FIDM OFFERS A BACHELOR OF ARTS (B.A.) DEGREE IN

CREATIVE INDUSTRY STUDIES

DESIGNED WITH THE COLLEGE TRANSFER STUDENT IN MIND

THE CREATIVE INDUSTRY STUDIES BACHELOR OF ARTS (B.A.) PROGRAM offers **TRANSFER STUDENTS** the opportunity to maximize their transfer credits and graduate with their bachelor's degree in two years. Students choose their individual CORE CONCENTRATION from one of NINE AREAS OF STUDY:

- APPAREL INDUSTRY MANAGEMENT
- DIGITAL MEDIA
- FASHION DESIGN
- FOOTWEAR DESIGN & DEVELOPMENT
- INTERIOR DESIGN
- JEWELRY DESIGN
- MERCHANDISING & MARKETING
- TEXTILE DESIGN
- VISUAL COMMUNICATIONS

The intensive curriculum is industry-specific and focuses on building students' practical, hands-on skills as well as the critical and creative thinking skills necessary for launching a career in their area of interest.

"We're thrilled to offer a bachelor's program for transfer students that allows them to both specialize in their area of interest and earn a bachelor's degree in two years."

Barbara Bundy
Vice President, Education

WHY FIDM?

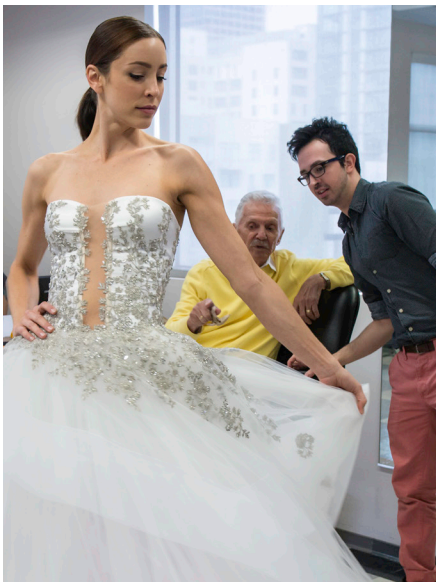
By transferring to FIDM, students have the opportunity to make a direct leap into their specialized area of focus.

FIDM's unique industry connections in all areas of the Fashion, Entertainment, Interior Design, and Media industries provide students with one-of-a-kind networking, mentoring, and classroom partner project opportunities with Southern California's top brands and executives.

The program is high-impact with the immediate application of specific hands-on, practical skills relevant to a student's core concentration.

The capstone project for this program focuses on research specific to a student's chosen area of study.

This bachelor's degree program can be completed in two years, and students graduate with a job-ready portfolio featuring their best work.



DEGREES OFFERED IN THIS PROGRAM

BACHELOR OF ARTS (B.A.) IN CREATIVE INDUSTRY STUDIES

The Creative Industry Studies Bachelor of Arts (B.A.) Program is open to transfer-ready students with an A.A. or at least 45 semester units of transferable academic credit.

WHAT COMES NEXT?

Many students choose to begin their careers right away after graduating with their bachelor's degree. Others decide to pursue further studies by applying for a Master of Business Administration (MBA) Degree.

WHAT WE TEACH

In this degree program, students will learn to:

>> Use professional-level communication skills to complete a wide variety of oral, visual, and written career-related presentations throughout their program of study.

>> Apply research and critical thinking, as well as creative and information literacy skills to the solution of design and business problems within the core area of focus.

>> Exhibit an understanding of ethics, cultural diversity, and multiple global influences on decision making within commercial and professional contexts.

>> Demonstrate proficiency in the industry-standard computational, scientific, technical, and creative skills specific to the core area of focus.

CAREERS AFTER FIDM

Graduates from FIDM work at companies such as **Forever 21, Zara, TOMS, Smashbox, Stila, NIKE, Athleta,** and many other top brands, and have started their own fashion lines, retail stores, interior design firms, and apparel companies. They have also been featured in top industry magazines such as *WWD (Women's Wear Daily), Vogue, The New York Times* Fashion & Style section, and countless others.

Our Career Center has cultivated a database of thousands of employer contacts nationwide with the singular goal of providing industry-related internships and employment for our students and graduates throughout their careers.

ALUMNI SUCCESS STORIES

LISI WANG

FOOTWEAR DESIGN

FOOTWEAR DESIGNER AT SKECHERS

PROUDEST MOMENT OF YOUR CAREER SO FAR? Some notable moments are when a design I worked on gets large orders, or a crazy idea turned out to be well liked by buyers, or when I see a stranger on the street wearing a design I created.

KYLIE POPPEN

VISUAL COMMUNICATIONS

EXPERIENTIAL PROJECT MANAGER AT HADLEY MEDIA (Experiential Projects for brands and events like Coachella and SXSW)

WHAT ARE YOUR JOB RESPONSIBILITIES? It's my job to create and produce engaging campaigns, events, and activations for entertainment, fashion, and technology brands.

JA'SHAE JONES

MERCHANDISING & MARKETING

BUYER FOR ZAPPOS

HOW DO YOU FEEL FIDM PREPARED YOU FOR YOUR CAREER? The work and projects we did at FIDM were almost exactly like working in the industry, and they gave us real life experiences that prepared us for the real world.

FIDMCollege /FIDMCollege
@FIDM /FIDM
@FIDM FIDM

To find out more, text **FIDMStudy** to **57682**

Msg&Data Rates Apply. Reply STOP to Cancel, HELP for Help.

For important information about the completion rate, educational debt, and earnings of students who attended this program, go to **fidm.edu/go/ge/cis**.

The information in this publication was confirmed at the time of original publication.

FIDM IS ACCREDITED BY WASC AND NASAD.

FIDM is an Equal Opportunity/Affirmative Action Institution.