

# APPAREL, MERCHANDISING, & DESIGN

## Iowa State University 2015-2016 Catalog

Total credits required: 123, including a minimum of 18 credits in AMD at Iowa State University for the degree (12 of the 18 credits must be at the 300-400 level). Leads to the degree Bachelor of Science. Administered by the AESHM Department.

All students majoring in Apparel, Merchandising, and Design (AMD) are required to earn a C- or better in all AMD and AESHM courses applied toward the degree, including transfer credits. All students majoring in Apparel, Merchandising, and Design (AMD) are required to earn a C or better in ENGL 150 and ENGL 250.

No courses may be applied to more than one degree requirement except those used to meet US Diversity and International Perspective requirements.

### (10) COMMUNICATIONS and LIBRARY

|     |                        |     |   |
|-----|------------------------|-----|---|
| (3) | ENGL                   | 150 | Critical Thinking & Communication               |
| (3) | ENGL                   | 250 | Written, Oral, Visual, & Electronic Composition |
| (1) | LIB                    | 160 | Information Literacy                            |
| (3) | Select one class from: |     |   |
|     | COMST                  | 214 | Professional Communication                      |
|     | COMST                  | 218 | Conflict Management                             |
|     | SP CM                  | 212 | Fundamentals of Public Speaking                 |

### (9-10) BIOLOGICAL & PHYSICAL SCIENCES, & MATHEMATICAL DISCIPLINES

|       |  |     |                                       |
|-------|--|-----|---------------------------------------|
| (3)   | Mathematics (MATH 150 recommended for merchandising) |     |                                       |
| (3)   | Select from natural sciences, including FS HN 167    |     |                                       |
| (3-4) | Select one class from:                               |     |                                       |
|       | STAT   | 101 | Principles of Statistics              |
|       | STAT   | 104 | Introduction to Statistics            |
|       | STAT   | 226 | Introduction to Business Statistics I |

### (9) SOCIAL SCIENCES

|     |  |     |                                |
|-----|--|-----|--------------------------------|
| (3) | ECON   | 101 | Principles of Microeconomics   |
| (3) | A M D  | 165 | Dress and Diversity in Society |
| (3) | Select from human sciences list, including A M D 362 |     |                                |

### (9) HUMANITIES

|     |  |     |   |
|-----|--|-----|---|
| (3) | Select one class from:   |     |   |
|     | A M D  | 354 | History of European & North American Dress  |
|     | A M D  | 356 | History of 20 <sup>th</sup> Century Fashion |
| (3) | Select from human sciences list (world language and cultures course recommended) |     |   |
| (3) | History/Art History (Creative and Tech Design: ART H required)                   |     |   |

### (33-37) PROFESSIONAL A M D CORE COURSES

|       |   |      |   |
|-------|---|------|---|
| (1)   | AESHM   | 112  | Orientation for AESHM                                     |
| (2)   | AESHM   | 113  | Professional Development for AESHM                        |
| (1)   | AESHM   | 311  | Seminar on Careers and Internships                        |
| (1)   | AESHM   | 411  | Capstone Seminar  |
| (3-6) | AESHM   | 470N | Supervised Professional Internship: Apparel               |
| (2-3) | Field Study (if AESHM 470 is not out-of-home state) |      |   |
|       | AESHM   | 380  | US Field Study  |
|       | AESHM   | 381  | International Field Study                                 |
| (3)   | A M D   | 131  | Overview of the Fashion Industry                          |
| (4)   | A M D   | 204  | Textile Science   |
| (3)   | A M D   | 210  | Computer Applications in Digital Design & Data Management |
| (4)   | A M D   | 231  | Product Development & Manufacturing                       |
| (3)   | A M D   | 245  | Aesthetics & Brand Image                                  |
| (3)   | AESHM   | 275  | Retail Merchandising                                      |
| (3)   | A M D   | 372  | Sourcing & Global Issues                                  |

### Primary Options

Select one professional primary option from the following two choices:

#### (41) Creative and Technical Design Primary Option

|     |   |     |  |
|-----|---|-----|--|
| (2) | A M D   | 178 | Introduction to Apparel Design Studio        |
| (3) | A M D   | 221 | Apparel Assembly Processes                   |
| (3) | A M D   | 225 | Patternmaking I: Drafting & Flat Pattern     |
| (3) | A M D   | 278 | Fashion Illustration                         |
| (R) | A M D   | 301 | Basic Design Concepts Review                 |
| (3) | A M D   | 321 | Computer Integrated Textile & Fashion Design |
| (3) | A M D   | 325 | Patternmaking II: Draping                    |
| (3) | A M D   | 415 | Technical Design Processes                   |
| (3) | A M D   | 426 | Creative Design Processes                    |
| (3) | A M D   | 495 | Senior Design Studio                         |
| (3) | Select one:   |     |  |
|     | A M D   | 305 | Quality Assurance of Textiles & Apparel      |
|     | A M D   | 404 | Textile Color Theory                         |
|     | A M D   | 431 | Apparel Production Management                |
| (9) | Select three (3) classes from:                            |     |  |
|     | ACCT  | 284 | Financial Accounting                         |
|     | AESHM   | 222 | Creative Thinking & Problem Solving          |
|     | AESHM   | 272 | Fashion Show Production & Promotion          |
|     | AESHM   | 340 | Hospitality & Apparel Marketing Strategies   |
|     | or  |     |  |
|     | MKT   | 340 | Principles of Marketing                      |
|     | AESHM   | 377 | Brand Management & Promotions                |
|     | AESHM   | 470 | Supervised Professional Internship           |
|     | AESHM   | 472 | Fashion Show Management                      |
|     | AESHM   | 474 | Entrepreneurship in Human Sciences           |
|     | A M D   | 257 | Museum Studies                               |
|     | A M D   | 305 | Quality Assurance of Textiles & Apparel      |
|     | A M D   | 328 | Design Seminar                               |
|     | A M D   | 329 | Digital Textiles Apparel                     |
|     | A M D   | 354 | History of European & North American Dress   |
|     | A M D   | 356 | History of 20 <sup>th</sup> Century Fashion  |
|     | A M D   | 362 | Cultural Perspectives of Dress               |
|     | A M D   | 404 | Textile Color Theory                         |
|     | A M D   | 431 | Apparel Production Management                |
|     | A M D   | 467 | Consumer Behavior                            |
|     | A M D   | 490 | Independent Study                            |
|     | A M D   | 496 | Fashion Forecasting & Product Development    |
|     | A M D   | 499 | Undergraduate Research                       |
|     | SCM   | 301 | Supply Chain Management                      |
|     | THTRE   | 255 | Introduction to Theatrical Production        |
|     | THTRE   | 357 | Stage Make-up                                |
|     | Any art history, art integrated studio, or design studies |     |  |
| (3) | Select one (1) class from:                                |     |  |
|     | A M D   | 354 | History of European & North American Dress   |
|     | A M D   | 356 | History of 20 <sup>th</sup> Century Fashion  |
|     | A M D   | 362 | Cultural Perspectives of Dress               |

**(45) Product Development and Sourcing Primary Option**

|     |                                      |     |  |
|-----|--------------------------------------|-----|--|
| (2) | A M D                                | 178 | Introduction to Apparel Design Studio        |
| (3) | AESHM                                | 340 | Hospitality and Apparel Marketing Strategies |
|     | MKT                                  | 340 | Principles of Marketing                      |
| (3) | A M D                                | 221 | Apparel Assembly Processes                   |
| (3) | A M D                                | 225 | Patternmaking I: Drafting & Flat Pattern     |
| (3) | A M D                                | 321 | Computer Integrated Textile & Fashion Design |
| (3) | A M D                                | 305 | Quality Assurance of Textiles & Apparel      |
| (4) | A M D                                | 376 | Merchandise Planning & Control               |
| (3) | A M D                                | 415 | Technical Design Processes                   |
| (3) | A M D                                | 431 | Apparel production Management                |
| (3) | A M D                                | 467 | Consumer Behavior                            |
| (3) | A M D                                | 496 | Fashion Forecasting & Product Development    |
| (3) | ACCT                                 | 284 | Financial Accounting                         |
| (3) | SCM                                  | 301 | Supply Chain Management                      |
| (3) | Select one class from:               |     |  |
|     | AESHM                                | 222 | Creative Thinking & Problem Solving          |
|     | AESHM                                | 377 | Brand Management & Promotions                |
|     | AESHM                                | 381 | International Field Study                    |
|     | AESHM                                | 470 | Supervised Professional Internship           |
|     | AESHM                                | 474 | Entrepreneurship in Human Sciences           |
|     | AESHM                                | 477 | Multi-channel Retailing                      |
|     | A M D                                | 278 | Fashion Illustration                         |
|     | A M D                                | 404 | Textile Color Theory                         |
|     | A M D                                | 475 | Retail Information Analysis                  |
|     | A M D                                | 490 | Independent Study                            |
|     | A M D                                | 499 | Undergraduate Research                       |
|     | Study Abroad                         |     |  |
|     | One semester of one foreign language |     |  |
| (3) | Select one course from:              |     |  |
|     | AESHM                                | 342 | Aesthetics of Consumer Experience            |
|     | A M D                                | 354 | History of European & North American Dress   |
|     | A M D                                | 356 | History of 20 <sup>th</sup> Century Fashion  |
|     | A M D                                | 362 | Cultural Perspectives of Dress               |

**(37) Merchandising Primary Option**

|     |                          |     |  |
|-----|--------------------------|-----|--|
| (3) | ACCT                     | 284 | Financial Accounting                         |
| (3) | AESHM                    | 340 | Hospitality & Apparel Marketing Strategies   |
|     | MKT                      | 340 | Principles of Marketing                      |
| (3) | AESHM                    | 377 | Brand Management & Promotions                |
| (3) | AESHM                    | 477 | Multi-channel Retailing                      |
| (4) | A M D                    | 376 | Merchandise Planning & Control               |
| (3) | A M D                    | 467 | Consumer Behavior                            |
| (3) | A M D                    | 475 | Retail Information Analysis                  |
| (3) | Select one class from:   |     |  |
|     | AESHM                    | 474 | Entrepreneurship in Human Sciences           |
|     | A M D                    | 178 | Introduction to Apparel Design Studio        |
|     | A M D                    | 221 | Apparel Assembly Processes                   |
|     | A M D                    | 278 | Fashion Illustration                         |
|     | A M D                    | 305 | Quality Assurance of Textiles & Apparel      |
|     | A M D                    | 321 | Computer Integrated Textile & Fashion Design |
|     | A M D                    | 404 | Textile Color Theory                         |
|     | A M D                    | 431 | Apparel Production Management                |
|     | A M D                    | 496 | Fashion Forecasting & Product Development    |
| (3) | Select one class from:   |     |  |
|     | AESHM                    | 342 | Aesthetics of Consumer Experience            |
|     | A M D                    | 257 | Museum Studies                               |
|     | A M D                    | 354 | History of European & North American Dress   |
|     | A M D                    | 356 | History of 20 <sup>th</sup> Century Fashion  |
|     | A M D                    | 362 | Cultural Perspectives of Dress               |
| (6) | Select two classes from: |     |  |
|     | AESHM                    | 222 | Creative Thinking & Problem Solving          |
|     | AESHM                    | 272 | Fashion Show Production & Promotion          |
|     | AESHM                    | 287 | Principles of Management in Human Sciences   |
|     | AESHM                    | 342 | Aesthetics of Consumer Experience            |

|       |     |   |
|-------|-----|---|
| AESHM | 381 | International Field Study                   |
| AESHM | 421 | Developing Global Leadership                |
| AESHM | 438 | Human Resource Management                   |
| AESHM | 470 | Supervised Professional Internship          |
| AESHM | 472 | Fashion Show Management                     |
| A M D | 257 | Museum Studies                              |
| A M D | 278 | Fashion Illustration                        |
| A M D | 305 | Quality Assurance of Textiles & Apparel     |
| A M D | 354 | History of European & North American Dress  |
| A M D | 356 | History of 20 <sup>th</sup> Century Fashion |
| A M D | 362 | Cultural Perspectives of Dress              |
| A M D | 404 | Textile Color Theory                        |
| A M D | 431 | Apparel Production Management               |
| A M D | 490 | Independent Study                           |
| A M D | 496 | Fashion Forecasting & Product Development   |
| A M D | 499 | Undergraduate Research                      |

**Secondary Option for Merchandising**

In consultation with your adviser, select a secondary option area with 9 credits (3 classes)

Entrepreneurship & Business

|     |                        |     |   |
|-----|------------------------|-----|---|
| (9) | Select 3 classes from: |     |   |
|     | ACCT                   | 215 | Legal Environment of Business               |
|     | ACCT                   | 285 | Managerial Accounting                       |
|     | AESHM                  | 211 | Leadership Experiences & Development (LEAD) |
|     | BUSAD                  | 250 | Introduction to Business                    |
|     | FIN                    | 301 | Principles of Finance                       |
|     | MIS                    | 301 | Management Information Systems              |
|     | MKT                    | 340 | Principles of Marketing                     |
|     | MGMT                   | 310 | Entrepreneurship & Innovation               |
|     | MGMT                   | 313 | Feasibility Analysis & Business Planning    |
|     | MGMT                   | 370 | Management of Organizations                 |
|     | SCM                    | 301 | Supply Chain Management                     |

Magazine, Advertising, & Web

|     |                                       |     |  |
|-----|---------------------------------------|-----|--|
| (9) | Select 3 classes from:                |     |  |
|     | ADVVRT                                | 230 | Advertising Principles   |
|     | ADVVRT                                | 301 | Research & Strategic Planning for Advertising & Public Relations |
|     | ADVVRT                                | 334 | Advertising Creativity   |
|     | ADVVRT                                | 434 | Advertising Campaigns  |
|     | ENGL                                  | 303 | Free-lance Writing for Popular Magazines                         |
|     | ENGL                                  | 313 | Rhetorical Website Design  |
|     | JL MC                                 | 201 | Reporting & Writing for the Mass Media                           |
|     | JL MC                                 | 242 | Visual Principles for Mass Communicators                         |
|     | JL MC                                 | 310 | Fundamentals of Photojournalism                                  |
|     | JL MC                                 | 341 | Contemporary Magazine Publishing                                 |
|     | JL MC                                 | 490 | Independent Study in Communication                               |
|     | Any ART Graphic Design or Photography |     |  |

Human Resource Management & Communications

|     |                        |     |  |
|-----|------------------------|-----|--|
| (9) | Select 3 classes from: |     |  |
|     | AESHM                  | 211 | Leadership Experiences & Development (LEAD)              |
|     | AESHM                  | 287 | Principles of Management in Human Sciences               |
|     | AESHM                  | 421 | Developing Global Leadership: Maximizing Human Potential |
|     | AESHM                  | 438 | Human Resource Management                                |
|     | COMST                  | 214 | Professional Communication                               |
|     | COMST                  | 218 | Conflict Management                                      |
|     | COMST                  | 310 | Intercultural Communication                              |
|     | COMST                  | 314 | Organizational Communication                             |
|     | COMST                  | 317 | Small Group Communication                                |
|     | ENGL                   | 302 | Business Communication                                   |
|     | MGMT                   | 370 | Management of Organizations                              |
|     | MGMT                   | 371 | Organizational Behavior                                  |
|     | PSYCH                  | 450 | Industrial Psychology                                    |
|     | SOC                    | 380 | Sociology of Work  |

Museums & the Business of Art

(9) Select 3 classes from:  
Any Anthropology, Art History, History

|       |      |  |
|-------|------|--|
| AESHM | 470N | Supervised Professional Internship:<br>Apparel |
| A M D | 257  | Museum Studies                                 |
| A M D | 354  | History of European & North American<br>Dress  |
| A M D | 356  | History of 20 <sup>th</sup> Century Fashion    |
| A M D | 362  | Cultural Perspectives of Dress                 |
| A M D | 490M | Independent Study: Museums                     |
| ENGL  | 309  | Report & Proposal Writing                      |
| EVENT | 271  | Introduction to Event Management               |

Approved Study Abroad classes in Art Management, Art Business, & Museums

International Business

(9) Select 3 classes from:  
Any foreign language

|       |     |   |
|-------|-----|---|
| AESHM | 211 | Leadership Experiences & Development<br>(LEAD)                  |
| AESHM | 381 | International Field Study                                       |
| AESHM | 421 | Developing Global Leadership:<br>Maximizing Human Potential     |
| ECON  | 102 | Principles of Macroeconomics                                    |
| ECON  | 355 | International Trade & Finance                                   |
| INTST | 235 | Introduction to International Studies                           |
| INTST | 446 | International Issues & Challenges in<br>Sustainable Development |
| MKT   | 488 | Global Marketing  |
| MGMT  | 414 | International Management  |
| SCM   | 301 | Supply Chain Management   |

Fashion Marketing, Sales, & Visual Merchandising/Styling

(9) Select 3 classes from:  
Approved Marketing class

|       |     |   |
|-------|-----|---|
| AESHM | 222 | Creative Thinking & Problem Solving             |
| AESHM | 272 | Fashion Show Production & Promotion             |
| AESHM | 342 | Aesthetics of Consumer Experience               |
| AESHM | 472 | Fashion Show Management                         |
| A M D | 178 | Introduction to Apparel Design Studio           |
| A M D | 278 | Fashion Illustration                            |
| A M D | 321 | Computer Integrated Textile & Fashion<br>Design |
| ENGL  | 313 | Rhetorical Website Design                       |
| ENGL  | 314 | Technical Communication                         |

Approved Study Abroad courses in Styling, Photography, Digital Retailing, or Visual Merchandising

Fashion Promotions, Publicity, Public Relations, & Fashion Shows

(9) Select 3 classes from:

|       |     |   |
|-------|-----|---|
| AESHM | 222 | Creative Thinking and Problem Solving                               |
| AESHM | 272 | Fashion Show Production & Promotion                                 |
| AESHM | 342 | Aesthetics of Consumer Experience                                   |
| AESHM | 472 | Fashion Show Management   |
| A M D | 178 | Introduction to Apparel Design Studio                               |
| A M D | 278 | Fashion Illustration  |
| A M D | 321 | Computer Integrated Textile & Fashion<br>Design                     |
| ADVRT | 230 | Advertising Principles  |
| ADVRT | 301 | Research & Strategic Planning for<br>Advertising & Public Relations |
| EVENT | 271 | Introduction to Event Management                                    |
| EVENT | 371 | Conference & Meeting Planning                                       |
| EVENT | 471 | Special Events Coordination   |
| P R   | 220 | Principles of Public Relations                                      |
| P R   | 305 | Publicity Methods   |
| P R   | 321 | Public Relations Writing  |

Approved Photography class