

## ASSOCIATE OF ARTS

# MERCHANDISE PRODUCT DEVELOPMENT

**AHEAD OF THE CURVE** You don't need a crystal ball to spot trends, but an arsenal of knowledge and experience is essential—that's where we come in. Merchandise Product Developers are skilled in analyzing and forecasting trends and utilizing them in the development of new and innovative products for specific target markets.

## A CLOSER LOOK

The Merchandise Product Development Program prepares students for a career in merchandising established fashion brands. The curriculum focuses on planning, developing, and presenting product lines, and on the technical design of individual styles within the line. Students learn to compete successfully in trend analysis, strategic planning, line development, and preproduction planning.

## WHAT WE TEACH

Our program teaches students how to analyze trends and understand how designs are made, as well as techniques for developing and selling products—the skills necessary for ultimate success in the fashion industry.

## KNOWLEDGE IS POWER

**FIDM FACT** The Gap, Free People, and Urban Outfitters are three of the hundreds of companies who hire FIDM Merchandise Product Development Program Students and Graduates.

**Q** Which 2008 FIDM Grad is already creating great products for Steve Madden?

**A** Genevieve Davis

**FAST FACT** FIDM Grads have exciting careers all over the world. Where? In places like Texas, New York, Italy, India, and China—just to name a few.

**GREAT JOBS** The Director of Product Development for Coach handbags is FIDM Alumna Ella Kim.



Instructor works one-on-one with student

## ASSOCIATE OF ARTS

DESN 2530	Computer-Aided Fashion Design I	3
GNST 1040	English Composition	3
GNST 1180	Technology for Business Applications	3
GNST 1230	Color & Design Theory	3
GNST 1440	Textile Science	3
GNST 1450	College Mathematics	3
GNST 1600	Effective Speaking	3
GNST 1650	Critical Thinking	3
GNST 2260	Fabric Identification	3
GNST 2660	Textile Application & Color Management	3
GNST 2960	American Political & Economic History	3
GNST 2980	Professional Practices	3
MFTG 1400	Apparel Process I (6 hours)	3
MFTG 1900	Apparel Process II	6
MMKT 1550	Marketing & Brand Development	3
MPDV 1500	Product Development Fundamentals	3
MPDV 1800	Fundamentals of Sketching	3
MPDV 2400	Preproduction for Apparel	3
MPDV 2450	Assortment Planning & Purchasing	3
MPDV 2500	Principles for Design Development	3
MPDV 2600	Fit Analysis	3
MPDV 2650	Applied Technology	3
MPDV 2700	Classification & Line Development	3
MPDV 2750	Production & Sourcing Strategies	3
MPDV 2800	Advanced Preproduction	3
MPDV 2850	Brand Portfolio Development	3
MRCH 1550	The Retail Environment	3
MRCH 1700	Merchandise Math	3
MRCH 1900	Merchandise Trend Analysis	3
	Total Units of Credit	90

## PROFESSIONAL DESIGNATION

DESN 2530	Computer-Aided Fashion Design I	3
GNST 1440	Textile Science	3
GNST 2260	Fabric Identification	3
GNST 2660	Textile Application & Color Management	3
MFTG 1400	Apparel Process I (6 hours)	3
MFTG 1900	Apparel Process II	6
MMKT 1550	Marketing & Brand Development	3
MPDV 1500	Product Development Fundamentals	3
MPDV 1800	Fundamentals of Sketching	3
MPDV 2400	Preproduction for Apparel	3
MPDV 2450	Assortment Planning & Purchasing	3
MPDV 2500	Principles for Design Development	3
MPDV 2600	Fit Analysis	3
MPDV 2650	Applied Technology	3
MPDV 2700	Classification & Line Development	3
MPDV 2750	Production & Sourcing Strategies	3
MPDV 2800	Advanced Preproduction	3
MPDV 2850	Brand Portfolio Development	3
MRCH 1700	Merchandise Math	3
	Total Units of Credit	60

“Most of my life I have been creative: drawing and experimenting with different mediums. Fashion overall is something that I enjoy. It fuses music, lifestyle, fantasy, and reality. Going to college to fuse all those things together made sense. FIDM had everything that I was looking for.”

*Kiyra Henderson, Product Development Grad and Product Developer*