

# AFA - ART: DESIGN AND MERCHANDISING

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## **AFA 2420 Construction Methods I Cr. 3**

Introduction to garment construction including seams, seam finishes, and alterations. Offered Fall, Winter.

**Fees:** \$65

## **AFA 3400 Clothing and Culture Cr. 3**

Functions and meanings of dress in diverse cultures and contemporary society with an interdisciplinary approach. Offered Fall.

**Fees:** \$35

## **AFA 3420 Construction Methods II Cr. 3**

Advanced methods of garment construction and fitting techniques. Development of skills in garment fit, shape, and finish techniques. Introduction to flat pattern manipulation to create custom bespoke garments. Offered Fall.

**Prerequisites:** ADN 2410 and AFA 2420

**Fees:** \$65

## **AFA 3460 Introduction to Merchandising Cr. 3**

Psychological, economic considerations. Terminology and structure of the fashion industry and career opportunities. Offered Fall, Winter.

**Fees:** \$35

## **AFA 3470 Global Issues in Fashion Merchandising Cr. 3**

This course concentrates on industry issues in retail apparel. Discussions focus on product development, manufacturing, promotion, visual merchandising, special events marketing, sustainability, ethics and the general consumer lifestyle. Students understand contemporary issues in fashion and gain the experience and leadership skills necessary to make merchandising and marketing decisions through both competitive classes and guest lectures. Offered Winter.

**Fees:** \$35

## **AFA 3480 Fashion Marketing Management Cr. 3**

This course focuses on the fundamental principles of marketing and management specific to the fashion industry. Offered Fall.

**Prerequisites:** AFA 3460

**Fees:** \$35

## **AFA 4430 Fashion Illustration Cr. 3**

Basic fashion rendering techniques using a variety of media. Offered Every Other Year.

**Prerequisites:** ADR 1050

**Fees:** \$80

**Repeatable for 6 Credits**

## **AFA 4450 Contemporary Fashion Theory Cr. 3**

Theories and approaches relevant to fashion design discourse including body, gender, and environment. This course is designed to develop students' research, reading comprehension, and writing skills, in addition to reinforcing vocabulary and exploring significant contemporary fashion theories in depth. Offered Winter.

**Fees:** \$50

## **AFA 4660 Fashion Retail Management Cr. 3**

Fashion Retail Management focuses on the fundamental principles of retail and management specific to the fashion industry. Offered Winter.

**Prerequisites:** AFA 3460

**Fees:** \$35

## **AFA 4990 Directed Study Cr. 2-4**

Offered Every Term.

**Repeatable for 4 Credits**

## **AFA 5400 Digital Fashion Illustration Cr. 3**

This course builds upon techniques introduced in AFA 4430 and emphasizes digital illustration tools. Students will develop their own stylized croquis in-computer and learn to render garments on the body. Adobe Illustrator, Photoshop, and 3D modeling software will be used to accurately produce digital illustrations and render virtual garments. Digital illustration techniques will prioritize effective visual communication of garment designs. Offered Fall.

**Prerequisites:** AFA 4430

**Fees:** \$65

## **AFA 5410 Fashion Entrepreneurship Cr. 3**

Provides students with the knowledge and skillset required to succeed in new and pivotal business environments. Discussions focus on innovation in the development of business models with specific concern for ethics and sustainability at all stages of a brand's evolution. Upon completion of this course, students will be prepared to construct creative ideas into business ventures and assume leadership positions in entrepreneurial companies. Offered Fall.

**Fees:** \$60

## **AFA 5422 Fashion Design: Flat Pattern Cr. 3**

Original designs from a basic sloper. Offered Yearly.

**Prerequisites:** ADN 2410

**Fees:** \$65

**Repeatable for 9 Credits**

## **AFA 5424 Fashion Design: CAD Cr. 3**

Use of computer-aided design software applied to apparel design concepts; garment designing, grading, and marker-making. Offered Fall.

**Fees:** \$65

## **AFA 5442 Fashion Design: Draping Cr. 3**

Creation of original garments by draping on half-scale and standard-size dress forms. Offered Intermittently.

**Prerequisites:** AFA 2420 and AFA 5422

**Fees:** \$65

**Repeatable for 9 Credits**

## **AFA 5460 Merchandising II Cr. 3**

Current trends in merchandising. Emphasis on global aspects. Offered Fall.

**Prerequisites:** AFA 3460

**Fees:** \$60

## **AFA 5470 Visual Merchandising: Display Cr. 3**

Visual merchandising concepts and trends. Relationship of design elements and principles to the tools and structures used in display. Creative experimentation in the various media. Offered Winter.

**Prerequisites:** ACO 1200 or ACO 1230

**Fees:** \$65

## **AFA 5472 Special Topics in Fashion Cr. 3**

Exploration of concepts and techniques related to fashion design. Topics may include sustainability, ethics, nontraditional materials, and wearable technologies. Offered Intermittently.

**Fees:** \$60

**Repeatable for 6 Credits**

## **AFA 5480 Fashion Design: Exhibition Cr. 3**

Development and display of a cohesive collection of design work in a culminating exhibition. Event planning and exhibition design including visual display and styling. Offered Yearly.

**Fees:** \$80

**Repeatable for 6 Credits**

**AFA 5490 Retail Math Cr. 3**

An overview of the merchandising principles and mathematics needed for retail planning, buying, and selling. Offered Winter.

**Prerequisites:** AFA 3460

**Fees:** \$35

**AFA 5992 Supervised Field Experience Cr. 3**

Supervised field experience designed to correlate classroom theory with practical work. Offered Fall.

**Fees:** \$35

**Repeatable for 6 Credits**

**AFA 5997 Seminar Cr. 3**

**Satisfies General Education Requirement:** Writing Intensive Competency  
Contemporary issues in fashion design and merchandising including professional practices and portfolio development. Required readings, presentations, discussion, lectures, and visits from industry professionals. Offered for undergraduate credit only. Offered Winter.

**Prerequisites:** AFS 2390 with a minimum grade of C, ENG 2390 with a minimum grade of C, ENG 3010 with a minimum grade of C, ENG 3020 with a minimum grade of C, or ENG 3050 with a minimum grade of C

**Restriction(s):** Enrollment is limited to Undergraduate level students.

**Fees:** \$60

**AFA 7850 Seminar Cr. 3**

Development and practice of the research process and effective writing skills. Offered Winter.

**Restriction(s):** Enrollment is limited to Graduate level students; enrollment limited to students in a Bachelor of Arts, Bachelor of Science or Master of Arts degrees; enrollment is limited to students in the Department of Art, Art History, and Design.

**AFA 7990 Directed Study Cr. 1-4**

Individual projects. Offered Fall, Winter.

**Restriction(s):** Enrollment is limited to Graduate level students; enrollment limited to students in a Bachelor of Arts, Bachelor of Science or Master of Arts degrees; enrollment is limited to students in the Department of Art, Art History, and Design.

**Repeatable for 8 Credits**