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 and Textiles Courses Offered by Semester (https://twu.edu/media/documents/oep/courses/course-rotation-fashion-textiles.pdf) 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 and Textiles webpages (http://www.twu.edu/fashion/default.asp).

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, ironing, dress forms, and cutting tables. The new advanced fashion design lab contains a wide variety of different types of industry sewing machines and equipment, industry irons, cutting tables, patternmaking tables, dress forms, industrial racking systems, and assorted supplies used in fashion design courses. The new fashion sketching lab contains sketching tables, light tables, and a conference table. The dedicated fashion studies computer lab is a specialized classroom designed exclusively for Fashion that contains multiple student computer
stations, an instructor’s station, large-bed and laser printers, a scanner, a Brother embroidery machine, a Lectra industrial digitizer, and a Lectra industrial plotter; Lectra and Adobe 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 and portfolios.

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. TWU Fashion and Textiles is proud to be one of fewer than 80 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://itaaonline.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://itaaonline.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 degree plan, including transfer credits. Students majoring or minoring in Fashion Design 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 emphases 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.

**Admissions**

All applicants must meet the general undergraduate admission requirements (http://catalog.twu.edu/undergraduate/admission-information). The following degrees have additional secondary admission criteria:

- B.A. in Fashion Design (http://catalog.twu.edu/undergraduate/arts-sciences/fashion-textiles/fashion-design-ba)
- B.A. in Fashion Design and B.S. in Fashion Merchandising (http://catalog.twu.edu/undergraduate/arts-sciences/fashion-textiles/fashion-design-ba-fashion-merchandising-bs)
- B.A. in Fashion Design and B.B.A. in Marketing (http://catalog.twu.edu/undergraduate/arts-sciences/fashion-textiles/fashion-design-ba-marketing-bba)

**Faculty**

MAGIE, ANNA L., Associate Professor of Fashion and Textiles, B.S., University of North Texas; M.S., University of North Texas; Ph.D., Texas Woman's University

*MENN, MINDY, Assistant Professor of Health Studies, B.A., Texas A&M University; M.S., Texas A&M University; Ph.D., University of Florida, Gainesville

ODUKOMAIYA, ZIGWAI REMY, Lecturer I of Fashion and Textiles, B.A., Ahmadu Bello University; M.F.A., University of North Texas

RIGGS, CHARLES L., Professor of Fashion and Textiles; Professor of Chemistry and Biochemistry, B.S., University of North Texas; Ph.D., Oklahoma State University

YOUNG, DEBORAH D., Professor of Fashion and Textiles; Program Director of Fashion and Textiles, B.S., Texas Tech University; M.S., Texas Tech University; Ph.D., Texas Tech University

**Courses**

**Courses**

FT 1013. Principles and Techniques of Design Construction. Comprehensive study of apparel design construction and assembly techniques. One lecture and four laboratory hours a week. Credit: Three hours.

FT 1073. Textiles. Properties of textile structures, including examinations of fibers, fabrics, dyes, and finishes. Two lecture and two laboratory hours a week. Credit: Three hours.

FT 1083. Fashion Aesthetics, Products, and Industries. A detailed study of the design, production, and distribution of apparel, accessory, and home fashion products and related industries. Includes investigation of the aesthetic concepts and philosophies of good design utilized in all segments of the fashion industry. Three lecture hours a week. Credit: Three hours.

FT 2013. Fundamentals of Fashion Sketching. Exploration of techniques of quick sketching using various media and professional materials to communicate original design ideas. Basic proportions of the female fashion figure are emphasized with an introduction to male figures. Prerequisite: ART 1303 or permission of instructor. One lecture and four laboratory hours a week. Credit: Three hours.

FT 2033. Principles of Fashion Marketing. Basic marketing and merchandising principles, concepts, and practices utilized in the operation of fashion-oriented businesses. Three lecture hours a week. Credit: Three hours.

FT 2113. Techniques of Pattern Design. An introductory course of basic principles of flat pattern drafting. Scientific development of the master block and its use in drafting patterns according to professional standards. Adaptation of master block into basic styles for the fashion industry. Prerequisite: FT 1013 or equivalent. One lecture and four laboratory hours a week. Credit: Three hours.

FT 2403. Mass Production Techniques. Identification, analysis, and application of production processes and techniques included in the design and production of diverse, mass marketable fashion products, including creating specifications and costing. Includes design and production of a children's wear line. Prerequisites: FT 1013, FT 2013, and FT 2113. One lecture and four laboratory hours a week. Credit: Three hours.

FT 2703. Production Techniques. Identification, analysis, and application of production processes and techniques included in the design and production of diverse, mass marketable fashion products, including creating specifications and costing. Prerequisites: FT 1083 and FT 2033. Two lecture and two laboratory hours a week. Credit: Three hours.

FT 3013. History of Costume. A study of clothing for women, men, and children in the Western hemisphere from prehistoric times to the present. Social, economic, technological, and cultural contexts examined for the evolution and succession of styles. Three lecture hours a week. Credit: Three hours.
FT 3023. Career Development Strategies. Career development assessment with a focus on successful employment and managerial strategies. Course objectives lead to providing information necessary for individuals aspiring to management and leadership positions in businesses. Prerequisites: Junior standing, FT 1073, FT 2033, and FT 2403 for Fashion Design majors or FT 2703 for Fashion Merchandising majors. Three lecture hours a week. Credit: Three hours.

FT 3043. Global Production and Trade. National and global patterns of production and trade in the textile and apparel industries. Emphasis is on the marketing, manufacturing, and distribution activities used in developing competitive strategies of textiles and apparel. Prerequisite: Junior standing, FT 2033, and FT 2403 for Fashion Design majors or FT 2703 for Fashion Merchandising majors. Three lecture hours a week. Credit: Three hours.

FT 3063. Fashion Promotion. Function, principles, methods, and evaluation of visual merchandising, advertising, special events, and public relations. Prerequisite: FT 2033. Three lecture hours a week. Credit: Three hours.

FT 3103. Merchandise Planning and Control. Techniques for profitable merchandise planning and control; managing merchandise through numerical concepts and calculations. Prerequisites: FT 2033 and six hours of Math with a grade of "C" or higher from among MATH 1013, MATH 1303, MATH 1703, MATH 2203 or instructor-approved substitute; and BUS 2043 with a grade of "C" or higher for Fashion Merchandising majors only. Three lecture hours a week. Credit: Three hours.

FT 3113. Advanced Techniques of Pattern Design. Advanced flat pattern design using industry standards, methods, and computer software packages. Techniques taught include advanced drafting, grading, digitizing, and marker-making as per professional industry standards. Prerequisites: FT 2113, and CSCI 2433 or advisor-approved substitute. May be repeated once for additional credit. One lecture and four laboratory hours a week. Credit: Three hours.

FT 3173. Global Fashion Study. A professional study experience which provides students with an overview of the fashion industry. May include tours of manufacturing facilities, manufacturing-related companies, design facilities, retail stores, shopping centers, manufacturer's showrooms, trade associations, and auxiliary enterprises. Initial commitment to the study tour and subsequent enrollment must be approved by the instructor. May be repeated twice for additional credit. One lecture and six laboratory hours a week. Credit: Three hours.

FT 3303. Menswear Design and Production. Overview of the production of marketable menswear designs from concept to product. Includes the design processes, analysis methods, and patternmaking and construction techniques used in the menswear industry. Focus on creating original design concepts translated through illustrations and technical drawings as well as advanced patternmaking and construction of designs. Prerequisite: FT 2403. One lecture and four laboratory hours a week. Credit: Three hours.

FT 3403. Draping and Couture Techniques. Drafting and draping techniques applied to complex design problems. Advanced pattern drafting and construction using couture techniques. Original design sketches translated from muslin drape to finished garment using contemporary and couture production methods. May be repeated once for additional credit. Prerequisite: FT 2403. One lecture and four laboratory hours a week. Credit: Three hours.

FT 4033. Fashion Portfolio Development. Development of the portfolio containing original design work, flats and specifications, photographs, and available trend resources. Finished illustration techniques are emphasized using various media. Focus on professional layout and production of work for design presentations. May be repeated once for additional credit. Prerequisites: FT 2033 and FT 3403. One lecture and four laboratory hours a week. Credit: Three hours.

FT 4083. Global Perspectives of Dress and Adornment. Examines personal appearance practices, beliefs, and attitudes of diverse cultures throughout the world specifically focused on dress and adornment. Includes review of Western and Eastern dress. Focus on understanding appearance as a universal non-verbal form of communication. Three lecture hours a week. Credit: Three hours.

FT 4103. Advanced Merchandise Planning and Control. Advanced techniques for profitable merchandise planning and control. Focus is on advanced concepts of planning, inventory management, and measures of performance. Interrelated concepts of planning and control examined through case study. Includes learning to use computerized spreadsheets as decision-making tools. Prerequisites: FT 3103, BUS 2043, CSCI 2433 or approved equivalent, and six hours of instructor-approved math. Three lecture hours a week. Credit: Three hours.

FT 4113. Retail Buying. An introduction to retail buying, including an examination of the fundamentals of effective buying and the responsibilities of buyers employed at different types of retail formats. Prerequisite: FT 3103. Three lecture hours a week. Credit: Three hours.

FT 4123. Retail Product Management and Information Analysis. The application of planning, purchasing, distributing, selling, and controlling retail products with emphasis on the analysis, synthesis, and interpretation of internal and external information needed to make effective retail decisions. Prerequisites: FT 3103, CSCI 2433 or approved equivalent, and ECO 1013 or ECO 1023. Three lecture hours a week. Credit: Three hours.

FT 4213. Collection Design and Development. A capstone course emphasizing the synthesis of design concepts, construction methods, and market forecasting in line and collection development for the fashion industry. Focus on creating original, marketable design concepts translated through illustrations and construction of designs. May be repeated once for additional credit. Prerequisites: FT 3403 and FT 4403. One lecture and four laboratory hours a week. Credit: Three hours.

FT 4303. Computers in Fashion Design. Focus on the use of computer-based technologies for the development and production of advanced fashion designs. May be repeated once for additional credit. Prerequisites: FT 2113 and CSCI 2433, or approved equivalent. One lecture and four laboratory hours a week. Credit: Three hours.

FT 4403. Contemporary Tailored Design. Overview of current industry tailoring production methods. Application of methods and techniques used in mass production and traditional tailoring for women's and men's suiting and outerwear. May be repeated once for additional credit. Prerequisite: FT 2403. One lecture and four laboratory hours a week. Credit: Three hours.

FT 4603. Fashion Event Planning and Production. Development and production of promotional and special fashion events including fashion shows, exhibitions, displays, and other activities. Teaching and application focus on professional presentation styles and industry-driven approaches to promotion. Concepts of time and resource management are taught and applied. Prerequisite: FT 2033. May be repeated once for additional credit. One lecture and four laboratory hours a week. Credit: Three hours.
FT 4921. **Independent Study in Fashion Design.** Intensive study of topic of individual or professional interest. May be repeated twice for additional credit. Enrollment must be approved by the instructor. Credit: One hour.

FT 4923. **Independent Study in Fashion Design.** Intensive study of topic of individual or professional interest. May be repeated three times for additional credit. Enrollment must be approved by the instructor. Credit: Three hours.

FT 4931. **Independent Study in Fashion Merchandising.** Intensive study of topic of individual or professional interest. May be repeated twice for additional credit. Enrollment must be approved by the instructor. Credit: One hour.

FT 4933. **Independent Study in Fashion Merchandising.** Intensive study of topic of individual or professional interest. May be repeated three times for additional credit. Enrollment must be approved by the instructor. Credit: Three hours.

FT 4943. **Externship in Fashion Merchandising.** Intensive unpaid, place-based, direct industry contact learning experience of at least 60 hours arranged between the University; a student; and a business, agency, organization, or association. Allows for synergistic transactions between the student and the environment to assimilate new experiences into existing concepts through participation, interaction, and application. Enrollment and learning experience must be approved by the instructor. May be repeated once for additional credit. Prerequisites: FT 3063, FT 3103, and 60 credit hours with an overall GPA of 3.00. Four practicum and one lecture hours a week. Credit: Three hours.

FT 4963. **Internship in Fashion Design.** Work-study experience arranged between the University; a student; and a business, government agency, organization, or association. Transfers knowledge and skill from the classroom into abilities required for a career. Enrollment in the course and employment position must be approved by the instructor. Student must work a minimum of 200 hours throughout the entire semester. May be repeated three times for credit. Prerequisites: FT 3303 or FT 3403, FT 4403, and 75 credit hours with an overall GPA of 2.00. Credit: Three hours.

FT 4966. **Internship in Fashion Design.** Work-study experience arranged between the University; a student; and a business, government agency, organization, or association. Transfers knowledge and skill from the classroom into abilities required for a career. Enrollment in the course and employment position must be approved by the instructor. Students must work a minimum of 400 hours throughout the entire semester. May be repeated once for additional credit. Prerequisites: FT 3303 or FT 3403, FT 4403, and 75 credit hours with an overall GPA of 2.00. Credit: Six hours.

FT 4973. **Internship in Fashion Merchandising.** Work-study experience arranged between the University; a student; and a business, government agency, organization, or association. Transfers knowledge and skill from the classroom into abilities required for a career. Enrollment in the course and employment position must be approved by the instructor. Students must work a minimum of 200 hours throughout the entire semester. May be repeated three times for credit. Prerequisites: FT 3063, FT 3103, and 75 credit hours with an overall GPA of 2.00. Credit: Three hours.

FT 4976. **Internship in Fashion Merchandising.** Work-study experience arranged between the University; a student; and a business, government agency, organization, or association. Transfers knowledge and skill from the classroom into abilities required for a career. Enrollment in the course and employment position must be approved by the instructor. Students must work a minimum of 400 hours throughout the entire semester. May be repeated once for additional credit. Prerequisites: FT 3063, FT 3103, and 75 credit hours with an overall GPA of 2.00. Credit: Six hours.