

FASHION STUDIES (ARTX)

ARTX 100 Professional Orientation (2 credits)

Orientation to the philosophy of the profession. Field experiences in a variety of settings to provide exposure to the breadth of professional opportunities.

ARTX 120 Introduction to Apparel Construction (3 credits)

Restriction(s): Fashion Design and Merchandising majors; or Fashion Merchandising minors; or Fashion Design minors; or departmental approval. Sewing fundamental emphasizes the development of basic sewing skills used to create apparel. This course focuses on pattern and fabric selection, basic construction techniques pressing skills, and techniques.

ARTX 201 Culture and Appearance (3 credits)

Prerequisite(s): WRIT 105 or HONP 100. Analysis of dress in terms of cultural, social, psychological and economic influences. Clothing and adornment choices related to individual concerns, including aesthetic, physical and ecological factors. Meets Gen Ed - Social Science Perspectives. Meets World Cultures Requirement.

ARTX 220 Textile and Apparel Colloquium (3 credits)

Prerequisite(s): WRIT 105 or HONP 100. Restriction(s): Fashion Design and Merchandising majors; or Fashion Merchandising minors; or Fashion Design minors; or departmental approval. This course integrates knowledge and practice via presentations by professionals from a range of fields in the fashion industry and instructor lectures. The speakers present and discuss their careers and industry experiences to feature professional structures and concerns. Instructor lectures explicate fashion industry standards, and regional and international infrastructure content, including vocabulary, technologies, production, trade, aesthetic, and sustainability concerns.

ARTX 221 Fashion Practice: 1990 to Today (3 credits)

Prerequisite(s): ARTX 201. Restriction(s): Fashion Design and Merchandising majors; or Fashion Merchandising minors; or Fashion Design minors; or departmental approval. The course emphasizes a recent—thirty year—historical overview of the fashion sector that contextualizes the contemporary moment in the fashion business and cultural sector. The student will understand and analyze the major individuals, corporations, infrastructure and trade events, and socio-cultural events that have shaped the spectrum of modern fashion practices. Fashion practice spans business decision making, branding, design, production, promotion, sales, criticism, consumer use, disposal, and more. Students will examine and analyze Issues affecting the quality and availability of fashion goods and services, developing research skills relevant to fashion practice currency.

ARTX 222 Textile Design (3 credits)

Prerequisite(s): ARFD 102 and ARFD 103. Pattern rendering and putting designs into repeat for the textile industry.

ARTX 226 Intermediate Apparel Construction (3 credits)

Prerequisite(s): ARTX 120 and departmental approval. Restriction(s): Fashion Design and Merchandising majors; or Fashion Merchandising minors; or Fashion Design minors; or departmental approval. A conceptual approach to problems in custom dressmaking; fabric characteristics; selection of appropriate construction techniques; suitability of fashion to the individual.

ARTX 230 Fashion Illustration (3 credits)

Prerequisite(s): ARFD 124. Restriction(s): Fashion Design and Merchandising majors; or Fashion Merchandising minors; or Fashion Design minors; or departmental approval. Development of skills necessary to communicate fashion vision with those involved in production of fashion products. Provides basic knowledge of drawing the fashion figure and fashion illustration of apparel products. Students draw garments as they appear on the body.

ARTX 265 Interior Design (3 credits)

Selection, organization and evaluation of furnishing for the residential environment. Principles and elements of design studied in relation to interior residential space.

ARTX 298 Textiles (3 credits)

Prerequisite(s): ARFD 103 or departmental approval. Restriction(s): Fashion Design and Merchandising majors; or Fashion Merchandising minors; or Fashion Design minors; or departmental approval. In this studio course students develop knowledge of the physical and chemical properties of a range of fibers and textiles. In-depth study of textile structures (woven, knit, and other forms), and hand properties leads to integrated textile knowledge applicable to apparel design and production processes, and to serving consumer needs. The environmental implications of textile manufacturing are also studied. Projects develop terminology, recognition and identification, as well as comprehension of aesthetic qualities and end use.

ARTX 301 Digital Textile Design (3 credits)

Prerequisite(s): ARTX 298. Restriction(s): Fashion Design and Merchandising majors; or Fashion Merchandising minors; or Fashion Design minors; or departmental approval. Advanced course in designing surface design for printing on textiles with an emphasis on market trends for the industry. Primary emphasis is the further development of a personal aesthetic appropriate to industry needs as well as that of the student-designer. Studio projects develop skills in the design of textiles and computer-aided design. Equivalent course ARFI 301 effective through Summer 2022.

ARTX 304 Introduction to Research (3 credits)

Prerequisite(s): STAT 109 and ARTX 201 and ARTX 220. Restriction(s): Fashion Studies major. Provides awareness of the contributions of research to the advancement of the knowledge base in fashion and consumer behavior. Developing skills for intelligent pursuit and consumption of research. Students complete group research project.

ARTX 308 Independent Study (1-3 credits)

Prerequisite(s): ARTX 201. Advanced areas not offered in the regular curriculum. May be repeated for a maximum of 6 credits as long as the topic is different.

ARTX 310 Fashion Retailing Mathematics (3 credits)

Prerequisite(s): MGMT 231, ECON 102 and INFO 173. Restriction(s): Fashion Design and Merchandising majors; or Fashion Merchandising minors; or Fashion Design minors; or departmental approval. The study of mathematics used in the fashion industry. The course includes study of mathematical formulas used in merchandising, profit and loss statements, terms of sale, pricing, inventory, and merchandise planning as related to the fashion industry. Students learn to develop and use a computer generated spreadsheet.

ARTX 320 Dress and Fashion History, Prehistory to 1790 (3 credits)

Prerequisite(s): ARTX 298. Restriction(s): Fashion Design and Merchandising majors; or Fashion Merchandising minors; or Fashion Design minors; or departmental approval. The development of clothing; clothing usage in terms of social, economic and aesthetic backgrounds.

ARTX 321 Dress and Fashion History, from 1800 to Today (3 credits)

Prerequisite(s): VIST 106 and ARTX 201 and ARTX 320. Restriction(s): Fashion Studies majors; and Fashion Merchandising and Fashion Design minors only. Analysis of the development and consumption of dress in terms of social, economic, technologic, and aesthetic backgrounds. From 1800 to today.

ARTX 322 Apparel Design: Flat Pattern (3 credits)

Prerequisite(s): ARTX 120 and ARTX 226. Restriction(s): Fashion Design and Merchandising majors; or Fashion Merchandising minors; or Fashion Design minors; or departmental approval. Flat pattern design in developing original designs for apparel. Basic pattern used to execute designs related to the use of fabric on a human form.

ARTX 325 Fashion Marketing (3 credits)

Prerequisite(s): MKTG 240. Restriction(s): Fashion Design and Merchandising majors; or Fashion Merchandising minors; or Fashion Design minors; or departmental approval. Exploration of the fashion business with an emphasis on the marketing of apparel. Problems and trends at the wholesale and retail levels will be explored.

ARTX 330 Digital Applications for Fashion (3 credits)

Prerequisite(s): ARFD 100 or ARFD 124; and ARTX 221. Restriction(s): Fashion Design and Merchandising majors; or Fashion Merchandising minors; or Fashion Design minors; or departmental approval. Provides knowledge of utilizing Adobe Photoshop and Illustrator software for applications to the fashion industry. Digital presentations, tech packs, and portfolio development.

ARTX 345 Fashion Study Abroad (3 credits)

Prerequisite(s): ARTX 201 and departmental approval. Restriction(s): Fashion Design and Merchandising majors; or Fashion Merchandising minors; or Fashion Design minors; or departmental approval. In this course class members travel abroad to study key locations of the fashion industry. The course contextualizes and analyzes the business, history and culture of fashion in contexts across a historical arc to the present day. Lectures and study pre and post travel. Sites to be determined each offering of the course. May be repeated for a maximum of 6 credits.

ARTX 355 Fashion Branding (3 credits)

Prerequisite(s): ARTX 220 and MKTG 240. Restriction(s): Fashion Studies major; and Fashion Merchandising and Fashion Design minors only. The "BRAND" is one of the most used yet misunderstood terms in the world of marketing today. This course attempts to unravel the mysteries and misconceptions of the concept. By defining fashion branding, and highlighting its potential and challenges, the course introduces the student to an effective step-by-step approach for brand creation. In addition, the course highlights current marketing innovations and examines the impact of new technologies on the future of the "Fashion Brand".

ARTX 360 Fashion Consumer Research (3 credits)

Prerequisite(s): ARTX 221 may be taken as prerequisite or corequisite; or by departmental approval. Restriction(s): Fashion Design and Merchandising majors; or Fashion Merchandising minors; or Fashion Design minors; or departmental approval. The course examines the market place as a social, psychological and economic institution serving consumers. With an emphasis on consumer motivation, market organization, trends, and current issues affecting the quality and availability of goods and services, the course aims at developing the student's skills to better research and interprets market data relevant to the consumer decision-making process.

ARTX 365 Fashion Management (3 credits)

Prerequisite(s): MGMT 231. Restriction(s): Fashion Design and Merchandising majors; or Fashion Merchandising minors; or Fashion Design minors; or departmental approval. This course will address general management theories and concepts from a fashion perspective. Building on previously learned management basics, the course will expand the students' knowledge and industry exposure by examining real-life fashion challenges and issues experienced by the fashion manager within a fashion organization. It will offer a balanced mix of theory and application utilizing real-life case studies and industry-specific examples and projects. It will also expand the discussion to cover management decisions related to managing fashion teams, managing risk as well as growing the organization while protecting the integrity of its brands.

ARTX 398 Fashion Product Development (3 credits)

Prerequisite(s): ARTX 298. Restriction(s): Fashion Design and Merchandising majors; or Fashion Merchandising minors; or Fashion Design minors; or departmental approval. Course integrates the use of textile products with the development of fashion products. Impact of socio-economic forces, trends in merchandising, and consumer wants are discussed. Development of fashion product required.

ARTX 400 Fashion Show Promotion (3 credits)

Prerequisite(s): ARTX 321 may be taken as prerequisite or corequisite. Restriction(s): Fashion Design and Merchandising majors; or Fashion Merchandising minors; or Fashion Design minors; or departmental approval. In this studio course, students promote and produce the annual fashion show. The course examines the history of fashion shows to contextualize contemporary ones and apply that understanding to this fashion show. Students develop and implement a promotional plan and the event details in tandem with the apparel studio courses. Through these managerial aspects, the students will deliver a live event and its documentation in digital formats.

ARTX 409 Fashion Internship (6 credits)

Prerequisite(s): ARTX 310 and ARTX 360. Restriction(s): Senior standing; and 2.67 GPA required; and Fashion Design and Merchandising majors; or Fashion Merchandising minors; or Fashion Design minors; or departmental approval. Opportunity to work as an intern in a professional setting in business, a museum, a community agency, or a service organization that is involved in the fashion field. This course is administered through the College of the Arts Career Services Office and supervised by an inspector. Weekly reports and self assessments and two site supervisor reports investigate and memorialize the experience for reflexive analysis of student professionalization. Pass/fail only.

ARTX 410 Fashion Forecasting (3 credits)

Prerequisite(s): ARTX 221; and ARTX 321 or ARTX 360. Restriction(s): Fashion Design and Merchandising majors; or Fashion Merchandising minors; or Fashion Design minors; or departmental approval. Fashion change is examined as related to innovation, consumer behavior, color and textile development trends. Current fashion change is analyzed. Student is required to develop, illustrate and present a fashion forecast.

ARTX 422 Apparel Design: Draping (3 credits)

Prerequisite(s): ARTX 322. Restriction(s): Fashion Design and Merchandising majors; or Fashion Merchandising minors; or Fashion Design minors; or departmental approval. Design principles and fabric properties; figure types; fashion interest. Draping fabric on a three-dimensional body and form for interpretation of design.

ARTX 424 Special Topics for Apparel Creation (3 credits)

Prerequisite(s): ARTX 298 and ARTX 322. Restriction(s): Fashion Design and Merchandising majors; or Fashion Merchandising minors; or Fashion Design minors; or departmental approval. Expands knowledge of the finest sewing techniques, advanced pattern development, and fabric manipulation practiced in RTW and couture workrooms. The special topics vary from functional clothing, adaptive clothing, men's apparel, corsets, etc.

ARTX 426 Apparel Design: Flat Pattern (3 credits)

Prerequisite(s): ARTX 321. Restriction(s): Fashion Studies majors; and Fashion Design minors only. Flat pattern design in developing original designs for apparel. Basic pattern used to execute designs related to the use of fabric on a human form.

ARTX 435 The Fashion Consumer (3 credits)

Prerequisite(s): ECON 101 and ECON 102 and ARTX 220 and ARTX 304. Restriction(s): Fashion Studies major. The market place as a social, psychological and economic institution serving consumers. Emphasis on consumer motivation, market organization, pricing and selling strategies: trends and current issues that affect the quality and availability of goods and services.

ARTX 465 Fashion Branding (3 credits)

Prerequisite(s): ARTX 310 and MKTG 240. Restriction(s): Fashion Design and Merchandising majors; or Fashion Merchandising minors; or Fashion Design minors; or departmental approval. The "BRAND" is one of the most used yet misunderstood terms in the world of marketing today. This course attempts to unravel the mysteries and misconceptions of the concept. By defining fashion branding, and highlighting its potential and challenges, the course introduces the student to an effective step-by-step approach for brand creation. In addition, the course highlights current marketing innovations and examines the impact of new technologies on the future of the "Fashion Brand".

ARTX 520 Clothing and Human Behavior (3 credits)

Analysis of factors affecting appearance and satisfaction in clothing. Economic, sociological and psychological aspects of clothing in relation to the individual. Graduate status required.