COURSE INFORMATION FORM

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DISCIPLINE  Apparel and Textile
COURSE TITLE  Introduction of Apparel Studies

CATALOG DESCRIPTION
Survey of the components of the apparel industry, including manufacturing, retailing, textiles, and product development, with specific focus on career development.

PREREQUISITES

EXPECTED STUDENT OUTCOMES IN THE COURSE (ESO)
Upon completion of this course, the student will be able to:

1. Demonstrate a basic knowledge of the workings of the fashion industry.
2. Chart the development of fashion and the fashion industry.
3. Identify the fundamental concepts of consumer demands and fashion change.
4. Explain the development, production, and marketing of merchandise from concept to consumer.
5. Explain the interrelationship of each level of the fashion industry.

GENERAL EDUCATION OUTCOMES (ESO)
Specify which general education outcomes, if any, are substantially addressed by the course. Numbers in parentheses identify the Expected Student Outcomes linked to the specific General Education Outcome.

Outcomes  ESO
2. Critical Thinking:
   B. Define, analyze and evaluate information, materials and data
      1. Objectively consider new information from diverse sources and perspectives (1,2,3,4,5)
PROGRAM-LEVEL OUTCOMES

CAREER AND TECHNICAL EDUCATION PROGRAM OUTCOMES
Specify which Career and Technical program outcomes, if any, are substantially addressed by the course by completing the “Career and Technical Education template” to show the relationship between course and program outcomes to assessment measures.

Demonstrate ability to communicate effectively in oral, written and visual forms
- Produce effective visual materials to communicate product development or marketing strategies
- Develop and present effective oral presentations
- Demonstrate effective written communication
- Develop professional resume, portfolio, and career interview skills
- Recognize and use appropriate professional terminology

Recognition of current ethical and professional issues in textiles and apparel industries.
- Demonstrate knowledge of ethical issues related to labor, global trade, and free/fair trade.
- Demonstrate knowledge of environmental issues related to dyeing, weaving and manufacturing of apparel product.

Demonstrate ability to work effectively in groups and teams.
- Develop effective skills in brainstorming and identification of relevant ideas.
- Share responsibility and delegate duties. Demonstrate accountability to the group/team.
- Develop strategies and time lines for action and completion

Demonstrate professional expertise in marketing and product merchandising.
- Identify target markets, accessing of consumer audience.
- Perform necessary marketing research for targeted product development
- Identify appropriate marketing and merchandising strategies to reach target market
- Develop effective business planning appropriate to identified strategies.

Demonstrate professional creative and technical expertise in product development
- Identify target markets, accessing of consumer audience.
- Perform necessary creative research for targeted product development
- Develop designs and edit selections appropriately to serve target market

CLASS-LEVEL ASSESSMENT MEASURES
Student accomplishment of expected student outcomes will be assessed using the following measures. (Identify which measures are used to assess which outcomes.)

- Individual projects 1,2,3,4,5
- Written exams 1,2,3,4,5
Individual instructors may order this outline as fits the needs of their individual courses. In addition, they may place more emphasis on some areas than on others. What is assured is that this particular list is covered in the course. Other topics may be added to a course as the instructor sees fit, and as time and interest allow. An *asterisk can be used to mark an item as optional.

I. The fundamentals of fashion
   A. Fashion development and historic influences-historic overview starting with the 17th century to present
   B. Influences on Fashion Marketing and Consumer Demand
   C. Fashion Change and Consumer Acceptance
   D. Fashion Resources

II. The raw materials of fashion
   A. Natural and Man-made Fibers and Fiber Production
   B. Textile Yarn and Fabric Production
   C. Dying, Printing and Finishing
   D. Environmental Issues
   E. Textile Product Development and Marketing
   F. Trimmings, Leather and Fur

III. The Manufacturing of Fashion
   A. International Fashion Centers
   B. Product and Design Development
   C. Apparel Production
   D. Accessory and Fur Manufacturing
   E. Wholesale marketing and Distribution
   F. Fashion Retailing

IV. Types of Retailing
   A. Fashion Merchandising
   B. Retail Fashion marketing
   C. Career Options and Guidelines