

FASHION DESIGN AND MARKETING



*Making careers
out of
your flair
for fashion*



El Centro College

DALLAS COUNTY COMMUNITY COLLEGES

BEST OF BOTH WORLDS

Do you lean more toward the creative side of fashion? Or the selling and business side of fashion?

It makes no difference at El Centro. You can now major in either fashion design or fashion marketing. You'll find fashion design in our arts and sciences division. Fashion marketing is in the business and public services division.

Working together, the fashion design and the fashion marketing curriculum prepares El Centro students through a simulation of today's marketplace. It also positions El Centro as a leading fashion education center in the southern U. S.

WORKING TOGETHER

Students in both programs work together on product development, merchandising and marketing student-designed apparel and accessories, producing fashion events and supporting the local fashion community.

Fashion design and fashion marketing students now take advantage of El Centro's stature in the industry to begin an interesting and rewarding career in fashion.



THE OPPORTUNITY

Because it is the fashion center of the Southwest, Dallas offers huge advantages to fashion designers and marketers. Big D has one of the largest concentrations of women's and children's wear in the nation. The apparel industry has a lot to offer talented, capable people skilled in apparel design, pattern design, visual merchandising and display, showroom sales and retail management.

THE WORK— FASHION DESIGN

The **apparel designer** researches new style trends and develops saleable designs for the ready-to-wear marketplace.

The **pattern maker** converts the fashion sketch or original garment into an industrial paper pattern used in the mass production of clothing. The process includes draping, the skill of developing a pattern by placing a cloth over a dress form. Both techniques combine to develop a design idea and produce mass production patterns.



THE WORK— FASHION MARKETING

Fashion marketing graduates work in a variety of fashion settings including manufacturers, regional fashion market centers, retail stores and product development organizations. A knowledge of the fashion business combined with ambition, creativity and enthusiasm leads to successful employment for many students.

PROVEN WINNERS

Fashion is one of the most popular technical occupation courses at El Centro.

Fashion design: Both the apparel design and the pattern design programs are two-year associate degree programs. Related subjects give you an understanding of textiles, sketching, computer-aided design and costume history. For both programs, your classroom experience is supplemented with field trips to fashion manufacturers and visits by guest lecturers.

Upon completing apparel design, you are prepared to become an assistant in a design department. Completing pattern design qualifies you to be an assistant in a pattern drafting department. The theatrical costume design certificate prepares the student for an

entry-level job in a theatrical costume workshop.

Fashion marketing: Graduates with the AAS degree have worked in retail sales coordinator and merchandising assistant positions for local apparel manufacturers. The Dallas Market Center has provided graduates with the opportunity to pursue positions as showroom sales trainee, showroom sales coordinator and wholesale sales representative. Graduates hired by retail stores have followed career paths of management trainee, department manager, assistant store manager, assistant buyer, merchandise planner and visual merchandising stylists.

TRANSFERRING TO A 4-YEAR PROGRAM

Fashion design and fashion marketing students planning to transfer to a four-year institution should consult an advisor or counselor about requirements. This will verify the transferability of these courses to the four-year institution of your choice.

Note: The required courses for fashion design and fashion marketing students are listed in this publication.



FASHION DESIGN CURRICULUMS

FASHION DESIGN - CORE CURRICULUM

The Fashion design freshman student is provided a program core curriculum of study related to the fashion industry. The basic fashion core, along with the general education courses, enables the student to enter a specialized track of either Apparel Design or Pattern Design in the second year of studies. Upon completion of the 35-semester hour core, students should select one of two specialties: Apparel Design or Pattern Design.

SEMESTER I

FSHD1324 Ready-to-Wear Construction	3
FSHN1313 Basic Color Theory and Application	3
FSHN1309 History of Costume Through the 18th Century	3
FSHN1417 Pattern Drafting I	4
ENGL1301 Composition I	3
MATH1332 College Mathematics I	3
	19

SEMESTER II

FSHN1325 Basic Women's Tailoring	3
FSHN1123 Introduction to Mass Production	1
FSHD1322 Fashion Sketching	3
FSHN1310 History of Costume: 18th Century to Present	3
FSHN1318 Pattern Drafting II	3
SPCH1311 Introduction to Speech Communication	OR3
SPCH1315 Fundamentals of Public Speaking	3
	(3)
	16
Minimum Core Curriculum Hours	35

FASHION DESIGN — APPAREL DESIGN AAS

The apparel designer converts the design idea into an industrial paper pattern used in the mass production of clothing. New style trends each season demand individual creative thinking to develop saleable designs. Upon successful completion of the program, the student enters a women's wear or children's wear manufacturing company as an assistant in the design department.

SEMESTERS I and II

Core Curriculum	35
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SEMESTER III

FSHN1301 Textiles	3
FSHD1318 Apparel Computer Systems	3
FSHN1319 Pattern Drafting III	3
FSHD1391 Special Topics in Fashion Design and Illustration	3
FSHD2343 Fashion Collection Design	3
HUMA1301 Introduction to the Humanities	OR 3
PHIL 1301 Introduction to Philosophy	(3)
	18

SEMESTER IV

FSHD1393 Special Topics in Clothing/ Apparel and Textile Studies	3
FSHN2432 Advanced Pattern Drafting	4
FSH2344 Fashion Collection Production**	3
FSH1315 Draping	3
PSYC2302 Applied Psychology	3
+Elective	19
Minimum Hours Required	72

+Elective must be selected from the following:

Any ARTS course	OR 3
FSHN2380 Cooperative Education-Apparel and Textile Manufacture	3

**FSHD 2344 Fashion Collection Production is the capstone course for the AAS in Apparel Design.

FASHION DESIGN — PATTERN DESIGN AAS

The pattern designer converts the fashion sketch or original garment into an industrial paper pattern used in the mass production of clothing. Drafting is the skill of developing a flat pattern with measurements. Draping is the skill of developing a pattern by placing cloth over a dress form. Upon completion of the program, the student enters a women's wear or children's wear manufacturing company as an assistant in the pattern department.

SEMESTERS I and II

Core curriculum	35
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SEMESTER III

FSHN1301 Textiles	3
FSHD1318 Apparel Computer Systems	3
FSHN1319 Pattern Drafting III	3
HUMA1301 Introduction to the Humanities	OR 3

FASHION DESIGN CURRICULUMS

CONTINUED

PHIL 1301 Introduction to Philosophy	(3)
PSYC2302 Applied Psychology	3
	15

SEMESTER IV

FSHD1393 Special Topics in Clothing/ Apparel and Textile Studies	3
FSHN2432 Advanced Pattern Drafting**	4
FSH1315 Draping	3
FSHD2241 Pattern Grading	3
+Elective	3-4
	15-16

Minimum Hours Required: 65-66

+Elective must be selected from the following:

Any ARTS course	3
OR	
FSHN2380 Cooperative Education- Apparel and Textile Manufacture	3
OR	
ITSC 1401 Introduction to Computers	4

**FSHN 2432 Advanced Pattern Drafting is the capstone course for the AAS in Pattern Design.

FASHION DESIGN — THEATRICAL COSTUME DESIGN CERTIFICATE

The Theatrical Costume Design Certificate Program prepares the student for an entry-level job in a theatrical costume workshop.

SEMESTER I

FSHD1324 Ready-to-Wear Construction	3
FSHN1309 History of Costume Through the 18th Century OR	3
FSHN1310 History of Costume: 18th Century to Present	(3)
FSHN1417 Pattern Drafting I	4
DRAM1310 Introduction to the Theatre	3
ENGL1301 Composition I	3
	19

SEMESTER II

FSH1325 Basic Women's Tailoring	3
FSHN1318 Pattern Drafting II	3
FSHD2205 Draping	2
DRAM1341 Make-up for the Stage	3
MATH1332 College Mathematics I OR	3
SPCH1311 Introduction to Speech Communication OR (3)	(3)
SPCH1315 Fundamentals of Public Speaking	15

SEMESTER III

FSHN1301 Textiles	3
FSH1319 Pattern Drafting III	3
	6

SEMESTER IV

FSH2241 Pattern Grading	2
DRAM1221 Rehearsal and Performance III**	2
	4

Minimum Hours Required: 41

**DRAM 1221 Rehearsal and Performance III is the capstone experience for the Theatrical Costume Design Certificate.

FASHION MARKETING CURRICULUMS

FASHION MARKETING

This two-year program is designed for those interested in careers related to fashion wholesaling and retailing. Students explore merchandising, buying, textiles, display, advertising and computer applications in the fashion industry. Emphasis is placed on cooperative work experience, which gives the students necessary preparation and experience needed for an entry level position.

SEMESTER I

MRKG 1311 Principles of Marketing	3
FSHD 1302 Introduction to Fashion	3
BUSI 1301 Introduction to Business	3
ENGL 1301 Composition I	3
MATH 1324 Mathematics for business and Economics OR	3
POFT 1321 Business Math AND	(3)
++Elective Natural Science	(4)

15-19

FASHION MARKETING CURRICULUMS

CONTINUED

SEMESTER II

MRKG 1302 Principles of Retailing	3
FSHN 1342 Visual Merchandising	3
FSHN 1301 Textiles	3
PSYC 2302 Applied Psychology OR	3
PSYC 2301 Introduction to Psychology	(3)
ENGL 1302 Composition II	3
SPCH 1311 Introduction to Speech Speech Communications OR	3
SPCH 1315 Fundamentals of Public Speaking	(3)
	18

SEMESTER III

MRKG 2333 Principles of Selling	3
ITSC 1301 Introduction to Computers OR	4
COSC 1300 Higher level COSC course	(3-4)
FSHD 1308 Fashion Trends	3
FSHN 1212 Apparel and Accessories Marketing	2
FSHN 1382 Cooperative Education - Fashion Merchandising OR	3
FSHN 1366 Practicum (or Field Experience) – Fashion Merchandising	(3)
	14-1

SEMESTER IV

FSHN 2303 Fashion Buying	3
MRKG 1301 Customer Relations	3
FSHN 2382 Cooperative Education – Fashion Merchandising OR	3
FSHN 2366 Practicum (or Field Experience) – Fashion Merchandising	(3)
ARTS 1301 Art Appreciation OR	3
HUMA 1301 Introduction to Humanities	(3)
ACCT 2401 Principles of Accounting OR	4
ACNT 1303 Introduction to Accounting I	(3)
+Elective	1-3
	16-19
Minimum Hours Required	63-71

+Electives – May be selected from the following:

SEMESTER V

BUSI 2301 Business Law	3
BMGT 1303 Principles of Management	3
ECON 2301 Principles of Economics I	3
FSHD 1233 Fashion Study Tour	2
FSHD 1318 Apparel Computer Systems	3
FSHN 1191 Special Topics in Fashion Merchandising I	3
FSHN 2301 Fashion Promotion	3

MRKG 2349 Advertising and Sales Promotion	3
SPNL 1391 Special Topics in Spanish Language and Literature	3

++ Electives – Must be selected from DCCCD CORE Curriculum for Lab Sciences.

TECH PREP ENHANCED SKILLS CERTIFICATE

This Enhanced Skills Certificate is attached to the Associate in Applied Sciences Degree in Marketing Careers – Fashion Marketing and provides the student advanced skills required by the industry to specialize in Department Management.

DEPARTMENT MANAGER

SEMESTER I

BMGT 1301 Supervision	3
POFT 2312 Business Correspondence and Communication	3
	6

Minimum Hours Required

6

VISUAL MERCAHANDISING ASSISTANT

This certificate program is designed to prepare students for career opportunities as retail merchandise coordinators and visual display associates in a variety of fashion settings.

SEMESTER I

FSHD 1302 Introduction to Fashion	3
FSHD 1308 Fashion Trends	3
	3
MRKG 1302 Principles of Retailing	3
	9

SEMESTER II

FSHN 2301 Fashion Promotion OR	3
FSHN 1212 Apparel and Accessories Marketing Operations	(2)
FSHN 1342 Visual Merchandising	3
MRKG 2349 Advertising and Sales Promotion	3
	8-9

Minimum Hours Required

17-18



Start your
fashion career
by contacting
214-860-2337
or
214-860-2621

Downtown location.
Upscale education.

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Educational opportunities are offered by the Dallas County Community College District without regard to race, color, age, national origin, religion, sex, disability or sexual orientation.



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IT ALL BEGINS HERE