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

BDSN 3100A — 3 UNITS
ADVANCED PRACTICES IN COLOR, DESIGN, & 3-D FORM
This course is an exploration of the relationship between color, light, and three-dimensional form. Students distinguish, experiment, and construct concepts of meaning through the design elements of color, surface, pattern, three-dimensional form and space.

BDSN 3100B — 3 UNITS
ADVANCED THEORY IN COLOR, DESIGN, & 3-D FORM
In this course, students research the use and application of color, light, and three-dimensional form as used by artists and designers. Students effectively communicate concept and meaning through the design elements of color, surface, pattern, three-dimensional form and space.

BDSN 3200 — 3 UNITS
STRUCTURAL DRAWING
Students refine their abilities to create convincing volumetric images through perspective, matrix analysis, cross-contour, light, and shadow. They explore the application of structural drawing to their respective design disciplines and individual styles. Includes a three (3) hour lab.

BDSN 3400 — 6 UNITS
DRAWING THE FIGURE IN CONTEXT
This course addresses the structure and anatomy of the human figure as essential to developing a naturalistic approach to rendering the human form. The use of live models reinforces students' understanding of the anatomical structure of the human body. Formal elements such as line, gesture, volume, proportion, and perspective are emphasized. Prerequisite: BDSN 3200

BDSN 3500 — 3 UNITS
HUMAN DYNAMICS
Students consider the physical and physiological link between design and the human body, individually and in shared environments. They analyze possible design alternatives to a variety of products in terms of function, comfort, movement, and social impact.

BDSN 3700 — 3 UNITS
DIGITAL PHOTOGRAPHIC IMAGE
This course focuses on students' ability to express their point of view creatively through photography. Students learn to “see” photographically by exploring the basic tools, techniques, and aesthetics of digital photography, with special attention to lighting, focus, color, contrast, formal effects, and intent.

BDSN 3750 — 6 UNITS
ADVANCED GARMENT CONSTRUCTION
Building on the construction skills introduced in the Fashion Design Program, students integrate their skills at pattern drafting with garment construction processes. This studio course includes detailed construction processes of classic fashion silhouettes.

BDSN 3780 — 6 UNITS
PROTOTYPING 3-D FORMS
This course integrates both 3-D software and manual skills acquired in previous courses to explore and interpret a range of design inventions and their proliferation through rapid prototyping. Students explore special topics in virtual design, new modes of manufacture, and prototyping.

BDSN 3800 — 3 UNITS
DIGITAL ASSET MANAGEMENT
In this course, students practice the sophisticated digital asset management skills required for careers in the design industry. Topics include file formats, technologies and workflow, computer applications, and organizational systems that seek to define, identify, control, manage, and store digital images.

BDSN 3850 — 3 UNITS
THEORY & CONTEXT OF DESIGN
In this course, students formulate a personal creative research project relevant to their area of specialization, culminating in a written thesis proposal that they approach through various contexts in their senior year studio courses. Emphasis is on careful documentation of content, reference and source materials, and design research.

BDSN 4100 — 3 UNITS
VISUAL IDENTITY & IMAGE
This multimedia course builds on prior drawing courses while focusing on the elements of image-making as communication. Students continue the development of drawing styles in both black and white and color, by hand and with the use of digital media. Techniques are applied to a variety of subjects as students explore the relationship between form and content. 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.
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.

**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.

**BDSN 4500E — 6 UNITS**  
THE STUDIO II — ENVIRONMENT & PRODUCT  
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.

**BDSN 4500F — 6 UNITS**  
THE STUDIO II — FASHION APPAREL  
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.

**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.

**BDSN 4750E — 6 UNITS**  
THE STUDIO III — ENVIRONMENT & PRODUCT  
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.

**BDSN 4750F — 6 UNITS**  
THE STUDIO III — FASHION APPAREL  
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.

**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 profiles 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: BDSN 3850, BDSN 4100

**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,
COURSE DESCRIPTIONS

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

BUMT 4180 — 3 UNITS
GLOBAL STRATEGIC MANAGEMENT
Students develop an understanding of the concept of strategic planning and its significance to a firm's
competitiveness. They learn to analyze a firm’s core competencies and organizational capabilities and explore how elements of international business finance can impact managerial decisions. Students analyze the challenges of managing in a global environment.

**BUMT 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. **Prerequisite:** BUMT 4200

**BUMT 4500 — 3 UNITS**

**INTERNATIONAL FINANCE**

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

**BUMT 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. **Prerequisite:** BUMT 3600

**BUMT 4640 — 3 UNITS**

**STUDIES IN LEADERSHIP**

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

**BUMT 4910 — 3 UNITS**

**CREATIVITY IN BUSINESS**

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

**BUMT 5010 — 3 UNITS**

**THE GLOBAL ECONOMY**

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

**BUMT 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 identify, evaluate, and use information effectively as they prepare for the rigors of scholarly and professional research.
This course focuses on international trade logistics. It explores and analyzes the relationship of supply chain structure and logistics management on gross margin achievement, maintenance, and return on investment. It analyzes various approaches to create and control demand management and logistics and explores the benefits and potential strategic issues in vertical vs. horizontal integration when developing and evaluating supply chain strategies.

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

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

This course provides an understanding and foundation for using financial statement data in a variety of business analyses and valuation contexts. This course focuses on financial strategic planning and control. Students explore financial management communication as a means to enhance and achieve support of established strategic business goals.

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

This course focuses on the creation and management of an effective sales force. Topics 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.

**COSM 2340 — 3 UNITS**
**BEAUTY: FUNDAMENTALS OF COSMETICS**

COSM 2350 — 3 UNITS

**BEAUTY: FUNDAMENTALS OF FRAGRANCE**

COSM 2380 — 3 UNITS

**BEAUTY: BUSINESS OPERATIONS**

COSM 2450 — 3 UNITS

**BEAUTY: FUNDAMENTALS OF SKIN CARE & WELLNESS**

COSM 2480 — 3 UNITS

**BEAUTY: CURRENT INDUSTRY TOPICS**

COSM 2500 — 3 UNITS

**BEAUTY: PROMOTION & PRESENTATION**

COSM 2580 — 3 UNITS

**BEAUTY: BUSINESS OPERATIONS**

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 technological standards governing beauty products.

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.

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

**COSM 2150 - 3 UNITS**

**BEAUTY: FUNDAMENTALS OF SKIN CARE & WELLNESS**

An in-depth overview of skincare, spa, body care, hair care, and nail care and their roles in the competitive marketplace. Students explore alternative wellness modalities, product and distribution strategies and product positioning as well as the impact of innovative formulas and current trends that will enable students to grasp the complexity of the categories. **Prerequisite: MMKT 1650**

**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. **Prerequisites: MMKT 1550, MMKT 1650**

**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.

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

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. **Prerequisite: MRCH 1450**

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. **Prerequisites: COSM 2250, SMED 1100**

This course examines the new and highly profitable categories of men’s grooming and ethnic beauty. Students analyze the different strategies used to market to men and to a diverse audience of ethnic consumers in the grooming industry. Students investigate alternative classes of trade, new marketing vehicles, and current direct marketing techniques. They are tasked with creating a marketing/sales campaign to target their specific consumer base. An oral defense of the final project requires expertise on topic and objectives, and the articulation of complex marketing concepts and ideas. **Prerequisite: COSM 2250**

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.
Influencing Beauty Consumer Behavior

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

Cosm 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 2830 — 3 Units
Package Development & Production

In this course, students explore concept development, product positioning, creative adaptation, and technological challenges. Practical applications of these concepts are applied towards a course project. Prerequisite: COSM 2380

Cosm 2870 — 3 Units
Sustainability in the Beauty Industry

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

Cosm 2920 — 3 Units
Beauty: Global Business

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

Cosm 3050 — 3 Units
Influencing Beauty Consumer Behavior

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

Cosm 3180 — 3 Units
Fundamentals of Beauty Business Law

This course examines the social, ethical, and fundamentals of business law as it applies to the business of beauty. Students develop an understanding of the legal process and the environment in which the industry operates. Emphasis is on development of those skills necessary to recognize and negotiate common legal problems confronted in the corporate environment.

Cosm 3250 — 3 Units
Beauty: Purchasing & Planning

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

Cosm 3360 — 3 Units
Beauty: Luxury Brand Development

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

Cosm 3420 — 3 Units
Beauty: Business Management & Finance

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

Cosm 3450 — 3 Units
Merchandising in the Beauty Environment

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

Cosm 3600 — 3 Units
Product Innovation

Students learn the product development process from idea generation to consumer adoption through the use of case studies.
COSM 3660 — 3 UNITS  
**BEAUTY: REGULATORY AFFAIRS & IMPORT/EXPORT STRATEGIES**  
This course presents an introduction to the field of regulatory affairs and to the laws and regulations governing the development, sales, and marketing of beauty products. Students learn how to maintain compliance with US and international regulations and to formulate a global regulatory strategy for product development. In addition, students acquire an understanding of the legal import and export strategies, structures, and responsibilities involved in being a global business.

COSM 3820 — 3 UNITS  
**BEAUTY INDUSTRY MARKET RESEARCH**  
This capstone course is the culmination of the skills developed in the Beauty Industry program. The special project nature of the course requires students to apply their understanding of trends, market research, consumer behavior, branding, marketing, social media, product development and management to produce real industry projects assigned by major beauty brands. It incorporates a travel component so students gain exposure to senior executives and hone their professional presentation skills.

COSM 3850 — 3 UNITS  
**BEAUTY: SALES, NEGOTIATION & CONFLICT MANAGEMENT**  
This course provides an overview of the role of the sales function within the beauty industry. It covers the complexities of management of sales and distribution channels, issues in account management, and personal selling techniques. Students learn negotiation strategies and styles, and the importance of conflict resolution. In addition to class exercises, students practice negotiating in a range of business environments, including difficult situations.

COSM 3950 — 3 UNITS  
**INTERNSHIP**  
Through on-the-job training, students gain valuable insight as they apply theory and skills learned in the classroom to actual work situations and explore career options in the beauty industry.

COSM 4100 — 3 UNITS  
**BEAUTY MARKET INFLUENCES**  
In this course, students learn how to use market trend analyses, industry data, and economic reports to recognize consistent trends or results. These results are used to map business strategy and determine moves that could have a direct impact on overall business performance.

DENM 3000 — 3 UNITS  
**THE HISTORY OF DENIM & TRENDS**  
This course includes the history of denim from the inception of workwear through the evolution of the blue jean as the fashion statement of the 21st century. A look into the most influential innovative textiles and processes. This course analyzes past, present, and future trends across all marketplaces, and their impact and application in the current marketplace. Students create forecasting reports including visuals, sketches, wash standards, and written documentation. Prerequisites: A.A. in Apparel Industry Management, Fashion Design, Merchandise Product Development, or Merchandising & Marketing.

DENM 3150 — 6 UNITS  
**DENIM PROCESS I**  
Color and fade aesthetics of denim wet and dry finishing methods are evaluated. Denim performance, durability, quality, and everyday use are assessed. Students work in a lab setting to complete hands-on industry testing and finishing processes. Industry ASTM and AATCC methods are used and applied. Prerequisites: A.A. in Apparel Industry Management, Fashion Design, Merchandise Product Development, or Merchandising & Marketing.

DENM 3300 — 3 UNITS  
**SUSTAINABLE PRACTICES IN THE PRODUCT LIFECYCLE**  
Sustainability of denim is researched and assessed. Students study the impact of denim on the global environment from fiber to consumer. Eco-friendly textiles, product development processes, production strategies and compliance are researched and discussed. Color management and finishing processes using natural dyes are explored. FTC labeling requirements, going green organizations, and certifications will be considered. Post-consumer care and consumption will be reviewed. Prerequisites: A.A. in Apparel Industry Management, Fashion Design, Merchandise Product Development, or Merchandising & Marketing.

DENM 3400 — 3 UNITS  
**FABRIC DEVELOPMENT & INNOVATION**  
This lab gives students hands-on experience with processes relating to the aesthetic and functional characteristics of denim. Students learn to identify denim fabric construction and correlate the varieties of denim with application to the appropriate market segments. Research includes cotton from field to fabric, yarn developments, and weaving innovations in the textile development process. Finishing methods and their feasibility with respect to appearance, performance expectations, and quality are examined. Prerequisites: A.A. in Apparel Industry Management, Fashion Design, Merchandise Product Development, or Merchandising & Marketing.
DENM 3550 — 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. Prerequisite: DENM 3600

DENM 3550A — 3 UNITS
DENIM CONSTRUCTION: FIT & COST I
Students research past and present jeans to analyze how the construction and patternmaking methods affect the fit of a five pocket jean and the aesthetic look of various wash processes. A five-pocket jean is designed, patterned, and sampled along with a complete technical package. Prerequisites: A.A. in Apparel Industry Management, Fashion Design, Merchandise Product Development, or Merchandising & Marketing

DENM 3550B — 3 UNITS
DENIM CONSTRUCTION: FIT & COST II
Students learn construction methods and the order of assembly used to make denim garments. Students identify and evaluate construction techniques, fabric selection strategies, style details, machinery capabilities, production processes, cost, and compare innovative practices and products to analyze the differences in construction between various market segments and the effects on costing. Prerequisites: DENM 3150, DENM 3300, DENM 3400, DENM 3550A

DENM 3600 — 9 UNITS
DENIM INDUSTRY SEMINAR
An in-depth study tour in which students visit the entire product development cycle of denim processing facilities. Students journal the process from design through production and describe the purpose of each step in the product lifecycle. Course includes a directed global study tour to complete this research. Prerequisites: DENM 3150, DENM 3300, DENM 3400, DENM 3550A

DENM 3700 — 3 UNITS
DENIM PROCESS II
This advanced process course takes students into an industry wash house. Students are required to analyze denim choices for finishing and application to their specific consumer. They are required to complete industry standard technical packages detailing wash development. Samples are reviewed and students are responsible for the process, application, and corrections to complete the aesthetic process on the denim textile. Prerequisites: DENM 3550B, DENM 3600, DENM 3950

DENM 3750 — 3 UNITS
DENIM FIT ANALYSIS
This is an advanced course based on the principles of fit as it applies to denim products. The learning process includes the creation of a basic block based off of the evaluation of a fit session. Students design, pattern, and complete a prototype sample. Students identify fit corrections and then apply them to the patterns and samples. Prerequisites: DENM 3550B, DENM 3950

DENM 3800 — 3 UNITS
NEGOTIATION & COMMUNICATION
A course in effective organizational communication, with emphasis on advanced oral articulation skills. Students examine the dynamics of individual and group communication in preparation for full-scaled, business-specific, informative deliberations. Students use computer technology, visual aids, and statistical data to enhance the impact and clarity of their presentations. Prerequisites: DENM 3600, DENM 3950

DENM 3850 — 3 UNITS
BRAND ENTREPRENEURSHIP
Students combine systematic research to consider the impact of social media platforms on the brand identity. Students research and analyze how the denim industry uses labels, hang tags, and hardware to brand products. Students analyze the principles of entrepreneurship based upon leading brands and their competitive advantage in the global marketplace. Strategies of management and branding styles are evaluated. Prerequisites: DENM 3600, DENM 3950

DENM 3950 — 3 UNITS
DENIM LINE COLLECTION
This capstone class challenges students to develop an exclusive denim product collection geared toward the lifestyle of the target market. Students research denim fabric options, wash standards, retail, branding, style trends, and fit to create consumer branded merchandise. This course requires technical research to understand Product Lifecycle Management and techniques to illustrate denim standards using Adobe Suite. Prerequisites: DENM 3000, DENM 3150, DENM 3300, DENM 3400, DENM 3550A

DESN

DESN 1150 — 3 UNITS
FASHION SKETCHING FOR DESIGN I
Students learn the proportions and techniques for sketching the nine-head figure.

DESN 1250 — 3 UNITS
INDUSTRY SEWING
This course introduces students to industry sewing techniques with an emphasis on operating the power sewing machine. Students produce a completed garment by applying all of the techniques taught in the course.

DESN 1420 — 3 UNITS
APPLIED DRAPING TECHNIQUES
Students apply draping techniques and industry procedures which include the understanding of proportion, balance, construction and fit. They explore the use of muslin and various fabrics to create original designs. Prerequisite: 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**  
Introduction to Adobe Illustrator and its use as a tool for drawing technical flat sketches with accurate proportions and garment details. Instruction in the use of Adobe Illustrator tools and workspace to create effectively organized and editable digital files. **Prerequisite: MPDV 1800**

DESN 2540 — 3 UNITS  
**COMPUTER PATTERN DRAFTING I**  
In this introduction to the fundamentals of pattern drafting techniques using Gerber Technology, students reinforce skills developed in previous manual pattern drafting classes and apply their knowledge to producing patterns using the computer. Additional pattern drafting techniques are explored. Students also produce markers. **Prerequisites: DESN 2160, MFTG 2330**

DESN 2560 — 3 UNITS  
**PATTERN DRAFTING III**  
An advanced pattern drafting class emphasizing comprehensive use of acquired patternmaking skills as well as advanced techniques. Includes a three (3) hour lab. **Prerequisite: DESN 2160**

DESN 2680 — 3 UNITS  
**CREATIVE DESIGN ANALYSIS & COLLECTION DEVELOPMENT**  
After analyzing and researching the components necessary to create a fashion collection, students in this course engage in the challenge of designing and developing collections for specific customers, including major manufacturers. **Prerequisites: DESN 1850, DESN 2280**

DESN 2700 — 3 UNITS  
**COLLECTION DEVELOPMENT**  
This class emphasizes the comprehensive use of acquired patternmaking and design skills. A complete design look is selected from each student collection. Patterns and garments are developed according to industry requirements. Cohesive design development includes; pattern drafting, garment construction, pattern cards, cost sheets, and style books. Includes a three (3) hour lab. **Prerequisite: DESN 2560**

DESN 2840 — 3 UNITS  
**COMPUTER PATTERN DRAFTING II**  
In this advanced course in developing patterns using Gerber Technology, students further develop their skills in creating patterns from sketches as well as from finished garments. Students also produce markers on the computer. **Prerequisite: DESN 2540**

DESN 2960 — 3 UNITS  
**CHAIRING STYLES**  
Students explore the relationship between fashion design and furniture design by designing and producing a garment that complements an original furniture piece constructed by an Interior Design student. **Prerequisites: DESN 2280, DESN 2540, DESN 2560, Department Chairperson approval required**

DESN 2980 — 3 UNITS  
**PORTFOLIO PREPARATION & PRESENTATION**  
Students prepare, develop, and expand a professional portfolio of work while exploring creative and practical techniques to enhance the marketability and appeal of their portfolio. They also analyze and practice interviewing skills to communicate with prospective employers. **Prerequisite: DESN 2680**

DESN 3000 — 6 UNITS  
**STUDIO I**  
In this advanced course, the focus is the creation of a collection for the DEBUT Runway Show. Students make an initial selection of color and fabric, develop design ideas, and determine the direction of their collections.

DESN 3040 — 3 UNITS  
**IDEATION & CONSTRUCTION FOR COSTUME I**  
A class in the development of historical silhouettes, emphasizing patterning and construction of garments, undergarments and foundations essential to period construction. "Character" body modification is considered.
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 3130 — 3 UNITS
HISTORY OF COSTUME & DÉCOR 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 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 3270 — 3 UNITS
DRAWING & RENDERING FOR THE THEATRE I
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 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 3430 — 3 UNITS
HISTORY OF COSTUME & DÉCOR II
A continuation of History of Costume & Decor 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. Prerequisite: DESN 3130

DESN 3440 — 3 UNITS
IDEATION & CONSTRUCTION FOR COSTUME II
A continuation of Ideation & Construction for Costume 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. Prerequisite: DESN 3040

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 3470 — 3 UNITS
DRAWING & RENDERING FOR THE THEATRE II
A continuation of Drawing and Rendering for the Theatre I. A practical course in which realistic figures are drawn in period costumes and rendered in various medium. Rendering of period fabric, accessories, and styles is demonstrated and applied. Prerequisite: DESN 3270

DESN 3600 — 6 UNITS
STUDIO III
Students complete and present their collections at the professionally produced DEBUT Runway Show.

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 3730 — 3 UNITS
HISTORY OF COSTUME & DÉCOR III
A continuation of History of Costume & Decor 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. Prerequisites: DESN 3130, DESN 3430

DESN 3750 — 6 UNITS
STUDIO LAB
In this course, students enhance and refine their ability to fit garments properly to a live model.

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 3870 — 3 UNITS
COSTUME CRAFTS III
A comprehensive course that culminates in the creation of fully realized, historically accurate, elaborate costume accessories and props. Prerequisites: DESN 3450, DESN 3680

DESN 3930 — 3 UNITS
PORTFOLIO DEVELOPMENT
Students prepare and present a professional portfolio.

DESN 3940 — 3 UNITS
IDEATION & CONSTRUCTION FOR COSTUME 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. Prerequisites: DESN 3040, DESN 3440

DESN 4050 — 3 UNITS
COSTUME DESIGN FOR FILM & TV I
This course introduces the various techniques used by costume designers and costume supervisors to analyze and break down a script for successful costume design, including character analysis, location, action, continuity, and timelines. Students explore the process of designing for film, TV, and other media. Students design an exhibit costume for a Winter Quarter Show.

DESN 4120 — 3 UNITS
TELEVISION THEN & NOW
Students learn about the history of television and the new Golden Age of TV, the genres, trends, directors, designers, and stars. Costume innovations and impacts on fashion are included. Class discussions cover the relationship between film and TV.

DESN 4180 — 3 UNITS
COSTUME ILLUSTRATION FOR FILM & TV I
A practical class in illustrating costume designs from written or verbal descriptions of characters. Students explore a variety of media for illustrating characters and developing drawing techniques. Emphasis is on visual communication and storytelling. Illustrations for students' exhibit designs are produced.

DESN 4350 — 3 UNITS
HISTORY OF ART, COSTUME & CULTURE I
A survey of the portrayal of clothing and adornment in pre-20th century art. Students examine the components of historical statuary and portraits (postures, fabrics, furnishings, etc.) and develop insights into the social practices and garments of different periods. Students review films and TV shows designed in the periods being studied with special attention to problems solved by the designer.

DESN 4380 — 3 UNITS
COSTUME DESIGN FOR FILM & TV II
Students analyze the relationship of the costume to the character, the story, the ensemble, the locale, the economic and social status, and the time period, and continue to work with scripts, budgets, and character. Class projects build design knowledge and problem-solving skills. Prerequisite: DESN 4050

DESN 4450 — 3 UNITS
COSTUME ILLUSTRATION FOR FILM & TV II
Students develop their own style of rendering contemporary and period costumes and fabrics using computer-rendering skills. Techniques for customizing the illustration to the actor and incorporating accessories, props, and background elements are included. 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. Developing a budget, understanding and managing the roles of the crew, maintaining the costumes, and keeping the continuity book are covered. “Sync on Set” and “Costume Plot Pro” software programs are taught and utilized.

DESN 4620 — 3 UNITS
HISTORY OF FILM — AN EYE ON COSTUME DESIGN
Students develop a visual vocabulary of film by exploring the history of American movies, including the great Hollywood costume designers and the stars who became icons of style. Emphasis is placed on important films, directors, and genres from the late 19th century to the present.

DESN 4820 — 3 UNITS
SOURCING THE COSTUME
Students gain hands-on experience exploring L.A.'s costuming resources. Students learn how to successfully source costumes and fulfill their jobs as costume designers.

DESN 4850 — 3 UNITS
STUDIO DESIGN PROJECT II
This course is a continuation of Studio Design Project I. Students install an exhibit of their own design and creation with an illustration of the
COURSE DESCRIPTIONS

costume. Students complete exercises in millinery, shoe maintenance, tailoring, alterations, jewelry repair, and color matching dyes. Prerequisite: DESN 4680

DESN 4680 — 3 UNITS
ADVANCED STYLING FOR COSTUME DESIGNERS
This is a course that teaches the types of styling for celebrities. Students learn the PR houses, business paperwork and etiquette of borrowing, organization, and preparation for a styling job, and how to match a celebrity with appropriate and flattering design styles and fashion houses. The course culminates in a photo shoot of student-styled current fashion interpreting a period photograph of a film couple.

DESN 4930 — 3 UNITS
PROFESSIONAL PRESENTATION FOR COSTUME DESIGNERS
This class guides students in the preparation of a professional portfolio in both print and digital forms. Labels are designed and made. Students explore how to navigate a successful career via networking, trade publications, and joining unions and professional organizations. Portfolios are presented for industry review.

DESN 4960 — 3 UNITS
PRODUCTION PRACTICUM & SPECIAL TOPICS
Students demonstrate their costume design skills through supervised field study of thesis production with an approved producing entity such as the American Film Institute, USC School of Cinematic Arts, or Chapman University, etc. Students produce an internship portfolio chronicling their experience as a final project. Special topics are addressed with film professionals speaking on topics vital to the designers’ careers.

DIGI

DIGI 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 is on integration of 3-D elements into other projects. The skills gained in this course are further explored in later courses. Prerequisites: DIGI 1650, GRPH 1050

DIGI 1300 — 3 UNITS
EDITING I
This course covers the art and science of non-linear editing. Students learn the importance of editing choices and the impact those choices have on how a project is perceived and its ultimate success. Students are introduced to fundamental editing techniques, as well as to the production model of editing video in the industry. Students also participate in group discussions about editing choices, effective storytelling through narrative editing, and audience demographics. Prerequisite: DIGI 1350

DIGI 1350 — 3 UNITS
STORYTELLING
Students are introduced to storytelling from both a technical and creative perspective. Students study all aspects of storytelling, with a focus on story structure. The concepts introduced in this class are reinforced throughout the curriculum, particularly within the context of editing.

DIGI 1550A — 3 UNITS
MOTION GRAPHICS I
This course trains students in basic techniques of storyboard animatics and motion graphics creation through the use of software programs utilized by design and animation companies worldwide. The emphasis is on design from a problem-solving point of view. The course also examines the production timeline and graphical requirements of a multimedia project by demonstrating the manipulation of digital images in a studio environment. Upon completion of this course, students gain a thorough understanding of input/output techniques, special effects, image compositing, and motion graphics. Prerequisites: DIGI 1650, GRPH 1050

DIGI 1550B — 3 UNITS
MOTION GRAPHICS II
This advanced motion graphics course builds on concepts learned in the foundational course and employs those concepts in conjunction with advanced techniques. In this course, students gain a thorough understanding of advanced techniques as they are applied in the continuing exploration of special effects, image compositing, and motion graphics. Prerequisites: DIGI 1550A, DIGI 1650, GRPH 1050

DIGI 1650 — 3 UNITS
COMPUTER GRAPHICS
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.

DIGI 1700 — 3 UNITS
EDITING II
This course provides a more in-depth exploration of the imaginative and technical side of editing. Students examine and apply intermediate editing concepts and techniques. Students edit industry-standard promotional trailers, and become familiar with the entire pipeline from concept to delivery. Prerequisites: DIGI 1300, DIGI 1350

DIGI 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 2100 — 3 UNITS
EDITING III
This course builds on students’ experience with editing in a non-linear editing platform. Students become familiar with advanced editing techniques and focus on the technical aspects of editing in addition to the aesthetic understanding they have developed to date. Topics covered include delivery requirements, formats, codecs, frame rates, aspect ratios, frame flexing, and more. Prerequisites: 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. Prerequisites: DIGI 1550A, DIGI 1550B, DIGI 1650, GRPH 1050

DIGI 2420 — 3 UNITS
VISUAL EFFECTS
This course introduces students to visual effects for film and television. Students learn how to develop and choose effects that enhance their projects. Students rely on their understanding of storytelling, cinematography, sound design and editing in evaluating their projects and selecting appropriate visual effects. Prerequisites: DIGI 1550A, DIGI 1550B, DIGI 1650, GRPH 1050

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 1770

DIGI 2580 — 3 UNITS
INTERACTIVE 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, design, and cross-platform utility. This course builds upon knowledge gained in Integrative Design: App Development. Prerequisites: DIGI 1650, DIGI 2580, GRPH 1050

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 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.

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 2100, DIGI 2150, DIGI 2420, DIGI 2580

DIGI 3010 — 3 UNITS
DIRECTING FOR FILM & TV
This course focuses on the importance of the director in modern media. Students explore the differences between directing for film and for television. Students learn various directing techniques, as well as important tips and tricks used in the professional arena, and then apply these skills in the directing of their own projects.

DIGI 3110 — 3 UNITS
FILMMAKING: CONTEXT OF EXPRESSION
This course explores the intersection of story, metaphor, and production design in filmmaking. Viewings of selected films and readings in fiction and creative non-fiction and film theory, genre and technique encourage students to analyze the work of noted writers and directors while gaining insight into their own creative and decision-making processes. In-class discussions, presentations, and workshops culminate with the creation of a short-film treatment detailing specifications for characters, story arc, and production design.
DIGI 3120 — 3 UNITS  
INTRODUCTION TO SCRIPT ANALYSIS  
This course introduces students to the tools and techniques used in impactful film scripts, with a particular focus on developing engaging stories. Students explore the various components of effective storytelling, including character development, theme, conflict and resolution. Students work on their own scripts throughout the course.

DIGI 3150 — 3 UNITS  
CINEMATOGRAPHY  
This course introduces students to the fundamentals of cinematography, including the operation of digital video cameras and factors that impact image acquisition and manipulation. Students explore exposure control, composition, movement, lighting, color theory, and lensing. Topics covered include RGB changes, scene profiling, gamma adjustment, black pedestal control, and camera filtration using tungsten and fluorescent sources.

DIGI 3400 — 3 UNITS  
CREATIVE WRITING  
This course educates students about writing across multiple genres. Students learn to express their thoughts and feelings in an imaginative and unique way. Students take an original project from conception to completion. During that process, students engage in peer review, instructor critique, and multiple phases of rewrites. Upon completion of this course, students have at least one fully original work.

DIGI 3500 — 3 UNITS  
VISUAL STORYTELLING: TECHNIQUES & TECHNOLOGY  
In this course, students explore the technology and techniques used in visual storytelling. Students apply this knowledge while editing their own projects, and by participating in peer review and in-class critiques.

DIGI 3700A — 3 UNITS  
DOCUMENTARY FILMMAKING I  
This course introduces students to documentary filmmaking. Students view and discuss various documentaries as they learn about the entire filmmaking process, including producing, directing, pre-production, production, writing, lighting, cinematography, and interviewing for documentaries.

DIGI 3700B — 3 UNITS  
DOCUMENTARY FILMMAKING II  
In this course, students work in groups on the production of a short documentary project. Each student is assigned a specific job, including producer, director, director of photography, camera operator, and more. The students work as a team to research, write, shoot, and edit their original project, taking it from the pre-production stages through post-production and delivery. Prerequisite: DIGI 3700A

DIGI 3750 — 3 UNITS  
EDITING FOR DOCUMENTARIES  
This course covers the editing process for documentary films, from footage to final edit. Practical considerations, techniques, and processes used by documentary editors are explored. Skills acquired in prior editing courses are built upon to enhance understanding of editing in the context of the documentary genre. Upon completion of this course, students prepare to tackle a variety of real issues that may arise while editing their own documentary films in the final quarter of the program.

DIGI 3800 — 3 UNITS  
LIGHTING TECHNIQUES  
This course emphasizes lighting for different scenarios. Students learn to light green screen, people, and different environments with industry-standard grip and lighting equipment. Students also learn about color correction, camera filtration, and the use of scrims, lighting gels, and barn doors. Finally, students learn how to employ various lighting techniques to create a mood and atmosphere that support their project.

DIGI 3850 — 3 UNITS  
MASTER CLASS  
This course provides an in-depth look at the practical side of the entertainment industry, including an introduction to advanced techniques and technology. Periodic guest speakers hold sessions on multiple advanced level topics, including working with Pro Tools, working with Avid Media Composer, production sound, and other advanced production equipment and techniques.

DIGI 4200 — 3 UNITS  
PRE-PRODUCTION  
In this course, students are introduced to the various components of pre-production, including budget creation and analysis, production planning, and factual and logistical research. Students break down scripts, storyboard scripts, scout potential shooting locations, and identify potential crew members. This course emphasizes the role of the producer and the techniques involved in producing short films. Prerequisites: DIGI 3500, DIGI 3700A, DIGI 3700B

DIGI 4310 — 3 UNITS  
INTRODUCTION TO PRODUCING  
In this course, students study various aspects of contemporary production and post-production practices for the film and entertainment industries. Students are introduced to the role of a producer on a project, including what a producer does and various pitfalls to avoid. Students also learn how to work effectively with a producer, as well as what is involved in producing their own original work.

DIGI 4450 — 6 UNITS  
PRODUCTION STUDIO  
This course builds upon the prior curriculum and immerses students in the world of documentary production. Throughout the course, students shoot and produce their own documentary, having completed pre-production in prior quarters. Students spend time shooting, reviewing dailies, and addressing individualized production issues as they arise. Upon completion
DIGI 4550A — 3 UNITS
FINISHING TECHNIQUES I
This course explores color correction and other advanced finishing techniques that students utilize as they move into the post-production phase of their documentary films. Students work with color tools inside Adobe Premiere Pro to learn to properly color correct/color grade shots. Topics 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 explores audio mixing and other advanced finishing techniques. Students walk through the process of mixing audio in preparation for the post-production phase of their documentary films. Students work with commonly used effects such as EQ, reverb, and de-essing, learn how to change the length and speed of audio tracks, and explore recording scratch tracks. Topics include: adjusting audio levels, keyframes, using the Limiter and EQ effects, working with audio transitions, healing noise, trimming, recording, and exporting audio. Prerequisite: DIGI 4550A

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. Prerequisites: DIGI 3500, DIGI 3700A, DIGI 3700B, DIGI 4200, DIGI 4450

DIGI 4810 — 3 UNITS
ADVANCED POST-PRODUCTION: VISUAL EFFECTS
This course builds upon the visual effects techniques learned earlier in the curriculum, exploring various plug-ins offered in the editing platforms in greater detail. Students learn advanced techniques used by industry professionals to manipulate footage, color correct content to create a mood or enhance the story, and even to create powerful visual illusions that contribute to a project’s overall impact. Prerequisites: DIGI 3500, DIGI 3700A, DIGI 3700B, DIGI 4200, DIGI 4450

DIGI 4820 — 3 UNITS
ADVANCED POST-PRODUCTION: AUDIO MIX & DIGITAL OUTPUT
This course explores advanced techniques in sound design and audio mixing. All areas of post-production sound design are applied during the editing phase of the project. Students learn to evaluate music choices, edit music, create sound effects to improve the story, edit dialogue, and effectively use sound design to enhance their storytelling capabilities. Prerequisites: DIGI 3500, DIGI 3700A, DIGI 3700B, DIGI 4200, DIGI 4450

DIGI 4830 — 3 UNITS
WORLD CINEMA
This course introduces students to cinema outside the U.S. through an examination of representative works, genres, and movements. The course provides a critical context and mapping strategies for the study of contemporary world cinema and introduces students to the categorization and global circulation of films. It explores the aesthetics, audiences, authorship, and concepts of the transnational. Students learn the history of internationalism in cinema, the role of film festivals, shifts in global popular cinema, and its relevance today.

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 athletic 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.

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. Prerequisites: FTWR 1100, FTWR 1300

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. Prerequisites: FTWR 1100, FTWR 1300
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.

FTWR 2300A — 3 UNITS
PATTERN DRAFTING FOR FOOTWEAR I
Students are introduced to the basic footwear industry requirements and procedures for pattern drafting on the last. They develop the patterns, line art, and specs used to create standard constructions including a basic pump, Maryjane, and sandal. Includes a three (3) hour lab.

FTWR 2300B — 3 UNITS
PATTERN DRAFTING FOR FOOTWEAR II
Students continue to refine footwear industry requirements and procedures for pattern drafting on the last. They develop the patterns, line art, and specs used to create standard constructions including an Oxford, mocassin, boot, and sneaker. Prerequisite: FTWR 2300A

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. Prerequisite: FTWR 1700

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, callouts 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. Prerequisite: FTWR 2500A

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. Prerequisite: FTWR 2500B

GNST

GNST 0360 — 0 UNIT
DEVELOPMENTAL WRITING
An intensive grammar and writing course emphasizing mechanics, sentence development, format, and basic paragraph and essay construction. This course is graded Pass/Fail.

GNST 0400 — 0 UNIT
WRITING SKILLS
A review of basic written communication techniques in preparation for English Composition (GNST 1040), with emphasis upon grammar, word use, punctuation, capitalization, and the composition of clear, well-organized, well-developed paragraphs and essays. This course is graded Pass/Fail.

GNST 1040 — 3 UNITS
ENGLISH COMPOSITION
In this process-oriented course, students combine deep, disciplined research with careful writing and revision to produce a thoughtful, creative, and personally meaningful research essay. They learn to formulate focused research questions, identify and investigate credible sources, and synthesize expert opinion with their own insight in support of a clearly defined, complex thesis. The emphasis is on curiosity, exploration, and discovery. As part of the process, students also gain confidence and competency in two primary areas of written expression: organization and mechanics.

GNST 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 1450 — 3 UNITS
COLLEGE MATHEMATICS
This course explores financial and consumer math, the geometry of flat and 3-dimensional spaces, and the basics of statistical analysis. Integrating mathematical equations and concepts in the context of problem solving and discovery, students complete projects and assignments demonstrating the effective use of quantitative tools to support their conclusions.

GNST 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. Prerequisite: GNST 1040

GNST 1620 — 3 UNITS
THE CREATIVE PROCESS
This course explores concepts of creativity with emphasis on a methodological, practical, and socio-cultural approach. Students analyze creativity in a variety of art forms and develop an understanding of the creative process through research and quarter-long design projects.

GNST 1650 — 3 UNITS
CRITICAL THINKING
Designed to foster independent thinking, this course strengthens students’ capacity to reason clearly, critically, and creatively, including the ability (1) to analyze the arguments of others, (2) to synthesize effective arguments of their own, and (3) to solve problems skillfully. Students also gain experience in reading closely and conducting purposeful, imaginative research—skills essential to the examination of demanding social, moral, political, and personal issues.

GNST 1900 — 0 UNIT
PROFESSIONAL SKILLS
This course facilitates a comprehensive understanding of the tools and techniques necessary to effectively navigate the complexities of the job market. Students explore critical components of employment in order to prepare for their job search; the ultimate result is placement in their desired career. Students learn how to build a meaningful resume; navigate career sites, including but not limited to FIDM Career Network and LinkedIn; effectively research desired industry and organizations; perfect interviewing techniques and skills; and finally create a sharable portfolio which can be utilized throughout their careers. This is a Pass/Fail class necessary for FIDM graduation. In addition to nine (9) hours of class work—comprised of three consecutive classes, three (3) hours each—students should be prepared for an additional three (3) hours of homework each of the three weeks.

GNST 2020 — 3 UNITS
SURVEY OF WESTERN ART I
A survey of art, architecture, and design from the Prehistoric Period through the Middle Ages. Included are the social, economic, cultural, political, and religious influences which have prompted or affected the art of each period. Students examine works of art and their iconography, stylistic techniques, and different media, with the goal of being able to recognize, understand, and discuss various art forms in their broader contexts.

GNST 2120 — 3 UNITS
ETHICS
A course in moral reasoning. By systematically weighing the claims of personal and social responsibility, ethical principles and ideals, and moral obligations and rights, students develop a structured approach to the analysis and resolution of complex moral issues. Emphasis is on examining issues from diverse points of view. Written and oral presentations and classroom discussion focus on major contemporary social, legal, and environmental issues, as well as on the role of ethics in business.

GNST 2220 — 3 UNITS
HISTORY OF DESIGN
An exploration of important developments from the Industrial Revolution to the digital age in the history of decorative arts, architecture and ornaments, interiors and furniture, textiles, and graphic design.
136 COURSE DESCRIPTIONS

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
ITALY STUDY TOUR
This course is available to students who sign up for the Italy Study Tour. The tour travels for two weeks between the winter and spring quarters and visits major Italian cities such as: Rome, Florence, and Venice. This tour is an immersion into western art history, which requires thorough critical analysis of works of art. Students benefit from learning about western art history by viewing works of art and architecture in person while creating a visual journal of their experiences and compiling research for two formal analysis papers. Prerequisites: Must be an enrolled participant in the Italy Study Tour and have one of the following courses remaining to be taken: GNST 2420, GNST 2750, or GNST 2780

GNST 2690 — 3 UNITS
PARIS STUDY TOUR
This course is available to students who sign up for the Paris Summer Study Tour. Students travel to Paris for 17 days between the spring and summer quarters and explore the history, art, and culture of this great city. This course is an immersion into western art history, which requires thorough critical analysis of works of art. Students benefit from learning about western art history by viewing works of art and architecture in person while creating a visual journal of their experiences and compiling research for two formal analysis papers. Prerequisites: Must be an enrolled participant in the Paris Summer Study Tour and have one of the following courses remaining to be taken: GNST 2420, GNST 2750, or GNST 2780

GNST 2750 — 3 UNITS
SEMINAR IN THE ARTS
A survey of the arts from a variety of origins, both classical and contemporary, with a particular emphasis on a diversity of fine, performing, and applied art forms. Students attend events that explore the following: pictures, sculpture, music, theatre, cinema, dance, architecture, and literature. Students gain an understanding of the different roles associated with these various art forms and critique these art forms through discussion, oral presentations, and essays, integrating their perceptions into their final projects.

GNST 2780 — 3 UNITS
MAJOR ART MOVEMENTS
This course is an introductory survey of the art and artists influencing and informing the international visual arts of the late modern and contemporary periods. Beginning with Post-War Expressionism and Pop Art, the course covers the diverse movements of the late 20th century, including Feminist art, Minimalism, and Conceptual art. Students
examine the art and architecture of the postmodern, post-pop environment of today, paying special attention to new media and modes of expression such as video, installation, and performance art. Students investigate the intersections of fine art and popular culture as well as explore unique voices from the margins that inform visual culture today.

GNST 2870 — 3 UNITS
MACROECONOMICS
Students study the global economy and the ways in which changing economic conditions shape local, national, and international policy decisions. They apply classical and contemporary economic theory to achieve an understanding of past and current world events in light of the many economic variables that exist. Prerequisite: GNST 2570

GNST 2900 — 3 UNITS
INDEPENDENT STUDY
Independent research in an area of required study. Students work under the supervision of an instructor, with mutually agreeable goals and assignments. 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 professional resume, biographical statement, and cover letter for immediate submission to prospective employers.

GNST 3000 — 3 UNITS
WORLD POLITICAL HISTORY
This global survey traces the quest for independence and prosperity on the part of emerging economies around the world after 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 3350 — 3 UNITS
BOTANY
Students explore the importance of plants in the ecosystem, the origins of plants and plant products and their role in everyday life. By studying plant structure, function, reproduction, and life cycles, students gain an understanding for how plants contribute to the ecological community and the social, economic, and environmental importance of plants in our lives.

GNST 3350L — 1 UNIT
BOTANY LAB
Hands-on lab observations and experiments illustrating basic principles of plant biology.

GNST 3400 — 3 UNITS
SOCIAL PSYCHOLOGY
A course that examines social psychology and how the behaviors, thoughts, and emotions of individuals are created and modified by the social and cultural conditions in which they live. Issues of social influence, cooperation and conflict, conformity, perception, change, and leadership are explored.
GNST 3410 — 3 UNITS
HISTORY & DEVELOPMENT FOR FILM & TV
A survey course that examines television and film in America as an art form and charts its historical and technical development. Students study classic and contemporary mediums and filmmakers, explore the social implications of film and television, analyze film technique, as well as set decoration.

GNST 3450 — 3 UNITS
APPLIED MATHEMATICS
Students gather, interpret, and evaluate data that has been used as the basis of factual claims supporting legislation, business, and policy decisions in issues such as healthcare reform, environmental regulation, the criminal justice system, and other critical issues in society. Research centers upon quantitative analysis employing mathematical and statistical methodology.

GNST 3500 — 3 UNITS
PROFESSIONAL PRESENTATION
A course in effective organizational communication, with emphasis on advanced oral communication skills, including interviewing. Students examine the dynamics of individual and group communication as preparation for full-scaled, business-specific informative and persuasive speeches, in which they use computer technology, visual aids, and statistical data to enhance the impact and clarity of their presentations.

GNST 3600 — 3 UNITS
FUTURE TRENDS IN SOCIETY
Students explore the demographic trends, shifts in technology, and varied communication avenues of the current socioeconomic landscape as a means of anticipating the cultural expectations, values, and practices that give rise to new products, methods of marketing/communication, and business trends. Prerequisite: GNST 3400

GNST 3650 — 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 3700 — 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 3750 — 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 3800 — 3 UNITS
ICONS OF CULTURE: THE CONTEXT OF MEANING
Students explore universal design concepts underlying the applied arts, the decorative arts, and architecture/architectural form. Using the language of aesthetic analysis, they relate formal elements of color and structure, pattern and motif, and icon and symbol to the origins, development, and diffusion of a wide range of designed objects from many cultures and historical periods. In the process, they gain insight into the durability, adaptability, and resonance of concepts and images that have achieved iconic status in the world of design.

GNST 3900 — 3 UNITS
ISSUES IN CONTEMPORARY SOCIETY
A General Studies capstone course addressing current issues in social diversity, globalization, business ethics, and civic responsibility. Students combine critical analysis, scientific inquiry, and technological skill to research and prepare a clear written and oral presentation on a challenging, advanced question of their own choosing. Prerequisite: GNST 3050

GRPH
GRPH 1050 — 3 UNITS
DIGITAL IMAGING
Students dive deep into the use of Adobe Photoshop to create high-quality image enhancements and photo composites. Students learn additional toolsets and explore more advanced features and improve their imaging skills. Prerequisite: TECH 1100

GRPH 1150 — 3 UNITS
TYPE & LAYOUT
This course introduces students to page layout using Adobe InDesign. Students learn the tools, menu bar, and palettes as they begin designing single and multi-page layouts. Through design exercises, students examine how grids serve as a structure for combining type and image.

GRPH 1300 — 3 UNITS
COMPUTER ILLUSTRATION
In this course, students continue to build on their illustration skills with vector drawing techniques. From tracing artwork to creating entertaining infographics, more advanced uses of Adobe Illustrator are explored including the use of Libraries and custom palettes. Prerequisite: TECH 1100

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 1150
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.

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.

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 entertain-ments isms) for achieving the WOW factor for full marketing campaigns.

GRPH 2230 — 3 UNITS
UX DESIGN
This course offers a practical introduction to UX (user experience) design emphasizing the importance of research in the design process. Inspired by this research, students develop solutions for a variety of applications centered around a specific set of users. Wire-framing is used to illustrate design concepts and students learn how to create a clickable prototype. Prerequisite: GRPH 1300

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 2300, GRPH 2500

GRPH 2400 — 3 UNITS
GRAPHICS/LICENSEING
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. Prerequisite: GRPH 2080

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. Prerequisite: 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 1420, 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 2630 — 3 UNITS

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

GRPH 2680 — 3 UNITS

GRAPHIC DESIGN PORTFOLIO
This is an advanced class in portfolio development. Students design, produce, and gain experience presenting their work in a professional working environment. They also write a comprehensive resume and present their portfolios before the class. 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. Prerequisite: GRPH 3550

GRPH 2930 — 3 UNITS

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

GRPH 3150 — 3 UNITS

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

GRPH 3380 — 3 UNITS

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

GRPH 3550 — 3 UNITS

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

GRPH 3800 — 3 UNITS

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

GRPH 4080 — 3 UNITS

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

GRPH 4150 — 3 UNITS

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

GRPH 4420 — 3 UNITS

GRAPHIC DESIGN INTERNSHIP
Through on-the-job training, students gain valuable insight as they apply theory and skills learned in the classroom to actual work situations and explore career options in graphic design. Prerequisite: GRPH 4080

GRPH 4480 — 3 UNITS

MOTION GRAPHICS I
In this introduction to digital composition through Adobe After Effects software, students extend their knowledge of design by creating motion graphics and visual effects—including a 30-second promo, on-air station identification, and storyboards—for a wide range of media.
GRPH 4780 — 3 UNITS
ENTERTAINMENT LICENSING
In this close examination of the techniques of licensing and branded studio properties, students use the results of marketing research, creative brainstorming, and collaboration with fellow students to develop a style guide specifying the fonts, colors, and visual features that establish a distinctive brand identity. The guide features key products in multiple categories inspired by additional segment research and trends. Prerequisite: GRPH 4080

GRPH 4880 — 3 UNITS
MOTION GRAPHICS II
A continuation of Motion Graphics I (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. Prerequisite: GRPH 4080

IMPD
IMPD 3100 — 3 UNITS
STRATEGIES FOR IMPORT/EXPORT
An in-depth overview of marketing strategies for both foreign and domestic environments. This course covers aspects including cultural, political, and economic differences, as well as government and trade regulations affecting the international marketer. Prerequisites: IMPD 3150, IMPD 3580

IMPD 3120 — 3 UNITS
CONSTRUCTION & TECHNICAL PRODUCT APPLICATIONS
An advanced studio course that synthesizes the students’ sketching skills with construction and technical knowledge to develop and present product ideations. Students analyze current market trends for construction methods by product category and price and use advanced sketching techniques to accurately communicate product silhouette, fit, details, and construction. 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, legal, and labor issues. This course also provides exposure to global management strategies. Prerequisites: IMPD 3150, IMPD 3580

IMPD 3420 — 3 UNITS
ADVANCED TECHNOLOGY APPLICATIONS
Students learn efficient, effective techniques for developing digital concepts and gain proficiency in using Adobe Creative Cloud applications to create industry presentations and digital communications for the international marketplace.

IMPD 3480 — 3 UNITS
GARMENT CONSTRUCTION & COST
This course evaluates the correlation between garment construction and garment cost. Students construct and deconstruct a garment. Through a hands-on simulation students determine the appropriate product price. Prerequisites: IMPD 3300, IMPD 3120

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. Prerequisites: A.A. in Apparel Industry Management, Merchandise Product Development, or Fashion Design

IMPD 3650 — 6 UNITS
PRODUCT DEVELOPMENT MARKETING RESEARCH STRATEGIES
International merchandising strategies are used to develop an exclusive product line geared toward the lifestyles of the target market. Students meet with the industry partner for initial product line presentation, critique, and approval. This course requires
technical research to understand Product Life Cycle Management & Product Data Management. Advanced training on browser based PDM where technical specification packages are created and applied. Prerequisites: IMPD 3120, IMPD 3300

IMPD 3820 — 2 UNITS
CONSUMER FIT & SAMPLE ANALYSIS
An in-depth study of preproduction samples with an emphasis placed on fit for individual body types. Samples assessed to identify appropriate modifications for global manufacturing. Prerequisites: IMPD 3480, IMPD 3650

IMPD 3850 — 9 UNITS
MERCHANDISE SOURCING & PRODUCTION
This thesis course examines global sourcing strategies with emphasis on full value cost, labor issues, assembly procedures, fit evaluations, quality control, customs clearance, and warehousing and shipping of finished products. This program includes field research in Asia to gain understanding of the global production cycle from the raw material stage to the finished product. Emphasis is placed on the sourcing and manufacturing of goods for a specific market. Final project is comprised of a global sourcing and manufacturing strategy with completed samples and an industry thesis presentation. Prerequisites: IMPD 3100, IMPD 3350, IMPD 3480, IMPD 3650

IMPD 3880 — 1 UNIT
GLOBAL FINANCE & BUSINESS PLANNING
International business and finance strategies are evaluated through an investigation of financial documentation and contractual agreements. Students identify business planning techniques and determine appropriate international practices for the apparel industry. Prerequisite: IMPD 3100

IMPD 3980 — 0 UNIT
INTERNSHIP (RECOMMENDED)
Students gain practical experience with applications of classroom skills to actual work situations in the area of International Manufacturing & Product Development.

INTD
INTD 1000A — 3 UNITS
SKETCHING TECHNIQUES I
An introduction to the basic techniques of representational 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 1520 — 3 UNITS**  
**DIGITAL MODELING**  
An introduction to the basic 2-D and 3-D commands utilizing SketchUp to construct 3-D objects and interior design applications. Emphasis is placed upon developing skills necessary for visualization, representation, and creation in the conceptional stages of design.

**INTD 1650 — 3 UNITS**  
**SURVEY OF ARCHITECTURE & INTERIOR DESIGN II**  
This course continues the survey of the historical styles of architecture, furniture, and interiors from the 19th century to the 21st century incorporating the major social, economic, political, and cultural factors. Prerequisite: INTD 1350

**INTD 1750 — 3 UNITS**  
**DIGITAL PRESENTATION**  
This course is an in-depth approach to the design and composition of presentation images, illustrations, layouts, and renderings for interior design applications. Students will demonstrate an understanding of elements typical in 3-D production for interior design presentation utilizing content from other software environments (i.e., Adobe Photoshop, Adobe Illustrator, Autodesk AutoCAD, Revit, SketchUp).

**INTD 1850 — 3 UNITS**  
**COMMERCIAL DESIGN CONCEPTS**  
A study of commercial space planning, methods of planning, design analysis, and problem-solving, and an introduction to regulatory issues, construction methods and techniques, materials, and furnishings. Students develop design and production skills, utilizing AutoCAD. Prerequisite: INTD 1090B

**INTD 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 (i.e., 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 2460 — 3 UNITS (ELECTIVE COURSE)**  
**HUMAN FACTORS IN DESIGN**  
Through analysis and research of a range of practical environmental and industrial design problems, students formulate design solutions, articulate the design process, and make presentations about improved functional designs.

**INTD 2580 — 3 UNITS (ELECTIVE COURSE)**  
**MARKER SKETCHING TECHNIQUES**  
Basic and intermediate marker sketching techniques are explored. Techniques in shading, color awareness, pattern and texture, surfaces, and composition are developed to create interior renderings appropriate for presentation either as hand drawings or in conjunction with digital applications.

**INTD 2670 — 3 UNITS (ELECTIVE COURSE)**  
**FURNITURE CONSTRUCTION**  
An introduction to furniture design and construction. Design and material issues are explored within specific styles. Production and presentation drawings are examined. Completed projects include a set of orthogonal drawings showing all views of the design and a rendered perspective drawing.

**INTD 2720 — 3 UNITS (ELECTIVE COURSE)**  
**ENVIRONMENTALLY RESPONSIBLE DESIGN**  
The study of Environmental Responsible Design introduces a basic overview and understanding on the impact of the built environment on the human user. The course focuses on healthy environments and the responsible use of limited resources during the design of an interior space and the daily operation during the lifespan of a building.
INTD 2900 — 3 UNITS (ELECTIVE COURSE)

ART MATTERS: DEVELOPING A CRITICAL EYE

INTD 2890 — 3 UNITS (ELECTIVE COURSE)

INTERIOR DESIGN THESIS

INTD 2830 — 6 UNITS

COMPUTER GRAPHICS III

INTD 2810 — 3 UNITS

INTERIOR DESIGN SPECIAL PROJECTS

INTD 2780 — 3 UNITS (ELECTIVE COURSE)

INTERIOR DESIGN WORKSHOP

INTD 2750 — 3 UNITS (ELECTIVE COURSE)

INTERNSHIP

INTD 2930 — 3 UNITS

BUSINESS PRACTICES FOR INTERIOR DESIGN

INTD 2960A — 3 UNITS (ELECTIVE COURSE)

CHAIRING STYLES

INTD 2960B — 3 UNITS (ELECTIVE COURSE)

PRESENTATION & PORTFOLIO

INTD 3180 — 3 UNITS

PSYCHOLOGY OF COLOR & APPLICATION

INTD 3210 — 3 UNITS

CONSERVATION & HISTORIC PRESERVATION

**COURSE DESCRIPTIONS**

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

**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.

**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.

**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

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

**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.

**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

**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

**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.

**PRESENTATION & PORTFOLIO**
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

**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.

**CONSERVATION & HISTORIC PRESERVATION**
This course focuses on the identification and responsible protection of historic and cultural resources, with emphasis on preservation planning and conservation techniques applicable to the interior design profession.
INTD 3260 — 3 UNITS (ELECTIVE COURSE)  
KITCHEN DESIGN  
This course explores kitchen layouts, finish materials, appliance specifications, mechanical requirements, and the client/contractor relationship.

INTD 3380 — 3 UNITS  
ADVANCED RESIDENTIAL DESIGN  
A residential project, encompassing multiple housing types based on class parameters that identify the specific type of interior environment. The culminating presentation emphasizes state-of-the-art kitchen and bath solutions, and explores spatial design strategies, technologies, and components that meet California building codes.

INTD 3380L — 3 UNITS  
ADVANCED RESIDENTIAL DESIGN LAB  
Utilizing technical drawing and presentation techniques, this course supports the design project developed in INTD 3380.

INTD 3410 — 3 UNITS  
SPECIFICATIONS & MATERIALS  
An exploration of interior building resources, including methods for identifying and applying materials, finishes, and furnishings used in interior environments. The course emphasizes precise procedures for identifying and documenting fabrication and installation processes.

INTD 3540A — 3 UNITS  
BUILDING SYSTEMS & CODES I  
An analytical overview of residential building systems applicable to single and multi-family dwellings. Students identify professional best practices to ensure efficient use of materials and finishes needed for the initial layout and reconfiguration of a space. Accessibility and code compliance, along with environmentally responsible methodologies and technologies, are stressed.

INTD 3540B — 3 UNITS  
BUILDING SYSTEMS & CODES II  
An analytical overview of commercial building systems applicable to multiple classifications (offices, retail, restaurant, institutional, and/or entertainment spaces). Accessibility, egress, and code compliance, along with environmentally responsible building methodologies and technologies are determined and applied. Prerequisite: INTD 3540A

INTD 3780 — 3 UNITS  
ADVANCED COMMERCIAL DESIGN  
A commercial project in which students conduct in-depth investigations of multiple classifications (office, retail, restaurant, institutional, and/or entertainment spaces). The project's parameters specify the type of occupancy utilization. In a culminating presentation, students demonstrate relationship between parts, sequences, and finally the whole space to meet California building codes.

INTD 3780L — 3 UNITS  
ADVANCED COMMERCIAL DESIGN LAB  
Utilizing technical drawing and presentation techniques, this course supports the design project developed in INTD 3780.

INTD 4120 — 3 UNITS  
INTERIOR PRODUCT DESIGN  
This course explores the development of design ideas and processes, from preproduction to fabrication, utilizing 3-D prototyping, and exploring manufacturing methods and materials. Conceptual designs, individual products, and product collections for interiors are examined. Further discovery includes technical requirements, trend research, product feasibility, and product marketing.

INTD 4130 — 3 UNITS  
SURFACE PATTERN DESIGN  
A studio course where creative vision is challenged to capitalize on the artistic expressions and principles of textile design; expanding the elements and principles of design to produce an end surface product for home furnishings, wall coverings, and any product related to interior design and decor. Emphasis is placed on technique, innovation, and globalism, along with the development and execution of strategies that take the end product from concept to market.

INTD 4510 — 3 UNITS  
SPECIAL TOPICS  
In this research-based course, students examine an industry specialty, with periodic findings presented throughout. The area(s) researched in this course apply to the Senior Thesis, strengthening the overall learning outcome of the specialization.

INTD 4520 — 3 UNITS  
CONSTRUCTION DOCUMENTS & DETAILS  
Preparation of construction sets of working drawings for both residential and commercial applications. Students gain familiarity with conventions employed by architects, contractors, and building trades, including architectural details, cabinet and millwork, and schedules.

INTD 4530 — 3 UNITS  
PRACTICUM  
This is a supervised, industry internship, directly related to an identified area of study/specialization. Students apply and develop industry related skills, and focus on career reflection and preparation. Placement approval required by the Department Chair.

INTD 4550A — 3 UNITS  
FURNITURE DESIGN I  
This course follows the development of conceptual designs for custom residential seating, case goods, and tables into a physical product. The course includes historic research, the analysis and specification of materials, and necessary processes from concept to fabrication.
COURSE DESCRIPTIONS

JDSN 1600 — 3 UNITS
METALSMITHING I
In this course, students investigate 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. 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

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.

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 4550A — 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 4950 — 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

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.

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 and watercolors. 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 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 capsule collection exhibiting examples of the work they have created throughout the program. The collections and portfolios developed by students are presented to and evaluated by a jury of professionals. Prerequisites: JDSN 1900, JDSN 2200

KNTD
KNTD 3400 — 6 UNITS
FUNDAMENTALS OF MACHINE KNITTING
Students gain competency with machine knitting including cast-on and off, basic stitches, stitch gauge, and introductory shaping. Students build a foundation of knit structure by compiling a personal swatch library of knit fabrics. Includes a three (3) hour studio.

KNTD 3700 — 6 UNITS
STITCH & COLOR DESIGN
Continuing to build a swatch library and fabrication skills, the students focus on principles and elements of design as they relate to stitch structure in knit fabrics. In this studio course, students utilize color predictive and trend research to interpret seasonal palettes for a variety of markets. They design a variety of patterns and unique stitches, thereby acquiring both an in-depth understanding of knit structure and surface design. Prerequisite: KNTD 3400

KNTD 3800 — 3 UNITS
KNIT GARMENT CONSTRUCTION
Students improve their patternmaking skills by focusing on patterns for both cut and sew as well as full-fashioned knitwear. In addition, students develop technical packet specifications and fit requirements for a variety of knit garments. Initial costs analysis of materials in the production process are identified and estimated. Prerequisite: BDSN 3750

KNTD 4100 — 6 UNITS
FULL FASHION KNITTING
In this course, students study fashion silhouettes and stylistic detailing as a basis for full-fashion knitwear construction in a studio format. The focus of the course is on shaping, patternmaking, sizing, trims, and stitch placement with an emphasis on size specifications for preproduction. Prerequisites: KNTD 3400, KNTD 3800

KNTD 4200 — 6 UNITS
INDUSTRIAL STITCH PROGRAMMING
In this course, students are introduced to Stoll M1 Plus software and STOLL industrial knitting equipment. Students continue building a swatch library by programming and knitting a variety of knit structures and multicolor patterns using industrial knitting machines. Prerequisites: KNTD 3400, KNTD 3700

KNTD 4400 — 6 UNITS
INDUSTRIAL SILHOUETTE PROGRAMMING
This course is a continuation of KNTD 4100 and KNTD 4200 with the emphasis on shaping, patternmaking utilizing Stoll knitwear M1 Plus software. Prerequisites: KNTD 4100, KNTD 4200

KNTD 4800 — 6 UNITS
KNITWEAR CONSTRUCTION STUDIO
This studio course utilizes the technical skills and creativity accomplished through the previous courses in the making of a collection of knit garments. This includes planning, construction, and yarn choices, as well as silhouette and preproduction specifications. Prerequisites: KNTD 3700, KNTD 4100, KNTD 4200, KNTD 4400

KNTD 4850 — 3 UNITS
KNITWEAR COLLECTION DESIGN
In this course, students plan and develop knitwear collections. This includes planning and research for both the technical and creative processes of creating a cohesive collection. Students prepare portfolios for professional presentations and interviewing including fabrication swatches and creative and technical illustrations to best exemplify their aesthetic, knowledge of trend, and market application. Prerequisites: KNTD 3700, KNTD 4100, KNTD 4200, KNTD 4400
MFTG

MFTG 1150 — 3 UNITS
MARKETING DYNAMICS FOR FASHION
An examination of the four parts of the marketing mix (product, price, promotion, and distribution). Students learn how micro- and macro-environments influence lifestyles and buying behavior. Students, using teamwork, apply their knowledge in analyzing case studies relevant to the fashion industry.

MFTG 1400 — 3 UNITS
APPAREL PROCESS I
This class introduces students to the basics of draping and flat patternmaking, sewing, garment construction, and apparel production terminology. Includes a three (3) hour lab.

MFTG 1700 — 3 UNITS
APPAREL PROCESS II
This continuation of Apparel Process I covers contemporary construction including a denim jacket, knit hoodie and 5-pocket jean, finishing processes, and emerging trends in apparel production. Includes a three (3) hour lab. Prerequisite: MFTG 1400

MFTG 1880 — 3 UNITS
COMPUTER SKETCHING I
This course focuses on computer sketching professional techniques using Adobe Illustrator. The emphasis is on fashion silhouettes. Prerequisites: MFTG 2050, TSCI 1440

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, development of ePortfolios, and an introduction to 3-D design. 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. Wearable technology, virtual fit and pattern drafting 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 NGC to develop technical packs in cyberspace for global usage. They also use NGC 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. Prerequisite: MFTG 2120

MFTG 2500 — 3 UNITS
COST CONTROL & COSTING
A study of cost control systems and cost-effective processes, this course focuses on analyzing and understanding the cost efficiencies of apparel companies by department. Prerequisites: GNST 1450, MFTG 2120

MFTG 2520 — 3 UNITS
GLOBAL TRADE DYNAMICS
In this in-depth exploration of industry trends associated with globalization, students examine the strategic alliances and the sourcing and distribution channels required for production, as well as the opportunities for exporting finished products. Prerequisites: MFTG 1150, MFTG 2350
MFTG 2550 — 3 UNITS
Production Control & Planning
This course examines principles of pre-season and in-season production planning and logistics based on analyzing, forecasting, developing, deputizing, and supervising within an apparel manufacturing organization. Students devise a suitable production plan based on efficient control methods. Prerequisites: MFTG 2500, MFTG 2580

MFTG 2560 — 3 UNITS
Computer Pattern Drafting, Grading & Marking
This course introduces students to computer pattern drafting, grading and marker making. Students learn to digitize patterns, make computer markers and develop patterns using the Gerber system. Prerequisite: DESN 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: MFTG 2120, TSCI 1440

MFTG 2640 — 3 UNITS
Quality Control Management
Students examine methods of establishing standards of quality for design, fabrics, and manufacturing. They develop control systems to assure apparel production standards. The course is based on the underlying management philosophy of Six Sigma. Prerequisites: MFTG 1400, TSCI 1440

MFTG 2680 — 3 UNITS
Wholesale Selling
In this in-depth course in sales management, students learn how to plan and develop their territories, 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: TSCI 1440

MFTG 4210 — 1 UNIT (Elective Course)
Elements of Fit
Principles of fit analysis and fit terminology are examined. Students learn to make fit corrections on patterns and experience doing fit corrections to actual garments. Students are exposed to technical design principles. Prerequisite: MFTG 1700

MFTG 4220 — 1 UNIT (Elective Course)
Sustainability & the Fashion Industry
This course examines how the fashion industry is responding to the greening of America. The sustainability issues facing the fashion industry include fabrications, other environmental conditions, economics, and social responsibility. Discussion focuses on sourcing green materials, green product development/production processes and how the fashion industry can use these concepts to improve brand image and increase brand equity.

MFTG 4230 — 1 UNIT (Elective Course)
Draping Concepts
This beginning draping class introduces students to the draping process, enabling them to produce a draped and pinned garment from a sketch. Prerequisite: MFTG 1700

MFTG 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
### COURSE DESCRIPTIONS

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marketplace. Emphasis is placed on the impact of digital marketing and sales platforms.  
Prerequisites: MMKT 2080, MMKT 2420

MMKT 2780 — 3 UNITS
INTEGRATED MARKETING COMMUNICATIONS
In this advanced marketing course, students explore creative message strategies including: traditional and new media, public relations, and other innovative means of communication. Applying these techniques, they create an effective integrated marketing communications campaign that meets the challenges posed by promoting in a sophisticated, rapidly evolving marketplace. Prerequisites: MMKT 2420, MMKT 2460, COSM 2250

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 3250 — 3 UNITS
HISTORY OF MENSWEAR
This course tracks the shifts in men’s fashion by examining the evolution of menswear through the chronic transformation of the silhouette from the 18th century to current modern day tailoring and streetwear fashion.

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 pattern drafting technology. Emphasis is placed on 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 collection to industry experts.
MNWR 3780 — 3 UNITS
MARKETING COMMUNICATION FOR MENSWEAR
This course provides a framework for the student to apply marketing communication and social media methodology in developing a strategy that supports the promotion of a menswear line in today’s competitive marketplace.

MNWR 3820 — 3 UNITS
DISTRIBUTION STRATEGIES FOR MENSWEAR
The course explores the new organizational models and channels of distribution used in the menswear industry to reach target customers and reflect their cyber lifestyles. Physical distribution/logistics are analyzed for their appropriateness in the current marketplace.

MPDV
MPDV 1500 — 3 UNITS
PRODUCT DEVELOPMENT FUNDAMENTALS
An introductory course that highlights the processes involved in the preproduction phase of apparel product development: planning, forecasting, fabrication, developing silhouettes and specifications, pricing and sourcing. Students examine the best practices of the most successful brands in the fashion business to understand how companies must position themselves to be successful in this field. Career paths and job opportunities are defined and explored.

MPDV 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.

MPDV 1850 — 3 UNITS
DIGITAL SKETCHING & RENDERING
Introduction to Adobe Illustrator and its use as a tool for drawing technical flat sketches with accurate proportions and garment details. Instruction in the use of Adobe Illustrator tools and workspace to create effectively organized and editable digital files. Prerequisite: TECH 1100

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 2150 — 3 UNITS
DIGITAL PRESENTATION APPLICATIONS
An advanced course, where students integrate the use of Adobe Illustrator, Photoshop, and InDesign to develop industry-standard digital presentations. Emphasis is placed on both technical and aesthetic mastery of computer applications that are specific to the evolving needs of the fashion industry. Prerequisite: MPDV 1850

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: MFTG 1400, MPDV 1800, MPDV 1850

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: MPDV 1850, 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 1850, 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 2820 — 3 UNITS
FASHION START-UP STRATEGIES
This course challenges students to evaluate and apply emerging technologies, social media, crowd funding, and supply chain logistics to create their own fashion start-up. Emphasis is placed on understanding consumer behavior in the digital era and meeting customer expectations while building a brand and new brand experience. Prerequisites: MPDV 2100, MPDV 2700

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 2150, MPDV 2700

MPDV 2950 — 3 UNITS
INTERNSHIP
Through on-the-job training, students gain valuable insight as they apply theory and skills learned in the classroom to actual work situations and explore career options. An internship blends theory and practice, combining academic training with employment in fields related to their course of study. Prerequisite: MPDV 3200

MPDV 3100 — 3 UNITS
GARMENT CONSTRUCTION & ANALYSIS
In this course, students gain valuable experience in identifying and evaluating the apparel construction techniques, fabric selection strategies, and mass production processes and pricing used in developing garment prototypes. In visits to local production sites, they match construction, stitch, and style details to appropriate manufacturing facilities and machinery capabilities. By comparing innovative practices and garments from like brands, they acquire the ability to establish construction standards for a wide variety of product categories and price points. Prerequisite: MPDV 3200

MPDV 3200 — 6 UNITS
PATTERN & FIT ANALYSIS
This course focuses on the development of first patterns for both woven and knit fabrics from technical specification sketches. Students analyze the effect of draping, body measurements, pattern shapes, and production construction techniques on garment fit, quality, and performance.

MPDV 3250 — 3 UNITS
QUALITY ASSURANCE IN TECHNICAL DESIGN
An examination of the processes required to control apparel quality, with emphasis on current quality standards in the global fashion supply chain across various retail price ranges. Students conduct quality testing during the various stages of product development, carefully considering compliance issues in fabric and trim choices, textile color application, factory sewing processes, and garment fit. The course also surveys current government regulations and individual company standards for testing at all stages of product development. Prerequisite: MPDV 3100

MPDV 3300 — 3 UNITS
FABRIC MANAGEMENT
A comprehensive analysis of textile materials in which students deepen their understanding of fiber and fabric choices suitable for specific garment types and end-use applications. Students in this culminating course synthesize all they have learned about contemporary textiles, garment performance and construction, industry-standard technology, and price-point structures appropriate to specific markets. The course also examines legal issues currently impacting the textiles industry.

MPDV 3450 — 3 UNITS
COMPUTERIZED PATTERNMAKING APPLICATIONS
In this course, students reinforce skills developed in previous manual pattern drafting classes and apply their knowledge to create patterns using Gerber Accumark software. They explore additional techniques for drafting prototype patterns from specifications, inspiration garments, and sketches. Students also plot completed patterns and create sample markers to determine fabric yields for costing estimates. Prerequisite: MPDV 3200
MPDV 3600A — 3 UNITS
ADVANCED TECHNICAL ILLUSTRATION I
Students advance their illustration skills focusing on the speed and accuracy required for the development of industry standard technical flat sketches of garments and trims. Emphasis is on the creation, storage, and reuse of digital assets and on formatting and organizing digital files. Prerequisite: MPDV 3200

MPDV 3600B — 3 UNITS
ADVANCED TECHNICAL ILLUSTRATION II
In this continuation of MPDV 3600A, students master their skills in technical flat illustration and file management. They learn to integrate the use of photography in communicating fit corrections and style revisions. Students are further challenged to apply their skills across a variety of industry requirements. Prerequisite: MPDV 3600A

MPDV 3700 — 3 UNITS
3-D PATTERN MAKING
Students explore applications of 3-D fashion design software to create virtual, true-to-life garment visualization. They work to create new efficiencies in the design process, prototype development, pattern drafting, fit analysis and supply chain management. Prerequisite: MPDV 4100

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 includes an analysis of transparent and responsible production practices, current industry standards and governmental compliance, innovative best practices in design, and maintenance of healthy economies within the framework of sustainability. Prerequisite: MPDV 3450

MPDV 4400 — 3 UNITS
SUPPLY CHAIN & LIFECYCLE PLANNING
This course examines how to manage the global supply chain by utilizing the lifecycle planning process necessary to ensure on-time delivery of products to the consumer. As a product manager for a newly developed product category for a major retailer, students use PLM (Product Lifecycle Management) software or Excel spreadsheets to plan, schedule, and coordinate all phases of supply chain research and decision-making, line planning and creation, technical design, sourcing, production, and distribution. Students demonstrate proficiency in communication skills through a variety of written and oral projects. Prerequisite: MPDV 4250

MPDV 4500 — 3 UNITS
INTERNSHIP
Through on-the-job training, students gain valuable insight as they apply theory and skills learned in the classroom to actual work situations and explore career options in technical design. Prerequisite: MPDV 4100

MPDV 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
PROTOYPE 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. Includes a three (3) hour lab. 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. This 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: MRCH 1420, MRCH 1750

MRCH 1550 — 3 UNITS
THE RETAIL ENVIRONMENT
This course explores store and non-store retailing formats, structure, purpose, as well as the challenges and integration of retail channels. Students gain an understanding of the retail industry and are exposed to today’s global environment. They are introduced to franchising, licensing, branding, and pertinent retail terminology. Career paths and opportunities in the fashion industry are further defined and explored. Prerequisite: MRCH 1100

MRCH 1750 — 3 UNITS
MERCHANDISING STRATEGIES
This course gives students insight into the complexity of decision making for buying and planning merchandise assortments and product development. Emphasis is also placed on the application of technology to solve business problems. Students develop problem-solving skills through the analysis of current business practices in merchandising, including buying, assortment planning, pricing, inventory control, and purchase timing. The importance of customer service and developing strategic partnerships with vendors and suppliers is examined. Prerequisite: MRCH 1550

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. Prerequisite: MRCH 1420

MRCH 1920 — 3 UNITS
APPLIED DIGITAL COMMUNICATION
Students integrate their knowledge of Adobe Photoshop, Illustrator, and InDesign to create effective digital campaigns for the marketing and merchandising of apparel, footwear and accessories. Emphasis is on innovation and concept design explorations enhanced by computer-aided applications. Prerequisite: TECH 1100

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. Prerequisite: GNST 1450

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. Prerequisites: 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 1700

MRCH 2640 — 3 UNITS
BUYING
In this course, students will combine quantitative analyses and financial planning with creative merchandising strategies to curate a dynamic assortment for their target consumer. Through market and trend research, the integration of business acumen with aesthetic principles is covered in order to create the optimal customer experience. Prerequisites: MPDV 2100, MRCH 2760

MRCH 2660 — 3 UNITS
DATA INSIGHTS & FASHION ANALYTICS
In this course, students explore the current concepts of customer analytics and their application to business practices in the retail industry. They will analyze data collection methods and implement best strategies for their chosen case study company. Guidelines for practices in the field of Artificial Intelligence and the use of large datasets are reviewed. Prerequisites: MRCH 2640, MRCH 2760

MRCH 2690 — 3 UNITS
PRODUCT DEVELOPMENT
In a highly competitive retail environment where product differentiation is key, students will propose a new private label initiative for an existing brand in a pop-up location after analyzing consumer demand, studying the history of private label, and examining the process of product development. Prerequisites: MRCH 2640, MRCH 2760

MRCH 2760 — 3 UNITS
ADVANCED BUSINESS APPLICATIONS
This course is an advanced study of Excel, an important and necessary skill in today’s business sector. Students become proficient in functions such as managing data using tables, enhancing charts, using what-if analysis and PivotTables. Prerequisite: MRCH 1950

SMED

SMED 1100 — 3 UNITS
INTRODUCTION TO SOCIAL MEDIA
This course introduces students to the history, theory, and technology of social media. Students explore the different social media outlets and have hands-on experience with social media technology. Students learn how to use this new media productively, and have a framework for understanding and evaluating social media platforms.

SMED 1700 — 3 UNITS
WRITING FOR NEW MEDIA
This course examines practices of writing in digital environments such as social media, blogging, advertising, journalism, and public relations. Students learn to write in persuasive and impactful language while honing in on organization, grammar, and syntax. Prerequisites: MMKT 1550, SMED 1100

SMED 2100 — 3 UNITS
NEW MEDIA STRATEGY
Students learn how to identify a target new media audience using profiling techniques, technographics, and social computing. Through case studies and lectures students understand how to develop a strategy to effectively implement best new media practices into a business or brand. Prerequisites: MMKT 1550, MMKT 2080

SMED 2300 — 3 UNITS
NEW MEDIA TRENDS
Students take an in-depth look at the biggest new media forces. Students evaluate current online marketing trends for these outlets and use research of global trends to forecast what is in store for the next generation of online marketing. Prerequisite: SMED 1700
SMED 2500 — 3 UNITS  
**ONLINE VIDEO PRODUCTION**  
This course introduces the art and science of video production for marketing purposes. Students study and practice techniques for filming and editing in the digital environment. Hands-on learning is reinforced through instructor evaluation and peer critiques.

SMED 2550 — 3 UNITS  
**INTELLECTUAL PROPERTY & MEDIA LAW**  
In this course, students examine the law around the creation and distribution of media. This survey introduces students to patent, copyright, trademark, and privacy law with a goal to provide enough information that students can spot issues and know where to turn for help. Through case study, mock court, and mock negotiation, students see the practical application of the law as it relates to their area of study.

SMED 2750 — 3 UNITS  
**E-COMMERCE MARKETING**  
Students learn how to create a successful online business. Through class lecture and industry speakers students learn how to navigate e-commerce applications including document automation, domestic and international payment systems, online banking, and shopping cart software. Prerequisites: MRCH 2210, SMED 1100, SMED 2400, SMED 2920

SMED 2850 — 3 UNITS  
**MARKETING ANALYTICS**  
This practical class looks at the application of data science to solve marketing problems. Students learn to parse both big data and internal analytics to understand how to use both to improve KPI reporting, demonstrate return on investment and create effective marketing campaigns. The objective of this course is to understand the relationship of analytics to decision making and how to tell the story – the who, what, how, and why – of the data. Prerequisite: MRCH 1950

SMED 2880 — 3 UNITS  
**NEW MEDIA PUBLIC RELATIONS**  
Students use practical and hands-on experience to develop an understanding of the role new media plays in current public relations. Students gain practical knowledge of these techniques by developing and presenting individual online campaigns in class. Prerequisite: SMED 1700

SMED 2920 — 3 UNITS  
**SOCIAL MEDIA & CULTURE**  
In this course students analyze different social media platforms and how this technology affects our culture. Students examine how these platforms directly affect family, community, history and privacy. Prerequisites: SMED 2100, SMED 2300

SMED 2950 — 3 UNITS  
**INTERNSHIP**  
Through on-the-job training, students gain valuable insight as they apply theory and skills learned in the classroom to actual work situations and explore career options in the new media industry. Prerequisite: SMED 2300

SMED 3100 — 3 UNITS  
**MOBILE APPLICATION MARKETING**  
In this course students explore the global trend of mobile marketing and applications. Students research current mobile programs using case studies and trend analysis to understand how to create and implement a successful mobile marketing application that create customer engagement and revenue.

SMED 3300 — 3 UNITS  
**SEARCH ENGINE OPTIMIZATION & ANALYSIS**  
Students learn the importance of using search engine optimization and ROI to build a successful online business. Through lecture and case studies students learn optimization techniques and how to convert clicks into monetary sales.

SMED 3400 — 3 UNITS  
**NEW MEDIA NARRATIVE WRITING**  
Students learn narrative storytelling techniques to create a successful online marketing campaign that impacts brand and business value. Through class lectures and case studies students understand the importance of engaging a customer through persuasive and relative marketing content. Prerequisite: SMED 4100

SMED 3700 — 3 UNITS  
**INTERNATIONAL STRATEGIES FOR NEW MEDIA**  
This course focuses on global communication platforms as tactical communication tools. Students will understand the development and use of new media, learn how to utilize content specifically for these new technological applications, and translate new media into international communication strategies. As technology enables the global community, it is increasingly important to understand the people using the technology.

SMED 3750 — 3 UNITS  
**PR WRITING FOR SOCIAL MEDIA**  
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 3300

SMED 3950 — 3 UNITS  
**INTERNSHIP**  
Through on-the-job training, students gain valuable insight as they apply theory and skills learned in the classroom to actual work situations and explore career options in the new media industry. Prerequisite: SMED 4100
SMED 4100 — 3 UNITS
VIDEO ONLINE MARKETING
Students learn how video marketing can impact the overall online business of a brand. Through research and analytics students compare and contrast the effectiveness of video marketing and use these findings to create a successful video marketing campaign to be presented in class. Prerequisite: SMED 3100

SMED 4100L — 1 UNIT
VIDEO ONLINE MARKETING LAB
This advanced exploration of video marketing online is a one-unit course that helps students hone their video production skills. Students develop their video shooting and editing skills to produce high-quality marketing content of varying lengths.

SMED 4200 — 3 UNITS
START-UPS & ENTREPRENEURSHIP
This course examines the fundamental tools and vocabulary of new ventures, as well as what it takes to start, fund, and manage a new business venture. Students learn through in-class discussions, investor pitches, case studies, and visits from entrepreneurs on challenges faced by CEOs and CMOs.

SMED 4400 — 3 UNITS
SOCIAL MEDIA SALES & CONSULTING
This course examines what students need to sell or consult on their own in the growing business of new media. Students use management techniques specifically designed to build a successful consulting business. Prerequisite: SMED 3700

SMED 4500 — 3 UNITS
LAW & ETHICS IN MEDIA
In this class, students gain an understanding of key legal issues affecting modern media and their obligations related to those issues. Students learn the increasingly important field of intellectual property, especially as it relates to media and marketing. The course also gives students the legal knowledge necessary to publish information without violating defamation and invasion of privacy, while focusing on Fair Use, other laws and best practices. In the rapidly evolving digital world, this class is designed to equip creative thinkers and entrepreneurs with foundational legal and ethical knowledge to know how to do what’s right and when is the appropriate time to call for legal advice.

SMED 4600 — 3 UNITS
NEW MEDIA COMMUNITY MANAGEMENT
In this course students learn how to address social media management issues including working with limited resources, understanding how to drive meaningful content and how to handle an online crisis. Through case studies students develop an understanding of how to manage an editorial calendar and adjust content to meet the needs of a specific brand. Prerequisite: SMED 4200

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

SMED 4850 — 3 UNITS
CREATIVE BUSINESS MANAGEMENT
Students learn how economic, technologic and social changes can influence management practices. Through case studies and competitive analysis, students learn what kinds of management approaches should be taken to become successful in creative environment companies. Prerequisite: SMED 4800

SMED 4950 — 3 UNITS
INTERNSHIP
Through on-the-job training, students gain valuable insight as they apply theory and skills learned in the classroom to actual work situations and explore career options in the new media industry. Prerequisite: SMED 4600

TECH

TECH 1100 — 3 UNITS
INTRODUCTION TO ADOBE
This course is an introduction to design techniques, naming conventions, and digital asset management within Adobe Photoshop and Illustrator. Students gain basic knowledge of digital design components such as vector and raster graphics, tools, and key menu items, which they use to complete work in their major areas of study. These concepts support use of industry-standard computer aided design tools and facilitate communication between designers, clients, and manufacturers.

TEXT

TEXT 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.
COURSE DESCRIPTIONS

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 2350 — 6 UNITS
PRINT & DYE
This studio course introduces students to the fundamentals of the screen printing process as used in textiles. Students use techniques demonstrated in the classroom by designing and printing repeat patterns, including establishing correct registration for printing yardage.

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.

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 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. Prerequisite: TEXT 3150

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 4450

TSCI

TSCI 1420 — 3 UNITS
HISTORIC TEXTILES
A survey of textiles from pre-Columbian, Coptic, Sassanian, Persian, Egyptian, and Peruvian through 20th century Art Deco. Emphasis is placed on the ability to analyze pattern development, materials, and constructions from historic periods. Students research how political, social, and environmental factors influence textile patterns.

TSCI 1440 — 3 UNITS
TEXTILE SCIENCE
A practical analysis of the basic components of textiles and their relationship to performance. Students examine the characteristics of fibers, yarns, methods of fabric construction, such as weaving and knitting, and survey dyes, prints, and finishes. Emphasis is placed on performance and the determination of fabric suitability in the apparel design industry.

TSCI 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: TSCI 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, and finish. *Prerequisite: TSCI 1440*

**TSCI 2100 — 3 UNITS**

**TEXTILE APPLICATION & COLOR MANAGEMENT**

Students conclude their studies in textile science with a course concentrating on the practical application of textiles. Emphasis is placed on a product development simulation, which includes sourcing, inspection, research, and testing of textiles. Students evaluate suppliers and their role in the marketplace. Quality control and color management are assessed so that the best processes for an individual product may be selected. Dye labs include evaluation of yarn-dips, lab-dips, strike-offs, and fabric defects. Knits and the high performance market are also further examined. *Prerequisites: TSCI 1440, TSCI 1800*

**TSCI 3250 — 3 UNITS**

**TECHNICAL & PERFORMANCE TEXTILES**

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

**TSCI 3500 — 3 UNITS**

**DENIM DEVELOPMENT & FINISHING**

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

**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 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 2080 — 3 UNITS**

**ENVIRONMENT STYLING: COMMERCIALS TO LIFESTYLE**

An introduction to a variety of styling techniques needed for advertising, commercials, publishing or social media posting for lifestyle branding. Students learn the tools and “tips” needed with emphasis placed on product styling techniques and concepts. Students produce, art direct, and style photo shoots. *Prerequisite: VCOM 2350*

**VCOM 2130 — 3 UNITS**

**MOBILE PHOTOGRAPHY**

This course enhances appreciation of the skill and creativity of photography by challenging students to produce their own photographic art using mobile cameras. Emphasis is placed on making the most out of the limitations and opportunities available with these cameras including lighting, locations, framing, and post production using Adobe software. *Prerequisites: GRPH 1050, VCOM 2350*

**VCOM 2180 — 3 UNITS**

**COMPUTER RENDERING**

This course offers an in-depth exploration of Adobe Illustrator as a design and rendering tool. Students will gain hands-on experience using the computer to create graphic collateral, fixture designs, elevations, and architectural renderings. *Prerequisite: TECH 1100*
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 1480, VCOM 1250

VCOM 2350 — 3 UNITS
COMPUTER GRAPHICS
In this intermediate digital graphics course using Adobe Photoshop, students learn how to use the program's tools, layers, and palettes to enhance and manipulate photo composites and original art into conceptual designs. Prerequisites: TECH 1100, VCOM 2180

VCOM 2370 — 3 UNITS
DESIGN STRATEGIES FOR E-COMMERCE & VISUAL ENVIRONMENTS
Students will explore the future of merchandising and key innovations in the visual environment. Interpreting marketing promotions visually through window displays, in-store installations at various levels, store outposts, graphics and other collateral elements. Students will research costs of elements, prepare budgets, ensure ease of installation and create different roll-out packages for various types of businesses based on store yearly volumes, sizes, locations, and staffing capabilities. 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: GRPH 1050, GRPH 1300

VCOM 2440 — 3 UNITS
DESIGN INSTALLATION
An introduction to the crafts of visual presentation. Students receive hands-on experience in working with the tools and materials used to produce merchandise presentations and window displays. Standards of excellent craftsmanship are stressed as students design and install portfolio-quality visual presentations. Includes a three (3) hour lab. Prerequisite: VCOM 2220

VCOM 2710 — 3 UNITS
3-D STUDIO
An in-depth approach to 3-D design. Students learn intermediate to advanced features using computer-generated 3-D imagery. Students demonstrate an understanding of elements typical in 3-D production including line, shape, color, texturing, composition, rendering, and digital enhancing techniques. Prerequisites: VCOM 2020, VCOM 2370

VCOM 2780 — 3 UNITS
PORTFOLIO PREPARATION & PRESENTATION
This class assists students in preparing and developing a professional portfolio of their work. Students learn to deliver presentations with practical techniques on how to structure the material to be presented, create visual aids, and speak with confidence. Prerequisite: VCOM 2460

VCOM 2810 — 3 UNITS
EXPERIENTIAL TECHNIQUES IN THE VISUAL WORLD
This class emphasizes the importance of creating exciting experiences to engage customers in the way they interact with products, places, and environments. An emphasis is placed on the analysis of the use and effectiveness of existing as well as researching the direction of technologies to create customer experiences of the future. “Blue Sky” ideation allows students to think creatively in developing a future vision. Students visit technology companies, forward thinking retailers, and non-traditional retail spaces to explore the possibilities of new ways to engage the consumer. Prerequisite: VCOM 2370

VCOM 2820 — 3 UNITS
FASHION STYLING & COORDINATION
A course which explores job options and the process for both finding work and preparing for a shoot or event. Students survey the work of important contemporary designers, photographers, and stylists. The class culminates in a fashion shoot. Prerequisite: VCOM 2130

VCOM 2840 — 3 UNITS
ENTREPRENEURSHIP FOR VISUAL PRESENTATION
Students understand the marketing and financial data essential to making informed business decisions. Basic financial statements and their interpretation, cost analysis, and relationship to the visual communications industry are included. Prerequisite: VCOM 2820

VCOM 2950 — 3 UNITS
INTERNSHIP
Through on-the-job training, students gain valuable insight as they apply theory and skills learned in the classroom to actual work situations and explore career options. An internship blends theory and practice, combining academic training with employment in fields related to their course of study.

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 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 gain the valuable experience of preparing projects 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. In addition, 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. This course is highlighted by guest lecturers from the industry and field trips.

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 breakdown 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**  
This course explores the conceptual and practical aspects of production design and art direction in different entertainment media. Students learn the components and skills necessary to translate scripted narrative into designed elements and environments that visually support the storytelling; analyze aesthetics of production design within film genre, as well as hands on, practical experience designing and presenting their own course projects designs. Students learn about working within an art department and developing communication skills and practical guidelines to navigate a career in the entertainment business.

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 provide students with basic working knowledge of the skills of the business of managing the set design element of productions. Students 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, layout 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).