

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/>

Marketable Skills

Defined by the Texas Higher Education Coordinating Board's 60x30 Strategic Plan (<https://reportcenter.highered.texas.gov/agency-publication/miscellaneous/theccb-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

- a. 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.
- b. 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.
- c. Develop and produce visual presentation boards to effectively communicate mood and/or product and marketplace trend information.
- d. 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.
- e. Develop and write product specification sheets that include accurate costing and production details for finished products.
- f. 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.
- g. 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

- a. 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.
- b. 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.

- c. Develop and produce visual presentation boards to effectively communicate mood and/or product and marketplace trend information.
- d. Analyze costing, inventory, and sales data needed for the effective planning, pricing, allocation, and markdown of products at the retail level.
- e. Develop and execute fashion promotion activities including press releases, advertising campaigns, special events, store displays, social media communications, and branding.
- f. Articulate the knowledge and use of conceptual and critical thinking, quantitative and qualitative, profit-based research processes and practices utilized in the fashion industry.
- g. 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.