

# APPAREL, MERCHANDISING, & DESIGN

## Iowa State University 2018-2019 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

### Primary Options

Select one professional primary option from the following three choices:

### (9-12) BIOLOGICAL & PHYSICAL SCIENCES, & MATHEMATICAL DISCIPLINES

(3)	Mathematics (MATH 150 recommended for merchandising; MATH 140 required for design and product development)		
(3-5)	Select from natural sciences, including FS HN 167. Creative and Technical Design and Product Development must take Chemistry 163 and 163L.		
(3-4)	Select one class from:		
	STAT	101	Principles of Statistics
	STAT	104	Introduction to Statistics
	STAT	226	Introduction to Business Statistics I

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

(3)	A M D	121	Apparel Assembly Processes
(3)	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	329	Digital Textile Printing for Apparel Design
(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 (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
(9)	Select three (3) classes from:		
	ACCT	284	Financial Accounting
	AESHM	222	Creativity on Demand
	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	362	Cultural Perspectives of Dress
	A M D	377	Visual Presentation and Brand Management
	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 Studies in Apparel & Fashion Products
	A M D	490	Independent Study
	A M D	496	Fashion Product Development & Prototyping
	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		

### (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	113N	Professional Development for AESHM or AESHM 213
(1)	AESHM	311N	Seminar on Careers and Internships
(1)	AESHM	411N	Capstone Seminar
(3-6)	AESHM	470N	Supervised Professional Internship: Apparel
(2-3)	Field Study (if AESHM 470 is not out-of-home state)		
	AESHM	380N	US Field Study
	AESHM	381N	International Field Study
(3)	A M D	131	Fashion Products and Markets
(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

**(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 Product Development & Prototyping

**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 Buying and Control
(3)	A M D	467	Consumer Studies in Apparel and Fashion Products

(3)	ACCT	284	Financial Accounting
(3)	SCM	301	Supply Chain Management

**(3) Select one class from:**

AESHM	222	Creativity on Demand
AESHM	381	International Field Study
AESHM	470	Supervised Professional Internship
AESHM	474	Entrepreneurship in Human Sciences
A M D	377	Visual Presentation and Promotions
A M D	475	Retail Information Analysis
A M D	477	Omni-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
	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 Buying & Control
(3)	A M D	377	Visual Presentation & Promotions
(3)	A M D	467	Consumer Studies in Apparel and Fashion Products
(3)	A M D	475	Retail Information Analysis
(3)	A M D	477	Omni-channel Retailing

**Merchandising Areas of Concentration (Select 5 courses totaling 15 credits with approval of adviser. Remember, only 6 credits from minor can be used in this category).**

(15)	AESHM	175N	Financial Applications for Retail Merchandising
	AESHM	211	Leadership Experiences and Development
	AESHM-	222	Creativity on Demand
	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	496	Fashion Product Development & Prototyping
	A M D	499	Undergraduate Research

(\* Important prerequisites need to be met)

Approved Academic Coursework outside AMD and AESHM include, but not limited to: ACCT 215, 285; ADVRT 230, 301, 334; ANTHR 201, 220, 230; ART H 280, 281, 292; ARTIS 203, 210, 212, 214, 208, 324, 345, 346, 347; DSN 102, 131, 183; BUSAD 250; CHIN 101, 101; 201, 202; COMST 101, 102, 203; CRP 201, 291, 293; ECON 102, 301; EVENT 212x, 271, 371, 471; ENGL, FIN 301, 310, 320; GER 101, 102, 201, 202; HIST 201, 202, 221, 222; INST 235, 430; JLMC 101, 242; LD ST 122, 270, 333, 322, MGMT 310, 370, 372.; MIS 301, 307, 310; MKT 444, 447, 443; POL S, PR 220, 305; PSYCH 101, 301; SCM 301, 424, 354; SOC 134; SPAN 101, 102, 201, 202; TSC 220; WLC, W S 201, 301.