

# APPAREL MERCHANDISING (APP)

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## APP-120 Apparel Visual Merchandising (3)

Analyzes types of visual display construction, the relationship of display to the total promotional program, elements and principles of display design, construction materials, and merchandise selection. Performs field analyses and comparisons of visual displays and methods used by local retailers. Produces visual merchandising documents for the retail environment. Arts & Sciences Elective Code: B

*Hours per week:* 2.0 lecture, 2.0 lab

## APP-130 Principles of Fashion Merchandising (3)

Examines the apparel and textiles industry. Explores careers, terminology, fashion product life cycles, and industry practices. Provides instruction on how to develop portfolio artifacts for a student's chosen career. Participates in discussions with industry speakers. Arts & Sciences Elective Code: B

*Hours per week:* 3.0 lecture

## APP-140 Fashion History (3)

Examines historic dress from ancient times to present day and its relationship to contemporary fashion trends. Covers influencing factors connected to the context of dress. Explores diverse sources for historic dress to build research skills applicable for future careers. Arts & Sciences Elective Code: B

*Hours per week:* 3.0 lecture

## APP-160 Sewn Product Analysis (3)

Evaluates a variety of apparel and textile products. Investigates the product development processes, sourcing, and manufacturing practices. Teaches the principles and methods of garment assembly by focusing on materials and specifications relative to quality, performance, cost, and price. Arts & Sciences Elective Code: B

*Hours per week:* 2.0 lecture, 2.0 lab

## APP-170 Fashion Trends and Consumer Analysis (3)

Examines diverse markets and analyzes multiple factors related to dress in various societies. Investigates the influences and motivations of consumers' dress practices that impact the apparel and textiles industry. Explores research methods used to investigate consumer preferences and lifestyles. Researches current fashion trends to predict future directions in the industry. Arts & Sciences Elective Code: B

*Hours per week:* 3.0 lecture

## APP-210 Apparel Textiles (3)

Investigates diverse categories of fibers and analyzes the basic fiber processes and properties, yarn processing, fabric construction methods, and various fabric finishes. Examines textile qualities relating to factors of fiber properties and serviceability. Examines textile properties, characteristics, and various end uses of textiles. Experiments with identification methods. Arts & Sciences Elective Code: B

*Hours per week:* 2.0 lecture, 2.0 lab

*Prerequisite:* Take APP-160.

## APP-215 Sustainability in the Apparel and Textiles Industry (3)

Investigates the key concepts of sustainability for the global apparel and textiles industry. Analyzes internal and external issues and sourcing strategies for the global context. Examines corporate and consumer responsibilities. Explores sustainable solutions through project-based learning. Arts & Sciences Elective Code: B

*Hours per week:* 3.0 lecture

## APP-220 Fashion Show Procedures (3)

Plans and executes the diverse components of a fashion show. Recruits and selects models and peer designers. Partners with local retailers and designers to select and coordinate merchandise as well as other local resources. Creates a budget, raises funds, and markets the show. Culminates in a fashion show hosted and produced by the class for the local community. Arts & Sciences Elective Code: B

*Hours per week:* 1.0 lecture, 4.0 lab

*Prerequisite:* Take APP-120. Take APP-130. Take APP-160. Take APP-210. Take APP-275.

*Pre/corequisite:* Take APP-240.

## APP-240 Fashion Design (3)

Provides instruction on how to illustrate figures and products for diverse target markets utilizing a variety of artistic mediums. Develops fashion plates and focused apparel collections. Creates a digital portfolio in alignment with industry practices. Arts & Sciences Elective Code: B

*Hours per week:* 2.0 lecture, 2.0 lab

## APP-270 Fashion Buying (3)

Examines the buying process utilized in the apparel and textiles supply chain. Completes projects to practice applications of merchandise planning and control. Introduces retail technology and computer applications for buying practices. Arts & Sciences Elective Code: B

*Hours per week:* 2.0 lecture, 2.0 lab

## APP-275 Fashion Styling Processes (3)

Applies fashion styling skills for the apparel and textiles industry. Practices diverse types of styling including commercial, editorial, television/wardrobe, personal, celebrity, and prop and set. Prepares students to partner with industry, models, and clients. Produces artifacts for digital portfolios, magazines, and social media platforms. Arts & Sciences Elective Code: B

*Hours per week:* 2.0 lecture, 2.0 lab

*Corequisite:* Take APP-210.

## APP-924 Honors Project (1)

Allows a qualified honors student to pursue a special concentration of study under the guidance of a faculty member. Requires completion of an honors project contract. May be taken more than once. Arts & Sciences Elective Code: B; Comments: Requires approval of supervising professor and dean

*Hours per week:* 1.0 lecture

## APP-928 Independent Study (1-3)

Provides readings, papers and basic research or other projects under the individual guidance of a staff member. Arts & Sciences Elective Code: B; Comments: Permission of instructor, dean

*Hours per week:* 1.0 lecture