

DEGREES, CERTIFICATES, AND TRANSFER PREPARATION INFORMATION

FASHION DESIGN AND MERCHANDISING

Fashion Design

Fashion design students develop skills in design communication, including preliminary sketching, technical flat sketching, illustration, and usage of Adobe Photoshop, Illustrator and CAD software. Skills in draping, pattern drafting from draping and body measurements, and basic sewing skills to advanced construction are developed in order to create sample garments for production and sales.

Fashion Merchandising

Fashion merchandising students learn and experience each step of the development, promotion, and sales of fashion and lifestyle product lines. Fashion trends are identified and analyzed in order to understand the direction of product development, the positioning in the marketplace, the importance of proper sales representation via visual presentation, advertising, public relations, and social media in the fashion cycle from initial concept to brickn-mortar and e-commerce sales.

For additional career possibilities, visit the Career Services Center on the main campus to utilize computerized career information systems and other valuable career resources.

Programs Offered

- Transfer Preparation

Degrees and Certificates

Associate Degree

- Fashion Design
- Fashion Merchandising

Certificates of Achievement

- Fashion Design
- Fashion Merchandising

Associate Degree Requirements

An Associate degree is granted upon successful completion of a program of study with a minimum grade point average (GPA) of 2.0 (C) in degree applicable coursework and a minimum of **60 degree applicable semester units**, including:

- Completion of the area of emphasis with a grade of C or higher in each course, or with a P if the course was taken on a Pass/No Pass basis, and the P is equal to a C or higher;
- Completion of one of the following general education patterns: SMC GE, CSU GE, or IGETC;
- Completion of the SMC Global Citizenship graduation requirement.

Certificate of Achievement Requirements

A Certificate of Achievement is granted upon successful completion of a program of study with a minimum overall grade point average (GPA) of 2.0 (C) and a **designated minimum number of units**, including:

- Completion of the area of emphasis with a grade of C or higher in each course, or with a P if the course was taken on a Pass/No Pass basis, and the P is equal to a C or higher;
- Completion of at least 50% of area of emphasis units at Santa Monica College. Department Chairs have the discretion to waive the 50% minimum units required at SMC to meet the major or area of emphasis. All major coursework must be completed with a "C" or better grade.

Catalog Rights

A student may satisfy the requirements of a degree that were in effect at any time of the student's **continuous** enrollment. Continuous enrollment means attendance in at least one semester (Fall or Spring) in each academic year.

Transfer Preparation

Many colleges/universities offer baccalaureate degrees in this field. Students planning to transfer to a four-year college or university should complete the lower-division major requirements and the general education pattern for the specific transfer institution. SMC has articulation agreements with the many UC and CSU campuses, as well as several private and out-of-state institutions.

Exact major requirements for UC and CSU campuses can be found online at assist.org.

A listing of private, nonprofit California colleges and universities can be found online at aiccu.edu. For articulation agreements between SMC and some of these institutions see smc.edu/articulation.

Fashion Design, Associate Degree or Certificate of Achievement

See recommended course sequence below.

Program Learning Outcomes: Upon completion of the program, students will demonstrate the ability to channel their creativity into marketable fashion and lifestyle product lines, understanding the various design challenges, fit, textile fabrications, cost, sizing, design editing, and aesthetics for various target markets; understand production in wholesale and retail in order to meet consumer needs while creating forward trend directions. Program electives bridge communication with fashion merchandising concepts, ensuring creativity and marketability. Students develop an awareness of art, visual communication, global culture, computer technology, and business in the design process. Additionally, students will have skills pertinent to successfully enter third-year college fashion design programs, translate their internship experiences into positions at small to large-scale design firms, or create their own design line.

Area of Emphasis: (42 units)

First Level Courses: (9 units)

FASHN 1, Introduction to the Fashion Industry (3)

FASHN 2, Color Analysis (3)

FASHN 3, Apparel Construction (3)

Second Level Courses: (12 units)

FASHN 5, Fashion Buying (3)

FASHN 6A, Pattern Analysis and Design (3)

FASHN 7, Fabrics for Fashion Design and Merchandising (3)

FASHN 8, History of Fashion Design (3)

Third Level Courses: (9 units)

FASHN 9A, Introduction to Fashion Illustration (3)

FASHN 10, Advanced Design and Construction (3)

FASHN 13, Draping I (3)

Fourth Level Courses: (7 units)

FASHN 9B, Advanced Fashion Illustration and Advertising (2)

FASHN 12, Fashion Show Production (3)

or

FASHN 17, Apparel Collection Design and Production (3)

FASHN 18, Computer Aided Fashion Design and Merchandising (2)

Elective Courses: Select a minimum of 6 units from the list of courses below:

ACCTG 1, Introduction to Financial Accounting (5)

ART 10A, Design I (3)

ART 20B, Drawing II – Drawing with Color (3)

BUS 21, Merchandising Principles (3)

BUS 63, Principles of Entrepreneurship (3)

FASHN 6B, Pattern Drafting and Design Intermediate (3)

FASHN 11, Advanced Clothing – Tailoring (2)

FASHN 14, Draping II (3)

FASHN 15, Ethnic Fashion (2)

FASHN 16, Pattern Grading (2)

FASHN 17, Apparel Collection Design and Production (3)

FASHN 19, Fashion Marketing (3)

FASHN 20, Fashion Styling and Visual Presentation (3)

FASHN 21, Digital Fashion Portfolio (2)

FASHN 88A, Independent Studies in Fashion (1)

FASHN 88B, Independent Studies in Fashion (2)

FASHN 88C, Independent Studies in Fashion (3)

FASHN 90A, Fashion Internship (1)

FASHN 90B, Fashion Internship (2)

FASHN 90C, Fashion Internship (3)

Fourth Level Courses: (6 units)

BUS 23, Principles of Selling (3)

FASHN 12, Fashion Show Production (3)

Elective Courses: Select a minimum of 8 units from the list of courses below:

ACCTG 1, Introduction to Financial Accounting (5)

ART 10A, Design I (3)

ART 20B, Drawing II – Drawing with Color (3)

BUS 25, Advertising Display (3)

BUS 63, Principles of Entrepreneurship (3)

FASHN 6A, Pattern Drafting and Design (2)

FASHN 6B, Pattern Drafting and Design Intermediate (3)

FASHN 9A, Introduction to Fashion Illustration (3)

FASHN 9B, Advanced Fashion Illustration and Advertising (2)

FASHN 10, Advanced Design and Construction (3)

FASHN 11, Advanced Clothing – Tailoring (2)

FASHN 13, Draping I (3)

FASHN 14, Draping II (3)

FASHN 15, Ethnic Fashion (3)

FASHN 16, Pattern Grading (2)

FASHN 17, Apparel Collection Design and Production (3)

FASHN 19, Fashion Marketing (3)

FASHN 21, Digital Fashion Portfolio (2)

FASHN 88A, Independent Studies in Fashion (1)

FASHN 88B, Independent Studies in Fashion (2)

FASHN 88C, Independent Studies in Fashion (3)

FASHN 90A, Fashion Internship (1)

FASHN 90B, Fashion Internship (2)

FASHN 90C, Fashion Internship (3)

Fashion Merchandising, Associate Degree or Certificate of Achievement

See recommended course sequence below.

Program Learning Outcomes: Upon completion of the program, students will demonstrate the ability to analyze and assess the marketable trends in fashion and lifestyle product lines for all target markets; understand the logistics from fashion production to wholesale, retail, and resale; develop pre- and post-promotional activities necessary to launch brands/private labels in order to maintain success in the local and global marketplace; utilize critical thinking in solving design, sales, or promotional issues; have the ability to utilize software applicable to promotional needs, and understand the working relationship between designers and marketers. Additionally, students will have skills pertinent to successfully entering third-year college fashion programs, advancing in management positions, or entering major retail executive buying/ management training programs.

Area of Emphasis: (40 units)

First Level Courses: (6 units)

FASHN 1, Introduction to the Fashion Industry (3)

FASHN 2, Color Analysis (3)

Second Level Courses: (12 units)

FASHN 3, Apparel Construction (3)

FASHN 5, Fashion Buying (3)

FASHN 7, Fashion Textiles (3)

FASHN 8, History of Fashion Design (3)

Third Level Courses: (9 units)

BUS 21, Merchandising Principles (3)

FASHN 18, Computer Aided Fashion Design and Merchandising (3)

FASHN 20, Fashion Styling and Visual Presentation (3)