

DIVISION OF FASHION DESIGN AND MERCHANDISING

Web Site: <http://www.twu.edu/fashion>

Division Head: Anna Magie, Associate Professor

Location: OMB 413

Phone: 940-898-2661

E-mail: ft@twu.edu

Fashion Design and Merchandising offers degree programs leading to the Bachelor of Science degree in Fashion Merchandising and the Bachelor of Arts degree in Fashion Design as well as the dual degree program leading to the simultaneous completion of both the B.S. in Fashion Merchandising and the B.A. in Fashion Design. In addition, through a partnership with the College of Business, Fashion Design and Merchandising offers dual degree programs that pair the B.A. in Fashion Design with B.B.A. degrees in General Business - Entrepreneurship or Marketing; and the B.S. in Fashion Merchandising with B.B.A. degrees in Marketing, Management, or General Business - Entrepreneurship.

Finally, students that already possess a bachelor's degree, but are interested in pursuing a second degree in either fashion design or fashion merchandising are encouraged to contact the program to learn more about specific post-baccalaureate degree opportunities.

Students majoring in Fashion Merchandising or Fashion Design at TWU acquire the basic knowledge, skills, and professional contacts that are vital to success in the fast-paced, global textile, and apparel industry. The academic programs for the degrees in Fashion Merchandising and Fashion Design emphasize a fashion industry viewpoint through a practitioner-based curriculum that includes courses that focus on product knowledge, product design and development, production, promotion, merchandising and buying, illustration and drawing, and merchandise planning and control. In addition, the industry-based curriculum is supported through a strong liberal arts core of general education courses in communication, language and philosophy, history, government, mathematics, life and social sciences, creative arts, and computer science. Also, each student is required to participate in a professional, full-time internship which provides industry experience in fashion-oriented fields. As a result, the programs emphasize preparing students to enter into and succeed in professional careers in the fashion industry within a dynamic global marketplace.

Faculty members with industry experience and educational background in merchandising or fashion design actively teach and conduct research within the program. Fashion and Textiles course offerings are focused on face-to-face delivery through a traditional, daytime schedule because of the hands-on nature of the disciplines and requirements of the courses.

In addition, most fashion courses are offered only once or twice a year and many have prerequisites for enrollment. As a result, for appropriate academic and skills-based growth, required courses on fashion program degree plans must be completed in the proper sequence. Information contained within the [Fashion Design and Merchandising Courses Offered by Semester](https://twu.edu/oevp/course-rotations/) (<https://twu.edu/oevp/course-rotations/>) document allows students to plan for a successful progression through the program. Within the program, students connect with each other through a student organization for program majors. Additional information about the program degree offerings, activities, faculty, scholarships, internships, and careers can be found on the TWU Fashion Design and Merchandising webpages (<https://twu.edu/fashion/degree-programs/>).

Undergraduate Degrees Offered

- B.A. in Fashion Design (<http://catalog.twu.edu/undergraduate/arts-sciences/fashion-design-merchandising/fashion-design-ba/>)
- B.A. in Fashion Design and B.S. in Fashion Merchandising (<http://catalog.twu.edu/undergraduate/arts-sciences/fashion-design-merchandising/fashion-design-ba-fashion-merchandising-bs/>)
- B.A. in Fashion Design and B.B.A. in General Business (Entrepreneurship) (<http://catalog.twu.edu/undergraduate/arts-sciences/fashion-design-merchandising/fashion-design-ba-general-business-bba-entrepreneurship-emphasis/>)
- B.A. in Fashion Design and B.B.A. in Marketing (<http://catalog.twu.edu/undergraduate/arts-sciences/fashion-design-merchandising/fashion-design-ba-marketing-bba/>)
- B.S. in Fashion Merchandising (Management Emphasis with Marketing Minor) (<http://catalog.twu.edu/undergraduate/arts-sciences/fashion-design-merchandising/fashion-merchandising-bs-management-emphasis-marketing-minor/>)
- B.S. in Fashion Merchandising (Planning Emphasis with Marketing Minor) (<http://catalog.twu.edu/undergraduate/arts-sciences/fashion-design-merchandising/fashion-merchandising-bs-planning-emphasis-marketing-minor/>)
- B.S. in Fashion Merchandising and B.B.A. in General Business (Entrepreneurship) (<http://catalog.twu.edu/undergraduate/arts-sciences/fashion-design-merchandising/fashion-merchandising-bs-general-business-bba-entrepreneurship-emphasis/>)
- B.S. in Fashion Merchandising and B.B.A. in Management (<http://catalog.twu.edu/undergraduate/arts-sciences/fashion-design-merchandising/fashion-merchandising-bs-management-bba/>)
- B.S. in Fashion Merchandising and B.B.A. in Marketing (<http://catalog.twu.edu/undergraduate/arts-sciences/fashion-design-merchandising/fashion-merchandising-bs-marketing-bba/>)

Minors Offered

- [Minor in Fashion Design](http://catalog.twu.edu/undergraduate/arts-sciences/fashion-design-merchandising/minors/) (<http://catalog.twu.edu/undergraduate/arts-sciences/fashion-design-merchandising/minors/>)
- [Minor in Fashion Merchandising](http://catalog.twu.edu/undergraduate/arts-sciences/fashion-design-merchandising/minors/) (<http://catalog.twu.edu/undergraduate/arts-sciences/fashion-design-merchandising/minors/>)

Fashion and Textiles offers minor programs leading to a Minor in Fashion Design or a Minor in Fashion Merchandising. The minor in Fashion Design is ideal for students in any discipline to gain a working knowledge of the skill set needed in the practice of apparel design or manufacturing; requires the prior completion of ART 1303. The Minor in Fashion Merchandising is ideal for those non-majors interested in adding to their knowledge of retailing or merchandising, and for those interesting in managing a cottage industry business; requires the completion of six (6) hours of college math.

Program Location and Facilities

All classes offered by Fashion and Textiles are located on the Denton campus which is located approximately thirty-eight miles north of the extensive Dallas fashion market. This ideal location provides students with easy access to the fashion industry and industry professionals since gaining practical work experience is an important aspect of student success in both undergraduate programs. To gain practical experience, students are encouraged to work in part-time and full-time positions in the industry while enrolled in their undergraduate programs. In addition, all fashion students are required to complete a minimum of 400 on-

the-job work hours through a faculty-approved, professional industry internship in a position directly related to their major field of study.

Program facilities for teaching and research are extensive and housed in Old Main Building, the original building on the TWU campus. For design courses, laboratories are designed to resemble industry facilities. A new introductory sewing lab contains home and industry sewing machines and sergers, irons, dress forms, and cutting tables. Two new advanced fashion design labs contain a wide variety of different types of industrial sewing machines and equipment, irons, cutting tables, patterning tables, dress forms, and racking systems as well as assorted supplies used in apparel design and production. The new fashion sketching lab contains sketching tables, large industrial light tables and small light boxes, scanners, and a state-of-the-art instructional station. The dedicated fashion computer lab is a specialized space designed exclusively for teaching skills and knowledge through specialized fashion industry software. This lab contains multiple student computer stations, an instructional station, large-bed and laser printers, scanners, a Brother embroidery machine, an industrial digitizer, and an industrial plotter. Adobe and Gerber software packages are highlighted in the lab. Other featured spaces include a traditional classroom, a textiles classroom, and a student project workroom that features equipment for creating professional-level visual presentation boards as well as display and promotional pieces.

Industry Partnerships

The program is a member of the National Retail Federation, (<https://nrf.com/>) the world's largest retail trade association, representing discount and department stores, home goods and specialty stores, Main Street merchants, grocers, wholesalers, chain restaurants, and Internet retailers from the United States and more than 45 other countries. Retail is the largest private-sector employer in the U.S., supporting one in four U.S. jobs for 42 million working Americans as well as jobs for almost 3 million Texans. TWU Fashion and Textiles is proud to be one of fewer than 90 universities in the U.S. and one of only six universities in Texas to partner with the NRF through the NRF Student Association (<https://nrf.com/membership/students/>). (<https://nrffoundation.org/college-and-student-programs/nrf-university-membership/>) The NRF Student Association provides talented students interested in retail careers with unique educational and scholarship programs, networking opportunities, job boards, and access to the latest industry news and research. All students enrolled in NRF Student Association (<https://nrffoundation.org/college-and-student-programs/nrf-university-membership/>) member schools are eligible to become NRF Student Association individual members at no expense to the students.

The program also is a member of the International Council of Shopping Centers (<http://www.icsc.org/>), the trade association for the retail real estate industry with 55,000 members around the world. ICSC offers college students a student membership (<https://www.icsc.org/join/become-a-member/member-types-pricing/>) which allows the students to access valuable information and resources about careers in the retailing and shopping center industries.

All of the program faculty are members of the International Textile and Apparel Association (<http://itaonline.org/>), the primary professional organization of industry professionals and scholars interested in the textile and apparel discipline. ITAA is committed to discovery, dissemination, creativity, and leadership and seeks to provide a venue for dissemination of textile and apparel scholarship, including original apparel design. Through an undergraduate student membership (<http://itaonline.site-ym.com/?page=Categories>) in ITAA, each year, fashion

design students that are sponsored by an ITAA faculty member are invited to submit proposals to present original design work at the ITAA Annual Conference during the Design Exhibition at the conference.

Finally, an overriding theme in Fashion and Textiles courses, especially upper-level courses, is interaction with industry partners. Field trips, guest speakers and lecturers, design critiques, technique workshops, industry events, community service, service-learning, externships, and internships are examples of ways in which TWU fashion students interact with individuals and companies within the fashion industry.

Special Program Requirements

All students majoring or minoring in Fashion Merchandising or Fashion Design are required to earn a grade of C or higher in all Fashion and Textiles, Business, and Math courses applied toward any Fashion and Textiles degree plan, including transfer credits. Students majoring or minoring in Fashion Design also are required to earn a grade of C or higher in all Art courses applied toward any degree plan, including transfer credits. All courses referenced above that are prerequisites to other Fashion and Textiles and Business courses must be completed with a grade of C or higher prior to enrollment in subsequent related courses.

Core Curriculum

Specific Core Curriculum courses suggested for the Fashion Merchandising and Fashion Design degrees are subject to change based on the availability of approved core curriculum courses. Complete University-wide requirements for the Bachelor of Science and the Bachelor of Arts degrees are listed in the Academic Information (<http://catalog.twu.edu/undergraduate/academic-information/>) section of this catalog.

Bachelor of Arts in Fashion Design

General Description

The Fashion Design program provides extensive preparation for individuals seeking industry positions in the design and production components of the fashion industry. Students choosing the fashion design major will design, develop, and construct apparel and related products while learning about design, product development, apparel construction, fashion sketching, textiles, computer-aided design, pattern making, tailoring, draping, and portfolio and collection development through hands-on projects. An emphasis on the creative and business aspects of the industry prepares graduates to design and develop merchandise for manufacturers, wholesalers, and retailers.

Courses Required

For the bachelor's degree in Fashion Design, students must complete the university core curriculum courses, major courses, and program-required courses specified on the current program degree plans available in this catalog and from program advisors.

Career Opportunities

Graduates can pursue careers as creative apparel designers and assistant designers; technical apparel designers and assistant designers; apparel production managers; product developers; product managers; quality control and assurance managers; computer-aided design (CAD) system operators; fabric, textile and print designers; brand developers; pattern makers; sample assistants and makers; and fashion coordinators.

Bachelor of Science in Fashion Merchandising

General Description

Students who plan to work in fashion or retail management, selling, or buying should consider the Fashion Merchandising program. Students choosing the major will learn about merchandising, retailing, planning and control, consumer behavior, retail buying, product analysis, and fashion promotion through a variety of fashion and business courses that emphasize hands-on experiential learning projects as well as group and team activities. Graduates will be prepared to buy, promote, and sell merchandise for retailers and wholesalers, and to merchandise, promote, and sell products for manufacturers. Because the skills and knowledge needed for career positions in the fashion industry vary depending on the type of position, two distinct emphases are available for those students pursuing the bachelor's degree in Fashion Merchandising - the Management emphasis and the Planning emphasis.

The Management emphasis is designed for those who plan to work in fashion or retail management, selling, or promotion careers, primarily in-store environments. The Planning emphasis is designed for those who plan to work in retail buying and merchandise management careers, primarily in corporate environments. Differences in the emphasis focus on math and business requirements.

Courses Required

For the bachelor's degree in Fashion Merchandising, students must complete the university core curriculum courses, major courses, minor courses, and program-required courses specified on the current program degree plans available in this catalog and from program advisors.

Career Opportunities

Career opportunities in merchandising and retailing are projected to be good throughout the 21st century. Individuals who are assertive, flexible, and resourceful; like to work with people; and can assume responsibility, make quick decisions, and think clearly have the traits necessary for successful careers in fashion merchandising and related fields. Graduates can pursue careers as retail and wholesale buyers; department, area, and store managers; store owners, independent and manufacturers' sales representatives; store and corporate merchandisers; merchandise and inventory allocators, planners, and analysts; general and divisional merchandise managers; inventory management analysts and directors; merchandise reporting analysts and specialists; product merchants; project managers; account planners; store and corporate operations managers; district, regional, and national managers; mall marketing directors; and fashion directors. More information about careers in the retail industry can be found at *Retail Means Jobs*.