

# APPAREL, MERCHANDISING, & DESIGN

## Iowa State University 2016-2017 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. PD: Innovation must take Chemistry.		
(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)		

### (35-39) PROFESSIONAL A M D CORE COURSES

(1)	AESHM	112	Orientation for AESHM
(1)	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
(3)	COM S	113	Databases and Spreadsheets
(4)	A M D	231	Product Development & Manufacturing
(3)	A M D	245	Aesthetics & Brand Image
(3)	A M D	275	Retail Merchandising
(3)	A M D	372	Sourcing & Global Issues

### Primary Options

Select one professional primary option from the following three choices:

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

(3)	A M D	121	Apparel Assembly Processes
(2)	A M D	178	Introduction to Apparel Design Studio
(R)	A M D	206	Design Selective Advancement
(3)	A M D	225	Patternmaking I: Drafting & Flat Pattern
(3)	A M D	278	Fashion Illustration
(3)	A M D	310	CAD Patternmaking
(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	495	Senior Design Studio
(3)	Select one:		
	A M D	305	Quality Assurance of Textiles & Apparel
	A M D	404	Advanced Textile Science
	A M D	431	Apparel Production Management
(3)	Select one		
	AMD	329X	Digital Textile Printing for Apparel Design
	AMD	426	Creative Design Processes
(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	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	329X	Digital Textile Printing for Apparel Design
	A M D	362	Cultural Perspectives of Dress
	A M D	377	Brand Management & Promotions
	A M D	404	Advanced Textile Science
	A M D	426	Creative Design Processes
	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
	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

**(21) Product Development Primary Option**

(3)	A M D	121	Apparel Assembly Processes
(3)	A M D	178	Intro to Fashion Design Studio
(R)	A M D	206	Design Selective Advancement
(3)	A M D	305	Quality Assurance of Textiles & Apparel
(3)	A M D	321	Computer Integrated Textile & Fashion Design
(3)	A M D	415	Technical Design Processes
(3)	A M D	431	Apparel Production Management
(3)	A M D	496	Fashion Forecasting & Product Development

**Secondary Areas for Product Development (Select one)****(22) Merchandising: Line Development and Sourcing:**

(3)	AESHM	340	Hospitality & Apparel Marketing
	OR		
	MKT	340	Principles of Marketing
(3)	A M D	225	Patternmaking I: Drafting & Flat Pattern
(4)	A M D	376	Merchandise Planning and Control
(3)	A M D	467	Consumer Behavior
(3)	ACCT	284	Financial Accounting
(3)	SCM	301	Supply Chain Management
(3)	Select one class from:		
	AESHM	222	Creative Thinking & Problem Solving
	AESHM	381	International Field Study
	AESHM	470	Supervised Professional Internship
	AESHM	474	Entrepreneurship in Human Sciences
	A M D	377	Brand Management & Promotions
	A M D	475	Retail Information Analysis
	A M D	477	Multi-channel Retailing
	A M D	490	Independent Study
	A M D	499	Undergraduate Research
	Study Abroad		
	One semester of one foreign language		

**(21) Product Innovation**

(3)	A M D	278	Fashion Illustration
(3)	A M D	328	Seminar: Patternmaking for PD
(3)	A M D	310	CAD Patternmaking
(3)	A M D	329	Digital Textile and Apparel Design
(3)	A M D	404	Advanced Textile Science
(6)	Select two classes from:		
	A M D	225	Patternmaking I: Drafting & Flat Pattern
	A M D	328	Seminar
	A M D	490	Independent Study
	A M D	499	Undergraduate Research
	A M D	521	Digital Technologies in Design
	A M D	565	Sustainability: Theory & Application
	AESHM	381	International Field Study
	ENV S	334	Environmental Ethics
	IND D	334	Materials & Processes for Ind Design
	T SC/ME	220	Global Sustainability
	T SC	342	Technology: International, Social, and Human Issues
	Study Abroad		

**(28) Merchandising Primary Option**

(3)	ACCT	284	Financial Accounting
(3)	AESHM	340	Hospitality & Apparel Marketing Strategies
	or		
	MKT	340	Principles of Marketing
(3)	AESHM	474	Entrepreneurship in Human Sciences
(3)	A M D	356	History of 20 <sup>th</sup> Century Fashion
(4)	A M D	376	Merchandise Planning & Control
(3)	A M D	377	Brand Management & Promotions
(3)	A M D	467	Consumer Behavior
(3)	A M D	475	Retail Information Analysis
(3)	A M D	477	Multi-channel Retailing

**Merchandising Areas of Concentration (Select One)**Option 1: Apparel, Merchandising, and Design/AESHM

(15)	Select 5-6 additional courses from AMD or AESHM courses for 15 credits, including study abroad or community college work in AMD or AESHM		
	AESHM	222	Creative Thinking & Problem Solving
	AESHM	270N	Work Experience II
	AESHM	272	Fashion Show Production & Promotion
	AESHM	287	Principles of Mgmt in Human Sciences
	AESHM	342	Aesthetics of Consumer Experiences
	AESHM	380	Field Study
	AESHM	381	International Field Study
	AESHM	438	Human Resource Management
	AESHM	470N	Supervised Internship
	AESHM	472	Fashion Show Management
	A M D	121	Apparel Assembly Processes
	A M D	178	Fashion Design Studio
	A M D	225	Patternmaking I: Drafting & Flat Pattern *
	A M D	257	Museum Studies
	A M D	278	Fashion Illustration *
	A M D	305	Quality Assurance
	A M D	321	Computer Integrated Textile & Fashion Design *
	A M D	354	History of European & NA Dress
	A M D	362	Cultural Perspectives in Dress
	A M D	404	Advanced Textile Science*
	A M D	431	Apparel Production Management
	A M D	490	Independent Study
	A M D	499	Undergraduate Research
	(* Important prerequisites need to be met)		

Option 2: Two Areas of Concentration

(15) Select two approved classes from first discipline and three approved classes from second discipline from the recommended academic areas to create an area of concentration leading to career paths in AMD Merchandising. One of the areas may either be AMD or AESHM. Selections must be approved by adviser.

Approved Academic Coursework options include: ACCT, ADVRT, AESHM or A M D, ANTHR, ART H, ARTIS, DSN, BUSAD, COMST, CRP, ECON, EVENT, ENGL, FIN, HIST, INST, JLMC, MGMT, MIS, MKT, POL S, PR, PSYCH, SCM, SOC, TSC, WLC, W S.