Fashion and fashion-related industries are the nation's largest employer. Fashion design involves work with the design and production of clothing, whether with a large manufacturer, a small specialty firm or in a one-person business. Fashion merchandising refers to the large task of in-store promotion and the display of various types of fashion merchandise.

ARC follows industry needs by offering two program options: Fashion Design and Fashion Merchandising. Fashion design prepares the student with those skills necessary to coordinate original design concepts with manufacturing and merchandising techniques. Fashion Merchandising provides training for jobs in fashion coordinating, promotion, visual presentation, management, merchandising or ready-to-wear garments.

Career Opportunities

Careers in fashion design include designer, fashion illustrator, pattern maker and custom dressmaker.

Careers in fashion merchandising include buyer, store owner, manufacturer's sales representative, fashion coordinator, or visual merchandiser.

General Education Graduation Requirements: In addition to completing the degree requirements, students must also complete the general education graduation requirements for an A.A./A.S. degree. See ARC graduation requirements.

Fashion Design

Fashion Design prepares the student with those skills necessary to coordinate original design concepts with manufacturing, marketing and merchandising techniques.

Requirements for Degree Major 35 Units

Course Requirements

Course Required | Units
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ART 320 | 3
FASHN 151 | 2
FASHN 300 | 3
FASHN 310 | 3
FASHN 320 | 3
FASHN 330 | 3
FASHN 342 | 3
FASHN 344 | 3
FASHN 374 | 3
FASHN 378 | 3
FASHN 497 | 3

Recommended Electives

ACCT 101; CISC 300; FASHN 334, 393, 395; MKT 300, 314

Fashion Merchandising

Fashion merchandising provides training for jobs in the retail market including: fashion coordination, promotion, visual presentation, management, merchandising.

Requirements for Degree Major 32 Units

Course Required | Units
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FASHN 300 | 3
FASHN 310 | 3
FASHN 320 | 3
FASHN 330 | 3
FASHN 342 | 3
FASHN 393 | 3
FASHN 395 | 2
FASHN 497 | 3
MGMT 362 | 3
MKT 300 | 3
MKT 312 | 3
MGMT 360; MKT 120

Recommended Electives

ART 320; BUS 105; MGMT 360; MKT 120

Requirements for Certificate 20 Units

Course Required | Units
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FASHN 300 | 3
FASHN 310 | 3
FASHN 320 | 3
FASHN 393 | 3
FASHN 395 | 2
MKT 300 | 3
MKT 312 | 3
**FASHN 151 Basic Industry Sewing**  
2 Units  
Prerequisite: None  
Hours: 18 hours LEC, 54 hours LAB  
This course introduces basic fashion industry sewing techniques. Emphasis is on industry standards and specifications concerning construction, assembly, and sequence of operations. No previous sewing experience is required.

**FASHN 294 Topics in Fashion**  
.5-.4 Units  
Formerly: FASHN 52  
Prerequisite: None  
Advisory: ENGWR 102 or 103 and ENGRD 116 or ESLR 320, ESLL 320, ESLW 320, or placement through assessment.  
Hours: 9-54 hours LEC  
This course is designed to give students an opportunity to study topics in fashion design and/or fashion merchandising not included in current course offerings. May be taken four times up to a maximum of 6 units providing there is no duplication of topics.

**FASHN 298 Work Experience in Fashion**  
1-.4 Units  
Formerly: FASHN 98  
Prerequisite: Current employment or voluntary position.  
Hours: 18-72 hours LEC, 60-300 hours LAB  
This course reflects supervised work experience in apparel merchandising. Students work in cooperating fashion apparel firms. Class enrollment is dependent upon student being in a paid or volunteer work experience learning environment. May be repeated for credit for a maximum of sixteen units.

**FASHN 300 Introduction to the Fashion Industry**  
3 Units  
Formerly: FASHN 10  
Prerequisite: None  
Advisory: ENGWR 102 or 103 and ENGRD 116 or ESLR 320, ESLL 320, ESLW 320, or placement through assessment.  
Course Transferable to CSU  
Hours: 54 hours LEC  
This course is a survey of the complex diversity of today's fashion industry. It introduces the process of how the fashion business works in sequential order from the concept to the consumer. It provides an overview of fashion design, production, distribution, and merchandising and will give an understanding of the fashion industry as a whole. Field trips are required.

**FASHN 310 Fashion Analysis**  
3 Units  
Formerly: FASHN 21  
Prerequisite: None  
Advisory: ENGWR 102 or 103 and ENGRD 116 or ESLR 320, ESLL 320, ESLW 320, or placement through assessment.  
Course Transferable to CSU  
Hours: 54 hours LEC  
In this course influences on fashion (social, political, cultural, technological and environmental) will be analyzed and compared with current fashion trends. The function, aesthetics and attitude of dress including image projection, perceptions and gender roles will be explored as a form of silent communication. A generational approach to consumer buying behavior and response towards fashion will be examined. Other aspects of fashion analysis will include identifying apparel details, styles and elements of design. (CAN FCS 20)

**FASHN 320 Textiles**  
3 Units  
Formerly: FASHN 20  
Prerequisite: None  
Advisory: ENGWR 102 or 103 and ENGRD 116 or ESLR 320, ESLL 320, ESLW 320, or placement through assessment.  
Course Transferable to UC/CSU  
Hours: 54 hours LEC  
This course is a study of natural and man-made fibers, methods of fabrication and finishes. Topics include modern fabrics in relation to their selection, use and care of clothing and home furnishings.
**FASHN 378  Advanced Pattern Making and Design  3 Units**  
Formerly: FASHN 27  
Prerequisite: FASHN 374.  
Course Transferable to CSU  
Hours: 36 hours LEC; 54 hours LAB  
This course includes advanced pattern-making techniques to include: drafting, draping and grading. It focuses on industry methods of duplicating ready-to-wear apparel. Industry fit specifications and construction techniques will be refined. A field trip will be required.

**FASHN 380  Production Patternmaking and Design  3 Units**  
Formerly: FASHN 31  
Prerequisite: FASHN 378 with a grade of “C” or better.  
Course Transferable to CSU  
Hours: 36 hours LEC; 54 hours LAB  
This is an advanced pattern drafting class introducing industry computer software such as Artworks by Gerber. The course makes comprehensive use of pattern making skills, acquired in previous pattern classes. Working from a designer's sketch, patterns will be drafted and completed. A production pattern will then be made according to industry requirements and a muslin sample of the garment will be constructed.

**FASHN 393  Fashion Promotion  3 Units**  
Formerly: FASHN 32  
Prerequisite: FASHN 300.  
Course Transferable to CSU  
Hours: 36 hours LEC; 54 hours LAB  
This course is a comprehensive study of promotion and presentation unique to fashion industry. Techniques, applications, and customer appeal related to fashion merchandising concepts are analyzed. Functions and instinctive uses of fashion advertising, publicity and visual merchandising will be explored. The focus will be on special events such as, fashion shows, trunk shows, and the use of promotional videos. Basic media strategy, the role it plays, and its relationship with fashion merchandisers will be examined. Planning and technical skills will be developed through the activity of producing a fashion show. Field trips will be required.

**FASHN 395  Visual Merchandising  2 Units**  
Formerly: FASHN 72  
Prerequisite: None  
Course Transferable to CSU  
Hours: 18 hours LEC; 54 hours LAB  
This course introduces current visual merchandising techniques, equipment, lighting, and materials. The application of principles and practices in arranging and displaying fashion merchandise for single store and chain organization usage are covered. This practical experience with showcases, window, and on-floor displays will provide familiarity with professional fashion promotional presentations. A field trip is required.

**FASHN 497  Internship in Fashion  3 Units**  
Formerly: FASHN 59  
Prerequisite: For FASHN Design—FASHN 300, 310, 320, 342, 378 with grade of “C” or better; for FASHN MERCH—FASHN 300, 310, 320, 393, 395 with grade of “C” or better.  
Course Transferable to CSU  
Hours: 18 hours LEC; 150 hours LAB  
This course provides opportunity for supervised job internships at fashion-related work sites. Skills and knowledge obtained in fashion courses are utilized. Assistance for the internship search is provided by the coordinator, but placement is not guaranteed.