on interpreting character through design. It surveys the variety of jobs available to the costume designer, including styling for TV commercials and music videos, and designing for film and TV series. Lecture, illustration of projects, screenings, and guest speakers.

DESN 4120 — 3 UNITS**TELEVISION THEN & NOW**

Students learn about the history of television and the Golden Age of TV, the genres, trends, directors, and stars. Costume innovations and impacts on fashion are included. Class discussions cover the relationship between film and TV.

DESN 4180 — 3 UNITS**COSTUME ILLUSTRATION FOR FILM & TV I**

Students learn how to develop their own style of rendering contemporary and period costumes and fabrics. Customizing the illustration for the actor and incorporating appropriate accessories, props, and background are included. A practical class in illustrating costume designs from written or verbal descriptions of characters.

DESN 4350 — 3 UNITS**HISTORY OF ART, COSTUME & CULTURE I**

This course is a broad survey of pre-20th century art, fashion, film, architecture, and photography and their relevance, development, and connection to contemporary styles and practices. Lectures, screenings.

DESN 4380 — 3 UNITS**COSTUME DESIGN FOR FILM & TV II**

Costume Design II is a course of ever more challenging design projects continuing from Costume Design I. Students increase their competence in design through projects, mentoring, and interaction with guest designers. *Prerequisite: DESN 4050*

DESN 4450 — 3 UNITS**COSTUME ILLUSTRATION FOR FILM & TV II**

Students explore a variety of media and find techniques that correspond to the student's individual strengths. Emphasis is on visual communication and storytelling. Lecture, demonstration, and lab. Computer illustration is emphasized. *Prerequisite: DESN 4180*

DESN 4480 — 3 UNITS**COSTUME SUPERVISION FOR FILM & TV**

A specialized course that explores the job duties of the costume supervisor including script breakdown and budgeting and what happens to the costume after it has been approved by the costume designer, the actor, and the director. Managing a costume

crew, maintaining the costumes, and keeping the continuity book are covered. Film and television guest speakers.

DESN 4620 — 3 UNITS

HISTORY OF ART, COSTUME & CULTURE II

This course is a continuation of History of Art, Costume, and Culture I focusing on 20th and 21st century styles, customs and conventions of differing communities, and geo-political influences.

Prerequisite: DESN 4350

DESN 4680 — 3 UNITS

STUDIO DESIGN PROJECT I

This course investigates fabrics, tools, and the techniques necessary for costume construction, including patterning, sewing, and fitting. Projects include aging, dyeing, and allied crafts. Students work on a costume of their own design which is completed for exhibition.

DESN 4760 — 3 UNITS

HISTORY OF FILM — AN EYE ON COSTUME DESIGN

Students study and analyze the history of American films. Emphasis is on important films, directors, and film genres from the beginning of movies to the 2000s. The great Hollywood costume designers and stars who became icons of style are studied along with changes in the work of a costume designer through decades.

DESN 4820 — 3 UNITS

SOURCING THE COSTUME

Students learn the value of local sources as well as online sources for costumes, costume elements, and costume making. Traditional and digital sources are explored. Students gain hands-on experience exploring LA's costuming resources. Students learn where to get what they need to successfully source and fulfill their jobs as costume designers for a student or independent film. Lecture, guest speakers, field trips.

DESN 4850 — 3 UNITS

STUDIO DESIGN PROJECT II

Costume construction on the exhibit project continue to the opening of the exhibit. This course introduces fabrics, tools, and techniques necessary for hat making, shoe repair, alterations, and on set skills. Students learn about the purpose of the fitting and the role of the cutter/fitter. Lecture, demonstrations, and lab. *Prerequisite: DESN 4680*

DESN 4860 — 3 UNITS

ADVANCED STYLING FOR COSTUME DESIGNERS

This course teaches the process of preparing for a still camera shoot or event. Students learn the locations, procedures, and etiquette of PR houses, borrowing for productions, returning, and thanking. The course culminates in a student styled photoshoot teaching period movie or TV show style interpreted into current fashion.

DESN 4930 — 3 UNITS

PROFESSIONAL PRESENTATION FOR COSTUME DESIGNERS

This class guides the students in the preparation of a professional costume portfolio presentation. Both digital and physical formats are used. A passion project is completed by students and included in their portfolios. Emphasis on avenues for job searching and interviewing skills. A notable designer joins us each week as a guest lecturer, either in-person or remotely.

DESN 4960 — 3 UNITS

PRODUCTION PRACTICUM & SPECIAL TOPICS

Students demonstrate their costume design skills through supervised field study of thesis production with an approved producing entity such as the American Film Institute, USC School of Cinematic Arts, or Chapman University, etc. Students produce an internship portfolio chronicling their experience as a final project. Special topics are addressed with film professionals speaking on topics vital to the designers' careers.

DIGI

DIGI 1300 — 3 UNITS

EDITING I

This course covers the art and science of non-linear editing. Students learn the importance of editing choices and the impact those choices have on how a project is perceived and its ultimate success. Students are introduced to fundamental editing techniques, as well as to the production model of editing video in the industry. Students also participate in group discussions about editing choices, effective storytelling through narrative editing, and audience demographics. *Prerequisite: DIGI 1350*

DIGI 1350 — 3 UNITS

STORYTELLING

Students are introduced to storytelling from both a technical and creative perspective. Students study all aspects of storytelling, with a focus on story structure. The concepts introduced in this class are reinforced throughout the curriculum, particularly within the context of editing.

DIGI 1550A — 3 UNITS

MOTION GRAPHICS I

This course trains students in basic techniques of storyboard animatics and motion graphics creation through the use of software programs utilized by design and animation companies worldwide. The emphasis is on design from a problem-solving point of view. The course also examines the production timeline and graphical requirements of a multimedia project by demonstrating the manipulation of digital images in a studio environment. Upon completion of this course, students gain a thorough understanding of input/output techniques, special effects, image compositing, and motion graphics. *Prerequisite: GRPH 1050*

DIGI 1550B — 3 UNITS**MOTION GRAPHICS II**

This advanced motion graphics course builds on concepts learned in the foundational course and employs those concepts in conjunction with advanced techniques. In this course, students gain a thorough understanding of advanced techniques as they are applied in the continuing exploration of special effects, image compositing, and motion graphics.

Prerequisite: DIGI 1550A

DIGI 1700 — 3 UNITS**EDITING II**

This course provides a more in-depth exploration of the imaginative and technical side of editing. Students examine and apply intermediate editing concepts and techniques. Students edit industry-standard promotional trailers, and become familiar with the entire pipeline from concept to delivery. *Prerequisites:* DIGI 1300, DIGI 1350

DIGI 2100 — 3 UNITS**EDITING III**

This course builds on students' experience with editing in a non-linear editing platform. Students become familiar with advanced editing techniques and focus on the technical aspects of editing in addition to the aesthetic understanding they have developed to date. Topics include but not limited to delivery requirements, formats, codecs, frame rates, aspect ratios, and frame flexing. *Prerequisites:* DIGI 1300, DIGI 1350, DIGI 1700

DIGI 2430 — 3 UNITS**FINISHING TECHNIQUES**

This course explores color correction and other advanced finishing techniques that students can apply to a wide variety of projects. Students work with color tools inside of DaVinci Resolve, the industry standard tool for color correction, to learn to properly color correct/color grade shots. Topics include how to work with various scopes, how to build custom primary and secondary color correction setups, and how to share projects with Adobe Premiere.

DIGI 2540 — 3 UNITS**SOUND DESIGN**

This course introduces students to the importance of sound as an essential element in producing an impactful project. Students explore the technical aspects of working with sound, including recording production sound, room tone, post-production audio and cleaning/sweetening. Students also gain an in-depth understanding of how sound contributes to the overall project from an aesthetic and emotional perspective.

DIGI 2660 — 3 UNITS**CONTENT CREATION**

This course draws upon foundational knowledge introduced in prior courses, and acquaints students with the various techniques and equipment necessary to successfully take a project from concept to distribution, with an emphasis on online distribution

via various social media platforms. Topics covered include conceptualizing content, shot lists, coordinating production, directing, camera operation, composition, and lighting.

DIGI 2820 — 3 UNITS**INTELLECTUAL PROPERTY & LAW**

In this course, students examine general business practices vital to the success of a digital media artist. Students explore the principles of finance, accounting, insurance, taxes, management, marketing, and negotiation. Additionally, students are introduced to the concept of intellectual property, including copyright, trademark, and basic business/contract law.

DIGI 2950 — 3 UNITS**DIGITAL MEDIA PORTFOLIO**

This is an advanced class in portfolio development. Students design, produce, and gain experience presenting their work in a professional working environment. They also write a comprehensive resume and present their portfolios before the class. *Prerequisite:* DIGI 2580

DIGI 3010 — 3 UNITS**DIRECTING FOR FILM & TV**

This course focuses on the importance of the director in modern media. Students explore the differences between directing for film and for television. Students learn various directing techniques, as well as important tips and tricks used in the professional arena, and then apply these skills in the directing of their own projects.

DIGI 3110 — 3 UNITS**FILMMAKING: CONTEXT OF EXPRESSION**

This course explores the intersection of story, metaphor, and production design in filmmaking. Viewings of selected films and readings in fiction and creative non-fiction and film theory, genre and technique encourage students to analyze the work of noted writers and directors while gaining insight into their own creative and decision-making processes. In-class discussions, presentations, and workshops culminate with the creation of a short-film treatment detailing specifications for characters, story arc, and production design.

DIGI 3120 — 3 UNITS**INTRODUCTION TO SCRIPT ANALYSIS**

This course introduces students to the tools and techniques used in impactful film scripts, with a particular focus on developing engaging stories. Students explore the various components of effective storytelling, including character development, theme, conflict and resolution. Students work on their own scripts throughout the course.

DIGI 3150 — 3 UNITS**CINEMATOGRAPHY**

This course introduces students to the fundamentals of cinematography, including the operation of digital video cameras and factors that impact image

acquisition and manipulation. Students explore exposure control, composition, movement, lighting, color theory, and lensing. Topics covered include RGB changes, scene profiling, gamma adjustment, black pedestal control, and camera filtration using tungsten and fluorescent sources.

DIGI 3400 — 3 UNITS

CREATIVE WRITING

This course educates students about writing across multiple genres. Students learn to express their thoughts and feelings in an imaginative and unique way. Students take an original project from conception to completion. During that process, students engage in peer review, instructor critique, and multiple phases of rewrites. Upon completion of this course, students have at least one fully original work.

DIGI 3500 — 3 UNITS

VISUAL STORYTELLING: TECHNIQUES & TECHNOLOGY

In this course, students explore the technology and techniques used in visual storytelling. Students apply this knowledge while editing their own projects, and by participating in peer review and in-class critiques.

DIGI 3700A — 3 UNITS

DOCUMENTARY FILMMAKING I

This course introduces students to documentary filmmaking. Students view and discuss various documentaries as they learn about the entire filmmaking process, including producing, directing, pre-production, production, writing, lighting, cinematography, and interviewing for documentaries.

DIGI 3700B — 3 UNITS

DOCUMENTARY FILMMAKING II

In this course, students work in groups on the production of a short documentary project. Each student is assigned a specific job, including producer, director, director of photography, camera operator, and more. The students work as a team to research, write, shoot, and edit their original project, taking it from the pre-production stages through post-production and delivery. *Prerequisite: DIGI 3700A*

DIGI 3750 — 3 UNITS

EDITING FOR DOCUMENTARIES

This course covers the editing process for documentary films, from footage to final edit. Practical considerations, techniques, and processes used by documentary editors are explored. Skills acquired in prior editing courses are built upon to enhance understanding of editing in the context of the documentary genre. Upon completion of this course, students prepare to tackle a variety of real issues that may arise while editing their own documentary films in the final quarter of the program.

DIGI 3800 — 3 UNITS

LIGHTING TECHNIQUES

This course emphasizes lighting for different scenarios. Students learn to light green screen, people, and different environments with industry-standard grip and lighting equipment. Students also learn

about color correction, camera filtration, and the use of scrims, lighting gels, and barn doors. Finally, students learn how to employ various lighting techniques to create a mood and atmosphere that support their project.

DIGI 4100 — 3 UNITS

AUDIO TECHNIQUES

This course explores audio mixing and other advanced audio techniques. Students walk through the process of mixing audio in preparation for the post-production phase of their documentary films. Students work with commonly used audio effects such as EQ and reverb, learn how to change the length and speed of audio tracks, and explore recording scratch tracks. Topics include: adjusting gain and audio levels, keyframes, using the Limiter and EQ effects, working with audio transitions, healing noise, trimming, recording, and exporting audio.

DIGI 4200 — 3 UNITS

PRE-PRODUCTION

In this course, students are introduced to the various components of pre-production, including budget creation and analysis, production planning, and factual and logistical research. Students break down scripts, storyboard scripts, scout potential shooting locations, and identify potential crew members. This course emphasizes the role of the producer and the techniques involved in producing short films. *Prerequisites: DIGI 3500, DIGI 3700A, DIGI 3700B*

DIGI 4310 — 3 UNITS

INTRODUCTION TO PRODUCING

In this course, students study various aspects of contemporary production and post-production practices for the film and entertainment industries. Students are introduced to the role of a producer on a project, including what a producer does and various pitfalls to avoid. Students also learn how to work effectively with a producer, as well as what is involved in producing their own original work.

DIGI 4350A — 3 UNITS

MASTER CLASS I

This course provides an in-depth look at the practical side of the entertainment industry, including an introduction to advanced techniques and technology. Periodic guest speakers hold sessions on multiple advanced level topics, including working with Pro Tools, working with Avid Media Composer, production sound, and other advanced production equipment and techniques.

DIGI 4350B — 3 UNITS

MASTER CLASS II

This course explores advanced finishing techniques that students utilize as they move into the post-production phase of their documentary films. Topics covered include professional grading methodologies and advanced post-production editing, visual effects, and audio techniques. Emphasis is placed on creatively and efficiently unifying content with a look, sound, and feel that create a contextual flow

throughout the project and maximizes emotional impact of the films' stories.

DIGI 4450 — 6 UNITS

PRODUCTION STUDIO

This course builds upon the prior curriculum and immerses students in the world of documentary production. Throughout the course, students shoot and produce their own documentary, having completed pre-production in prior quarters. Students spend time shooting, reviewing dailies, and addressing individualized production issues as they arise. Upon completion of this course, students prepare finished material to be used in the post-production phase of the film. The ultimate documentary short resulting from this course is submitted to festivals and showcased for family, friends, and industry guests. *Prerequisite: DIGI 4200*

DIGI 4800 — 3 UNITS

POST-PRODUCTION: EDITORIAL OF FINAL PROJECT

During this course, students edit their original documentary and prepare it for submission to the Sundance Film Festival. Students become familiar with all submission standards for the festival, and must meet all delivery requirements in order to successfully complete this course. *Prerequisite: DIGI 4450*

DIGI 4810 — 3 UNITS

ADVANCED POST-PRODUCTION: VISUAL EFFECTS

This course builds upon the visual effects techniques learned earlier in the curriculum, exploring various plug-ins offered in the editing platforms in greater detail. Students learn advanced techniques used by industry professionals to manipulate footage, color correct content to create a mood or enhance the story, and even to create powerful visual illusions that contribute to a project's overall impact. *Prerequisite: DIGI 4450*

DIGI 4820 — 3 UNITS

ADVANCED POST-PRODUCTION: AUDIO MIX & DIGITAL OUTPUT

This course explores advanced techniques in sound design and audio mixing. All areas of post-production sound design are applied during the editing phase of the project. Students learn to evaluate music choices, edit music, create sound effects to improve the story, edit dialogue, and effectively use sound design to enhance their storytelling capabilities. *Prerequisite: DIGI 4450*

DIGI 4830 — 3 UNITS

WORLD CINEMA

This course introduces students to cinema outside the U.S. through an examination of representative works, genres, and movements. The course provides a critical context and mapping strategies for the study of contemporary world cinema and introduces students to the categorization and global circulation of films. It explores the aesthetics, audiences, authorship, and concepts of the transnational. Students learn the history of internationalism in cinema, the role of film festivals, shifts in global popular cinema, and its relevance today.

GNST

GNST 0360 — 0 UNIT

DEVELOPMENTAL WRITING

An intensive grammar and writing course emphasizing mechanics, sentence development, format, and basic paragraph and essay construction. This course is graded Pass/Fail.

GNST 0400 — 0 UNIT

WRITING SKILLS

A review of basic written communication techniques in preparation for English Composition (GNST 1040), with emphasis upon grammar, word use, punctuation, capitalization, and the composition of clear, well-organized, well-developed paragraphs and essays. This course is graded Pass/Fail.

GNST 1040 — 3 UNITS

ENGLISH COMPOSITION

In this process-oriented course, students combine deep, disciplined research with careful writing and revision to produce a thoughtful, creative, and personally meaningful research essay. They learn to formulate focused research questions, identify and investigate credible sources, and synthesize expert opinion with their own insight in support of a clearly defined, complex thesis. The emphasis is on curiosity, exploration, and discovery. As part of the process, students also gain confidence and competency in two primary areas of written expression: organization and mechanics.

GNST 1170 — 3 UNITS

HISTORY OF COSTUME

This course provides an overview of costume history in Western culture from ancient civilizations to the present. Students examine cultural, social, and historical events and analyze their effect on the history of costume and apparel, including the influence of historical costume on fashion today. Students develop a broad fashion vocabulary and become familiar with period costume terminology.

GNST 1200 — 3 UNITS

20TH CENTURY DESIGNERS

An exploration of major designers who have had a sustained impact, in both couture and ready-to-wear, on today's fashion. Students analyze how key figures in fashion design have influenced the styles and trends in line development of each decade since 1850, with emphasis on the last 30 years.

GNST 1230 — 3 UNITS

COLOR & DESIGN THEORY

An introductory study of the principles and elements of color and design theory. Students critique aspects of a visual representation by analyzing the components of design and the use of color by the artist.

GNST 1450 — 3 UNITS COLLEGE MATHEMATICS

This course explores financial and consumer math, the geometry of flat and 3-dimensional spaces, and the basics of statistical analysis. Integrating mathematical equations and concepts in the context of problem solving and discovery, students complete projects and assignments demonstrating the effective use of quantitative tools to support their conclusions.

GNST 1600 — 3 UNITS EFFECTIVE SPEAKING

A course in oral communication designed to give students poise, speaking confidence, and the ability to develop and produce a focused, well-organized speech that holds the audience's attention through effective delivery methods. Presentational skills and audience-centered communication are emphasized.

GNST 1620 — 3 UNITS THE CREATIVE PROCESS

This course explores concepts of creativity with emphasis on a methodological, practical, and socio-cultural approach. Students analyze creativity in a variety of art forms and develop an understanding of the creative process through research and quarter-long design projects.

GNST 1650 — 3 UNITS CRITICAL THINKING

Designed to foster independent thinking, this course strengthens students' capacity to reason clearly, critically, and creatively, including the ability (1) to analyze the arguments of others, (2) to synthesize effective arguments of their own, and (3) to solve problems skillfully. Students also gain experience in reading closely and conducting purposeful, imaginative research—skills essential to the examination of demanding social, moral, political, and personal issues.

GNST 1900 — 0 UNIT PROFESSIONAL SKILLS

This course facilitates a comprehensive understanding of the tools and techniques necessary to effectively navigate the complexities of the job market. Students explore critical components of employment in order to prepare for their job search; the ultimate result is placement in their desired career. Students learn how to build a meaningful resume, navigate career sites including FIDM Career Network and LinkedIn, effectively research desired industry and organizations, and perfect interviewing techniques and skills. This is a Pass/Fail class necessary for FIDM graduation. In addition to nine (9) hours of class work—comprised of three consecutive classes, three (3) hours each—students should be prepared for an additional three (3) hours of homework for each of the three weeks.

GNST 2020 — 3 UNITS SURVEY OF WESTERN ART I

A survey of art, architecture, and design from the Prehistoric Period through the Middle Ages. Included are the social, economic, cultural, political, and religious influences which have prompted or affected the art of each period. Students examine works of art and their iconography, stylistic techniques, and different media, with the goal of being able to recognize, understand, and discuss various art forms in their broader contexts.

GNST 2120 — 3 UNITS ETHICS

A course in moral reasoning. By systematically weighing the claims of personal and social responsibility, ethical principles and ideals, and moral obligations and rights, students develop a structured approach to the analysis and resolution of complex moral issues. Emphasis is on examining issues from diverse points of view. Written and oral presentations and classroom discussion focus on major contemporary social, legal, and environmental issues, as well as on the role of ethics in business.

GNST 2220 — 3 UNITS HISTORY OF DESIGN

An exploration of important developments from the Industrial Revolution to the digital age in the history of decorative arts, architecture and ornaments, interiors and furniture, textiles, and graphic design.

GNST 2370 — 3 UNITS APPLIED STATISTICS

This course emphasizes the understanding and application of statistical methodology. Major topics include descriptive statistics, probability, sampling, inferences of sampling, means and proportions, measures of central tendency, correlation, regression, hypothesis testing, and methods for displaying, describing, and producing data. Technology applications facilitate in-class activities.

GNST 2380 — 3 UNITS WORLD ART

An introductory survey course in the art and art forms of selected African, Asian, and Meso-American cultures. Students are able to view art through its cultural, religious, and historical context by evaluating the different styles that developed in different time periods and geographical areas of the world.

GNST 2420 — 3 UNITS SURVEY OF WESTERN ART II

A survey of art, architecture, and design from the Renaissance through the 20th century. Art movements such as Realism, Impressionism, Post-Impressionism, Fauvism, Cubism, Abstraction, and Surrealism are studied. Particular emphasis is placed on the artist's role in society and the effect of society on art.

GNST 2430 — 3 UNITS**PERSPECTIVES IN DIVERSITY**

This course examines the subtle and overt ways in which society marginalizes and discriminates against groups of people including, but not limited to, racial, cultural and ethnic groups, religious groups, women, the elderly, persons with disabilities (including physical and mental challenges), gender fluidity and LGBTQIA+. Students study not only the historical realities, institutions, and a legal system that have enabled discrimination to continue, they delve into the roots of hatred, fear and bias, the very foundations of prejudice and discrimination, in order to become conscious of and active in their own contributions to a more just and inclusive society.

GNST 2530 — 3 UNITS**PRINCIPLES OF KINESIOLOGY**

The emphasis of this course is to scientifically examine the musculoskeletal and physiological systems of the body in motion and at rest. The principles of biochemical, pulmonary, and circulatory systems related to movement and exercise and the contemporary issues of neuromuscular health are investigated.

GNST 2530L — 1 UNIT**PRINCIPLES OF KINESIOLOGY LAB**

This lab includes field excursions, observation journals, interviews, and research to answer a scientific inquiry assigned to each student. One component of the research is to interview a practitioner in the field of kinesiology/anatomical sciences, including physical therapists, professional strength trainers, or other professionals in the exercise/lifestyle sciences.

GNST 2570 — 3 UNITS**MICROECONOMICS**

Through the study of classical economic principles, students develop a framework for analyzing economic variables and their effects on individuals, business organizations, and economics. Using graphs and models, students also explore and apply fundamental economic concepts such as supply and demand, competition and monopoly, and profit maximization.

GNST 2630 — 3 UNITS**PRINCIPLES OF CHEMISTRY**

Students study the fundamental principles of chemistry and their applications. The relationships between atomic particles and their effect on bonding, chemical reactions, and matter are explored.

GNST 2670 — 3 UNITS**ITALY STUDY TOUR**

This course is available to students who sign up for the Italy Study Tour. The tour travels for two weeks between the winter and spring quarters and visits major Italian cities such as: Rome, Florence, and Venice. This tour is an immersion into western art history, which requires thorough critical analysis of

works of art. Students benefit from learning about western art history by viewing works of art and architecture in person while creating a visual journal of their experiences and compiling research for two formal analysis papers. *Prerequisites: Must be an enrolled participant in the Italy Study Tour and have one of the following courses remaining to be taken: GNST 2420, GNST 2750, or GNST 2780*

GNST 2690 — 3 UNITS**PARIS STUDY TOUR**

This course is available to students who sign up for the Paris Summer Study Tour. Students travel to Paris for 17 days between the spring and summer quarters and explore the history, art, and culture of this great city. This course is an immersion into western art history, which requires thorough critical analysis of works of art. Students benefit from learning about western art history by viewing works of art and architecture in person while creating a visual journal of their experiences and compiling research for two formal analysis papers. *Prerequisites: Must be an enrolled participant in the Paris Summer Study Tour and have one of the following courses remaining to be taken: GNST 2420, GNST 2750, or GNST 2780*

GNST 2750 — 3 UNITS**SEMINAR IN THE ARTS**

A survey of the arts from a variety of origins, both classical and contemporary, with a particular emphasis on a diversity of fine, performing, and applied art forms. Students attend events that explore the following: pictures, sculpture, music, theatre, cinema, dance, architecture, and literature. Students gain an understanding of the different roles associated with these various art forms and critique these art forms through discussion, oral presentations, and essays, integrating their perceptions into their final projects.

GNST 2780 — 3 UNITS**MAJOR ART MOVEMENTS**

This course is an introductory survey of the art and artists influencing and informing the international visual arts of the late modern and contemporary periods. Beginning with Post-War Expressionism and Pop Art, the course covers the diverse movements of the late 20th century, including Feminist art, Minimalism, and Conceptual art. Students examine the art and architecture of the postmodern, post-pop environment of today, paying special attention to new media and modes of expression such as video, installation, and performance art. Students investigate the intersections of fine art and popular culture as well as explore unique voices from the margins that inform visual culture today.

GNST 2870 — 3 UNITS**MACROECONOMICS**

Students study the global economy and the ways in which changing economic conditions shape local, national, and international policy decisions. They apply classical and contemporary economic theory

to achieve an understanding of past and current world events in light of the many economic variables that exist. *Prerequisite: GNST 2570*

GNST 2900 — 3 UNITS

INDEPENDENT STUDY

Independent research in an area of required study. Students work under the supervision of an instructor, with mutually agreeable goals and assignments. Typically, independent studies are available in a student's second year of study in a two-year degree with a 3.0 grade point average and permission of the Department Chairperson and supervising instructor.

GNST 2960 — 3 UNITS

AMERICAN POLITICAL & ECONOMIC HISTORY

A survey of American history from 1930-2000. Emphasis is on the political and economic features, both domestic and foreign, that contributed to the emergence of the welfare state and the nation's rise to global leadership after World War II. The course provides an understanding of the Great Depression, the Second World War, the Cold War, America's eventual emergence as the world's only superpower, and the interrelation of all these factors.

GNST 2980 — 3 UNITS

PROFESSIONAL PRACTICES

To become more self-reliant and enterprising in the job search, students investigate career opportunities and the career paths, personal traits, job responsibilities, and qualifications necessary to be competitive and promotable. Students build research tools that enable them to develop a plan of action, conduct informational interviews, practice interviewing skills, and produce a digitized professional resume, biographical statement, and cover letter for immediate submission to prospective employers.

GNST 3000 — 3 UNITS

WORLD POLITICAL HISTORY

This global survey traces the quest for independence and prosperity on the part of emerging economies around the world after World War II. The course examines the varying fortunes of countries as they encountered the crucial questions of political organization, state control, and personal freedom from 1945 to the present. It also examines the issue of environmental sustainability in the face of pressures posed by population, industrialization, and consumerism.

GNST 3050 — 3 UNITS

WRITING FOR BUSINESS PROFESSIONALS

This course explores the principles and strategies of effective written professional communication in the context of the global workplace, current and emerging technologies, and contemporary issues. Students apply sound communication, analysis, and research techniques to the composition of a professional bio, memos, formal reports, and other forms of business communication. The connection between skillful communication, critical thinking, and decision making is also stressed.

GNST 3150 — 3 UNITS

RESEARCH ON TOPICS OF DESIGN HISTORY

An in-depth exploration into the major design movements of the 20th and 21st centuries, focusing on the importance of research and writing on topics of art and design. Emphasis is on contextualizing design movements and designers within their historical framework and the changes in society they have inspired. Conversations consider the effects of form and function, technology, identity, corporate branding, globalization, and visual communication on the development of design and our environment.

GNST 3200 — 3 UNITS

CONSUMER SOCIAL BEHAVIOR

Students examine the process of creating consumer demand through case studies and focus groups, with emphasis on sociological and psychological factors affecting consumer behavior. The course incorporates analyses of emerging technologies, including social media and neuromarketing, and their use in advertising.

GNST 3350 — 3 UNITS

BOTANY

Students explore the importance of plants in the ecosystem, the origins of plants and plant products and their role in everyday life. By studying plant structure, function, reproduction, and life cycles, students gain an understanding for how plants contribute to the ecological community and the social, economic, and environmental importance of plants in our lives.

GNST 3350L — 1 UNIT

BOTANY LAB

Hands-on lab observations and experiments illustrating basic principles of plant biology.

GNST 3400 — 3 UNITS

SOCIAL PSYCHOLOGY

A course that examines social psychology and how the behaviors, thoughts, and emotions of individuals are created and modified by the social and cultural conditions in which they live. Issues of social influence, cooperation and conflict, conformity, perception, change, and leadership are explored.

GNST 3410 — 3 UNITS

HISTORY & DEVELOPMENT FOR FILM & TV

A survey course that examines television and film in America as an art form and charts its historical and technical development. Students study classic and contemporary mediums and filmmakers, explore the social implications of film and television, analyze film technique, as well as set decoration.

GNST 3450 — 3 UNITS

APPLIED MATHEMATICS

Students gather, interpret, and evaluate data that has been used as the basis of factual claims supporting legislation, business, and policy decisions in issues such as healthcare reform, environmental regulation, the criminal justice system, and other

critical issues in society. Research centers upon quantitative analysis employing mathematical and statistical methodology.

GNST 3500 — 3 UNITS

PROFESSIONAL PRESENTATION

A course in effective organizational communication, with emphasis on advanced oral communication skills, including interviewing. Students examine the dynamics of individual and group communication as preparation for full-scaled, business-specific informative and persuasive speeches, in which they use computer technology, visual aids, and statistical data to enhance the impact and clarity of their presentations.

GNST 3600 — 3 UNITS

FUTURE TRENDS IN SOCIETY

Students explore the demographic trends, shifts in technology, and varied communication avenues of the current socioeconomic landscape as a means of anticipating the cultural expectations, values, and practices that give rise to new products, methods of marketing/communication, and business trends. *Prerequisite: GNST 3400*

GNST 3700 — 3 UNITS

MULTICULTURAL PERSPECTIVES THROUGH THE SHORT STORY

Through the literary vehicle of the short story, students examine issues of coexistence, integration, and assimilation in the international arena. In considering diversities such as race, ethnicity, class, family, gender, and language, they gain the tools for evaluating, with new awareness, their own identity and value system within a multicultural context.

GNST 3750 — 3 UNITS

MAPPING YOUR WORLD: INTRODUCTION TO GLOBAL PRODUCTION

An introduction to cultural geography, this course examines the global impact of physical environment, natural resources, and population distribution upon economic systems, manufacturing, and trade, with a focus on current geopolitical issues.

GNST 3800 — 3 UNITS

ICONS OF CULTURE: THE CONTEXT OF MEANING

Students explore universal design concepts underlying the applied arts, the decorative arts, and architecture/architectural form. Using the language of aesthetic analysis, they relate formal elements of color and structure, pattern and motif, and icon and symbol to the origins, development, and diffusion of a wide range of designed objects from many cultures and historical periods. In the process, they gain insight into the durability, adaptability, and resonance of concepts and images that have achieved iconic status in the world of design.

GNST 3900 — 3 UNITS

ISSUES IN CONTEMPORARY SOCIETY

A General Studies capstone course addressing current issues in social diversity, globalization,

business ethics, and civic responsibility. Students combine critical analysis, scientific inquiry, and technological skill to research and prepare a clear written and oral presentation on a challenging, advanced question of their own choosing. *Prerequisite: GNST 3050*

GRPH

GRPH 1000 — 3 UNITS

BEGINNING ADOBE

This course inspires and pushes beginning designers to learn the fundamentals of Adobe Illustrator and Photoshop. Through hands-on projects students learn the digital tools to bring their visions to life. In practical application, students understand the difference between a vector and raster image as well as the proper workflows and digital hygiene within the Adobe Creative Suite.

GRPH 1050 — 3 UNITS

DIGITAL IMAGING

Students dive deep into the use of Adobe Photoshop to create high-quality image enhancements and photo composites. Students learn additional toolsets and explore more advanced features and improve their imaging skills. *Prerequisite: TECH 1100*

GRPH 1150 — 3 UNITS

TYPE & LAYOUT

This course introduces students to page layout using Adobe InDesign. Students learn the tools, menu bar, and palettes as they begin designing single and multi-page layouts. Through design exercises, students examine how grids serve as a structure for combining type and image.

GRPH 1300 — 3 UNITS

COMPUTER ILLUSTRATION

In this course students continue to build on their illustration skills with vector drawing techniques. From tracing artwork to creating entertaining infographics, more advanced uses of Adobe Illustrator are explored including the use of Libraries and custom palettes.

GRPH 1420 — 3 UNITS

2-D DESIGN

This course introduces the formal elements of line, shape, color, texture, and composition as well as the graphic principles of balance, scale, emphasis, repetition, and unity. Students also explore all aspects of two-dimensional design and imagery, which is essential to achieve a solid design.

GRPH 1720 — 3 UNITS

TYPOGRAPHY

This course explores the fundamental traditions of typography combined with computer technology. It provides the foundation from which students can develop both an understanding of typography and a personal aesthetic.

GRPH 2050 — 3 UNITS**BRAND X**

Students investigate the visual and physical personality of a current brand and develop an effective visual identity for it, utilizing all applicable marketing materials. *Prerequisite: GRPH 1720*

GRPH 2120 — 3 UNITS**PUBLICATION DESIGN**

This course helps students craft a variety of image and text-based content into harmonious and legible designs in catalog and magazine formats for both print and digital delivery. *Prerequisites: GRPH 1720, GRPH 2780*

GRPH 2230 — 3 UNITS**UX DESIGN**

This course offers a practical introduction to UX (user experience) design emphasizing the importance of research in the design process. Inspired by this research, students develop solutions for a variety of applications centered around a specific set of users. Wire-framing is used to illustrate design concepts and students learn how to create a clickable prototype.

GRPH 2400 — 3 UNITS**GRAPHICS/LICENSING**

This course introduces students to product licensing through the development of original characters and their related products. The students create their own intellectual property and present it as a Style Guide. Includes a three (3) hour lab.

GRPH 2470 — 3 UNITS**MOTION GRAPHIC DESIGN**

Students solve graphic design problems using creative brainstorming, storyboarding, and the integration of media including images, illustrations, text, audio, and video. A hands-on course focused on the design of motion graphics, students learn basic motion graphics principles using Adobe After Effects. The final project demonstrates an understanding of 3-D design, timing, and composition to create an impactful motion graphic. Includes a three (3) hour lab. *Prerequisite: GRPH 2230*

GRPH 2500 — 3 UNITS**LOGO/SYMBOL DESIGN**

Students create a logo for a company or product using the elements of design and the psychology of color. They demonstrate understanding through application and usage of identity to create a brand and public awareness. Thumbnails, participation, class critiques. *Prerequisite: GRPH 1420*

GRPH 2540 — 3 UNITS**APPLIED BRANDING**

This course takes students through the entire graphic design process of creating a professional retail brand. Students define a target audience, invent a fictitious store name, and write a mission

statement. For their final presentation, they create a conceptual store brand delivered through a visual marketing plan. *Prerequisite: GRPH 2050*

GRPH 2630 — 3 UNITS**WEBSITE DESIGN**

Students build on their experience with UX design as they develop web and mobile applications. Students begin using HTML and CSS to design their sites while continuing to emphasize research, design, and functionality. *Prerequisite: GRPH 2230*

GRPH 2680 — 3 UNITS**GRAPHIC DESIGN PORTFOLIO**

This is an advanced class in portfolio development. Students design, produce, and gain experience presenting their work in a professional working environment. They also write a comprehensive resume and present their portfolios before the class. *Prerequisite: GRPH 2500*

GRPH 2780 — 3 UNITS**INTRODUCTION TO DIGITAL PHOTOGRAPHY**

This course enhances students' appreciation of the skill and creativity of photography by challenging them to produce their own photographic art. Course discussions include terminology, innovations in digital photography, and various experimental processes. The course illustrates the practice of buying commercial photography for fashion, graphic design, and general marketing purposes, including negotiating with art reps, buyout of stock photography, and coordinating photo shoots.

GRPH 2810 — 3 UNITS**DATA VISUALIZATION**

In this course, students learn to find the story in data and represent it in a clear, compelling and — most of all — visual way. Data is complex, overwhelming and doesn't tell a story without the work of a designer. They look at the history of data visualization while also practicing their own ability to visualize increasingly complex information. Special emphasis is paid to using the principles of design to craft a unified, exciting, persuasive data visualization. *Prerequisite: GNST 2370*

GRPH 2840 — 3 UNITS**TITLE DESIGN**

This course explores the potential of iconic imagery and demonstrates the power of a title-with-a-concept in ad campaigns where space is at a premium. *Prerequisite: GRPH 3550*

GRPH 2930 — 3 UNITS**ADVANCED WEBSITE DESIGN**

This course focuses on responsive web design in order to create sites that work on a variety of devices. Students create a complete interactive site from concept to final development. *Prerequisite: GRPH 2630*

GRPH 2940 — 3 UNITS**PACKAGING & PREPRESS PRODUCTION**

Creative packaging solutions include product market fit and elegant details. Students learn to incorporate 3-D form, materials, typography, color, and graphics to generate packages for a variety of design challenges. Emphasis is placed on preparing art files for print reproduction including printing techniques (conventional and digital), paper, color, inks, imposition folding, and finishing. *Prerequisite: GRPH 2500*

GRPH 3150 — 3 UNITS**PHOTO DIRECTION**

This course enhances the leadership and collaboration skills essential to students in art directing a product shot, developing concept photography, creating assets, and preparing a double-body shoot. Each student assumes the role of art director for one entire photo session. Students also explore the Adobe Photoshop techniques employed for glamour retouching in fashion media, both film and print.

GRPH 3380 — 3 UNITS**KEY ART DESIGN: THEATRICAL**

Students explore the creation of key art and its application to theatrical marketing. They analyze the elements essential to developing a central image for the major film genres—Comedy, Drama, Thriller, Horror, Action, and Epic—as they progress from rough tissue concepts to full-color comps. *Prerequisite: GRPH 2420*

GRPH 3550 — 3 UNITS**ADVANCED TYPOGRAPHY**

Students engage in advanced study of typographic principles, usage, and expression, with an emphasis on headlines, content, and title design. They explore the potential of classic styles, such as 3-D typography, animated type, informative type, and advertising typography for resolving complex design challenges. At the end of the course, they demonstrate their new insights and skills by type-setting a credit block.

GRPH 3800 — 3 UNITS**LIFESTYLE BRAND STRATEGIES**

Working in teams, students conduct in-depth consumer, market, and trend research on two brands. The teams identify opportunities and develop a unique brand positioning plan for a partnership between the two companies. A final presentation of brand strategies, marketing plan, consumer activation, and creative execution is presented to a panel of experts for feedback.

GRPH 4080 — 3 UNITS**KEY ART DESIGN: HOME ENTERTAINMENT**

This course explores key art techniques as they apply to home entertainment including television, streaming services, and games. Using contemporary modes of communication, students create art and campaign concepts for a wide variety of use cases. *Prerequisite: GRPH 3380*

GRPH 4150 — 3 UNITS**ACTIVATED MARKETING**

In this course, students develop or adapt advertising materials for nontraditional media formats, including guerrilla marketing, social media content, and online viral advertising. Emphasis is on consistency of concept and design throughout the advertising campaign.

GRPH 4420 — 3 UNITS**GRAPHIC DESIGN INTERNSHIP**

Through on-the-job training, students gain valuable insight as they apply theory and skills learned in the classroom to actual work situations and explore career options in graphic design.

Prerequisite: GRPH 4080

GRPH 4480 — 3 UNITS**MOTION GRAPHICS I**

In this introduction to digital composition through Adobe After Effects software, students extend their knowledge of design by creating motion graphics and visual effects—including a 30-second promo, on-air station identification, and storyboards—for a wide range of media.

GRPH 4780 — 3 UNITS**ENTERTAINMENT LICENSING**

In this close examination of the techniques of licensing and branded studio properties, students use the results of marketing research, creative brainstorming, and collaboration with fellow students to develop a style guide specifying the fonts, colors, and visual features that establish a distinctive brand identity. The guide features key products in multiple categories inspired by additional segment research and trends. *Prerequisite: GRPH 4080*

GRPH 4880 — 3 UNITS**MOTION GRAPHICS II**

A continuation of Motion Graphics I, this intermediate course focuses on communication that is intended for the end user. Students use advanced levels of Adobe After Effects to story-board a title animation into a creative title sequence. *Prerequisite: GRPH 4480*

GRPH 4980 — 3 UNITS**INDUSTRY PORTFOLIO**

In this capstone course, students compile a comprehensive portfolio of their work in the Graphic Design program, which they present to a professional agency creative team for critique. They also create a resume and a DVD that captures their work digitally as a statement of their personal brand identity. *Prerequisite: GRPH 4080*

IMPD

IMPD 3100 — 3 UNITS

STRATEGIES FOR IMPORT/EXPORT

An in-depth overview of marketing strategies for both foreign and domestic environments. This course covers aspects including cultural, political, and economic differences, as well as government and trade regulations affecting the international marketer. *Prerequisites: IMPD 3150, IMPD 3580*

IMPD 3120 — 3 UNITS

CONSTRUCTION & TECHNICAL PRODUCT APPLICATIONS

An advanced studio course that synthesizes the students' sketching skills with construction and technical knowledge to develop and present product ideations. Students analyze current market trends for construction methods by product category and price and use advanced sketching techniques to accurately communicate product silhouette, fit, details, and construction. *Prerequisite: A.A. in Apparel Industry Management, Merchandise Product Development, or Fashion Design*

IMPD 3150 — 3 UNITS

GLOBAL RELATIONS & NEGOTIATIONS

This comprehensive course focuses on negotiation tactics in the context of global business transactions. Students use skill building exercises to negotiate and communicate with an emphasis on cross-cultural conflicts. This course is designed to enhance students' ability to identify problems, create solutions, innovate, and improve current practices and resolutions in a constantly changing global environment. *Prerequisite: A.A. in Apparel Industry Management, Merchandise Product Development, or Fashion Design*

IMPD 3300 — 9 UNITS

INTERNATIONAL MERCHANDISING STRATEGIES

Students research current fabric, color, retail, and style trends to forecast timely commercial conclusions for specific consumer markets. The students analyze potentials of global markets, and understand and identify consumer competition and brand positioning. Course includes a directed study tour to Europe to complete this research. *Prerequisite: A.A. in Apparel Industry Management, Merchandise Product Development, or Fashion Design*

IMPD 3350 — 3 UNITS

MANAGEMENT CONCEPTS & GLOBAL ENTREPRENEURSHIP

An advanced class in global management concepts and entrepreneurship that focuses on business management techniques, financing, long range strategic planning, budgeting, organizational structure, legal, and labor issues. This course also provides exposure to global management strategies. *Prerequisites: IMPD 3150, IMPD 3580*

IMPD 3420 — 3 UNITS

ADVANCED TECHNOLOGY APPLICATIONS

Students learn efficient, effective techniques for developing digital concepts and gain proficiency in using Adobe Creative Cloud applications to create industry presentations and digital communications for the international marketplace.

IMPD 3480 — 3 UNITS

GARMENT CONSTRUCTION & COST

This course evaluates the correlation between garment construction and garment cost. Students construct and deconstruct a garment. Through a hands-on simulation students determine the appropriate product price. *Prerequisites: IMPD 3120, IMPD 3300*

IMPD 3580 — 3 UNITS

SOURCING TEXTILES FOR IMPORT/EXPORT

The course examines the process of sourcing textiles in the global marketplace. Emphasis is placed on methods used to research new fabric trends and their development. *Prerequisite: A.A. in Apparel Industry Management, Merchandise Product Development, or Fashion Design*

IMPD 3650 — 6 UNITS

PRODUCT DEVELOPMENT MARKETING RESEARCH STRATEGIES

International merchandising strategies are used to develop an exclusive product line geared toward the lifestyles of the target market. Students meet with the industry partner for initial product line presentation, critique, and approval. This course requires technical research to understand Product Life Cycle Management & Product Data Management. Advanced training on browser based PDM where technical specification packages are created and applied. *Prerequisites: IMPD 3120, IMPD 3300*

IMPD 3820 — 2 UNITS

CONSUMER FIT & SAMPLE ANALYSIS

An in-depth study of preproduction samples with an emphasis placed on fit for individual body types. Samples assessed to identify appropriate modifications for global manufacturing. *Prerequisites: IMPD 3480, IMPD 3650*

IMPD 3850 — 9 UNITS

MERCHANDISE SOURCING & PRODUCTION

This thesis course examines global sourcing strategies with emphasis on full value cost, labor issues, assembly procedures, fit evaluations, quality control, customs clearance, and warehousing and shipping of finished products. This program includes field research in Asia to gain understanding of the global production cycle from the raw material stage to the finished product. Emphasis is placed on the sourcing and manufacturing of goods for a specific market. Final project is comprised of a global

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sourcing and manufacturing strategy with completed samples and an industry thesis presentation. *Prerequisites: IMPD 3100, IMPD 3120, IMPD 3150, IMPD 3300, IMPD 3350, IMPD 3480, IMPD 3580, IMPD 3650*

IMPD 3880 — 1 UNIT

GLOBAL FINANCE & BUSINESS PLANNING

International business and finance strategies are evaluated through an investigation of financial documentation and contractual agreements. Students identify business planning techniques and determine appropriate international practices for the apparel industry. *Prerequisites: IMPD 3100, IMPD 3150, IMPD 3300*

IMPD 3980 — 0 UNIT

INTERNSHIP (RECOMMENDED)

Students gain practical experience with applications of classroom skills to actual work situations in the area of International Manufacturing & Product Development.

INTD

INTD 1000A — 3 UNITS

SKETCHING TECHNIQUES I

An introduction to the basic techniques of representative drawing using pencil and value markers. Students sketch and critique still-life settings, interior, and exterior elements. Emphasis is placed on students' ability to produce representational drawings within a short time frame.

INTD 1000B — 3 UNITS

SKETCHING TECHNIQUES II

Further development of representational drawing techniques is emphasized. Fundamental concepts of one and two point perspective are introduced. Use of markers, both gray scale and the introduction of color marker applications are added. Exercises reinforcing conceptual drawing and design visualization are produced. *Prerequisite: INTD 1000A*

INTD 1090A — 3 UNITS

TECHNICAL DRAWING I

An introduction to the principles and techniques of architectural drafting. Students learn to create plans, elevations, sections, and detailed views of objects and spaces to produce construction documents to meet standard conventions.

INTD 1090B — 3 UNITS

TECHNICAL DRAWING II

This course focuses on understanding the concepts of computer-aided design and drafting, and learning the various applications of AutoCAD. Development of vocabulary and basic skills. *Prerequisite: INTD 1090A*

INTD 1090C — 3 UNITS

TECHNICAL DRAWING III

Further development of the skills needed to produce computer-aided drawings are emphasized. Demonstrating the use of these skills, students gain a working knowledge of the application of the design

process by creating sets of contract documents appropriate for interior spaces including formatting and cross-referencing drawings. *Prerequisite: INTD 1090B*

INTD 1130 — 3 UNITS

DIGITAL ILLUSTRATION

This course is an introduction to Adobe Photoshop and Illustration software design techniques, naming conventions, and digital asset management. Students gain a basic knowledge of digital design components, vector, raster, tools, and menu items. Concepts serve as a digital foundation for industry-standard computer aided design communication.

INTD 1220 — 3 UNITS

DESIGN PROCESS

An introductory course in the basic principles of design. Study of the progression from inspiration to execution in the design process. Analysis of the techniques used to resolve aesthetic relationships with two- and three-dimensional objects.

INTD 1350 — 3 UNITS

SURVEY OF ARCHITECTURE & INTERIOR DESIGN I

This is a survey of the historical styles of architecture, furniture, and interiors from Egypt through the early 19th century. The course is designed to introduce the concepts and terminology incorporating major social, economic, political, and cultural factors.

INTD 1450 — 3 UNITS

RESIDENTIAL DESIGN CONCEPTS

Study of residential space planning and utilization of interior space as applied to functional and aesthetic requirements. Emphasis is on schematic and quick presentation work for both plans and elevations. Students apply anthropometric and ergonomic principles in space planning. *Prerequisite: INTD 1090A*

INTD 1520 — 3 UNITS

DIGITAL MODELING

An introduction to the basic 2-D and 3-D commands utilizing SketchUp to construct 3-D objects and interior design applications. Emphasis is placed upon developing skills necessary for visualization, representation, and creation in the conceptual stages of design.

INTD 1650 — 3 UNITS

SURVEY OF ARCHITECTURE & INTERIOR DESIGN II

This course continues the survey of the historical styles of architecture, furniture, and interiors from the 19th century to the 21st century incorporating the major social, economic, political, and cultural factors. *Prerequisite: INTD 1350*

INTD 1750 — 3 UNITS

DIGITAL PRESENTATION

This course is an in-depth approach to the design and composition of presentation images, illustrations, layouts, and renderings for interior design applications. Students demonstrate an understanding of elements typical in 3-D production for interior

design presentation utilizing content from other software environments (i.e., Adobe Photoshop, Adobe Illustrator, Autodesk AutoCAD, Revit, SketchUp).

INTD 1850 — 3 UNITS

COMMERCIAL DESIGN CONCEPTS

A study of commercial space planning, methods of planning, design analysis, and problem-solving, and an introduction to regulatory issues, construction methods and techniques, materials, and furnishings. Students develop design and production skills, utilizing AutoCAD. *Prerequisite: INTD 1090B*

INTD 2000 — 3 UNITS

LIGHTING DESIGN

Students use and comprehend the technical and aesthetic principles of lighting design for commercial and residential applications. Basic properties of light as used in rendering, photography, and computer-generated visualizations are taught. *Prerequisite: INTD 1090B*

INTD 2050 — 3 UNITS

MATERIALS FOR INTERIOR DESIGN

Students are introduced to materials, finishes, and furnishings, with methods for understanding appropriate application, estimating, and specifications as they apply to residential and non-residential interior environments.

INTD 2180 — 3 UNITS (ELECTIVE COURSE)

RETAIL DESIGN CONCEPTS

Focusing on the functional and aesthetic requirements of retail store design, this course emphasizes building codes and barrier-free design. Design concepts relating to merchandising and presentation are formulated. *Prerequisite: INTD 1850*

INTD 2300 — 3 UNITS (ELECTIVE COURSE)

ON-SITE DESIGN

On-site design trends develop the designer's ability to create environments that reflect structural, figural, and conceptual design factors. The course includes investigative analysis of various environments and their impact on the end-users.

INTD 2460 — 3 UNITS

HUMAN FACTORS IN DESIGN

Through analysis and research of a range of practical environmental and industrial design problems, students formulate design solutions, articulate the design process, and make presentations about improved functional designs.

INTD 2580 — 3 UNITS (ELECTIVE COURSE)

MARKER SKETCHING TECHNIQUES

Basic and intermediate marker sketching techniques are explored. Techniques in shading, color awareness, pattern and texture, surfaces, and composition are developed to create interior renderings appropriate for presentation either as hand drawings or in conjunction with digital applications.

INTD 2670 — 3 UNITS (ELECTIVE COURSE)

FURNITURE CONSTRUCTION

An introduction to furniture design and construction. Design and material issues are explored within specific styles. Production and presentation drawings are examined. Completed projects include a set of orthogonal drawings showing all views of the design and a rendered perspective drawing.

INTD 2720 — 3 UNITS (ELECTIVE COURSE)

ENVIRONMENTALLY RESPONSIBLE DESIGN

The study of Environmental Responsible Design introduces a basic overview and understanding on the impact of the built environment on the human user. The course focuses on healthy environments and the responsible use of limited resources during the design of an interior space and the daily operation during the lifespan of a building.

INTD 2730 — 3 UNITS (ELECTIVE COURSE)

INTERNSHIP

Through on-the-job training, students gain valuable insight as they apply skills learned in the classroom to actual work situations and explore career options in set design and set decoration. Internship taken in two of the three quarters (12 units total).

INTD 2750 — 3 UNITS (ELECTIVE COURSE)

INTERIOR DESIGN WORKSHOP

This course focuses upon practical application of previous coursework to a community service project. The student experience is in both the classroom and at project locations.

INTD 2780 — 3 UNITS (ELECTIVE COURSE)

INTERIOR DESIGN SPECIAL PROJECTS

In an industry initiated project, students interface with the client through the design process. From the initial interview to the final presentation of concept and documentation drawings, students develop the necessary skills and experience needed to complete an actual design project.

INTD 2830 — 6 UNITS

INTERIOR DESIGN THESIS

A comprehensive project demonstrating residential and commercial themes in a mixed use format. Focusing on functional space planning and design, code requirements, and material specifications, the students prepare a proposal for a specific design project. Construction documentation and presentation drawings incorporating both hand and digital applications culminate in a formal presentation suitable for portfolio. *Prerequisites: INTD 1090C, INTD 2000, INTD 2050. Must take concurrently with INTD 2930 & INTD 2980*

INTD 2890 — 3 UNITS (ELECTIVE COURSE)

ART MATTERS: DEVELOPING A CRITICAL EYE

Students develop an awareness of the art world as it applies to design projects. Resources appropriate for residential and non-residential installations are explored through field trips and guest speakers.

INTD 2900 — 3 UNITS**INDEPENDENT STUDY**

A course designed for specific research or execution of a special project under the supervision of an instructor. *Prerequisite: Approval of Department Chairperson required and GPA requirement*

INTD 2930 — 3 UNITS**BUSINESS PRACTICES FOR INTERIOR DESIGN**

An exploration of the business practices necessary to develop and maintain an interior design firm. Topics include professional ethics, contract documents, vendor relations, association membership, marketing, networking, and social media opportunities. *Prerequisite: Must be taken concurrently with INTD 2830 & INTD 2980*

INTD 2960A — 3 UNITS (ELECTIVE COURSE)**CHAIRING STYLES**

An exploration of the relationships between three disciplines: textile, fashion, and interior design—fabric, fashion, and furniture collaboration. This course focuses on the development of the chair. Fundamental inspirations for the designs are investigated through the creative process in aesthetic guidelines, structural integrity, and materials, as well as inventive and imaginative design solutions. *Prerequisite: Selection through Application & Portfolio. Must be taken concurrently with INTD 2960B*

INTD 2960B — 3 UNITS (ELECTIVE COURSE)**CHAIRING STYLES**

Further development of concepts explored in INTD 2960A. Students produce construction and presentation drawings, scale models, written proposals, and portfolios for consideration and selection by industry manufacturers. *Prerequisite: Selection through Application and Portfolio. Must be taken concurrently with INTD 2960A*

INTD 2980 — 3 UNITS**PRESENTATION & PORTFOLIO**

Students explore and develop a portfolio format suitable to incorporate a representative sampling of work into a finished portfolio. Design exercises in specification, representation of materials, and renderings are emphasized to enhance a professional quality presentation. *Prerequisite: Must be taken concurrently with INTD 2830 & INTD 2930*

INTD 3180 — 3 UNITS**PSYCHOLOGY OF COLOR & APPLICATION**

This course examines attitudes toward the aesthetics of color throughout history, scientific findings about our perceptions of color, and the impact of color on our emotions, senses, sensibilities, and personal taste. Dominance and spatial experience through color, concordant and discordant schemes, and the visual sensations created from the context of color are explored. Through observation and experimentation, students analyze and evaluate

the ways in which the formal attributes of color and color applications evoke human response.

INTD 3210 — 3 UNITS**CONSERVATION & HISTORIC PRESERVATION**

This course focuses on the identification and responsible protection of historic and cultural resources, with emphasis on preservation planning and conservation techniques applicable to the interior design profession.

INTD 3260 — 3 UNITS (ELECTIVE COURSE)**KITCHEN DESIGN**

This course explores kitchen layouts, finish materials, appliance specifications, mechanical requirements, and the client/contractor relationship.

INTD 3380 — 3 UNITS**ADVANCED RESIDENTIAL DESIGN**

A residential project, encompassing multiple housing types based on class parameters that identify the specific type of interior environment. The culminating presentation emphasizes state-of-the-art kitchen and bath solutions, and explores spatial design strategies, technologies, and components that meet California building codes.

INTD 3380L — 3 UNITS**ADVANCED RESIDENTIAL DESIGN LAB**

Utilizing technical drawing and presentation techniques, this course supports the design project developed in INTD 3380.

INTD 3410 — 3 UNITS**SPECIFICATIONS & MATERIALS**

An exploration of interior building resources, including methods for identifying and applying materials, finishes, and furnishings used in interior environments. The course emphasizes precise procedures for identifying and documenting fabrication and installation processes.

INTD 3540A — 3 UNITS**BUILDING SYSTEMS & CODES I**

An analytical overview of residential building systems applicable to single and multi-family dwellings. Students identify professional best practices to ensure efficient use of materials and finishes needed for the initial layout and reconfiguration of a space. Accessibility and code compliance, along with environmentally responsible methodologies and technologies, are stressed.

INTD 3540B — 3 UNITS**BUILDING SYSTEMS & CODES II**

An analytical overview of commercial building systems applicable to multiple classifications (offices, retail, restaurant, institutional, and/or entertainment spaces). Accessibility, egress, and code compliance, along with environmentally responsible building methodologies and technologies are determined and applied. *Prerequisite: INTD 3540A*

INTD 3780 — 3 UNITS**ADVANCED COMMERCIAL DESIGN**

A commercial project in which students conduct in-depth investigations of multiple classifications (office, retail, restaurant, institutional, and/or entertainment spaces). The project's parameters specify the type of occupancy utilization. In a culminating presentation, students demonstrate the relationship between parts, sequences, and finally the whole space to meet California building codes.

INTD 3780L — 3 UNITS**ADVANCED COMMERCIAL DESIGN LAB**

Utilizing technical drawing and presentation techniques, this course supports the design project developed in INTD 3780.

INTD 4120 — 3 UNITS**INTERIOR PRODUCT DESIGN**

This course explores the development of design ideas and processes, from preproduction to fabrication, utilizing 3-D prototyping, and exploring manufacturing methods and materials. Conceptual designs, individual products, and product collections for interiors are examined. Further discovery includes technical requirements, trend research, product feasibility, and product marketing.

INTD 4130 — 3 UNITS**SURFACE PATTERN DESIGN**

A studio course where creative vision is challenged to capitalize on the artistic expressions and principles of textile design; expanding the elements and principles of design to produce an end surface product for home furnishings, wall coverings, and any product related to interior design and decor. Emphasis is placed on technique, innovation, and globalism, along with the development and execution of strategies that take the end product from concept to market.

INTD 4510 — 3 UNITS**SPECIAL TOPICS**

In this research-based course, students examine an industry specialty, with periodic findings presented throughout. The area(s) researched in this course apply to the Senior Thesis, strengthening the overall learning outcome of the specialization.

INTD 4520 — 3 UNITS**CONSTRUCTION DOCUMENTS & DETAILS**

Preparation of construction sets of working drawings for both residential and commercial applications. Students gain familiarity with conventions employed by architects, contractors, and building trades, including architectural details, cabinet and millwork, and schedules.

INTD 4530 — 3 UNITS**PRACTICUM**

This is a supervised, industry internship, directly related to an identified area of study/specialization. Students apply and develop industry related skills, and focus on career reflection and preparation. Placement approval required by the Department Chair.

INTD 4550A — 3 UNITS**FURNITURE DESIGN I**

This course follows the development of conceptual designs for custom residential seating, case goods, and tables into a physical product. The course includes historic research, the analysis and specification of materials, and necessary processes from concept to fabrication.

INTD 4550B — 3 UNITS**FURNITURE DESIGN II**

The development of conceptual designs for mass-produced seating, case goods, and tables into physical products is continued. Students engage in material analysis for code adherence, research sourcing for manufacturing and production, and apply the necessary processes to move the product from concept to fabrication. *Prerequisite:* INTD 4550A

INTD 4850 — 3 UNITS**PORTFOLIO**

This course offers instructional support on the development and completion of an extensive portfolio demonstrating the breadth and depth of a student's work, including its attainment of industry standards.

INTD 4900 — 6 UNITS**SENIOR DESIGN THESIS**

The thesis project is a culmination of all course work completed in the program. This comprehensive design assignment is of a specialty hospitality space, including but not limited to a retail or restaurant environment. The final presentation incorporates furnishings, fixtures, equipment, surfaces, and a product design component.

KNTD**KNTD 3400 — 6 UNITS****FUNDAMENTALS OF MACHINE KNITTING**

Students gain competency with machine knitting including cast-on and off, basic stitches, stitch gauge, and introductory shaping. Students build a foundation of knit structure by compiling a personal swatch library of knit fabrics. Includes a three (3) hour studio.

KNTD 4200 — 6 UNITS**INDUSTRIAL STITCH PROGRAMMING**

In this course, students are introduced to Stoll M1 Plus software and STOLL industrial knitting equipment. Students continue building a swatch library by programming and knitting a variety of knit structures and multicolor patterns using industrial knitting machines. *Prerequisite:* KNTD 3400

MFTG**MFTG 1150 — 3 UNITS****MARKETING DYNAMICS FOR FASHION**

An examination of the four parts of the marketing mix (product, price, promotion, and distribution). Students learn how micro- and macro-environments influence lifestyles and buying

behavior. Students, using teamwork, apply their knowledge in analyzing case studies relevant to the fashion industry.

MFTG 1400 — 3 UNITS

APPAREL PROCESS I

This class introduces students to the basics of draping and flat patternmaking, sewing, garment construction, and apparel production terminology. Includes a three (3) hour lab.

MFTG 1700 — 3 UNITS

APPAREL PROCESS II

This continuation of Apparel Process I covers contemporary construction including a denim jacket, knit hoodie and 5-pocket jean, finishing processes, and emerging trends in apparel production. Includes a three (3) hour lab. *Prerequisite: MFTG 1400*

MFTG 1880 — 3 UNITS

COMPUTER SKETCHING I

This course focuses on computer sketching professional techniques using Adobe Illustrator. The emphasis is on market-standard fashion silhouettes based on chosen market groups. Additionally, students are introduced to 3-D garment design with the use of CLO 3-D. *Prerequisites: MFTG 2050, TSCI 1440*

MFTG 2050 — 3 UNITS

TECHNICAL SKETCHING I

A flat sketching class for developing hand drawn technical garment flat sketches. This course teaches students basic drawing skills, design detail terminology, and standards of proportion used in the industry.

MFTG 2120 — 3 UNITS

MERCHANDISING, COSTING & SPECIFICATION

In this introduction to the design and product development processes involved in creating fashion apparel, students examine the development of collections and groups for specific target markets and study the technical processes of costing and specifications required to produce the merchandise. Students develop their own line of apparel for a specific target customer and provide the technical packs necessary for production of the line. *Prerequisites: MFTG 1400, MFTG 2050*

MFTG 2330 — 3 UNITS

COMPUTER GRADING, MARKING & CUTTING

This course introduces students to the principles of pattern grading, including manual techniques of chart and stack grading. The course uses Gerber Technology's computerized digitizing, grading, and marker-making system. Industry spreading and cutting techniques are demonstrated. *Prerequisite: MFTG 1400 (For Fashion Design Majors)*

MFTG 2350 — 3 UNITS

GLOBAL HUMAN RESOURCE MANAGEMENT

This course explores the essentials of human resource management in today's global organizations.

Best practices in recruitment, motivation, teamwork, training, and development, labor compliance, performance appraisal, and compensation are examined. Current issues in worker's rights, safety, and ergonomics are discussed. Students apply their knowledge through the use of case studies.

MFTG 2420A — 3 UNITS

APPAREL MANAGEMENT TECHNOLOGY I

Students in this course explore the various technologies used in the management and control of the product development and supply chain process. Wearable technology, direct-to-consumer technologies and analytics are examined as well as other new systems that provide information necessary for critical decision making in the fashion industry. *Prerequisite: MFTG 1400*

MFTG 2420B — 3 UNITS

APPAREL MANAGEMENT TECHNOLOGY II

In this advanced course, students examine the use of technology in managing operations and making critical decisions, from the design of the product to its delivery to retail. Students use NGC to develop technical packs in cyberspace for global usage. They also use NGC product lifecycle management (PLM) systems in the management and administrative calendar tasks in orchestrating global activities and logistic tactics, and control of the supply chain. AIMS 360, an enterprise resource planning (ERP) system is used for inventory management. *Prerequisite: MFTG 2120*

MFTG 2500 — 3 UNITS

COST CONTROL & COSTING

A study of cost control systems and cost-effective processes, this course focuses on analyzing and understanding the cost efficiencies of apparel companies by department. *Prerequisites: GNST 1450, MFTG 2120*

MFTG 2520 — 3 UNITS

GLOBAL TRADE DYNAMICS

In this in-depth exploration of industry trends associated with globalization, students examine the strategic alliances and the sourcing and distribution channels required for production, as well as the opportunities for exporting finished products. *Prerequisites: MFTG 1150, MFTG 2350*

MFTG 2550 — 3 UNITS

PRODUCTION CONTROL & PLANNING

This course examines principles of pre-season and in-season production planning and logistics based on analyzing, forecasting, developing, deputizing, and supervising within an apparel manufacturing organization. Students devise a suitable production plan based on efficient control methods. Circular apparel manufacturing theories including sustainability frameworks are also explored as well as global economy logistics. *Prerequisites: MFTG 2500, MFTG 2580*

MFTG 2560 — 3 UNITS**COMPUTER PATTERN DRAFTING, GRADING & MARKING**

This course introduces students to computer pattern drafting, grading and marker making. Students learn to digitize patterns, make computer markers and develop patterns using the Gerber system. *Prerequisite: DESN 2160 or MFTG 1400*

MFTG 2580 — 3 UNITS**SOURCING & INVENTORY MANAGEMENT**

This course analyzes the procedures for budgeting, purchasing, and controlling the materials necessary for apparel sourcing both domestically and on a global scale. *Prerequisites: MFTG 2120, TSCI 1440*

MFTG 2640 — 3 UNITS**QUALITY CONTROL MANAGEMENT**

Students examine methods of establishing standards of quality for design, fabrics, and manufacturing. They develop control systems to assure apparel production standards. The course is based on the underlying management philosophy of Six Sigma. *Prerequisites: MFTG 1400, TSCI 1440*

MFTG 2720 — 3 UNITS**MARKET ANALYSIS & PRESENTATION**

This capstone course is devoted to the commercial development of an apparel line based upon an understanding of modern marketing and manufacturing concepts. *Prerequisite: MFTG 2500. Must be taken the last quarter of program*

MFTG 2780 — 3 UNITS**OWNERSHIP & FINANCE**

After examining the strategies, procedures, and financial implications involved in developing, operating, and running a business, students complete a start-up business plan that focuses on company goals, marketing strategies, production needs, and financial analysis of the projected balance sheet and income statement. *Prerequisites: MFTG 2350, MFTG 2500*

MFTG 4100 — 1 UNIT (ELECTIVE COURSE)**DESIGN DEVELOPMENT FOR THE DENIM MARKET**

An overview of the denim market to introduce students to the adaptive design process; students use a basic jean block and adapt new styles from that block. *Prerequisite: MFTG 1700*

MFTG 4120 — 1 UNIT (ELECTIVE COURSE)**FASHION & FACTORING**

The course examines the use of factoring to finance apparel lines and the types of factoring available. The course reviews the history of factoring and today's current practices. *Prerequisite: MFTG 2500*

MFTG 4130 — 1 UNIT (ELECTIVE COURSE)**ERP CONCEPTS FOR THE FASHION INDUSTRY**

This course provides a full understanding of the Enterprise Resource Planning software solution (ERP). Students learn principles and procedures involved in

the business applications of ERP using a completely integrated order production and inventory control processing system. *Prerequisite: MFTG 2420B*

MFTG 4200 — 1 UNIT (ELECTIVE COURSE)**FABRICS & FINISHES**

This course focuses on identifying weaves and finishes on fabrics. Students examine the compatibility of fabric choice to garment construction. *Prerequisite: TSCI 1440*

MFTG 4210 — 1 UNIT (ELECTIVE COURSE)**ELEMENTS OF FIT**

Principles of fit analysis and fit terminology are examined. Students learn to make fit corrections on patterns and experience doing fit corrections to actual garments. Students are exposed to technical design principles. *Prerequisite: MFTG 1700*

MFTG 4220 — 1 UNIT (ELECTIVE COURSE)**SUSTAINABILITY & THE FASHION INDUSTRY**

This course examines how the fashion industry is responding to the greening of America. The sustainability issues facing the fashion industry include fabrications, other environmental conditions, economics, and social responsibility. Discussion focuses on sourcing green materials, green product development/production processes and how the fashion industry can use these concepts to improve brand image and increase brand equity.

MFTG 4230 — 1 UNIT (ELECTIVE COURSE)**DRAPING CONCEPTS**

This beginning draping class introduces students to the draping process, enabling them to produce a draped and pinned garment from a sketch. *Prerequisite: MFTG 1700*

MFTG 4380 — 1 UNIT (ELECTIVE COURSE)**TRADE AGREEMENTS & THE APPAREL INDUSTRY**

This course explores the impact of trade agreements (NAFTA, CAFTA, CBI, AGOA, etc.) on the apparel industry. The course reexamines the importance of infrastructure, culture, and language in manufacturing off-shore.

MFTG 4410 — 1 UNIT (ELECTIVE COURSE)**FASHION & COLOR MANAGEMENT**

This course examines the role of color management in the fashion industry. Choosing color palettes, the effect of light on color, and the color management process are discussed. *Prerequisites: MFTG 1880, MFTG 2120*

MFTG 4450 — 1 UNIT (ELECTIVE COURSE)**PROMOTIONAL STRATEGIES FOR APPAREL COMPANIES**

This course examines a variety of promotional tools used by apparel companies. Students examine the different promotional strategies used by large firms and those used by small firms. *Prerequisite: MFTG 1150*

130 COURSE DESCRIPTIONS

MFTG 4560 — 1 UNIT (ELECTIVE COURSE)

COMPLIANCE: DOMESTIC & GLOBAL

A focused course on a key topic of the apparel industry. Course explains federal, state, and global issues in compliance and the responsibility of manufacturers in the process.

MFTG 4580 — 1 UNIT (ELECTIVE COURSE)

PREDICTIVES, TRENDS, SHOPPING REPORTS: KEYS TO SUCCESS

An advanced course in the importance of consumer trends in developing fashion apparel. The use of predictives in line development is discussed. The use of shopping reports is also emphasized.

MFTG 4760 — 1 UNIT (ELECTIVE COURSE)

PRODUCT LICENSING: APPAREL/ENTERTAINMENT

This course explores the growth of product licensing in both the domestic and global arenas. Topics include branding through product licensing, components of product licensing, and legal issues. *Prerequisite: MFTG 1150*

MFTG 4810 — 1 UNIT (ELECTIVE COURSE)

IMPORT/EXPORT GUIDELINES

This course examines the organizational procedures, documentation, and considerations in importing and exporting apparel. *Prerequisite: MFTG 2520*

MMKT

MMKT 1550 — 3 UNITS

MARKETING & BRAND DEVELOPMENT

This course introduces and highlights the basic marketing principles which provide the framework for understanding the importance, value, and impact of marketing and brand management.

MMKT 1650 — 3 UNITS

CONSUMER BEHAVIOR & RESEARCH

A course that examines the sociological and psychological variables that shape the consumer decision-making process. Students explore a variety of methodology and research techniques for understanding consumers' wants and needs, attitude formation, purchase motivation, and consideration, as well as maximizing satisfaction and consumer loyalty.

MMKT 2080 — 3 UNITS

BRAND MANAGEMENT STRATEGIES

Students gain an understanding of basic brand principles through exposure to classic and contemporary branding strategies, applications, and case studies. Students explore key brand identity elements, positioning and leveraging brand equity.

MMKT 2420 — 3 UNITS

MARKETING COMMUNICATIONS

Through the written word marketers evoke images that resonate with the target market. This course explores traditional and new media communication

methodology. Students acquire a wide variety of writing skills to effectively communicate across traditional and new media platforms.

MMKT 2460 — 3 UNITS

GLOBAL MARKETING

Students gain insights on how different social cultures impact consumer behavior, product preference, the retail environment, and marketing communication. The course draws on case studies and competitive analysis to develop an understanding of best practices for success within the global marketplace. Emphasis is placed on the impact of digital marketing and sales platforms. *Prerequisites: MMKT 2080, MMKT 2420*

MMKT 2780 — 3 UNITS

INTEGRATED MARKETING COMMUNICATIONS

In this advanced marketing course, students explore creative message strategies including: traditional and new media, public relations, and other innovative means of communication. Applying these techniques, they create an effective integrated marketing communications campaign that meets the challenges posed by promoting in a sophisticated, rapidly evolving marketplace. *Prerequisites: COSM 2250, MMKT 2420, SMED 2880*

MMKT 2880 — 3 UNITS

MARKETING ESSENTIALS

An examination of micro- and macro- marketing strategies involving the four parts of the marketing mix (product, price, promotion, and distribution). Students learn how environment, lifestyles, and buying behavior influence the marketing/merchandising approach and they work in teams to create, develop, and present a marketing plan for a new product.

MNWR

MNWR 3050 — 3 UNITS

MERCHANDISING MENSWEAR

This course examines the merchandising of menswear from dual perspectives: the development of a product line for different tiered brands and the retailer's need for proper product presentation of menswear in their store.

MNWR 3080 — 3 UNITS

TEXTILES FOR MENSWEAR

This course explores fabrics and finishes for appropriate use in menswear including suiting, denim, knits, and performance fabrics. Importance of weight in fabric choice is discussed in relation to the requirements of the season and the styling features. Students also explore innovative textiles from a sustainability point of view.

MNWR 3120 — 3 UNITS

DIGITAL DESIGN FOR MENSWEAR

This course focuses on computer sketching techniques using Adobe Illustrator and Adobe

Photoshop to create professional quality garments and graphics specifically geared towards menswear. The emphasis is on well-rendered menswear garments and graphics. Proficiency is demonstrated by designing, merchandising and presenting muse looks for an upcoming full collection. Looks need to be rendered effectively and shown in an industry-acceptable presentation.

MNWR 3160 — 3 UNITS

MEN'S APPAREL PROCESS

This advanced course in manual patternmaking focuses on menswear patterns and blocks based on sizing specifications for the different menswear markets (men's, young men's, big and tall). Emphasis is on industry standard details and construction. Includes a three (3) hour lab.

MNWR 3250 — 3 UNITS

HISTORY OF MENSWEAR

This course tracks the shifts in men's fashion by examining the evolution of menswear through the chronicle transformation of the silhouette from the 18th century to current modern day tailoring and streetwear fashion. Topics of interest are also addressed.

MNWR 3350 — 3 UNITS

MEN'S TAILORING

Students apply detailed construction techniques in the development of suits and sport-tailored apparel. Additional emphasis is placed on development of pockets and the waists of trousers.

MNWR 3400 — 3 UNITS

MACHINE KNITWEAR DESIGN FOR MENSWEAR

In this course, students utilize color predictive and trend resources to interpret seasonal palettes from the menswear market into a variety of patterns. Unique stitches are introduced by the process of machine knitting, including cast-on and cast-off, basic stitches, gauge, and tension. Students study the principles and elements of color and design as they relate to stitch structure in knit fabrics and garments, gaining an in-depth understanding of knit structure and surface design treatments as they apply to the menswear market. Finally, students develop a knitwear garment which is part of their collection presentation to industry.

MNWR 3450 — 3 UNITS

MEN'S FIT ANALYSIS

This is an advanced course based on the principles of fit as applied to menswear. Students apply their knowledge by completing fit corrections to patterns and actual garments.

MNWR 3500 — 3 UNITS

CAD FOR MENSWEAR

An advanced course in designing menswear using computer pattern drafting technology. Emphasis is placed on techniques synthesizing the use of Gerber 2-D and 3-D pattern drafting software.

MNWR 3550 — 6 UNITS

COLLECTION DESIGN FOR MENSWEAR

Students engage in researching and designing collections for specific menswear markets. The importance of costing and achieving a proper balance of design categories is examined. Students travel to Central America to experience the development and production of menswear apparel.

MNWR 3650 — 3 UNITS

DESIGNING MEN'S ACCESSORIES

Students research the different menswear accessory categories and then apply design principles in creating a group of casual men's accessories which reflects the concept of their apparel line.

MNWR 3700 — 3 UNITS

PRESENTATION & ANALYSIS

This capstone course focuses on the development of a menswear collection. The course synthesizes design and construction skills with marketing and operational functions in creating a cohesive line. Students present their collection to industry experts.

MNWR 3780 — 3 UNITS

MARKETING COMMUNICATION FOR MENSWEAR

This course provides a framework for the student to apply marketing communication and social media methodology in developing a strategy that supports the promotion of a menswear line in today's competitive marketplace.

MNWR 3820 — 3 UNITS

DISTRIBUTION STRATEGIES FOR MENSWEAR

The course explores the new organizational models and channels of distribution used in the menswear industry to reach target customers and reflect their cyber lifestyles. Physical distribution/logistics are analyzed for their appropriateness in the current marketplace.

MPDV

MPDV 1500 — 3 UNITS

PRODUCT DEVELOPMENT FUNDAMENTALS

An introductory course that highlights the processes involved in the preproduction phase of apparel product development: planning, forecasting, fabrication, developing silhouettes and specifications, pricing and sourcing. Students examine the best practices of the most successful brands in the fashion business to understand how companies must position themselves to be successful in this field. Career paths and job opportunities are defined and explored.

MPDV 1800 — 3 UNITS

FUNDAMENTALS OF SKETCHING

A flat sketching course for line development, line sheets, and specification sheets. Students learn basic drawing skills for garment illustration and

the correct terminology used for identifying design details on garments.

MPDV 2100 — 3 UNITS

FASHION MERCHANDISING & ASSORTMENT PLANNING

An in-depth study of the financial planning process for the apparel industry. Students are introduced to pricing principles, the purchasing process, methods of analysis, and calculating profitability. Utilizing Excel, a six month financial plan and unit plan are created by each student in a series of classroom exercises. *Prerequisite: MRCH 1950*

MPDV 2250 — 3 UNITS

APPAREL DESIGN

Introduction to the CLO 3-D fashion design software and its use as an effective tool in creating virtual, true-to-life garment visualizations. Emphasis is placed on building the skills necessary to design and present a capsule collection in the 3-D environment. *Prerequisite: DESN 2530*

MPDV 2300 — 3 UNITS

TREND & DESIGN APPLICATION

An introduction to the creative process involved in developing fashion apparel for both retail and manufacturing companies. Students learn how to conduct trend research and translate their ideas into products for a specific market and category of merchandise. *Prerequisite: MPDV 1800*

MPDV 2400 — 3 UNITS

PREPRODUCTION FOR APPAREL

A study of the process of garment prototype development and approval prior to production. Students learn how to create a technical packet of specifications and fit requirements for a variety of clothing styles utilizing the Gerber Technology web-based PDM system. Initial costs of all materials incurred in the production process are identified and estimated. *Prerequisites: DESN 2530, MFTG 1400, MPDV 1800*

MPDV 2700 — 3 UNITS

CLASSIFICATION & LINE DEVELOPMENT

A continuation of the MPDV 2300 Trend and Design Application course. Students create their own line of exclusive products for an existing business. Emphasis is placed upon analyzing past selling results and incorporating those findings into a portion of the new line. Students learn how to make effective presentations of their seasonal lines while defending their design decisions. *Prerequisites: DESN 2530, MPDV 2300*

MPDV 2750 — 3 UNITS

PRODUCTION & SOURCING STRATEGIES

Students apply previously learned skills in garment specifications and costing to complete the production cycle. Emphasis is placed on how to source all components of a garment, locate a maker for the garment, negotiate price for a garment, and develop a merchandising and production calendar. Students visit and evaluate a production facility. *Prerequisite: MPDV 2400*

MPDV 2780 — 3 UNITS

TECHNICAL DESIGN

In this course, students produce a sample of one of their original designs. Emphasis is on creating a prototype by developing garment specifications, applying advanced draping and pattern drafting techniques, and assessing the fit. *Prerequisites: DESN 2530, MFTG 1400, MFTG 1700, MPDV 2400*

MPDV 2800 — 3 UNITS

ADVANCED PREPRODUCTION

A continuation of the Preproduction for Apparel course, students expand their understanding of garment specifications and construction. Emphasis is placed upon analyzing the choices made for materials and garment construction, and how these choices affect the price of a garment. Students use the NGC cloud-based PLM system to create technical packs and cost sheets. *Prerequisite: MPDV 2400*

MPDV 2850 — 3 UNITS

BRAND PORTFOLIO DEVELOPMENT

Students research and illustrate original designs for one brand and distinct market segments of their choice to expand the content of their portfolio. Consideration is given to the use of technology as a means to expose and promote the students' skill level to the global job market. Personal branding of the students' portfolio is encouraged along with effective presentation techniques and formatting. *Prerequisites: DESN 2530, MPDV 2250, MPDV 2700*

MPDV 2950 — 3 UNITS

INTERNSHIP

Through on-the-job training, students gain valuable insight as they apply theory and skills learned in the classroom to actual work situations and explore career options. An internship blends theory and practice, combining academic training with employment in fields related to their course of study.

MPDV 3100 — 3 UNITS

GARMENT CONSTRUCTION & ANALYSIS

In this course, students gain valuable experience in identifying and evaluating the apparel construction techniques, fabric selection strategies, and mass production processes and pricing used in developing garment prototypes. In visits to local production sites, they match construction, stitch, and style details to appropriate manufacturing facilities and machinery capabilities. By comparing innovative practices and garments from like brands, they acquire the ability to establish construction standards for a wide variety of product categories and price points. *Prerequisite: MPDV 3200*

MPDV 3200 — 6 UNITS

PATTERN & FIT ANALYSIS

This course focuses on the development of first patterns for both woven and knit fabrics from technical specification sketches. Students analyze the effect of draping, body measurements, pattern shapes, and production construction techniques on garment fit, quality, and performance.

MPDV 3250 — 3 UNITS**QUALITY ASSURANCE IN TECHNICAL DESIGN**

An examination of the processes required to control apparel quality, with emphasis on current quality standards in the global fashion supply chain across various retail price ranges. Students conduct quality testing during the various stages of product development, carefully considering compliance issues in fabric and trim choices, textile color application, factory sewing processes, and garment fit. The course also surveys current government regulations and individual company standards for testing at all stages of product development.

Prerequisite: MPDV 3100

MPDV 3300 — 3 UNITS**FABRIC MANAGEMENT**

A comprehensive analysis of textile materials in which students deepen their understanding of fiber and fabric choices suitable for specific garment types and end-use applications. Students in this culminating course synthesize all they have learned about contemporary textiles, garment performance and construction, industry-standard technology, and price-point structures appropriate to specific markets. The course also examines legal issues currently impacting the textiles industry.

MPDV 3450 — 3 UNITS**COMPUTERIZED PATTERNMAKING APPLICATIONS**

In this course, students reinforce skills developed in previous manual pattern drafting classes and apply their knowledge to create patterns using Gerber Accumark software. They explore additional techniques for drafting prototype patterns from specifications, inspiration garments, and sketches. Students also plot completed patterns and create sample markers to determine fabric yields for costing estimates. *Prerequisite: MPDV 3200*

MPDV 3600A — 3 UNITS**ADVANCED TECHNICAL ILLUSTRATION I**

Students advance their illustration skills focusing on the speed and accuracy required for the development of industry standard technical flat sketches of garments and trims. Emphasis is on the creation, storage, and reuse of digital assets and on formatting and organizing digital files. *Prerequisite: MPDV 3200*

MPDV 3600B — 3 UNITS**ADVANCED TECHNICAL ILLUSTRATION II**

In this continuation of MPDV 3600A, students master their skills in technical flat illustration and file management. They learn to integrate the use of photography in communicating fit corrections and style revisions. Students are further challenged to apply their skills across a variety of industry requirements. *Prerequisite: MPDV 3600A*

MPDV 4100 — 6 UNITS**PRODUCTION PATTERN DRAFTING**

In this advanced course in developing patterns using Gerber Technology Pattern Design, students focus on the creation of production-ready patterns

from technical specification sketches as well as finished garments. They learn to ensure fit by modifying the pattern with Gerber Technology 3-D Pattern Design while maintaining performance and design integrity. The course examines principles of grading (including manual techniques of chart grading) and industry spreading and cutting techniques, as well as the use of computerized markers, which the students themselves create. *Prerequisite: MPDV 3450*

MPDV 4200 — 3 UNITS**TRIM DEVELOPMENT & APPLICATION**

Students research and analyze how trims are used for function, decoration, and support in the development of garments for a variety of product categories and target markets. Field trips to local suppliers enable students to observe and evaluate trim selection and construction methods appropriate for trim application and surface embellishments. Students also learn to document specifications for trims and are challenged to provide innovative solutions for the use of trim when developing garment prototypes. *Prerequisite: MPDV 3300*

MPDV 4250 — 3 UNITS**SUSTAINABLE PRACTICES IN DESIGN**

In this course, students investigate sustainability from a global perspective, examining the impact of the fashion industry on people and the planet. Research includes an analysis of transparent and responsible production practices, current industry standards and governmental compliance, innovative best practices in design, and maintenance of healthy economies within the framework of sustainability. *Prerequisite: MPDV 3450*

MPDV 4400 — 3 UNITS**SUPPLY CHAIN & LIFECYCLE PLANNING**

This course examines how to manage the global supply chain by utilizing the lifecycle planning process necessary to ensure on-time delivery of products to the consumer. As a product manager for a newly developed product category for a major retailer, students use PLM (Product Lifecycle Management) software or Excel spreadsheets to plan, schedule, and coordinate all phases of supply chain research and decision-making, line planning and creation, technical design, sourcing, production, and distribution. Students demonstrate proficiency in communication skills through a variety of written and oral projects. *Prerequisite: MPDV 4250*

MPDV 4500 — 3 UNITS**INTERNSHIP**

Through on-the-job training, students gain valuable insight as they apply theory and skills learned in the classroom to actual work situations and explore career options in technical design. *Prerequisite: MPDV 4100*

MPDV 4550 — 3 UNITS**PROTOTYPE DEVELOPMENT & ANALYSIS I**

In part one of this capstone course, students undertake the design process of creating a cohesive

collection through research and analysis of target customer and current trends in color, fabric and silhouette. They develop a line plan with specifications per style based on the measurements of a fit model matched to their target customer and purchase necessary fabrics and trims to execute the collection. The student is responsible for creating first patterns and sewing the first fit samples.

Prerequisites: MPDV 4100, MPDV 4400

MPDV 4600 — 3 UNITS

DESIGN THINKING: RESEARCH & IDEATION

In this first of two consecutive project-based courses designed to prepare students for the rigor and creative vitality sought by the industry, students use design thinking to research a technical design issue that calls for process or product innovation or improvement. Their project may address opportunities found in underserved markets, emerging technologies, or in global supply chain management. Through a process of human centered discovery, students define and interpret a problem, ideate their concept for resolving it, and identify potential risks to implementation before presenting their solution for review and evaluation to peers and industry representatives. *Prerequisite:* MPDV 4250

MPDV 4750 — 3 UNITS

PROTOTYPE DEVELOPMENT & ANALYSIS II

Part two of this capstone course culminates in the production and presentation to an industry panel of an apparel collection. Students conduct fit sessions and make pattern corrections for individual styles within the collection. They demonstrate their ability to give detailed, precise and complete instructions (developed in previous pattern drafting and technical design courses) to produce a prototype with industry cutting and sewing contractors; and they validate their time management skills by adhering to schedules and meeting deadlines. Includes a (3) three hour lab. *Prerequisite:* MPDV 4550

MPDV 4850 — 3 UNITS

DESIGN THINKING: IMPLEMENTATION

In this second component of the MPDV Design Thinking sequence, students develop a complete business strategy for the product or process innovation begun in MPDV 4600 and now linked to a specific brand and target market. The business strategy details specifications, prototypes, experimentation methods, enumerates a budget and costs, describes sourcing strategies including a production timeline, and identifies potential business partners to support and help launch the new product or process. Students then culminate their accomplishment by presenting their new concepts to an industry panel for critique and evaluation. *Prerequisite:* MPDV 4600

MRCH

MRCH 1450 — 3 UNITS

CONCEPTS IN TREND FORECASTING

This course is an introduction to the methodology of tracking and forecasting trends in the fashion

industry. Students examine how consumer behavior is influenced by macro trends, micro trends, and the fashion trend cycle. This course culminates in a presentation which predicts future trends through the synthesis of research, observation, and data.

Prerequisites: TSCI 1440, TSCI 1500

MRCH 1550 — 3 UNITS

THE RETAIL ENVIRONMENT

This course explores store and non-store retailing formats, structure, purpose, as well as the challenges and integration of retail channels. Students gain an understanding of the retail industry and are exposed to today's global environment. They are introduced to franchising, licensing, branding, and pertinent retail terminology. Career paths and opportunities in the fashion industry are further defined and explored. *Prerequisite:* MRCH 1100

MRCH 1750 — 3 UNITS

MERCHANDISING STRATEGIES

This course gives students insight into the complexity of decision making for buying and planning merchandise assortments and product development. Emphasis is also placed on the application of technology to solve business problems. Students develop problem-solving skills through the analysis of current business practices in merchandising, including buying, assortment planning, pricing, inventory control, and purchase timing. The importance of customer service and developing strategic partnerships with vendors and suppliers is examined.

MRCH 1920 — 3 UNITS

APPLIED DIGITAL COMMUNICATION

Students integrate their knowledge of Adobe Photoshop, Illustrator, and InDesign to create effective digital campaigns for the marketing and merchandising of apparel, footwear and accessories. Emphasis is on innovation and concept design explorations enhanced by computer-aided applications. *Prerequisite:* GRPH 1000

MRCH 1950 — 3 UNITS

EXCEL FOR BUSINESS APPLICATIONS

This course is designed to assist the student in developing a facility with electronic spreadsheets in support of effective business management. Students develop a working knowledge of computerized spreadsheet and chart functions as applied to business management concepts with related mathematical formulas and operational requirements.

MRCH 2210 — 3 UNITS

MERCHANDISE PRESENTATION STRATEGIES

In this course, students learn how to develop effective product placement concepts across a variety of shopping platforms from in-store to electronic devices to increase customer satisfaction, drive sales, and increase profitability. Emphasis is also placed on how data is being used to enhance visual merchandising execution. *Prerequisite:* MRCH 1550

MRCH 2420 — 3 UNITS**GLOBAL SUPPLY CHAIN & LOGISTICS**

A thorough exploration of international sourcing, production, and distribution strategies current in the textile and apparel industries. Students gain practical understanding of global supply chain management and import/export regulations and a heightened awareness of the legal, ethical, economic, and social implications of sourcing decisions. *Prerequisite: TSCI 1500*

MRCH 2640 — 3 UNITS**BUYING**

In this course, students combine quantitative analyses and financial planning with creative merchandising strategies to curate a dynamic assortment for their target consumer. Through market and trend research, the integration of business acumen with aesthetic principles is covered in order to create the optimal customer experience. *Prerequisites: MPDV 2100, MRCH 2760*

MRCH 2660 — 3 UNITS**DATA INSIGHTS & FASHION ANALYTICS**

In this course, students explore the current concepts of customer analytics and their application to business practices in the retail industry. They analyze data collection methods and implement best strategies for their chosen case study company. Guidelines for practices in the field of Artificial Intelligence and the use of large datasets are reviewed. *Prerequisite: MRCH 2760*

MRCH 2690 — 3 UNITS**PRODUCT DEVELOPMENT**

In a highly competitive retail environment where product differentiation is key, students propose a new private label initiative for an existing brand in a pop-up location after analyzing consumer demand, studying the history of private label, and examining the process of product development. *Prerequisite: MRCH 2760*

MRCH 2760 — 3 UNITS**ADVANCED BUSINESS APPLICATIONS**

This course is an advanced study of Excel, an important and necessary skill in today's business sector. Students become proficient in functions such as managing data using tables, enhancing charts, using what-if analysis and PivotTables. *Prerequisite: MRCH 1950*

MRCH 2770 — 3 UNITS**CASE STUDIES IN RETAIL STRATEGIES**

In this capstone course, students analyze the current business practices of a prominent retailer with special attention to the organization's present strengths and weaknesses, the challenges it faces in today's global economic climate, and the impact of current trends in consumer purchasing behaviors on its financial health. Through research, the student assesses the organization's current value and makes informed recommendations for maximizing future growth. *Prerequisite: SMED 2750*

MRCH 2810 — 3 UNITS**SUSTAINABILITY & SOCIAL RESPONSIBILITY**

Introduces students to the concept, history, and science of sustainability and its relationship to the business of ethical fashion. Coursework topics focus on the development of eco-friendly materials, responsible manufacturing and distribution, and how companies are integrating social responsibility for the environment into their corporate philosophy and business practices. *Prerequisites: COSM 2830, MMKT 2460, MPDV 2400, MRCH 2420, SMED 2750*

MRCH 2860 — 3 UNITS**MERCHANDISE PLANNING & ALLOCATION**

Students apply previously learned merchandising concepts with new analytics to measure common retail metrics. Using analysis of past and current performance, students identify trends, develop financial plans, and learn various allocations methods used in the retail buying industry. *Prerequisites: MRCH 2640, MRCH 2760*

SMED**SMED 1100 — 3 UNITS****INTRODUCTION TO SOCIAL MEDIA**

This course introduces students to the history, theory, and technology of social media. Students explore the different social media outlets and have hands-on experience with social media technology. Students learn how to use this new media productively, and have a framework for understanding and evaluating social media platforms.

SMED 1700 — 3 UNITS**WRITING FOR NEW MEDIA**

This course examines practices of writing in digital environments such as social media, blogging, advertising, journalism, and public relations. Students learn to write in persuasive and impactful language while honing in on organization, grammar, and syntax. *Prerequisite: SMED 1100*

SMED 2100 — 3 UNITS**NEW MEDIA STRATEGY**

Students learn how to identify a target new media audience using profiling techniques, technographics, and social computing. Through case studies and lectures students understand how to develop a strategy to effectively implement best new media practices into a business or brand. *Prerequisites: MMKT 1550, MMKT 2080*

SMED 2300 — 3 UNITS**NEW MEDIA TRENDS**

Students take an in-depth look at the biggest new media forces. Students evaluate current online marketing trends for these outlets and use research of global trends to forecast what is in store for the next generation of online marketing.

SMED 2500 — 3 UNITS**ONLINE VIDEO PRODUCTION**

This course introduces the art and science of video production for marketing purposes. Students study and practice techniques for filming and editing in the digital environment. Hands-on learning is reinforced through instructor evaluation and peer critiques. *Prerequisites:* GRPH 2780, MPDV 2150, MRCH 1920, VCOM 2130

SMED 2550 — 3 UNITS**INTELLECTUAL PROPERTY & MEDIA LAW**

In this course, students examine the law around the creation and distribution of media. This survey introduces students to patent, copyright, trademark, and privacy law with a goal to provide enough information that students can spot issues and know where to turn for help. Through case study, mock court, and mock negotiation, students see the practical application of the law as it relates to their area of study.

SMED 2750 — 3 UNITS**E-COMMERCE MARKETING**

Students learn how to create a successful online business. Through class lecture and industry speakers students learn how to navigate e-commerce applications including document automation, domestic and international payment systems, online banking, and shopping cart software. *Prerequisites:* MRCH 1950, MPDV 2820

SMED 2850 — 3 UNITS**MARKETING ANALYTICS**

This practical class looks at the application of data science to solve marketing problems. Students learn to parse both big data and internal analytics to understand how to use both to improve KPI reporting, demonstrate return on investment and create effective marketing campaigns. The objective of this course is to understand the relationship of analytics to decision making and how to tell the story — the who, what, how, and why — of the data. *Prerequisite:* MRCH 1950

SMED 2880 — 3 UNITS**NEW MEDIA PUBLIC RELATIONS**

Students use practical and hands-on experience to develop an understanding of the role new media plays in current public relations. Students gain practical knowledge of these techniques by developing and presenting individual online campaigns in class. *Prerequisite:* SMED 1700

SMED 2920 — 3 UNITS**SOCIAL MEDIA & CULTURE**

In this course students analyze different social media platforms and how this technology affects our culture. Students examine how these platforms directly affect family, community, history and privacy. *Prerequisites:* SMED 2100, SMED 2300

SMED 2950 — 3 UNITS**INTERNSHIP**

Through on-the-job training, students gain valuable insight as they apply theory and skills learned in the classroom to actual work situations and explore career options in the new media industry. *Prerequisite:* SMED 2300

SMED 3100 — 3 UNITS**MOBILE APPLICATION MARKETING**

In this course students explore the global trend of mobile marketing and applications. Students research current mobile programs using case studies and trend analysis to understand how to create and implement a successful mobile marketing application that creates customer engagement and revenue. *Prerequisite:* GRPH 2230

SMED 3300 — 3 UNITS**SEARCH ENGINE OPTIMIZATION & ANALYSIS**

Students learn the importance of using search engine optimization and ROI to build a successful online business. Through lecture and case studies students learn optimization techniques and how to convert clicks into monetary sales. *Prerequisite:* SMED 2850

SMED 3400 — 3 UNITS**NEW MEDIA NARRATIVE WRITING**

Students learn narrative storytelling techniques to create a successful online marketing campaign that impacts brand and business value. Through class lectures and case studies students understand the importance of engaging a customer through persuasive and relative marketing content. *Prerequisite:* SMED 4100

SMED 3700 — 3 UNITS**INTERNATIONAL STRATEGIES FOR NEW MEDIA**

This course focuses on global communication platforms as tactical communication tools. Students understand the development and use of new media, learn how to utilize content specifically for these new technological applications, and translate new media into international communication strategies. As technology enables the global community, it is increasingly important to understand the people using the technology.

SMED 3750 — 3 UNITS**PR WRITING FOR SOCIAL MEDIA**

Writing is a core competency for successful social media and public relations professionals. In this class, students learn advanced public relations writing techniques and application. Throughout the course students develop a real-world portfolio of a press kit and social media calendar.

SMED 3950 — 3 UNITS**INTERNSHIP**

Through on-the-job training, students gain valuable insight as they apply theory and skills learned in the classroom to actual work situations and explore career options in the new media industry. *Prerequisite:* SMED 4100

SMED 4100 — 3 UNITS**VIDEO ONLINE MARKETING**

Students learn how video marketing can impact the overall online business of a brand. Through research and analytics students compare and contrast the effectiveness of video marketing and use these findings to create a successful video marketing campaign to be presented in class.

Prerequisite: SMED 2500

SMED 4100L — 1 UNIT**VIDEO ONLINE MARKETING LAB**

This advanced exploration of video marketing online is a one-unit course that helps students hone their video production skills. Students develop their video shooting and editing skills to produce high-quality marketing content of varying lengths.

SMED 4200 — 3 UNITS**START-UPS & ENTREPRENEURSHIP**

This course examines the fundamental tools and vocabulary of new ventures, as well as what it takes to start, fund, and manage a new business venture. Students learn through in-class discussions, investor pitches, case studies, and visits from entrepreneurs on challenges faced by CEOs and CMOs.

SMED 4400 — 3 UNITS**SOCIAL MEDIA SALES & CONSULTING**

This course examines what students need to sell or consult on their own in the growing business of new media. Students use management techniques specifically designed to build a successful consulting business. *Prerequisite: SMED 4200*

SMED 4500 — 3 UNITS**LAW & ETHICS IN MEDIA**

In this class, students gain an understanding of key legal issues affecting modern media and their obligations related to those issues. Students learn the increasingly important field of intellectual property, especially as it relates to media and marketing. The course also gives students the legal knowledge necessary to publish information without violating defamation and invasion of privacy, while focusing on Fair Use, other laws and best practices. In the rapidly evolving digital world, this class is designed to equip creative thinkers and entrepreneurs with foundational legal and ethical knowledge to know how to do what's right and when is the appropriate time to call for legal advice.

SMED 4600 — 3 UNITS**NEW MEDIA COMMUNITY MANAGEMENT**

In this course students learn how to address social media management issues including working with limited resources, understanding how to drive meaningful content and how to handle an online crisis. Through case studies students develop an understanding of how to manage an editorial calendar and adjust content to meet the needs of a specific brand. *Prerequisite: SMED 3400*

SMED 4750 — 3 UNITS**STRATEGIES IN BUSINESS MANAGEMENT**

Students develop an understanding of the current management skills used to make business strategy decisions. Through lectures and course work students learn how to make decisions using data which can help them identify common business efficiencies and effectiveness, and how this information can be used to improve an organization's economic value. *Prerequisite: SMED 4800*

SMED 4800 — 3 UNITS**DIGITAL MEDIA CAMPAIGN STRATEGY**

This course gives students insight into ways in which new media platforms can be used to build a better business and monetize brand websites. Students learn to interpret principles of marketing through the lens of the new media, develop a global media campaign, and make strategic decisions about return on investment and campaign effectiveness. *Prerequisites: SMED 4100, SMED 4200*

SMED 4850 — 3 UNITS**CREATIVE BUSINESS MANAGEMENT**

Students learn how economic, technologic and social changes can influence management practices. Through case studies and competitive analysis, students learn what kinds of management approaches should be taken to become successful in creative environment companies. *Prerequisite: SMED 4200*

SMED 4950 — 3 UNITS**INTERNSHIP**

Through on-the-job training, students gain valuable insight as they apply theory and skills learned in the classroom to actual work situations and explore career options in the new media industry. *Prerequisite: SMED 4600*

TECH**TECH 1100 — 3 UNITS****INTRODUCTION TO ADOBE**

This course is an introduction to design techniques, naming conventions, and digital asset management within Adobe Photoshop and Illustrator. Students gain basic knowledge of digital design components such as vector and raster graphics, tools, and key menu items, which they use to complete work in their major areas of study. These concepts support use of industry-standard computer aided design tools and facilitate communication between designers, clients, and manufacturers.

TEXT**TEXT 2350 — 6 UNITS****PRINT & DYE**

This studio course introduces students to the fundamentals of the screen printing process as used in textiles. Students use techniques demonstrated in the classroom by designing and printing repeat patterns, including establishing correct registration for printing yardage. *Prerequisite: TECH 1100*

TEXT 2420 — 6 UNITS**DESIGN STUDIO – NATURAL FORMS**

This course develops students' drawing and painting skills through the observation of nature. Students apply the principles and elements of design by stylizing representational motifs inspired from nature into original print design and patterns.

TSCI**TSCI 1420 — 3 UNITS****HISTORIC TEXTILES**

A survey of textiles from pre-Columbian, Coptic, Sassanian, Persian, Egyptian, and Peruvian through 20th century Art Deco. Emphasis is placed on the ability to analyze pattern development, materials, and constructions from historic periods. Students research how political, social, and environmental factors influence textile patterns.

TSCI 1440 — 3 UNITS**TEXTILE SCIENCE**

A practical analysis of the basic components of textiles and their relationship to performance. Students examine the characteristics of fibers, yarns, methods of fabric construction, such as weaving and knitting, and survey dyes, prints, and finishes. Emphasis is placed on performance and the determination of fabric suitability in the apparel design industry.

TSCI 1500 — 3 UNITS**TEXTILES & PRODUCT ANALYSIS**

Students in this course identify and select fabrics and fabric finishes to fulfill specific customer needs relating to garment structure, design aesthetic, performance, and care across divergent target market groups. Students also master the precise textile terminology essential to effective communication with designers, manufacturers, and marketers. *Prerequisite: MRCH 1100*

TSCI 1700 — 3 UNITS**TEXTILE TESTING FOR QUALITY ASSURANCE**

Students demonstrate basic knowledge of textiles by applying textile science principles to a simulated product in its development stages. By researching and testing basic components of a chosen product, students predict and then prove performance via research, testing, calculation, and analysis of test results to determine end use suitability.

TSCI 1750 — 3 UNITS**TEXTILE SCIENCE FOR INTERIOR DESIGN**

This course examines the textile processes—fiber through finishing. Emphasis is placed on fiber, yarn, basic weaves, finishing, and dyeing. Students gain knowledge and experience in selecting appropriate fabrics for specific end uses in interiors. Students test fabrics to determine suitable performance levels related to those end uses.

TSCI 1800 — 3 UNITS**FABRIC IDENTIFICATION**

This course demonstrates knowledge of textiles and the application of these skills in the product development process. Emphasis is placed on the compatibility of fabrics to meet performance criteria and market acceptance. Students identify fabrics, weights, and finish. *Prerequisite: TSCI 1440*

TSCI 2100 — 3 UNITS**TEXTILE APPLICATION & COLOR MANAGEMENT**

Students conclude their studies in textile science with a course concentrating on the practical application of textiles. Emphasis is placed on a product development simulation, which includes sourcing, inspection, research, and testing of textiles. Students evaluate suppliers and their role in the marketplace. Quality control and color management are assessed so that the best processes for an individual product may be selected. Dye labs include evaluation of yarn-dips, lab-dips, strike-offs, and fabric defects. Knits and the high performance market are also further examined. *Prerequisite: TSCI 1800*

TSCI 3250 — 3 UNITS**TECHNICAL & PERFORMANCE TEXTILES**

Students research and examine the structure, performance and manufacturing of hi-tech fabrics. Product applications, suppliers, trends, industry requirements, and government standards are considered. *Prerequisite: MPDV 3300*

TSCI 3500 — 3 UNITS**DENIM DEVELOPMENT & FINISHING**

This course examines the importance of denim design and production in the fashion industry. Students learn to identify denim fabric construction and finishes (including wet and dry processes), describe denim production from fiber to finished garment, and correlate varieties of denim with appropriate market segments. The course includes an analysis of domestic and international production strategies. *Prerequisite: TSCI 3250*

TSCI 3600 — 3 UNITS**FABRIC MANAGEMENT**

A comprehensive analysis of textile materials in which students deepen their understanding of fiber and fabric choices suitable for specific garment types and end-use applications. Students in this culminating course synthesize all they have learned about contemporary textiles, garment performance and construction, industry-standard technology, and price-point structures appropriate to specific markets. The course also examines legal issues currently impacting the textiles industry.

VCOM

VCOM 1250 — 3 UNITS

SURVEY OF VISUAL COMMUNICATIONS

A survey of the visual communications industry and how image and corporate identity run through all visual media. Students examine and analyze visual marketing, graphic identity, e-commerce, fashion styling, event planning, exhibit design, trade show promotion, vendor manufacturing, retail store planning, retail theme environments, and visual merchandising.

VCOM 1480 — 3 UNITS

PERSPECTIVE SKETCHING

Students learn skills and techniques which enable them to use perspective to create dramatic and effective sketches, drawings, and computer images. *Prerequisite: VCOM 1350*

VCOM 2080 — 3 UNITS

ENVIRONMENT STYLING: COMMERCIALS TO LIFESTYLE

An introduction to a variety of styling techniques needed for advertising, commercials, publishing or social media posting for lifestyle branding. Students learn the tools and “tips” needed with emphasis placed on product styling techniques and concepts. Students produce, art direct, and style photo shoots. *Prerequisite: VCOM 1250*

VCOM 2220 — 3 UNITS

MATERIALS & PROPS

This class exposes students to a variety of materials, including plastic, wood, metals, and tile, and their application to the industry. Students explore methods, materials, and techniques for producing visuals for the industry. Includes a three (3) hour lab. *Prerequisite: VCOM 1250*

VCOM 2370 — 3 UNITS

DESIGN STRATEGIES FOR E-COMMERCE & VISUAL ENVIRONMENTS

Students explore the future of merchandising and key innovations in the visual environment. Interpreting marketing promotions visually through window displays, in-store installations at various levels, store outposts, graphics and other collateral elements. Students research costs of elements, prepare budgets, ensure ease of installation and create different roll-out packages for various types of businesses based on store yearly volumes, sizes, locations, and staffing capabilities.

VCOM 2460 — 3 UNITS

DESIGN INSTALLATION

An introduction to the crafts of visual presentation. Students receive hands-on experience in working with the tools and materials used to produce merchandise presentations and window displays. Standards of excellent craftsmanship are stressed as students design and install portfolio-quality visual presentations. Includes a three (3) hour lab. *Prerequisite: VCOM 2220*

VCOM 2710 — 3 UNITS

3-D STUDIO

An in-depth approach to 3-D design. Students learn intermediate to advanced features using computer-generated 3-D imagery. Students demonstrate an understanding of elements typical in 3-D production including line, shape, color, texturing, composition, rendering, and digital enhancing techniques. *Prerequisite: VCOM 2370*

VCOM 2780 — 3 UNITS

PORTFOLIO PREPARATION & PRESENTATION

This class assists students in preparing and developing a professional portfolio of their work. Students learn to deliver presentations with practical techniques on how to structure the material to be presented, create visual aids, and speak with confidence. *Prerequisites: VCOM 2370, VCOM 2460*

VCOM 2810 — 3 UNITS

EXPERIENTIAL TECHNIQUES IN THE VISUAL WORLD

This class emphasizes the importance of creating exciting experiences to engage customers in the way they interact with products, places, and environments. An emphasis is placed on the analysis of the use and effectiveness of existing as well as researching the direction of technologies to create customer experiences of the future. “Blue Sky” ideation allows students to think creatively in developing a future vision. Students visit technology companies, forward thinking retailers, and non-traditional retail spaces to explore the possibilities of new ways to engage the consumer. *Prerequisites: VCOM 2370, VCOM 2460*

VCOM 2820 — 3 UNITS

FASHION STYLING & COORDINATION

A course which explores job options and the process for both finding work and preparing for a shoot or event. Students survey the work of important contemporary designers, photographers, and stylists. The class culminates in a fashion shoot. *Prerequisite: VCOM 2130*

VCOM 2840 — 3 UNITS

ENTREPRENEURSHIP FOR VISUAL PRESENTATION

Students understand the marketing and financial data essential to making informed business decisions. Basic financial statements and their interpretation, cost analysis, and relationship to the visual communications industry are included. *Prerequisite: VCOM 2820*

VCOM 2950 — 3 UNITS

INTERNSHIP

Through on-the-job training, students gain valuable insight as they apply theory and skills learned in the classroom to actual work situations and explore career options. An internship blends theory and practice, combining academic training with employment in fields related to their course of study.