

B.A. IN FASHION DESIGN AND B.S. IN FASHION MERCHANDISING (MARKETING MINOR)

Web Site: <https://twu.edu/fashion/degree-programs/ba-in-fashion-design-and-bs-in-fashion-merchandising/>

The B.A. in Fashion Design and B.S. in Fashion Merchandising, Marketing minor (2022-23) dual degree program provides graduates with the broadest knowledge of the fashion industry among all fashion degrees by preparing students to work in design, manufacturing, production, wholesale, and retail environments. The Degree Requirements and Plan of Study outlined in this catalog for this dual degree program are specific only to those students that enter the program in Fall 2022, Spring 2023, or Summer 2023.

Marketable Skills

Defined by the Texas Higher Education Coordinating Board's 60x30 Strategic Plan (<https://reportcenter.highered.texas.gov/agency-publication/miscellaneous/thecb-60x30-strategic-plan/>) as, "Those skills valued by employers that can be applied in a variety of work settings, including interpersonal, cognitive, and applied skills areas. These skills can be either primary or complementary to a major and are acquired by students through education, including curricular, co-curricular, and extracurricular activities."

B.A. in Fashion Design

1. Recognize key fashion and consumer trends, predict those trends based on historic and contemporary components of the fashion industry, and utilize current trend information to complete market analysis and make product design decisions.
2. Utilize the knowledge and values necessary to make sound decisions about the sourcing and production of fashion products, both domestically and globally, considering current laws and regulations, cultural ethics, trading barriers, global consumerism, and social responsibility.
3. Develop and produce visual presentation boards to effectively communicate mood and/or product and marketplace trend information.
4. Design and produce aesthetically pleasing apparel products and integrated fashion apparel collections utilizing basic and complex techniques for construction and fit while demonstrating knowledge of appropriate fabric selection, design principles, the design process, flat pattern making or draping, and line development for specific market segments and target customers.
5. Develop and write product specification sheets that include accurate costing and production details for finished products.
6. Create digital, integrated fashion apparel collections through the use of technical design and line drawings, color stories, line sheets, color and print developments, fashion illustrations and renderings, and computer-based technology.
7. Utilize professional communication and presentation skills to sell designs and products using creative and independent problem solving and conceptual understanding.

B. S. in Fashion Merchandising

1. Recognize key fashion and consumer trends, predict those trends based on historic and contemporary components of the fashion industry, and utilize current trend information to make purchasing and promotional decisions.
2. Utilize the knowledge and values necessary to make sound decisions about sourcing and purchasing fashion products from both domestic and offshore sources considering current laws and regulations, cultural ethics, trading barriers, global consumerism, and social responsibility.
3. Develop and produce visual presentation boards to effectively communicate mood and/or product and marketplace trend information.
4. Analyze costing, inventory, and sales data needed for the effective planning, pricing, allocation, and markdown of products at the retail level.
5. Develop and execute fashion promotion activities including press releases, advertising campaigns, special events, store displays, social media communications, and branding.
6. Articulate the knowledge and use of conceptual and critical thinking, quantitative and qualitative, profit-based research processes and practices utilized in the fashion industry.
7. Evaluate the quality, serviceability, regulatory compliance standards, salability, trend-centered, and profitability characteristics of products considered for wholesale purchase and resale at the retail level.

Admissions

All applicants must meet the general undergraduate admission requirements (<https://catalog.twu.edu/undergraduate/admission-information/>).

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- Admitted TWU students applying to the Fashion Design program will be admitted provisionally until the completion of FT 1013, FT 2013, and FT 2113 with a grade of "C" or higher *during the first enrollment* at TWU or any other collegiate program. The *only* exception to this requirement is withdrawal from FT 1013, FT 2013, or FT 2113 during the first enrollment for a serious issue that prohibits successful completion of the course. A second enrollment is allowed only if the issue had been documented by the student and submitted to the Division Head of Fashion Design and Merchandising prior to withdrawal from the course during the first enrollment. Possible approval for a second enrollment will be made by the Division Head after a face-to-face consultation with the student.
- Students transferring into TWU who previously completed any introductory sewing/apparel construction FT 1013, fashion sketching FT 2013, and/or flat pattern FT 2113 courses at another institution of higher education with grades less than "C" are not eligible for admission to the TWU Fashion Design program unless granted approval by the Division Head after a face-to-face consultation with the student prior to the first semester at TWU.
- Students will be granted full admission to the Fashion Design program once all provisional requirements are met.
- Students not given full admission to the Fashion Design program will be required to complete a change of major.

Degree Requirements

Total Semester Credit Hours (SCH): 156

Major: 81 SCH; **Required Minor:** 21 SCH

Program Code: FASHDESGN.BA/FASHMERC.H.BS; **CIP Code:** 50.0407.00/52.1902.00

Texas Core Curriculum

Code	Title	SCHs
ENG 1013	Composition I	3
ENG 1023	Composition II	3
Mathematics		3
Life & Physical Sciences		6
Language, Philosophy, & Culture		3
Creative Arts		3
HIST 1013	History of the United States, 1492-1865	3
HIST 1023	History of the United States, 1865 to the Present	3
POLS 2013	U.S. National Government	3
POLS 2023	Texas Government	3
Social & Behavioral Sciences		3
CAO: Women's Studies		3
CAO: First Year Seminar, Wellness or Mathematics		3
Total SCHs		42

Fashion Design Courses Required

Within the fashion design courses required, 27 of the 45 required hours must be upper-level semester credit hours.

Code	Title	SCHs
FT 1013	Principles and Techniques of Design Construction	3
FT 2013	Fundamentals of Fashion Sketching	3
FT 2113	Techniques of Pattern Design	3
FT 2403	Mass Production Techniques	3
FT 3013	History of Costume	3
FT 3113	Advanced Techniques of Pattern Design	3
FT 3303	Menswear Design and Production	3
FT 3403	Draping and Couture Techniques	3
FT 4033	Fashion Portfolio Development	3
FT 4213	Collection Design and Development	3
FT 4303	Computers in Fashion Design	3
FT 4403	Contemporary Tailored Design	3
FT 4603	Fashion Event Planning and Production	3
FT 4966	Internship in Fashion Design	6
Total SCHs		45

Fashion Merchandising Courses Required

Within the fashion merchandising courses required, 27 of the 39 required hours must be upper-level semester credit hours.

Code	Title	SCHs
FT 1073	Textiles	3
FT 1083	Fashion Aesthetics, Products, and Industries	3

FT 2033	Principles of Fashion Marketing	3
FT 3023	Career Development Strategies	3
FT 3043	Global Production and Trade	3
FT 3063	Fashion Promotion	3
FT 3103	Merchandise Planning and Control	3
FT 4083	Global Perspectives of Dress and Adornment	3
or FT 3173	Global Fashion Study	
FT 4103	Advanced Merchandise Planning and Control	3
FT 4113	Retail Buying	3
FT 4123	Retail Product Management and Information Analysis	3
FT 4976	Internship in Fashion Merchandising	6

Total SCHs **39**

Marketing Minor Courses Required

Within the business courses required, 15 of the 18 required hours must be upper-level semester credit hours.

Code	Title	SCHs
ACCT 2043	Fundamentals of Accounting I	3
BUS 3513	Professional Presentation Strategies	3
MGT 3003	Principles of Management	3
MKT 3113	Principles of Marketing	3
MKT 4063	Retailing	3
MKT 4213	Consumer Behavior	3

Total SCHs **18**

Departmental Requirements

Code	Title	SCHs
ART 1303	Drawing Foundations	3
ART 2223	Digital Art Foundations	3
ART 2303	Figure Drawing	3
CSCI 1203	Computing Skills for a Digital World	3

The Additional Program Requirements listed below apply ONLY if not completed through program-suggested general core requirements.

ECO 1013	Principles of Microeconomics (if not completed through general core requirements; the degree requires the completion of 3 hours of Economics from among ECO 1013 and ECO 1023; hours taken substitute for BUS 3513 in minor requirements)	
or ECO 1023	Principles of Macroeconomics	
MATH 1703	Elementary Statistics I (if not completed through core requirements; the degree requires the completion of 6 hours of Math from among MATH 1013, MATH 1303, and MATH 1703; hours taken substitute for BUS 3513 in minor requirements)	
	or MATH 1303 College Algebra	

Total SCHs **12**

Recommended Plan of Study

First Year

Fall		TCCN	SCHs
FT 1013	Principles and Techniques of Design Construction (This course MUST be taken in the first fall semester of enrollment, and completed with a grade of "C" or higher during the first enrollment.)		3
FT 1083	Fashion Aesthetics, Products, and Industries		3
ART 1303	Drawing Foundations (This courses MUST be taken in the first fall semester of enrollment.)	ARTS 1316	3
ENG 1013	Composition I	ENGL 1301	3
HIST 1013	History of the United States, 1492-1865	HIST 1301	3
UNIV 1231	Learning Frameworks: the First-Year Seminar	EDUC 1100, EDUC 1200, EDUC 1300	1
Wellness/Mathematics CAO Core (Fashion Program-suggested courses of MATH 1013, MATH 1303, or MATH 1703 are strongly advised)			2
SCHs			18

Spring		TCCN	SCHs
FT 1073	Textiles		3
FT 2013	Fundamentals of Fashion Sketching (This course MUST be taken in the first academic year of enrollment, and completed with a grade of "C" or higher during the first enrollment.)		3
FT 2113	Techniques of Pattern Design (This course MUST be taken in the first spring semester of enrollment, and completed with a grade of "C" or higher during the first enrollment.)		3
ENG 1023	Composition II	ENGL 1302	3
HIST 1023	History of the United States, 1865 to the Present	HIST 1302	3
Mathematics Core (Fashion Program-suggested core courses of MATH 1013, MATH 1013, or MATH 1703 are strongly advised)			3
SCHs			18

Second Year

Fall		TCCN	SCHs
FT 2033	Principles of Fashion Marketing		3
FT 2403	Mass Production Techniques		3
ART 2303	Figure Drawing	ARTS 2323	3
ACCT 2043	Fundamentals of Accounting I	ACCT 2301	3
CSCI 1203	Computing Skills for a Digital World	COSC 1301	3
Life / Physical Science Core			3
SCHs			18

Spring		TCCN	SCHs
FT 3103	Merchandise Planning and Control		3
FT 3403	Draping and Couture Techniques		3
SCHs			18

ART 2223	Digital Art Foundations	ARTS 2348	3
MGT 3003	Principles of Management		3
POLS 2013	U.S. National Government	GOVT 2305	3
Social/Behavioral Science Core (Fashion Program-suggested core course of ECO 1013 or ECO 1023 is strongly advised to fulfill fashion course prerequisite requirements.)			3

SCHs 18

Third Year

Fall		TCCN	SCHs
FT 3303	Menswear Design and Production		3
FT 4113	Retail Buying		3
FT 4303	Computers in Fashion Design		3
MKT 3113	Principles of Marketing		3
Creative Arts Core			3
Language, Philosophy, and Culture Core			3

SCHs 18

Spring		TCCN	SCHs
FT 3023	Career Development Strategies		3
FT 3063	Fashion Promotion		3
FT 3113	Advanced Techniques of Pattern Design		3
FT 4603	Fashion Event Planning and Production		3
POLS 2023	Texas Government	GOVT 2306	3
Life/Physical Science Core			3

SCHs 18

Summer		TCCN	SCHs
FT 4976	Internship in Fashion Merchandising		6

SCHs 6

Fourth Year

Fall		TCCN	SCHs
FT 3013	History of Costume		3
FT 3043	Global Production and Trade		3
FT 4033	Fashion Portfolio Development		3
FT 4083 or 3173	Global Perspectives of Dress and Adornment or Global Fashion Study		3
FT 4403	Contemporary Tailored Design		3
MKT 4213	Consumer Behavior		3

SCHs 18

Spring		TCCN	SCHs
FT 4103	Advanced Merchandise Planning and Control		3
FT 4123	Retail Product Management and Information Analysis		3
FT 4213	Collection Design and Development		3
BUS 3513	Professional Presentation Strategies		3
MKT 4063	Retailing		3
Multicultural Women's Studies CAO Core			3

SCHs 18

Summer		TCCN
FT 4966	Internship in Fashion Design	6
SCHs		6
Total SCHs:		156