

FASHION DESIGN AND MERCHANDISING

FDM V10 - FASHION INDUSTRY AND MARKETING - 3 Units

Hours: 3 lecture weekly

Exploration of the fashion industry, marketing and careers within the industry. Core components include: development of fashion; fashion terminology; primary markets, producers of materials; secondary markets, design and production; retailing; auxiliary fashion resources; economic importance of the industry; channels of distribution; marketing concepts; domestic and foreign markets; fashion careers and job market analysis; sourcing; and, global implications.

Field trips will be required. Formerly FDM 10. Transfer credit: CSU. **CAN FCS 22.**

FDM V17 - CREATING THE FASHION IMAGE: FASHION PROMOTION - 3 Units

Prerequisite: ART V11A

Hours: 2 lecture, 3 laboratory weekly

Fashion promotion is explored through newspapers, trade publications, magazines, radio and television advertisements. Students will receive laboratory experience in advertising, visual display and fashion show production.

Field trips may be required. Formerly FDM 17. Same as ART V17. Transfer credit: CSU; credit limitations - see counselor.

FDM V18A - FIGURE ILLUSTRATION I - 3 Units

Prerequisite: ART V12A or concurrent enrollment

Hours: 6 lecture-laboratory weekly

This course provides basic instruction in drawing from clothed models. Emphasis is placed on analysis of the contemporary figure for style, clothing detail and implied movement with emphasis on elegance, poise and mood. Attention is given to wash drawing and dry media in achromatic and monochromatic color schemes. Live models will be used.

Field trips may be required. Formerly FDM 18A. Same as ART V18A. Transfer credit: CSU; credit limitations - see counselor.

FDM V18B - FIGURE ILLUSTRATION II - 3 Units

Prerequisite: ART V18A or FDM V18A

Hours: 6 lecture-laboratory weekly

Intermediate instruction in drawing from clothed models. Analysis of the contemporary figure for style, clothing detail and implied movement with emphasis on elegance, poise and mood. Attention is given to wash drawing and dry media in color. Live models will be used.

Field trips may be required. Formerly FDM 18B. Same as ART V18B. Transfer credit: CSU; credit limitations - see counselor.

FDM V90 - DIRECTED STUDIES IN FASHION DESIGN MERCHANDISING - 1-6 Units

Prerequisite: varies with topic

Hours: lecture and/or laboratory as required by unit formula

This course offers specialized study opportunities for students with intermediate skills, who wish to pursue projects not included in the regular curriculum. Students are accepted only by written project proposal approved by the discipline prior to enrollment.

May be taken for a maximum of 4 times not to exceed 6 units. Formerly FDM 90. Transfer credit: CSU.