



COURSE DESCRIPTIONS

During FIDM's annual Curriculum Overview, and working closely with our dedicated Advisory Board members, we evaluate all courses and programs, updating them as necessary to ensure that they are industry-relevant and meet our rigorous standards.

FIDM

BDSN**BDSN 3100 — 6 UNITS****ADVANCED PRACTICES IN COLOR, DESIGN & 3-D FORM**

This course is designed to explore the relationship between color and three-dimensional form. Students explore how an object changes when color and pattern is applied to three-dimensional forms and space. Through the formal principles and elements of design students increase sensitivity to the application of color. This course includes both collaborative and individual explorations.

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 3600 — 3 UNITS**CREATIVE DESIGN STRATEGIES**

Working collaboratively, students approach design problems as opportunities for creativity and innovation, drawing upon analysis, research, experimentation, and concept development to achieve design solutions. Using divergent and convergent thinking, students develop a variety of results that target specific markets and resolve specific design challenges.

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**GARMENT CONSTRUCTION & DETAILS**

Building on the construction skills introduced in 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. Includes a three (3) hour studio.

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. *Prerequisites: BDSN 3200, BDSN 3400*

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 4500*

BUAD**BUAD 2250 — 3 UNITS****ORGANIZATIONAL LEADERSHIP**

A comprehensive overview of the role management plays in employee development and human relations management. This course provides students with problem solving opportunities which equip them with effective strategies for leading and managing in today's business environment. Students examine their own personality profile and develop best business practices to improve their leadership skills. *Prerequisite: MRCH 2200*

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: MMKT 2080, MMKT 2420, MRCH 2200*

BUMT**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. *Prerequisite: BUMT 4840*

BUMT 3200 — 3 UNITS**MANAGEMENT INFORMATION SYSTEMS**

This course explores the use of information technology, information resources, 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 3300A — 3 UNITS**FINANCIAL ACCOUNTING I**

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 3300B — 3 UNITS**FINANCIAL ACCOUNTING II**

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

Prerequisite: BUMT 3300A

BUMT 3600 — 3 UNITS**MANAGEMENT THEORY & PRINCIPLES**

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 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 will 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 3720 — 3 UNITS**MANAGEMENT STRATEGY**

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 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*

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 breakeven analysis. *Prerequisites: BUMT 3820, BUMT 4200*

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 will 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 will 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 4160 – 3 UNITS
GLOBAL MARKETING COMMUNICATIONS & MANAGEMENT

Students will develop an understanding of global marketing communications and the key elements of a global marketing communication strategy. They will explore how companies use global communications and design elements to differentiate their products and services. They will develop an understanding of marketing channels and supply chain management.

BUMT 4180 – 3 UNITS
GLOBAL STRATEGIC MANAGEMENT

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

BUMT 4200 – 3 UNITS
FINANCIAL MANAGEMENT

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*

BUMT 4450 – 3 UNITS
STRATEGIC MANAGEMENT POLICIES

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. *Prerequisites: BUMT 4200, BUMT 4300*

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 3950*

BUMT 4520 – 3 UNITS
APPLIED MANAGEMENT STRATEGY

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. *Prerequisites: BUMT 3720, 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.

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 will explore strategies for creating value within global production networks, considering strategies for production and distribution, and analyze global consumption patterns.

BUMT 5050 – 1 UNIT
LIBRARY RESEARCH

This six-week online course is designed to build upon the basic research skills learned as an undergraduate. Each week, through applied learning activities, course readings, and group work, students will identify, evaluate, and use information effectively as they prepare for the rigors of scholarly and professional research.

BUMT 5100 – 3 UNITS
CURRENT GLOBAL MARKET DYNAMICS

This course explores product and geographic global business diversification, and the ethics and social responsibility issues necessary in developing a global marketing strategy. It explores global competitive dynamics and considers various strategies of action for market protection.

BUMT 5200 – 3 UNITS
THE SCIENCE OF COMPETITIVE ANALYSIS

This course is designed to expand information literacy and predictive analytics. It will broaden the student's 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 will focus on financial strategic planning and control. Students will 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 will explore 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 will explore the governance structure necessary to develop, manage, and lead a sustainable global business enterprise. It will analyze 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 will explore and analyze the relationship of supply chain structure and logistics management on gross margin achievement, maintenance, and return on investment. It will analyze various approaches to create and control demand management and logistics and will explore the benefits and potential strategic issues in vertical vs. horizontal integration when developing and evaluating supply chain strategies.

BUMT 5400 – 3 UNITS
ADVANCED STRATEGIC PLANNING & IMPLEMENTATION

This is a seminar exploring global business strategic modeling. It will focus on managing risk mitigation to enhance financial performance. Case studies will focus on strategic issue diagnosis and managerial implementation outcomes. Students will 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 will explore strategies for organizing and planning for effective marketing implementation. The primary focus will be on measuring financial performance as a result of innovative marketing strategies.

BUMT 5600 – 3 UNITS**LEGAL ISSUES THAT IMPACT PROFITABILITY & INNOVATION**

This course analyzes the impact of business legal structure, intellectual property protection, licensing strategy, and tax management on the financial structure of the organization. It will explore the law relative to the cyber business environment; and the potential financial issues to be considered relative to product liability and consumer law will be explored.

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 will be explored and analyzed.

BUMT 5700 – 3 UNITS**SALES MANAGEMENT**

This course will focus on the creation and management of an effective sales force. Topics will include understanding the sales process, methods of sales management, sales force structure, customer relationship management (CRM), uses of technology to improve sales force effectiveness, and issues in recruiting, selecting, training, motivating, compensating, and retaining salespeople.

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 will be 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 5900 – 6 UNITS**CAPSTONE SEMINAR**

Students will be individually mentored by a selected faculty member and will present an in-depth analytical research thesis based upon an actual business consultation selected by the department. This seminar will focus 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 small business owner.

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

Students analyze the strategies and tactics of in-depth brand development necessary to building successful beauty product lines. They examine the power of image, concept, positioning, and trends as the means of establishing brand loyalty and brand equity, as well as the importance of consumer motivation, perceived quality, association, and delivery to their target market. Case studies and projects are used to analyze existing brands. *Prerequisite: MMKT 2880*

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.

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

In this course, students follow the process of creating makeup and eye, lip, and nail color from concept development, technology, product positioning and packaging to promotion and in-store presentation. The course also explores the influences of the fashion design and entertainment industries on cosmetic product innovation and commercialization.

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.

COSM 2550 – 3 UNITS**BEAUTY: FUNDAMENTALS OF BODY & HAIR CARE**

By examining the importance of product development, innovative formulas, market research, product positioning, and product distribution, students acquire a clear overview of the complex, competitive hair-and-body-care marketplace.

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COSM 2580 — 3 UNITS

BEAUTY: CURRENT INDUSTRY TOPICS

This course examines the new and highly profitable categories of men's grooming and cosmeceuticals. Students analyze the different strategies used to market to men specifically in regards to the grooming industry and women in terms of cosmeceuticals. Students also look at alternative classes of trade and learn how to train and educate on a corporate level and how to successfully educate buyers at the retail level. Students gain knowledge in corporate management techniques and understand the importance of industry professionalism and business relationships.

COSM 2650 — 3 UNITS

PRINCIPLES OF BEAUTY TECHNOLOGY

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 2720 — 3 UNITS

BEAUTY: MARKETING/MANAGEMENT

In this course students learn marketing and business skills needed to begin a career in beauty industry management. Topics include sophisticated marketing concepts, financial analysis, business theory, and management communication. Through case studies and lectures, students understand the principles and procedures needed to become an effective manager.

COSM 2740 — 3 UNITS

BUSINESS ETHICS IN THE BEAUTY INDUSTRY

In this course, students examine ethical issues in the beauty industry. Topics include corporate culture, manufacturing, product safety and compliance, advertising and promotion, consumer decisions, practices and promises, as well as the costs and consequences of ethical decisions. Students explore the importance of ethics as a dimension of social responsibility in health and beauty care.

Prerequisites: COSM 2350, COSM 2450, COSM 2550

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.

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.

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 3350 — 3 UNITS

HUMAN RESOURCES & ORGANIZATIONAL BEHAVIOR

This course explores organizational structure and how it affects corporate behavior. Students study career development, the value of performance appraisal, compensation, and safety and health laws within the corporate environment of the beauty industry. Strategies and tactics of management style are explored.

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 3400 — 3 UNITS

MANAGERIAL DECISION MAKING

Students learn the importance of critical thinking and decision making in the corporate environment.

COSM 3420 — 3 UNITS

BEAUTY: BUSINESS MANAGEMENT & FINANCE

Students practice business management processes including implementing strategic plans, building a competitive strategy, and financial planning. The course incorporates use of forward-looking and predictive accounting information to support informed decision making in corporate management and control functions. Emphasis is on strategy and tactics including innovations that drive a profitable business model.

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 3780 – 3 UNITS

PUBLIC RELATIONS

This course is designed to provide an in-depth look at the principles, practices, and strategies utilized in communicating with a company's or brand's various publics including traditional, online, and social media. Students will hone their skills while producing writing samples, editing, and speaking in the context of media relations and publicity. This course will utilize lecture, writing, and case analysis to build a body of knowledge.

COSM 3800 – 3 UNITS

LICENSING

This course examines licensing regulations and methods of obtaining copyrights to protect intellectual property. Students become familiar with the process of obtaining permission to use intellectual property in fields such as text, artwork, fashion, and music. Current copyright registration procedures and copyright regulations will be discussed.

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.

DENM

DENM 3000 – 3 UNITS

THE HISTORY OF DENIM AND 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.

DENM 3100 – 3 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.

DENM 3200 – 3 UNITS

THE FOUNDATION OF FIBER

Witness the lifecycle of cotton from the field to finished product. Students learn how to classify cotton fibers, the different types of cotton and best product application. Studies on water usage, pesticides, organic, BCI, harvesting, ginning, cleaning, and the processes that prepare fiber for yarn spinning.

DENM 3250 – 3 UNITS

PRODUCT BRANDING

Survey how the denim industry uses labels, hangtags, and hardware to brand products. Students research and analyze how trims are used for function, decoration, and support in the development of garments for a variety of 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.

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 will be considered. Post-consumer care and consumption will be reviewed.

DENM 3400 – 3 UNITS

FABRIC DEVELOPMENT & INNOVATION

A look into the most influential innovative textiles and processes. This lab gives students hands-on experience with processes relating to the aesthetic and functional characters of denim. Students learn to identify denim fabric construction and correlate the varieties of denim with application to the appropriate market segments. Research includes weaving innovations and yarn affects in the textile development process. Finishing methods and their feasibility with respect to appearance, performance expectations, and quality are examined.

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.

DENM 3550 – 3 UNITS

DENIM CONSTRUCTION: FIT & COST

Students learn typical 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, and cost. They compare innovative practices and products to analyze the differences in construction between various market segments and the effects on costing.

DENM 3600 – 3 UNITS

DENIM INDUSTRY SEMINAR

An in-depth study tour in which students visit the entire product development cycle of denim processing facilities. Students will journal the process from design through production and describe the purpose of each step in the product lifecycle. Course includes a directed global study tour to complete this research.

DENM 3700 – 3 UNITS

DENIM PROCESS II

This advanced process course will take students into an industry wash house. Students will be required to analyze denim choices for finishing and application to their specific consumer. They will be required to complete industry standard technical packages detailing wash development. Samples will be reviewed and students will be responsible for the process, application, and corrections to complete the aesthetic process on denim.

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 on the evaluation of a fit session. Students design,

pattern, and complete a prototype sample; identify fit corrections and then apply them to the patterns and samples.

DENM 3800 – 3 UNITS

NEGOTIATION & COMMUNICATION

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

DENM 3850 – 3 UNITS

BRAND ENTREPRENEURSHIP

Students combine systematic research to consider the impact of social media platforms on brand identity. Students analyze the principles of entrepreneurship based upon leading brands and their competitive advantage in the global marketplace. Strategies of management styles are explored.

DENM 3950 – 3 UNITS

DENIM LINE COLLECTION

This capstone class challenges student 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.

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 the techniques learned in DESN 1220 Basic Draping Techniques to create garments using various fabrics. Includes a three (3) hour lab. *Prerequisites: DESN 1250*

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. *Prerequisite: DESN 1420*

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**

Development of technical sketches utilizing Adobe Illustrator. Hands-on experience in drawing flat technical sketches and creating accurate garment detail. *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 pattern making 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. *Prerequisites: DESN 1850, DESN 2280*

DESN 2700 — 3 UNITS**COLLECTION DEVELOPMENT**

This class emphasizes the comprehensive use of acquired pattern making 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 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 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 3050 — 3 UNITS**HISTORY OF DÉCOR & COSTUME I**

The first course in a series which examines the history of fashion, architecture, furnishings, and textiles in relation to the social and cultural background of each era from the ancient world to the 21st Century.

DESN 3080 — 3 UNITS**HISTORICAL COSTUME CUTTING I**

A class in the development of the artificial silhouette in history, emphasizing patterning and construction of undergarments and foundations essential to period construction. "Character" body modification is considered. Includes a three (3) hour lab.

* *There are about 30 movie trailer production companies in Los Angeles. Many of them employ FIDM Digital Media Graduates.*

DESN 3120 — 3 UNITS

MARKETING DIRECTIONS & THE SUPPLY CHAIN

A course that examines the basic marketing principles that provide the framework of successful businesses. Students explore the impact of marketing on supply chain decisions.

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 3250 — 3 UNITS

THEATRE ANALYSIS

Theatrical history is examined through selected scripts with an emphasis on analysis for costume design. Focus is placed on those historical periods in which dramatic literature and theatre performance were most prolific and influential.

DESN 3280 — 3 UNITS

COSTUME DESIGN FOR THEATRE

A specialized class in the process of costume design and its rendering. Students design costumes for a variety of historical plays and production styles.

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 3350 — 3 UNITS

HISTORY OF DÉCOR & COSTUME II

A continuation of History of Décor and Costume I, this course examines the history of fashion, architecture, furnishings, and textiles studied in relation to the social and cultural background of each era from the Italian Renaissance through the 18th century.

DESN 3380 — 3 UNITS

HISTORICAL COSTUME CUTTING II

A continuation of Historical Costume Cutting I, this course focuses on the draping and cutting of historical costumes, with an emphasis on the draped costume, the semi-fitted Gothic costume, and the artificial silhouette of the 16th, 17th, and 19th centuries. Drafting patterns from period sources and current garments are demonstrated. Includes a three (3) hour lab. *Prerequisite: DESN 3080*

DESN 3450 — 3 UNITS

COSTUME CRAFTS I

A practical survey of the various fabric modification techniques employed by the theatrical costume designer, including dyeing, painting, aging, distressing, and creating unusual costume materials.

DESN 3530 — 3 UNITS

DRAWING & RENDERING FOR THE THEATRE

A practical course in which realistic figures are drawn in period costumes and rendered in various medium. Rendering of period fabrics, accessories, and styles is demonstrated and applied.

DESN 3580 — 3 UNITS

WARDROBING FOR FILM & TV

This course investigates script breakdown and research techniques unique to wardrobing for film and television. Guest speakers from the industry introduce pertinent issues and practical techniques. Field trips familiarize students with the intricacies and requirements of successful wardrobe design for film and television.

DESN 3600 — 6 UNITS

STUDIO III

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

DESN 3620 — 3 UNITS

HISTORICAL COSTUME CUTTING III

A comprehensive course that culminates in the creation of a fully realized, historically accurate, elaborate costume, including patterning and construction of undergarments, entire garments, and selected specialty work. Includes a three (3) hour lab.

DESN 3650 — 3 UNITS

HISTORY OF DÉCOR & COSTUME III

A continuation of History of Décor and Costume I and II, this course examines the history of fashion, architecture, furnishings, and textiles studied in relation to the social and cultural background of each era from the 19th century through the present.

DESN 3680 — 3 UNITS

COSTUME CRAFTS II

Students survey and learn the craft of successful costume accessories and costume prop design. Theatrical millinery techniques, armor, footwear, jewelry, and form construction are studied. *Prerequisite: DESN 3450*

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 3780 — 3 UNITS**COSTUME DESIGN FOR FILM & TV**

An advanced practical seminar in costume design for film, television, video and other specialized disciplines, including spectacle, musical theatre, opera, dance, and circus. Portfolio scale projects are emphasized to prepare for professional submission and consideration.

DESN 3840 — 6 UNITS**THEATRE PRACTICE (INTERNSHIP)**

Students apply coursework and demonstrate their skills through supervised apprenticeships, internships, and field study within professional theatre and/or film and television production opportunities.

DESN 3930 — 3 UNITS**PORTFOLIO DEVELOPMENT**

Students prepare and present a professional portfolio.

DESN 4000 — 3 UNITS**SCRIPT ANALYSIS — HOW TO READ A SCRIPT**

This course examines the various techniques used by a costume designer to analyze and breakdown a script for successful costume design, including character analysis, location, action, continuity, and timelines.

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

This course introduces and 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. An emphasis is placed on designing for low budget production.

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

A practical class in illustrating costume designs from written or verbal descriptions of characters. Students explore a variety of media and find techniques that correspond to the students' individual strengths. Emphasis is on visual communication and storytelling.

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

A survey of the portrayal of clothing and adornment in pre-20th century art. The components of the portrait (attitude, fabrics, furnishings, etc.) are examined to give the students insight into the subject and his or her society of the time.

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

Students identify and analyze the relationship of the costume to the character, the story, the ensemble, the locale, and the time period. Students plan a budget and examine the roles of the various department heads on union films. *Prerequisite: DESN 4050*

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

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. Projects using both hand and computer techniques are prepared.

Prerequisite: DESN 4180

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

A specialized course that explores the job duties of the costume supervisor and what happens to the costume after it has been approved by the costume designer, the actor, and the director. Managing the costume crew, maintaining the costumes, and keeping the continuity book are covered. Visits are made to a variety of rental houses.

DESN 4620 — 3 UNITS**HISTORY OF ART, COSTUME & CULTURE II**

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

DESN 4680 — 3 UNITS**STUDIO DESIGN PROJECT I**

This course investigates fabrics, tools, and other materials necessary for the construction of a costume. Students learn about the purpose of the fitting and the role of the cutter/fitter. Lecture, demonstrations, lab.

DESN 4760 — 3 UNITS**HISTORY OF FILM — AN EYE ON WARDROBE**

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 the decades.

DESN 4780 — 3 UNITS**FILM & TV NOW**

Students learn about the resources and research techniques necessary to keep current with the state of the film and television industry. The newest film genres, directors, producers, and stars are analyzed and compared, as students explore how to achieve a successful career path via networking, reading trade publications, joining unions, etc.

DESN 4820 — 3 UNITS**SOURCING THE COSTUME**

Students gain hands-on experience exploring L.A.'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.

* *The FIDM Library's Media Lounge has thousands of digital files, including runway shows and fashion documentaries, that can be checked out just like a book.*

DESN 4850 — 3 UNITS**STUDIO DESIGN PROJECT II**

This course is a continuation of Studio Design Project I. Students complete exercises in draping, cutting, fitting, and fabric surface design techniques.

Prerequisite: DESN 4680

DESN 4930 — 3 UNITS**PROFESSIONAL PRESENTATION FOR COSTUME DESIGNERS**

In conjunction with Film & TV Now, this class guides students in the preparation of a professional portfolio in both print and digital forms.

DESN 4970 — 3 UNITS**INTERNSHIP**

Students apply coursework and demonstrate their costume design skills through supervised field study with an American Film Institute (AFI) thesis production.

DIGI**DIGI 1100 — 3 UNITS****PHOTOSHOP FOR DIGITAL MEDIA**

This course is designed to examine the process of basic image manipulation through the use of Adobe's Photoshop software. Students gain a thorough understanding of the fundamentals of 2-D computer graphics and image compositing.

DIGI 1150 — 3 UNITS**DESIGN & ART THEORY**

This course focuses on elements of art that play an essential role in modern day digital media. Students gain knowledge and understanding of composition, design, art, color, and graphics through an in-depth examination of the impact of diverse artistic styles.

DIGI 1250 — 3 UNITS**3-D FOUNDATIONS**

Students are introduced to the fundamentals of creating 3-D computer graphics. Students learn basic modeling and animation skills while working with the interface and controls of current industry software.

Focus will be on integration of 3-D elements into other projects. The skills gained in this course will be further explored in later courses.

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 will have gained a thorough understanding of input/output techniques, special effects, image compositing, and motion graphics.

Prerequisites: DIGI 1100, DIGI 1650

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 1650 — 3 UNITS**COMPUTER GRAPHICS**

This course is designed to teach students basic levels of color models, shading techniques, and design creation through the use of software platforms that are used by digital media companies worldwide.

This course also examines the process of raster graphic design from a web and 3-D point of view.

DIGI 1700 — 3 UNITS**EDITING II**

This course provides a more in-depth exploration of the imaginative and technical side of editing. Students examine intermediate non-linear online editing concepts and techniques, including engineering, media management, and digital video effects. *Prerequisite:* DIGI 1300, DIGI 1350

DIGI 1770 — 3 UNITS**DIGITAL PHOTOGRAPHY FOR DIGITAL MEDIA**

This course introduces students to the fundamentals of digital photography, including camera mechanics, particularly pertaining to digital media. Students learn framing and composition techniques and display mastery of those techniques through hands-on application in multiple projects. Students

shoot and present their work in various delivery platforms. The course reinforces design concepts applicable to all media.

DIGI 1880 — 3 UNITS

DIGITAL CINEMATOGRAPHY I

This first section of a two-part course introduces students to the operation of digital video cameras. Various aspects that impact image acquisition and/or manipulation, including RGB changes, scene profiling, gamma adjustment, black pedestal control, and camera filtration using tungsten, fluorescent, and HMI sources are explored. Students also learn basic color correction. *Prerequisite: DIGI 1770*

DIGI 2100 — 3 UNITS

EDITING III

This course will build on students' experience with editing in a non-linear editing platform while introducing them to the industry standard utilized by most major entertainment networks and studios. Students will become familiar with the Avid interface, develop an in-depth understanding of how Avid differs from other non-linear editing systems, and learn why it remains the platform of choice for the majority of the industry. *Prerequisite: DIGI 1300, DIGI 1350, DIGI 1700*

DIGI 2150 — 3 UNITS

COMPOSITING FUNDAMENTALS

This course broadens the base of students' knowledge by offering insight into the process of combining computer-generated imagery (CGI) with video and film elements. By learning what happens when rendered imagery is integrated into the post-production process, students better understand the core principles of proper compositing and finishing practices. Students are introduced to the fundamentals of node-based compositing, camera tracking, and rotoscoping methods utilized in current post-production pipelines. *Prerequisite: DIGI 1550B*

DIGI 2280 — 3 UNITS

DIGITAL CINEMATOGRAPHY II

The second section in a two-part course, this class continues to explore the art and operation of digital video cameras. In this segment, students explore various aspects of sound recording, including: recording fundamentals, the use of microphones, recording on location and/or on a soundstage, various techniques, and sound equipment. *Prerequisite: DIGI 1880*

DIGI 2420 — 3 UNITS

VISUAL EFFECTS

This course introduces students to visual effects for film and television. Students will learn how to develop and choose effects that enhance their projects. Students will rely on their understanding of storytelling, cinematography, sound design and editing in evaluating their projects and selecting appropriate visual effects. *Prerequisite: DIGI 1550B*

DIGI 2520 — 3 UNITS

FILM PRODUCTION

This course examines various techniques necessary to successfully take a project from script to screen. Students explore the details of producing, budgeting, directing, camera operation, production sound, and lighting. *Prerequisite: DIGI 2280*

DIGI 2580 — 3 UNITS

INTEGRATIVE DESIGN: APP DEVELOPMENT

Students learn about developing applications for mobile platforms from both a creative and technical perspective. Students gain an understanding of both the design and coding aspects of the development process. Emphasis is on functionality, accessibility/ease of use, and design. The fundamentals gained in this course prepare students for more advanced courses later in the program.

DIGI 2680 — 3 UNITS

INTEGRATIVE DESIGN: WEB DEVELOPMENT

Students learn about developing websites from both a creative and technical perspective. Students will gain an understanding of both the design and coding aspects of the development process. Emphasis is on functionality, accessibility/ease of use, design, and cross-platform utility. This course builds upon knowledge gained in Integrative Design: App Development. *Prerequisite: DIGI 2580*

DIGI 2720 — 3 UNITS

MARKETING FOR DIGITAL MEDIA

This course introduces students to content creation in line with today's predominant marketing platform – social media and the Internet. Students will learn about the various platforms used to promote products and/or services and the specifications for creating content appropriate to that platform's digital delivery system and demographic.

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. *Prerequisite: DIGI 2150*

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. *Prerequisites: DIGI 2150, DIGI 2520*

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 3020 — 3 UNITS**INTRODUCTION TO SCRIPT ANALYSIS FOR FILM & TV**

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 3030 — 3 UNITS**FILMMAKING CONCEPTS & PRACTICES**

This course explores how filmmakers effectively employ sound and visuals to tell a powerful story. Students view various films as case studies, analyze writing techniques, and learn about gauging audience interest. Students become familiar with the concepts and practices that play a pivotal role in effective filmmaking.

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 re-writes. 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 will cover the editing process for documentary films, from footage to final edit. Practical considerations, techniques, and processes used by documentary editors will be explored. Skills acquired in prior editing courses will be built upon to enhance understanding of editing in the context of the documentary genre. Upon completion of this course, students will be prepared 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 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.

DIGI 4300 — 3 UNITS**INTRODUCTION TO PRODUCING FOR FILM & TV**

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 the 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 effectively producing their own original work.

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 will be shooting and produce their own documentary, having

completed pre-production in prior quarters. Students will spend time shooting, reviewing dailies, and addressing individualized production issues as they arise. Upon completion of this course, students will have shot all material to be used in the post-production phase of the film. The ultimate documentary short resulting from this course will be submitted to festivals and showcased for family, friends, and industry guests.

DIGI 4550A – 3 UNITS

FINISHING TECHNIQUES I

This course will explore color correction and other advanced finishing techniques that students will utilize as they move into the post-production phase of their documentary films. Students will work with color tools inside Adobe Premiere Pro to learn to properly color correct/color grade shots. Topics will include how to work with the various scopes, how to build custom primary and secondary color correction setups, and how to share projects between Premiere and After Effects using dynamic linking.

DIGI 4550B – 3 UNITS

FINISHING TECHNIQUES II

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

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.

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.

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 choic-

es, edit music, create sound effects to improve the story, edit dialogue, and effectively use sound design to enhance their storytelling capabilities.

FTWR

FTWR 1100 – 3 UNITS

INTRODUCTION TO FOOTWEAR DESIGN

An introduction to footwear, the anatomy of the foot, and the footwear industry. The course includes learning footwear vocabulary and identifying different types of footwear constructions, lasts, and components. Students research the leathers, textiles, and materials used to create styles such as dress shoes, espadrilles, sandals, boots, sneakers, and athleisure footwear.

FTWR 1300 – 3 UNITS

SKETCHING FOR FOOTWEAR DESIGN

Students learn hand sketching techniques for illustrating various types of footwear as well as rendering the textiles, materials, and components used for footwear. Students apply their understanding of anatomy and footwear proportions by sketching footwear on the foot. *Prerequisite: FTWR 1100*

FTWR 1700 – 3 UNITS

TECHNICAL SKETCHING FOR FOOTWEAR DESIGN

Students learn to identify types of lasts used in production for various shoe constructions, how to hand draw last profiles, and how to apply last proportions to draw insoles, outsoles, heels, straps and other components. Students extend their understanding of design principles and elements by creating and sketching a small footwear collection.

Prerequisite: FTWR 1100

FTWR 1800 – 3 UNITS

HISTORY OF FOOTWEAR

This course surveys historical footwear and its influence on current fashion and trends. Students explore historic material and construction methods by making a period-appropriate shoe and apply their understanding of footwear, historic styles, and trend research to the design of a vintage-inspired contemporary footwear collection.

FTWR 2100 – 3 UNITS

FOOTWEAR DESIGN & LINE DEVELOPMENT

Students research the footwear supply chain and key retailers, and apply their knowledge of merchandising, branding, footwear manufacturing, and line-building to the design of small, brand-focused collections. *Prerequisite: FTWR 1700*

FTWR 2300 – 3 UNITS

PATTERN DRAFTING FOR FOOTWEAR (6 HOURS)

Students are introduced to the basic footwear industry requirements and procedures for pattern drafting on the last. They develop the patterns used to create standard constructions including a basic pump, sandal, oxford, moccasin, boot, and sneaker. Includes a three (3) hour lab. *Prerequisite: FTWR 1700*

FTWR 2400 – 3 UNITS**INTRODUCTION TO 3-D DESIGN**

Students learn the basics of the Rhino vector design software program for footwear and are exposed to 3-D printing technologies in current use.

Prerequisites: FTWR 2300, FTWR 2500A

FTWR 2500A – 3 UNITS**DESIGN & TECHNICAL SPECIFICATIONS FOR FOOTWEAR**

Using Photoshop and Illustrator, students convert hand drawn technical sketches and creative design ideas to a digital format (CAD) and produce line sheets, technical sketches, color stories, and materials concepts for presentation. *Prerequisites:* FTWR 1700, TEXT 2240, TEXT 2220

FTWR 2500B – 3 UNITS**DESIGN & TECHNICAL SPECIFICATIONS FOR FOOTWEAR II**

Students learn the requirements for the tech pack used by footwear factory technicians to make a first prototype, including CADs/technical sketches, call-outs and specifications. Students observe a fit session on a foot model to see how corrections are made prior to production, and develop their own spec sheets and tech packs. *Prerequisites:* FTWR 2100, FTWR 2500A

FTWR 2600 – 3 UNITS**INTERNATIONAL BUSINESS PRACTICES FOR FOOTWEAR**

A study of the international footwear industry as it applies to manufacturing, domestic/international sourcing, and importing and exporting of footwear. Students explore common industry practices including negotiations, financial documentation, and compliance issues as well as employment and contracting practices in the industry. Students will develop and present a plan for a footwear line, to include an executive summary targeted toward obtaining financing.

Prerequisite: FTWR 2100

FTWR 2700 – 3 UNITS**3-D DESIGN APPLICATIONS**

Students work with the Rhino vector design software program to create footwear designs and components that are suitable for 3-D printing.

Prerequisite: FTWR 2400

FTWR 2800 – 6 UNITS**COLLECTION DEVELOPMENT**

Students research and design their own footwear collection, and develop an industry-ready portfolio showcasing their body of work. *Prerequisite:* FTWR 2500B

FTWR 2850 – 3 UNITS**SPECIAL PROJECTS IN FOOTWEAR**

A final thesis project is produced in partnership with a footwear industry mentor. *Prerequisites:* FTWR 2100, FTWR 2500B

GNST**GNST 0360 – 0 UNITS****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 UNITS**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 1080 – 3 UNITS**DRAWING FUNDAMENTALS**

A course in which students learn to communicate quickly and effectively through the medium of the sketch, a graphic means for recording and transmitting a visual experience or mental image. In mastering the fundamentals of line, form, composition, and perspective, students acquire the techniques of a visual language which are useful in many endeavors.

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 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.

GNST 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.

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 will complete projects and assignments demonstrating the effective use of quantitative tools to support their conclusions.

GNST 1520 — 3 UNITS**GEMOLOGY**

A study of gemstones from their origins in nature to their use in jewelry. Students learn basic identification of natural, imitation, and lab-grown gems as well as the history of and criteria for evaluating diamonds, colored gems, and pearls. *Prerequisite: JDSN 1100*

GNST 1560 — 3 UNITS**HISTORY OF JEWELRY**

This course surveys the styles and functions of jewelry from primitive times to the present. The status, symbolism, and historical significance of jewelry are explored. A context for modern jewelry design is developed from the synthesis of historical and modern styles. *Prerequisite: JDSN 1100*

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 creative 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. *Prerequisite: GNST 1040*

GNST 2000 — 3 UNITS**FILM: HISTORY & DEVELOPMENT**

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

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 2080 — 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.

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 presenta-

* *An unparalleled resource, the Library's Textiles & Materials area contains a sample collection of wall coverings, window treatments, flooring and upholstery, fashion fabrics, trims, color chips, a Macbeth light box, scale, and microscope.*

tions 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 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

EUROPEAN STUDY TOUR

This course is available to students who sign up for the European Study Tour. The tour travels for two weeks between the winter and spring quarters and visits major European cities such as: Paris, Rome, and Florence. This tour is an immersion into western art history, which requires thorough critical analysis of works of art. Students will 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. *Prerequisite: Must be an enrolled participant in the European 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 Institute. Students travel to Paris for 16 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 will 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. *Prerequisite: Must be an enrolled participant in the Paris Summer Institute 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.

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. *Prerequisite: Second-year standing, 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 profes-

sional 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 WWII. 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 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 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 3550 – 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.

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 will 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. *Prerequisites: GNST 3050, GNST 3500*

GRPH**GRPH 1050 – 3 UNITS****DIGITAL IMAGING**

In this introduction to digital graphics using Adobe Photoshop, students learn how to use programs, tools, layers, and palettes to enhance and manipulate photo composites and original art into conceptual designs. *Prerequisite: GRPH 1300*

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**

This class introduces the students to digital illustration. Students learn the Adobe Illustrator software with its many tools, palettes, and menu bar. Illustrator is used to assist the students in rendering original sketches into high-resolution vector images.

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.

Prerequisites: GNST 1230, GRPH 1300

GRPH 1500 — 3 UNITS**CRITICAL CONCEPTS**

Students are introduced to conceptual thinking and the role of a graphic designer as a visual problem solver. Students identify a design problem, develop a visual solution, and present ideas through thumbnail sketches for group critique. Brainstorming sessions and teamwork are integrated as part of class participation. *Prerequisite: GNST 1080*

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. *Prerequisite: GRPH 1150*

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 2080 — 3 UNITS**PHOTO RENDERING**

Using Photoshop, students employ a wide range of skills to produce smooth, detailed, and eventful computer-rendered environments and characters. They also learn how to avoid problems commonly inherent in signature poses of a character, creative movement, and rough planes. *Prerequisite: GRPH 2420*

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 2130 — 3 UNITS**CONCEPTUAL DESIGN**

This course explores the role that concept, a dominant creative idea, plays in entertainment design from thumbnail sketch to final product. Students learn industry-specific techniques (or entertainment isms) for achieving the WOW factor for full marketing campaigns.

GRPH 2230 — 3 UNITS**UX DESIGN**

This introductory class offers a practical introduction to UX (user experience) design emphasizing the importance of research in the design process. Using web design applications, students are introduced to the steps involved in creating a functional website using multifaceted applications. Students analyze existing websites to further their understanding of interface design and image optimization. Basic HTML and CSS are also introduced.

GRPH 2300 — 3 UNITS**PREPRESS PRODUCTION**

A fundamental class in preparing art files for print reproduction, this course covers desktop publishing, printing techniques (conventional and digital), paper, color, inks, imposition folding, and finishing. Students prepare a design from concept to final reproduction. *Prerequisites: GRPH 1720, GRPH 2780*

GRPH 2380 — 3 UNITS**PACKAGING DESIGN**

Students develop creative packaging solutions that attract attention while communicating visually through the use of three-dimensional form, packaging materials, typography, color, and graphics. *Prerequisites: GRPH 2400, GRPH 2500, GRPH 2540, GRPH 2630*

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. *Prerequisites: GRPH 2050, GRPH 2120*

GRPH 2420 — 3 UNITS**DEVELOPING ASSETS**

This class equips students to convert thumbnail sketches into original, finished art. By developing strong Adobe Photoshop skills, students learn how to rebuild figures, add extensions, and build comps. Students gain experience in preparing these elements whether computer-generated, illustrated, or photographed so that they can be loaded onto the server for designers developing a theatrical campaign.

GRPH 2480 — 3 UNITS**SPECIALTY DESIGN**

This course is designed to teach students how to adapt key art creative to a variety of media outside of the traditional one-sheet format. Thinking creatively about composition, color, and design consistently is stressed through all campaign-advertising formats. *Prerequisites: GRPH 2840*

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. *Prerequisites:* GRPH 1520, GRPH 1720

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. *Prerequisites:* GRPH 2050, GRPH 2120, GRPH 2300

GRPH 2630 — 3 UNITS

WEBSITE DESIGN

This intermediate web design course continues to build HTML and CSS skills. Dreamweaver is used to create various websites while students continue to emphasize 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. *Prerequisites:* GRPH 2400, GRPH 2500, GRPH 2540, GRPH 2630

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. *Prerequisite:* GRPH 1050

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.

GRPH 2930 — 3 UNITS

ADVANCED WEBSITE DESIGN

Working with Photoshop, Illustrator, Dreamweaver, and other web design applications, students create a complete interactive site with animation, video, and advanced UX (user experience) & UI (user interface) from concept to final development. *Prerequisite:* GRPH 2630

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.

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 3780 — 3 UNITS

KEY ART DESIGN: TELEVISION

Students expand their understanding of key art development, production, and marketing in broadcasting and cable networks such as HBO, Showtime, and the Movie Channel. Working under tight deadlines similar to those they will encounter in the professional world, students become adept at creating compelling advertisement materials quickly.

GRPH 3800 — 3 UNITS

LIFESTYLE BRAND STRATEGIES

Working in teams, students will conduct in-depth consumer, market, and trend research on two brands. The teams will 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 will be 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 and 24/7 entertainment access. Using contemporary modes of communication, students create specialty designs for collector edition packaging, presale sheets, point-of-purchase displays, banner ads, and online collateral.

GRPH 4110 — 3 UNITS**OUTDOOR MARKETING**

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

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 branding studio properties (such as Disney, Marvel, and DreamWorks), 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.

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

A continuation of Motion Graphics I (GRPH 4480), this intermediate course focuses on communication that is intended for the end user. Students use advanced levels of Adobe After Effects to storyboard 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.

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: 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. *Prerequisites: 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. *Prerequisites: 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, and labor issues. This course also provides exposure to global management strategies.
Prerequisites: IMPD 3100, IMPD 3150

IMPD 3450A — 3 UNITS**TECHNOLOGY APPLICATIONS FOR INTERNATIONAL MANUFACTURING I**

An advanced, in-depth, studio course that further develops the students' rendering skills in Adobe Photoshop and Illustrator. Students learn efficient, effective techniques for developing design concepts in the two applications and gain proficiency in using the two in tandem to create tech packs, proposals, presentations, and flats. Students receive this training via demonstration, discussion, critique, and hands-on, learner-centered projects relating to their field.
Prerequisites: A.A. in Apparel Industry Management, Merchandise Product Development, or Fashion Design

IMPD 3450B — 3 UNITS**TECHNOLOGY APPLICATIONS FOR INTERNATIONAL MANUFACTURING II**

This advanced course concentrates on the enhancement of the students' digital flat sketching and digital illustration skills to create an industry presentation as means of visual communication in the international marketplace. Students in this studio course use Adobe Illustrator and Photoshop in conjunction with Microsoft PowerPoint to translate digital media into visual industry presentations. *Prerequisite: IMPD 3450A*

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. *Prerequisite: 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: IMPD 3100*

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. *Prerequisite: 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 sourcing and manufacturing strategy with completed samples and an industry thesis presentation. *Prerequisites: IMPD 3100, IMPD 3150, IMPD 3300, IMPD 3350, IMPD 3450A, IMPD 3450B, IMPD 3480, IMPD 3580, IMPD 3650*

IMPD 3880 — 1 UNIT**GLOBAL FINANCE AND 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 3980 — 0 UNITS**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 are 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 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 1480 — 3 UNITS

COMPUTER GRAPHICS I

An introduction to the design and production of presentation graphics and layouts for interior design applications. Students learn and demonstrate skills in creating effective presentations incorporating a variety of visual media including text, photos, drawings and other graphics. Students learn and demonstrate competent production skills in Adobe Illustrator and Adobe Photoshop software to create images, graphics, renderings, illustrations, compositions, and layouts.

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 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 1880 — 3 UNITS

COMPUTER GRAPHICS II

An introduction to the design and composition of presentation images, illustrations, and renderings for interior design applications. The course utilizes fundamental principles of Adobe Photoshop software both as a principle means of creating images and as part of a production environment incorporating hand-crafted imagery, Photoshop images, and images from other software environments (e.g., Adobe Illustrator and Autodesk AutoCAD) SketchUP, the 3-D modeling software is introduced. *Prerequisite: INTD 1480*

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. *Prerequisites: INTD 1090B, INTD 1880*

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 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 will focus 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 in both theory and practice. Career options are explored in fields of employment related to their course of study.

INTD 2750 — 3 UNITS (ELECTIVE COURSE)**INTERIOR DESIGN WORKSHOP**

This course focuses upon practical application of previous course work to a community service project. The student experience is in both the classroom and at project locations. Previous projects include: Pasadena, Orange County, and San Francisco Showcase Houses and HomeAid's Project Playhouse. Supervised field project.

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 2810 — 3 UNITS**COMPUTER GRAPHICS III**

This course is an in-depth approach to 3-D modeling with SketchUp combined with advanced editing techniques using Adobe Photoshop applied on computer generated 3-D imagery. Students demonstrate an understanding of elements typical in 3-D production for interior design applications including modeling, lighting, texturing, rendering, and digital enhancing techniques. *Prerequisite: INTD 1880*

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, INTD 2810. 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. *Prerequisites: 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 — a 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. *Prerequisites: Must be taken concurrently with INTD 2830 & INTD 2930*

INTD 3170 — 6 UNITS**ADVANCED RESIDENTIAL DESIGN**

A residential project, encompassing multiple housing types based on class parameters that identify a/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 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 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. *Prerequisites:* INTD 3540A

INTD 3870 — 6 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 relationship between parts, sequences, and finally the whole space to meet California building codes.

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.

JDSN**JDSN 1100 — 3 UNITS****MATERIAL & METHODS FOR JEWELRY MANUFACTURING**

This course introduces students to the jeweler's bench, tools, and basic manufacturing methods used in jewelry making. Students learn the terminology of the jewelry trade, and develop an understanding of appropriate materials and methods used for specific applications.

JDSN 1200 — 3 UNITS**RENDERING I**

This course introduces students to the basic techniques of rendering for jewelry design. Students draw perspective illustrations of necklaces, pendants, bracelets, earrings, rings, and other jewelry.

JDSN 1400 — 3 UNITS**RENDERING II**

This class emphasizes the importance of rendering detail accurately. Students learn to express the distinctive artistic attributes of jewelry through the use of colored pencils, markers, and gouache. *Prerequisites: JDSN 1100, JDSN 1200*

JDSN 1500 — 3 UNITS**INTRODUCTION TO CAD**

This course introduces students to Adobe Photoshop and Illustrator as a multimedia computer tool for creative design and presentation. Students gain hands-on experience in creating and editing digital photography, illustrations, technical drawings, compositions, and personal branding.

JDSN 1600 — 3 UNITS**METALSMITHING I**

In this course, students apply jewelry fabrication techniques necessary to create and produce jewelry designs. *Prerequisites: GNST 1620, JDSN 1100*

JDSN 1700 — 3 UNITS**WAX CARVING & CASTING**

After learning the techniques, materials, and principles of wax carving by hand and casting, students in this course produce wax models and cast their designs to produce finished jewelry settings. *Prerequisites: GNST 1620, JDSN 1100, JDSN 1200*

JDSN 1800 — 6 UNITS**METALSMITHING II**

Students in this course continue to build the technical skills for the fabrication of jewelry. Construction of connecting mechanisms as well as techniques for forming and manipulating metals (such as chasing and raising) are explored. Students analyze and develop creative solutions to the challenges inherent in these processes. *Prerequisites: JDSN 1400, JDSN 1600, JDSN 1700*

JDSN 1850 — 3 UNITS**BUSINESS OF JEWELRY DESIGN**

This course outlines the components for costume, bridge, and fine jewelry collections. Students are introduced to all of the elements needed to launch and run a successful jewelry design business. *Prerequisites: GNST 1520, GNST 1560, GNST 1620*

JDSN 1900 — 3 UNITS**CREATIVE DESIGN FOR JEWELRY DESIGN I**

Students in this course draw upon their research skills and their understanding of the principles and elements of design to create and produce jewelry pieces inspired by global influences. *Prerequisites: JDSN 1400, JDSN 1600, JDSN 1700*

JDSN 2100 — 3 UNITS**COMPUTER-AIDED JEWELRY DESIGN I**

This course introduces students to Rhinoceros as a multimedia computer tool for creative design and presentation. Students gain hands-on experience in creating new designs, drawing line sheets, executing technical sketches, and preparing color stories and materials concepts. *Prerequisites: GNST 1520, GNST 1560, JDSN 1400, JDSN 1700*

JDSN 2200 — 6 UNITS**METALSMITHING III**

Students continue to strengthen and perfect their metalsmithing skills by exploring advanced surface techniques such as reticulation, mokumé gane, and enameling. This course also enables students to use the stone setting and finishing techniques required for finished pieces of jewelry. *Prerequisites: JDSN 1700, JDSN 1800, JDSN 1850*

JDSN 2300 — 6 UNITS**CREATIVE DESIGN FOR JEWELRY II**

In this course, students combine various media and techniques to produce jewelry pieces of their own design. *Prerequisites: JDSN 1800, JDSN 1850, JDSN 1900*

JDSN 2500 — 3 UNITS**COMPUTER-AIDED JEWELRY DESIGN II**

A continuation of JDSN 2100 Computer-Aided Jewelry Design I, the primary objective of this course is to create a solid model in Rhino. Students calculate stone and precious metal weights and automate the conversion of the design models into STL files ready for rapid prototyping. *Prerequisites: JDSN 1850, JDSN 1900, JDSN 2100*

JDSN 2700 — 6 UNITS**CREATIVE DESIGN FOR JEWELRY III**

As a culmination of their training, students design individual jewelry collections. The course includes discussions of sourcing, merchandising, and marketing as they relate to students' designs. *Prerequisites: JDSN 2200, JDSN 2300*

JDSN 2950 — 3 UNITS**SAMPLE CASE DEVELOPMENT & PRESENTATION**

Students develop a sample case exhibiting examples of the work they have created throughout the program. The sample cases are presented to and evaluated by a jury of professionals. *Prerequisites:* JDSN 1900, JDSN 2200

KNTD**KNTD 1800 — 3 UNITS****ESSENTIALS OF MACHINE KNITTING**

Students are introduced to the process of machine knitting, including cast-on and off, basic stitches, gauge, and tension. Students build a foundation of knit structure by creating a variety of knit fabrics. Includes a three (3) hour lab.

KNTD 2100 — 6 UNITS**STITCH, COLOR & SURFACE DESIGN**

Students study the principles and elements of color and design as they relate to stitch structure in knit fabrics and garments. In this studio course they utilize color predictive and trend resources to interpret seasonal palettes for a variety of markets into a variety of patterns, and unique stitches, thereby acquiring both an in-depth understanding of knit structure and surface design treatments as they apply to various markets. *Prerequisite:* KNTD 1800

KNTD 2400 — 6 UNITS**STOLL M1 PLUS INDUSTRIAL KNITTING**

In this course, students are introduced to Stoll M1 Plus software and Stoll CMS industrial knitting machines. Students learn to program and knit stitch patterns for swatch development as well as basic silhouette shaping and detailing used in full fashion knitting. *Prerequisites:* KNTD 1800, KNTD 2100

KNTD 2600 — 6 UNITS**SHAPE & DETAIL FOR FASHION KNITWEAR**

In this course, the students study fashion silhouettes and stylistic detailing as a basis for full-fashion knitwear construction in a studio format. With emphasis on shaping, patternmaking, sizing, trims, and stitch placement, as well as application of flat technical sketching and size specifications for preproduction. *Prerequisite:* KNTD 1800

KNTD 2700 — 3 UNITS**KNIT CONSTRUCTION & SPECIFICATION**

Students apply pattern making skills to both cut and sew as well as full-fashioned knitwear. In addition, this course explores systems for developing technical packet specifications and fit requirements for a variety of knit garments. Initial cost analysis of materials in the production process are identified and estimated. *Prerequisite:* KNTD 1800

KNTD 2750 — 3 UNITS**LINE DEVELOPMENT FOR KNITWEAR**

In this course, students prepare portfolios for professional presentations and interviewing by

planning and developing knitwear collections. It includes planning and research for both the technical and creative processes of creating a cohesive collection. The portfolios include the knit swatches, drawings, and CAD work that best exemplifies their aesthetic as well as knowledge of trend and market application. *Prerequisites:* KNTD 1800, KNTD 2100, KNTD 2600, KNTD 2700

KNTD 2850 — 3 UNITS**ADVANCED KNITWEAR CONSTRUCTION**

This is a studio course building on the construction skill introduced in KNTD 2600 Shape & Detail for Fashion Knitwear and KNTD 2700 Knit Construction & Specification. It includes planning and construction including color and yarn choice as well as silhouette and preproduction specifications. Includes a three (3) hour lab. *Prerequisite:* KNTD 2600

MFTG**MFTG 1050 — 3 UNITS****SURVEY OF MANUFACTURING & MERCHANDISING**

This survey course explores the concepts and practices of the fashion business from raw materials to finished merchandise categories: women's, men's, children's, accessories, cosmetics, and intimate apparel. Students master fashion terminology and develop knowledge of the garment industry, including career options.

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 manufacturing, 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 fashion silhouettes. *Prerequisites:* GNST 1440, MFTG 2050

MFTG 2050 — 3 UNITS**TECHNICAL SKETCHING I**

A flat sketching class for line development, this course teaches students basic drawing skills and design detail terminology used by the industry.

MFTG 2080 — 3 UNITS**COMPUTER SKETCHING II**

The second computer sketching course focuses on the application of Photoshop in the fashion industry, advanced techniques using Illustrator, and development of ePortfolios. *Prerequisite: MFTG 1880*

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 1150, 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. *Prerequisites: MFTG 1700, DESN 1760 (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. Virtual fit and patternmaking technologies 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 WEB PDM to

develop technical packs in cyberspace for global usage. They use Siemens product lifecycle management (PLM) systems in the management and control of the supply chain. AIMS 360, an enterprise resource planning (ERP) system is used for inventory management. *Prerequisites: MFTG 2120, MFTG 2420A*

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. *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 will learn to digitize patterns, make computer markers and develop patterns using the Gerber system. *Prerequisite: DESN 2560 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 production. *Prerequisites: GNST 1440, MFTG 2120*

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: GNST 1440, MFTG 1400*

MFTG 2680 — 3 UNITS**WHOLESALE SELLING**

In this in-depth course in sales management, students learn how to plan and develop their terri-

✱ *The headquarters for the no. 1 global apparel company, Levi Strauss, is in San Francisco. They patented blue jeans in 1873.*

tories, hire and train a sales force, forecast sales, and supervise the sales organization. *Prerequisite:* MFTG 1150

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. *Prerequisites:* MFTG 1150, MFTG 2500. *Must be taken in last quarter of program.*

MFTG 2780 — 3 UNITS

OWNERSHIP & FINANCE

After examining the strategies, procedures, and financial implications involved in developing, operating, and controlling 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 produce 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:* GNST 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 4350 — 1 UNIT (ELECTIVE COURSE)

TECHNICAL SKETCHING: MENSWEAR & CHILDREN'S

The course focuses on the use of flat sketching skills in producing technical sketches for the menswear and children's apparel industries. *Prerequisite:* MFTG 2050

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 4400 — 1 UNIT (ELECTIVE COURSE)

FULL PACKAGE MANUFACTURING

This course explores the development of "full package" manufacturing. Discussion includes key elements of success, material sourcing, costing and financial needs, and infrastructure requirements. *Prerequisite:* MFTG 2120

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

MFTG 4520 — 1 UNIT (ELECTIVE COURSE)

UNDERSTANDING RETAIL RELATIONS & CALCULATIONS

An advanced course that examines relationships between retailers and manufacturers. This course encompasses analyzing six-month planning. *Prerequisite:* GNST 1450

152 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 4600 — 1 UNIT (ELECTIVE COURSE)

PROFESSIONAL PRACTICES FOR THE APPAREL MANUFACTURING MANAGER

This course focuses on the development of the apparel manager. The course examines managerial goal setting, interviewing techniques, resume building, and networking.

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

Marketing & Brand Development 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. *Prerequisite: MMKT 2880*

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 brand identity elements, positioning and leveraging brand equity, and learning how to create and implement an original brand plan. *Prerequisites: MMKT 2420*

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. *Prerequisite: MRCH 1820*

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. *Prerequisite: MMKT 2080*

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 a brand 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.

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 one delivery of a

men's sportswear collection. Collections 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). Includes a three (3) hour lab.

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 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 technology. Emphasis is placed on designing apparel graphics and techniques synthesizing the use of Gerber 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 for a specific market.

MNWR 3680A — 3 UNITS

MARKETING & COLLECTION ANALYSIS: PREPARATION

This capstone course focuses on the development of a menswear collection. The course synthesizes design and construction skills in creating a cohesive line.

MNWR 3680B — 3 UNITS

MARKETING & COLLECTION ANALYSIS: PRESENTATION

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

MNWR 3780 — 3 UNITS

MARKETING COMMUNICATION FOR MENSWEAR

This course provides a framework for the student to apply marketing communication 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 1700 — 3 UNITS

DIGITAL FLAT SKETCHING

In this introduction to Adobe Illustrator, students learn to apply various Illustrator tools to the creation of technical flat sketches on a grid and stylized flat sketches on a croqui. Emphasis is placed on the development of accurate, proportioned garments that include stitching, trims, and all style lines and on the creation of organized and editable digital files.

Prerequisite: MPDV 1800

MPDV 1750 — 3 UNITS

TRENDS & FASHION FORECASTING

In this course, students combine systematic research with personal insight to produce individual trend reports that support and shape their own design objectives. As components of their research, they assess the influence of visual arts, music, and popular culture on runway, retail, and street fashion, with particular attention to the decisive impact of social media communities and fashion blogs on the art and science of current trend forecasting.

Prerequisite: MMKT 1550

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.

★ *In "Entrepreneurship for Visual Presentation," Visual Communications students develop a business idea based on social entrepreneurship, that focuses on giving back to the community/environment where they operate.*

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. A six month financial plan and unit plan are created by each student for the final project. *Prerequisite: GNST 1450*

MPDV 2200 — 3 UNITS

DIGITAL DESIGN

Students apply skills previously learned in Computer Aided Fashion Design I to digital file development using Adobe Photoshop software. Course projects focus on the digital manipulation of photo imagery and the development of fabric prints and graphics with emphasis on the elements and principles of design. *Prerequisites: MPDV 1800, 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 2450 — 3 UNITS

ASSORTMENT PLANNING & PURCHASING

An in-depth look at the financial planning process used by apparel buyers and planners. Students develop a seasonal merchandise plan and create a unit plan both at cost and retail. Students learn methods of business analysis and the purchasing process. *Prerequisite: MRCH 1700*

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: 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 Gerber Technology web-based PDM 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 two brands and two 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: MPDV 2200, MPDV 2700, MPDV 2880*

MPDV 2880 — 3 UNITS

DIGITAL PRESENTATION

An advanced computer skills course that builds upon Adobe Illustrator and Photoshop skills acquired in DESN 2530 and MPDV 2200. Students integrate computer-aided design tools and applications to develop industry-standard visual and digital presentations that showcase all elements of fashion design and production. Emphasis is placed on both the technical and aesthetic mastery of computer applications that are specific to the ever changing needs of the fashion industry. *Prerequisite: MPDV 2200*

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.

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. *Prerequisites: MPDV 3100, MPDV 3150*

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, 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 production patterns 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 will include 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*

* *Vans slip-on style sneaker was created in Anaheim, California by the Van Doren Rubber Company. Its sticky rubber sole made it perfect for skateboarders.*

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 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 4700 – 3 UNITS

PROTOTYPE DEVELOPMENT & ANALYSIS

In this capstone course, students design a garment of their choice to be executed to their specifications by a local sample maker. In the process, they exhibit their understanding of fabric selection and proper garment fit; they validate their ability to give detailed, precise and complete instructions (developed in previous pattern drafting and technical design classes) to produce a completed prototype; and they demonstrate their time management skills by adhering to schedules and meeting deadlines. *Prerequisites: MPDV 3450, MPDV 4100*

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 1100 – 3 UNITS

THE BUSINESS OF FASHION MERCHANDISING

A survey of the fashion apparel industry, with emphasis on the roles played by design, textile and product development, merchandising, and distribution in the creative and business cycles. The course introduces students to apparel terminology, textile and manufacturing resources, and industry participants, as well as to the many career paths and job opportunities open to them.

MRCH 1420 – 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*

MRCH 1450 - 3 UNITS

CONCEPTS IN TREND FORECASTING

An introduction to the concepts behind professional trend forecasting. Students learn to understand the fundamentals of the trend forecasting research process through the analysis of current events, social and cultural influences, and industry observation. Emphasis is placed on interpreting research into viable macro trends. *Prerequisites: MMKT 1650, MMKT 2880*

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.

MRCH 1700 – 3 UNITS

MERCHANDISE MATH

A mathematical applications course using percentages, mark-ups, and profit formulas in retail situations. Students also learn pricing principles, tracking inventory, and writing purchase orders. *Prerequisite: GNST 1450*

* *Hugh Bradner, a UC Berkeley physicist, invented the modern wetsuit in 1952 for the U.S. Navy.*

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 timing the purchase. The importance of customer service and developing strategic partnerships with vendors and suppliers is examined. *Prerequisite: MRCH 1550*

MRCH 1780 — 3 UNITS**DIGITAL COMMUNICATION**

In this introduction to computer-aided design, students use Adobe Photoshop and InDesign, to create page layouts and photo collages for multimedia presentations and to develop marketing collateral. *Prerequisite: MMKT 2880*

MRCH 1820 — 3 UNITS**TREND ANALYSIS & STYLING CONCEPTS**

This course is an introduction to the methodology of tracking and forecasting trends in the fashion industry. Students examine how world economy, popular culture, visual arts, runway collections, and retail and street fashion combine in varying degrees to shape current styles and determine future trends. A culminating styling project challenges them to synthesize what they have learned in an informed prediction about future trends for a specific brand and target market. *Prerequisites: MRCH 1420, MRCH 1750*

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 2050 — 3 UNITS**CONSUMER ENGAGEMENT IN THE DIGITAL ERA**

In this course, students evaluate the impact of the Internet on consumer behaviors and learn to integrate evolving mobile commerce, social media, merchandise presentation technologies, and customer data analytics into effective merchandising strategies for the omni-channel era. *Prerequisites: MMKT 1650, MRCH 1820*

MRCH 2200 — 3 UNITS**MERCHANDISE BUYING**

Students develop a complete seasonal merchandising plan incorporating a customer profile, an assortment and financial plan, and a gross margin

projection. The buyer's contribution to profit is evaluated. *Prerequisite: MRCH 1700*

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 1820*

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: MRCH 2200*

MRCH 2700 — 3 UNITS**APPLIED BUYING**

An advanced course for those interested in buying and distribution careers; students apply previously learned concepts from Merchandise Math and Merchandise Buying in a mock buying experience in the marketplace. They learn profit maximization techniques and vendor negotiations, purchasing terms, discounts, and OTB management. Students use computer-generated reports to evaluate sales and profitability performance and management. *Prerequisite: MRCH 1950, MRCH 2200*

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 will become proficient in functions such as managing data using tables, enhancing charts, using what-if analysis and PivotTables. *Prerequisite: MRCH 1950, MRCH 2200*

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 and develop financial plan and learn various allocations methods used in the retail buying industry. *Prerequisite: MRCH 2700*

MRCH 2980 — 3 UNITS**CONTEMPORARY BUSINESS STRATEGIES**

This comprehensive, student-led course analyzes 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 and changes in consumers' purchasing behaviors on its financial health. The course's innovative format enables students to display their skill as researchers and their expertise as innovative and agile thinkers, capable of accurately assessing the organization's current value and of making informed recommendations for maximizing its business opportunities. *Prerequisites: MMKT 2080, MRCH 2050*

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, video games, mobile apps, virtual reality, and augmented reality. Students learn to write in persuasive and impactful language while honing in on organization, grammar, and syntax.

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. *Prerequisite: 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. *Prerequisite: MRCH 1650*

SMED 2400 — 3 UNITS

NEW MEDIA BUSINESS CHANNELS

In this course students explore techniques for integrating new media marketing as a component of marketing campaigns. Students have the opportunity to create and present a written business plan showing how to reach business goals through the use of a new media marketing campaign. *Prerequisites: SMED 2100, SMED 2300*

SMED 2600 — 3 UNITS

SOCIAL MEDIA ANALYSIS

This course provides students with an in-depth

understanding of current trends and tools used to create a specific measurement and evaluation plan. Through research and case studies students understand the importance of current trends and tools including quantitative and qualitative measurement. *Prerequisites: SMED 2100, SMED 2300*

SMED 2700 — 3 UNITS

BLOGGING FOR BUSINESS

Students learn the importance of blogging for business and how to create original content to engage and sustain online customers. Students learn to effectively use blogging sites such as Tumblr, WordPress, and Blogger to create and manage a successful business blog. *Prerequisites: SMED 2100, SMED 2300*

SMED 2750 — 3 UNITS

E-COMMERCE MARKETING

Students learn how to create a successful online business. Through class lecture and industry speaker's students learn how to navigate e-commerce applications including document automation, domestic and international payment systems, online banking, and shopping cart software. *Prerequisites: SMED 2100, SMED 2300*

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. *Prerequisites: SMED 2100, SMED 2300*

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 will create customer engagement and revenue.

SMED 3300 — 3 UNITS

SEARCH ENGINE OPTIMIZATION & ANALYSIS

Students learn the importance of using search

★ *Students on the New York Study Tour meet with industry insiders like Creative Director David Hoey, who designs Bergdorf Goodman's famous windows.*

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.

SMED 3400 – 3 UNITS

NEW MEDIA NARRATIVE WRITING

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

SMED 3400L – 1 UNIT

NEW MEDIA NARRATIVE WRITING LAB

This advanced exploration of new media narrative writing is a one-unit course that helps students hone creative writing skills to produce persuasive online content of varying lengths, formatted for different digital mediums.

SMED 3750 – 3 UNITS

PR WRITING FOR SOCIAL MEDIA

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 3400*

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 3300*

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 3300*

SMED 4200 – 3 UNITS

STARTUPS & 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 4300 – 3 UNITS

ETHICS IN SOCIAL MEDIA & ADVERTISING

Students learn the importance of moral and ethical issues in communication, new media, and technology. Students evaluate ethical issues presented by media

and technology, and how moral action is influenced by cognitive, emotional, and ethical belief systems. Emerging issues surrounding social media advertising, manipulation, and transparency are explored.

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: BUMT 3680*

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: BUMT 3680*

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 4600*

SMED 4800 – 3 UNITS

DIGITAL 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. *Prerequisite: SMED 4600*

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 4600*

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*

TEXT**TEXT 1350 — 6 UNITS****STUDIO TECHNIQUES I**

In this studio class, students paint with gouache in a flat opaque technique, color mixing and matching. Students are introduced to concepts of layout and repeat, color pitching, and are encouraged to develop color combinations for use in printed textiles.

TEXT 1500 — 3 UNITS**NATURAL FORMS**

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

TEXT 1550 — 6 UNITS**STUDIO TECHNIQUES II**

A continuation of the Studio Techniques course, which introduces new painting techniques along with the additional focus on commercially designed textiles for specific markets. *Prerequisite: TEXT 1350*

TEXT 1750 — 3 UNITS**CREATING FABRIC STRUCTURES**

In this introduction to the fundamentals of fabric structures, students learn to knit, crochet, and weave with a focus on understanding the unique design possibilities of each medium. Includes a three (3) hour lab.

TEXT 1850 — 3 UNITS**SURFACE DESIGN FOR INTERIOR APPLICATIONS**

This studio course specializes in the principles of textile design as they relate to home furnishing fabrication, wall coverings, and other interior related products. *Prerequisites: TEXT 1350, TEXT 1550*

TEXT 2220 — 3 UNITS**INTRODUCTION TO PHOTOSHOP**

An introduction to Photoshop as it relates to textile design, this course teaches students to identify and use tools, menu items, layers, and filters and to make essential color adjustments and simple artwork modifications.

TEXT 2240 — 3 UNITS**INTRODUCTION TO ILLUSTRATOR**

This course provides an introduction to Illustrator in which the students learn to identify and use the program tools and menu items, emphasizing drawing skills for textile, placement prints, and flat sketching.

TEXT 2550 — 6 UNITS**COMPUTER-AIDED SURFACE DESIGN I**

This CAD studio course builds on the foundation from the Introduction to Photoshop course. Students expand their knowledge of tools, menus, and functions of Adobe Photoshop in the development

and manipulation of printed textiles in repeating patterns and layouts. *Prerequisite: TEXT 2220*

TEXT 2600 — 3 UNITS**DESIGN FOR FORM & FUNCTION**

This course introduces students to the basic pattern blocks and manufacturing procedures in the fashion industry. Students explore the process of textile design and its relationship to the function of the finished product.

TEXT 2750 — 6 UNITS**COMPUTER-AIDED SURFACE DESIGN II**

This continuation of Computer-Aided Surface Design utilizes the computer as a design tool. Students expand their experience developing print designs, drawing attention specifically to formulating color ways, learning to prepare designs for engraving. *Prerequisite: TEXT 2550*

TEXT 2850 — 3 UNITS**TEXTILE PRINTING**

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 screen separations and registration for printing yardage. Includes a three (3) hour lab. *Prerequisite: TEXT 2750*

TEXT 3150 — 3 UNITS**TREND ANALYSIS**

Students examine the fashion forecasting process, with an emphasis on textile development and color trends in the global and domestic markets.

TEXT 4650 — 3 UNITS**LINE DEVELOPMENT**

Through this study of the color and design strategies used in merchandising textile print designs, students gain an appreciation of the designer's role in responding to the market. A line of textile print concepts is developed based on research of markets, trends, and color. *Prerequisite: TEXT 3150*

TEXT 4950 — 3 UNITS**PORTFOLIO DEVELOPMENT**

Students learn to market their skills and pursue careers in the textile industry. Through comprehensive portfolio analysis, students' designs are critically evaluated and prepared for presentation to prospective employers and clients. Additional attention to contracts, copyright, trademark, and licensing are introduced. *Prerequisite: TEXT 4650*

TSCI**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. *Prerequisite: GNST 1440*

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, construction, and finish. *Prerequisite: GNST 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. *Prerequisites: GNST 1440, GNST 2260 or 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. *Prerequisites: TSCI 1800, 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*

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 1350 — 3 UNITS

IDEATION SKETCHING

An introductory course in which students learn how to execute loose, quick, freehand sketches beginning with observed, existing spaces, simple elevations and plan views without perspective and to advanced invented visuals, illustrating solutions to various design and visual merchandising problems. Emphasis is placed on speed, confidence, clear communication, use of notation, credible scale, and research. In-class and homework assignments consist of many small sketches as students communicate and use appropriate methodology to develop and express ideas. *Prerequisite: GNST 1230*

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 1550 — 3 UNITS

CRITICAL CONCEPTS FOR VISUAL COMMUNICATIONS

This course is designed to teach students basic problem-solving methodology in visual communications, from definition and clarification of the essential problem, through exploration of multiple solution concepts, to selection and adoption of a single appropriate solution. *Prerequisites: VCOM 1480, VCOM 2180*

VCOM 1850 — 3 UNITS

TRENDS: PAST, PRESENT & FUTURE

This course introduces students to the methodology behind tracking and forecasting trends for the fashion and design industries. Students analyze key movements in design and the wider cultural events influencing them from the late 19th century through the 21st to develop an understanding of what drives consumer behavior and how design professionals track trends. *Prerequisite: MMKT 1550*

VCOM 1900 — 3 UNITS

DRAFTING TECHNIQUES FOR VISUAL PRESENTATION

An introduction to basic architectural drafting techniques and skills as they relate to store planning. *Prerequisite: VCOM 1350*

VCOM 2020 — 3 UNITS**LAYOUT & DESIGN**

This course introduces the formal elements of line, shape, color, texture, and composition as well as the principles of design—balance, scale, emphasis, repetition, and unity. This course integrates image and type use to communicate meaningful concepts for visual presentation. *Prerequisites:* VCOM 2180, VCOM 2350

VCOM 2180 — 3 UNITS**COMPUTER RENDERING**

An introduction to Adobe Illustrator as a design and rendering tool. This course provides students with hands-on experience using the computer to create graphic collateral, fixture diagrams, and store layouts.

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. *Prerequisites:* VCOM 1250, VCOM 1900

VCOM 2350 — 3 UNITS**COMPUTER GRAPHICS**

An introductory computer graphics course in which students learn PC applications of Adobe Photoshop, analyze problems of visual thinking, design, and graphics, and present creative solutions. *Prerequisite:* VCOM 2180

VCOM 2380 — 3 UNITS**ADVANCED DIGITAL IMAGING**

Students learn intermediate-to-advanced features of Adobe Photoshop and Illustrator and enhance their software skills to digitally create professional quality pieces to include in their visual communications portfolio. *Prerequisite:* VCOM 2020

VCOM 2420 — 3 UNITS**DESIGN FOR SOCIAL MEDIA BRANDING**

Using design principles and technology, students develop brand campaigns for online and social media formats. Existing brands are evaluated to determine effectiveness of brand messages; research will provide critical analysis for creating new brand campaigns in specific markets. *Prerequisites:* VCOM 2010, VCOM 2020

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 2510 — 3 UNITS**E-COMMERCE & VISUAL MERCHANDISING**

Students will explore the future of visual merchandising and key innovations in areas of virtual and augmented reality, creating an experience for the consumer. Students will also explore through case studies the importance of understanding customer needs and look at the changing demands in visual merchandising for retail brick and mortar and e-commerce businesses. *Prerequisite:* VCOM 2020

VCOM 2640 — 3 UNITS**PUBLIC RELATIONS FOR ENTERTAINMENT & FASHION**

An introduction to public relations, marketing, and event planning. Students will learn the basic skills used to create a full marketing and public relations campaign and put together a successful event. The course will incorporate the creative and strategic thinking involved in a full-fledged communications plan. Students will examine how marketing, including events, and public relations can increase exposure and media attention for a company, organization, product, individual, or program. Through case studies, guest speakers, hands-on projects, workshops and discussions, students will learn how to plan and execute effective public relations and marketing campaigns and plan and produce events. *Prerequisite:* MMKT 1550

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. *Prerequisite:* 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.

VCOM 2840 — 3 UNITS**ENTREPRENEURSHIP FOR VISUAL PRESENTATION**

Students understand the 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.

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.

VCOM 3000 — 3 UNITS**PREPRODUCTION SKETCHING**

This course teaches students to create credible representations of various set design concepts using perspective as a tool to establish depth, scale, mood, and point-of-view. Emphasis is on understanding the basic principles of perspective to generate effective sketches and drawings, rather than the technical process of drafted images.

VCOM 3050 — 3 UNITS**ARTS & ENTERTAINMENT INTERIOR STYLES**

A survey of the historical styles of furniture and room settings in western culture from Egypt through the 20th century. The course includes research and analysis designed to educate the student in the relevant concepts and terminology related to the history of interior furnishing styles. Movie references are included so that students can see the application of interior design knowledge to creating authenticity in set designs.

VCOM 3110 — 3 UNITS**ART DIRECTION**

Students will learn to design for mainstream entertainment in film, television, commercial, and video. The emphasis will focus on basic tools and principles for scenic drafting and visualization, beginning with soft drafting, finished drafting, and culminating with the latest information on computer illustration and digital 3-D modeling in set design.

VCOM 3300 — 6 UNITS**ESSENTIALS OF FILM PRODUCTION**

In this course, students experience, survey, and identify the jobs and careers in movie, television, commercial, and music video production. Students learn all areas of pre- and post-production, from how to budget a script to understanding how each film production department functions and interacts. The course is highlighted by a number of guest lecturers from the industry.

VCOM 3310 — 3 UNITS**DESIGN THEATRE**

From Sophocles to Shepherd, from the lobby to the loading dock, focusing on the collaboration of a scenic designer and the team of artists that creates a live theatrical performance. Students analyze and break-down text to explore specialized production elements of live theatre, including lighting, costumes, sound, and scenery. The course underscores the unique requirements of a live theatre production as well as other types of live entertainment. Learn about the first sets and the stories they helped tell.

VCOM 3460 — 6 UNITS**PRODUCTION & SET DESIGN**

Students discuss the elements of design with the practical considerations of different entertainment media: television, commercials, feature films, videos, and still campaigns. Students become acquaint-

ed with prop houses and theory versus real-life experiences, supplemented by guest lecturers from a wide range of viewpoints within the industry.

VCOM 3710 — 3 UNITS**ENTERTAINMENT BUSINESS PRACTICES**

Students learn how to properly plan for the production of a film or television series during the pre-production stage. Theory, discussion, and practical application will provide students with basic working knowledge of the skills of the business of managing the set design element of productions. Students will also learn about detailed budget analysis and planning.

VCOM 3760 — 6 UNITS**SET DECORATING**

This course focuses on the mechanical aspects of the set-decorating craft while exposing students to the traditions and artistic dialogues developed throughout film/television history. Students compare the various creative and integral processes used in the development of current and past television and film productions, including the breakdown of the script, lay out of furniture plots, shopping for furnishings and accessories, and creation of budgets and schedules.

VCOM 3800* — 6 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 set design and set decoration. *Internship taken in 2 of the 3 quarters (12 units total).

VCOM 3880 — 6 UNITS**DESIGN FOR THEATRE**

A course in set design that examines how a scenic designer collaborates with a team of artists to create a living theatrical experience. Students break down texts to identify the specialized production requirements—such as lighting, sound, scenery, and costume—of plays and other types of live entertainment from Sophocles to Shepherd.

VCOM 3920 — 3 UNITS**DESIGN: THE CAMERA'S VIEW**

A course in which students gain the valuable experience of preparing a project for the camera lens. Students learn the basics of art direction and set decoration techniques by preparing a set for filming using: lighting, foreground, background, balance, and perspective.

* *Designer Carl Jantzen made the first two-piece swimsuit for women in 1913.*