

Marist Fashion Course Descriptions

Marist Fashion Course Offerings and Descriptions

(Please note Special Topic course numbers can change.)

FASHION DESIGN AND FASHION MERCHANDISING

FASH100

Fashion in Culture & Commerce

Three Credits LA

This course explores fashion within the arenas of culture and commerce. It provides students with industry theory, terminology and structures, while examining the historic role, evolution and social dimensions of fashion (particularly in regard to the role of women in society), the interplay of Eastern and Western design aesthetics in modern fashion, iconic design, the role of celebrity in modern fashion, and the way in which fashion trends mirror contemporary values and culture. Issues discussed include ethics, art and architectural movements, sustainability, labor and safety practices, environmental support, and globalization.

FASH126

The Creative Process

Three Credits

This introductory course acquaints students with the professional materials, tools and techniques required for the successful construction of inspiration, mood and concept boards for the presentation process required in the contemporary fashion industry. Exploration of materials, tools and techniques include: The vast array of papers and composite boards that are available for use, the drawing mediums of crayon, pencil and ink, the color mediums of gouache, watercolor and marker, brushes, adhesives and their properties and uses, cutting tools, cutting mats, erasers, burnishers and fixatives. In addition, the student will be introduced to fundamental design concepts: Focus, color, line, space and movement, light and texture, perspective and illusion, informing the goal of a dynamic, communicative and inspiring composition.

FASH130

Fashion Figure Drawing

One Credit

This entry-level drawing class studies the elements of the figure in fashion proportion and in fashion poses. Students work to develop a personal line, style and personality in figure presentation. Offered in Fall semester only.

FASH131

Fashion Figure Drawing II

One Credit

This course is a continuation of FASH130 and provides additional and extended study of the elements of the figure in fashion proportion and in fashion poses. Offered in Fall semester only.

FASH132

Fashion Figure Drawing III

One Credit

This course is a continuation of FASH130 and provides additional and extended study of the elements of the figure in fashion proportion and in fashion poses. Offered in Spring semester only.

FASH133

Fashion Figure Drawing IV

One Credit

This course is a continuation of FASH130 and provides additional and extended study of the elements of the figure in fashion proportion and in fashion poses. Offered in Spring semester only.

FASH140

Fashion Design I: Drawing & Color

Three Credits

Students learn to develop basic drawing skills and color theory to portray fundamental fashion figures and garment details. Offered in Spring semester only.

Prerequisite: FASH130, FASH131, FASH132 or FASH133

FASH191

Couture Techniques

One Credit

This course is an introduction to the craft of haute couture. Students will study the history and current trends of haute couture. They will also learn couture construction and embellishment techniques through research, demonstration, experimentation and application. Pre-requisite FASH210.

FASH200

Textiles: Studies & Applications

Three Credits

A comprehensive overview of the textile industry. Students develop a basic knowledge of fibers, yarns, cloth construction, finishes, and textile terminology. Theoretical knowledge is applied to fabric selection for appropriate end uses.

Prerequisite: FASH100

FASH210

Design Studio Techniques

Three Credits

This course is an introduction to professional construction techniques and terminology used in the apparel industry. Hand and machine sewing will be addressed as well as proper use of industrial equipment and tools. Patterns, layout, cutting and creation of first sample spec sheets will also be introduced.

FASH230

Apparel Development I

Three Credits

This course is an introduction to patternmaking and draping for apparel design. Students will learn the fundamentals of two dimensional patternmaking and three dimensional draping. The relationship between the two methods is emphasized. Fit, silhouette, proportion, fabrication, customer profile and trend analysis will also be introduced. Offered in Fall semester only.

Prerequisite: FASH 210 with minimum grade of C

FASH 235

Fashion Trend Forecasting & Analysis

Three Credits

In this course students will learn the mechanics of trend and its function in the business of fashion. This course addresses the identification, gathering, communication and presentation of trends as the responsibility and procedures of the fashion forecaster. Students will use consumer-insight techniques to understand and track trends and use them to inform their research, design and product development.

Prerequisite: FASH100

FASH240

Fashion Design II: Presentation

Three Credits

Students develop advanced drawing techniques by rendering various fabric textures, colorations, prints, and weights. Students begin to design themed collections from inspiration to final presentation. Students also prepare technical flats and supporting materials to help communicate their designs. The ability to professionally present their work is emphasized. Offered in Fall semester only.

Prerequisite: FASH140 with minimum grade of C

FASH245

Digital Fashion Design I

Three Credits LA

This course is an introduction to basic tools and techniques of digital media design as related to the contemporary fashion industry. Adobe® Illustrator and Photoshop, as universal platforms, are examined in depth. Projects and weekly assignments are designed to give the student an understanding of the differences between these two interfaces and the distinction of their uses as an object/vector oriented program (Illustrator) and an image/raster oriented program (Photoshop).

FASH231

Apparel Development II

Three Credits

This course is a continuation FASH 225. Advanced patternmaking and draping techniques are covered with a focus on body contouring and soft silhouettes. Advanced construction and fitting techniques are also covered. Offered in Spring semester only.

Prerequisite: FASH 225 with minimum grade of C

FASH265

Retailing Principles & Practice

Three Credits

This course is designed to provide an introduction and overview of the various types of retail organizations. The buying cycle is analyzed as a series of strategic decisions made by retail managers in order to communicate more effectively with their customers through the utilization of multi-channel retailing opportunities and the identification of potential target markets through the analysis of demographic and psychographics. SWOT is introduced as a tool for understanding and positioning retailers in today's competitive marketplace.

Prerequisite: FASH100

FASH266

Writing for Fashion

Three Credits LA

This course examines the role of the writer as she/he addresses a fashion-oriented audience in print and newly evolving on-line formats. Students pursue the development of a personal voice and style in today's competitive marketplace via short and long writing formats as they apply to the fashion industry.

FASH267

Textile Design

Three Credits

This course will encompass the hand printing techniques for textile design with an emphasis on silk screening for ready-to-wear fabrics. Techniques covered will include: batik, hand painting, stenciling, block and placement printing. Special techniques for appliqué, devoré, embroidery, pleating and smocking will also be covered.

Prerequisite: FASH200

FASH 268

Digital Design II

This advanced digital course explores in depth the tools and techniques of digital media design as related to the contemporary fashion industry. Using Adobe® Illustrator and Photoshop, it is designed toward the rendering of mood and inspirational graphic layouts for presentation to the industry including: target market assessment, seasonal color stories and commercial trends. Projects and weekly assignments seek high communicational values, intensive research and critical analysis of the market.

Prerequisite: FASH245

FASH269

Visual Merchandising

Three Credits

This course introduces the student to the display, theories, and processes of visual merchandising presentation in retail, showroom and other fashion settings. Students will learn interior and exterior merchandise presentations and image displays, and be able to conceptualize, execute, install and critique projects within the context of group participation and effort.

Prerequisite: FASH100

FASH261

Event Planning

Three Credits

This course introduces students to special event planning processes and techniques. Emphasis is on creating, organizing, identifying sponsors for, marketing and implementing large-scale events for the community or businesses. Topics to be explored include vendor interaction, contracts, fundraising, budgeting, ethics and other aspects. When possible, students will organize an actual event.

Prerequisite: FASH100

FASH286

Fashion Trend Lab

One Credit

Students in this on-line course will serve as “foreign correspondents,” reporting on street trends in fashion, and other pop culture topics (i.e. current film, exhibits, music directions, etc.) that relate to fashion and their study abroad destinations – London, Paris, Florence, Hong Kong – as well as Marist in Manhattan. Trend submissions will include photographs and fashion trend commentary submitted by students. This data will be shared with FASH384N-111/Fashion in the Cloud students as part of an experimental Open Academic Environment (OAE) in which students will create an international network of research/observation/information exchange regarding fashion trends as they develop on the streets of fashion capitals around the world.

FASH295

Fashion Show Production

Three Credits

This course provides hands-on experience in the functions and procedures of professional fashion show production. It analyzes the promotional and selling importance of fashion shows for manufacturers and retailers. Students, in committee groups, apply the theoretical material to producing a full-scale fashion show that showcases student designs. Offered in Spring semester only. Permission of Program Director required.

Prerequisite: FASH100

FASH300

Product Development

Three Credits

Presents an overview of apparel manufacturing and product development focusing on the function and practices of product development from concept to delivery. Topics include: supply chain management, understanding and defining the target market, researching fashion trends from color and fabric to silhouette, specing, construction, quality control, sourcing and costing.

Prerequisite: FASH200, FASH281

FASH 304

Merchandise Planning & Control

Three Credits

This course provides a in-depth analysis of the mathematical concepts and calculations involved in profitable merchandising. Students work with actual retailing scenarios to apply merchandising formulas such as profit and loss, open-to-buy, mark-up, stock turnover, and the retail method of inventory. *Prerequisite: FASH 265*

FASH306

Sustainability in Fashion

Three Credits LA

A survey of contemporary issues related to sustainability and the global fashion industry. Through readings, film and experiential activities, students explore the human, ecological and economic costs associated with the current system and generate solutions with both immediate and long-term applications.

FASH310

Apparel Development III

Three Credits

Students learn design, draping, patternmaking, fitting and construction techniques with a concentration on tailored sportswear. Offered in Spring semester only.

Prerequisite: FASH261 with minimum grade of C

FASH315

Fashionology: Retail Entrepreneurship

Three Credits

This course will allow students to delve into the nuances of retail entrepreneurship. Students will gain an understanding of all steps required to develop a business plan, as well as running and maintaining a retail fashion boutique. Offered in Fall semester only.

Prerequisite: FASH 100

FASH318

Supply Chain Management

Three Credits

An examination of the role of the merchandiser in the apparel production process will introduce a study of the supply chain and its management. Topics to be covered in detail throughout the course include purchasing fabric and trims, single and blended production sourcing, tooling up the factory, steps in garment construction, costing the garments in single and multiple factories, compliance, traffic and logistics, and customs.

Prerequisites: FASH100, FASH200

FASH322

Fashion Mobile Marketing

Three Credits

This course will provide an introduction to “Social-Local-Mobile” [SoLoMo] marketing concepts that have become a top priority for major brands around the world, due to mass smartphone and tablet adoption. Course work will focus on understanding the mobile consumer and rapidly evolving shopper behavior; new metrics that measure the impact of SoLoMo on same-store sales; mobile-at-retail case studies; and how it all fits into the traditional marketing mix.

FASH325

Private Label Development

Three Credits

Using the knowledge they have in research principles and theories from prerequisite study of product development, retailing, textiles, computer assisted design, and other merchandising courses, students will solve problems from the perspective of a buyer/product developer for a retailer. Topics include defining the customer, brand development or expansion, and understanding gross margin.

Prerequisite: FASH300

FASH335

Digital Fashion Design II

Three Credits LA

This advanced digital course explores in depth the tools and techniques of digital media design as related to the contemporary fashion industry. Using Adobe® Illustrator and Photoshop, it is designed toward the rendering of mood and inspirational graphic layouts for presentation to the industry including: target market assessment, seasonal color stories and commercial trends. Projects and weekly assignments seek high communicational values, intensive research and critical analysis of the market.

Prerequisite: FASH245 with minimum grade of C

FASH341

Fashion Branding & Licensing

Three Credits

This course considers the importance of the branding and licensing of goods and services sold in today's global marketplace with particular emphasis on the business of fashion design and merchandising. Topics discussed will include brand development, brand evolution, and brand strategy as well as the key intellectual property factors of patents, trademarks, and copyright. Guest speakers will help demonstrate the practical solutions that designers and creators of original material utilize in order to achieve artistic and financial success. Students will develop a clear understanding of the impact of brands and licenses on media, advertising, and fashion in today's society.

FASH345

Fashion Design III: Design Workshop

Three Credits

This course builds on the skills taught in the previous two classes in this cycle. Students continue to design themed collections with emphasis placed on producing professional quality presentations. Students also prepare technical and designer flats as well as three-dimensional supporting material to inform their designs. Offered in Spring semester only.

Prerequisite: FASH240 with minimum grade of C

FASH355

Buying, Planning & Allocation

Three Credits

This course explores the scope of responsibilities for a buyer in today's competitive retail industry. Through the development and understanding of a company's financial 6 month buying plan, the student gains understanding of assortment planning, allocation, sales, promotion, merchandise procurement and the buyer/vendor relationship.

Prerequisite: FASH265

FASH 367

Advanced Fashion Show Production

Three Credits

Students expand upon knowledge gained in FASH295/Fashion Show Production to become specialized leaders for publicity/promotion, backstage or front-of-house teams for the production of the annual Silver Needle Fashion Show. Leadership skills are developed in regard to event pre-planning, organization and execution of a major public event. Offered in Spring semester. Permission of the Program Director required.

Prerequisite: FASH295 & permission of the Program Director

FASH 370

Knitwear Design

Three Credits

A hands-on studio elective. Students learn to create a variety of stitches, textures, and motifs and to apply these techniques to original designs.

FASH 381

History of Modern Fashion

Three Credits LA

This course is devoted to the study of the fashion industry and the clothing styles as related to world events that occurred from the middle of the 19th Century to the present day. Using the political, social, economic, technological and aesthetic environment as a backdrop for understanding the various period styles that occurred as an action or reaction to that environment, the student will gain fundamental knowledge of the mechanics and dynamics of cycles, trends and fads that constantly initiate change in the contemporary world of fashion.

FASH 389

Fashionology Retail Laboratory

One Credit

This student-operated boutique presents an entrepreneurial merchandising/retail store laboratory. Course includes store promotion, human resource management, buying, markup strategies, visual merchandising, and accounting duties associated with retail store operation. Spring semester only.

Prerequisite: FASH 100

FASH 386-483

Fashion Internship

One to Fifteen Credits

Students are offered opportunities for professional internships during their junior and senior years. Internships are possible in designer firms, apparel manufacturing companies, textile companies, and retail organizations both locally and in New York City. Each intern has an on-site supervisor as well as a faculty supervisor. Allowable credits are determined by the internship coordinator.

Prerequisite: Permission of the Internship Coordinator and Program Director

FASH 400

Fashion Employment Seminar

One Credit

This course helps graduating students to identify and pursue a fulfilling career. Topics include networking, resume guidelines, company research, and interviewing skills.

FASH415

Advanced PDM Software

Three Credits LA

Students learn the apparel product development process via a web based product data management solution called Web PDM. This solution will shorten cycle time and reduce development cost of apparel companies by streamlining the tasks involved and using just Gerber WebPDM to define all of the technical aspects. Students will define a concept company and develop a small line catered to a target market and process all tasks related creating the product using various tools that will all be used in conjunction with Web PDM. The student will be responsible for developing a market calendar around key dates. These key dates will include: Initial Concept, Brand/ Season Strategy, Design Review.

Students will utilize clothing vocabulary and terminology as it pertains to current and historical references of different garments, silhouettes, and their parts. It also examines the elements and principles of design, emphasizing proportion and pleasing balance.

Prerequisite: FASH 245, FASH300

FASH455

Global Merchandising Strategies

Three Credits

Explores the global aspects of retail strategies through the examination of the economic, geopolitical, cultural and other factors governing the basic tenets of today's globalized marketplace. Various international regions are analyzed in terms of their market characteristics and current retail environment. U.S. retailers operating globally are also discussed and analyzed in detail. Topics include fair trade, free trade, sustainability, and the expansion of the globalized marketing system through multi-channel retailing.

Prerequisites: FASH265

FASH477

Fashion Merchandising Capping

Three Credits LA

A capping course required for all Senior Merchandising Majors. The Capstone project requires the student to relate his/her knowledge of fashion merchandising related courses and the core to an industry based research project. Offered Fall and Spring Semesters

Prerequisites: By concentration

FASH478

Fashion Design Capping I: Portfolio Development

Three Credits LA

In this course students develop a professional portfolio exhibiting their individual style and specialization in the design field. Through individual discussions and critiques of design work, each student creates a portfolio demonstrating the broadest range of their designs, illustrations, technical ability, and garment knowledge. Offered in Fall semester only. Fulfills Part I of the capstone experience for Fashion Design majors.

Prerequisites: FASH245, FASH345 with minimum grade of C

FASH479

Fashion Design Capping II: Runway Collections I

Three Credits LA

Prerequisite: FASH310 with minimum grade of C

FASH480

Fashion Design Capping III: Runway Collections II

Three Credits LA

Prerequisite: FASH479 with minimum grade of C

These courses serve as Parts II and III respectively of the capstone experience for Fashion Design majors. Students design and execute an original apparel collection. Fashion industry standards are followed in all stages of garment design and construction. Emphasis is placed on the following: concept origination, research methods, documentation of design processes, aesthetic judgment in design adoption, fabric selection, styling, draping, patternmaking, construction, fitting, time management, organizational methods, communication, and presentation. FASH479 offered in Fall semester. FASH480 offered in Spring semester.

FASH 482-485

Independent Study

Credits TBA

Offered for specific course of study. Permission of Program Director required.

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