

# APPAREL AND TEXTILES, BS

Basic principles and elements of design, including color theory, are introduced, reviewed, and applied throughout the four-year program. Two- and three-dimensional work, as well as color principles and their application, are studied and used in freshman studio projects. By the completion of the sophomore year, students have developed the ability to render garments and fabrics on croquis. Students refine and individualize their abilities for visual organization, color utilization, sketching/drawing, and design process in the upper-level design studio courses. Progressing from the modification of commercial patterns to development of unique patterns through the flat pattern and draping methods, students take projects from original concepts to finished products.

During the first three years, students take courses that provide opportunities for constant interaction between faculty and students. To be successful, students need a strong grounding in merchandise management, marketing, information systems, human resources management, accounting, and economics. During their senior year, students will complete an internship with a regional or national retailer, manufacturer, or buying office. Typical internship sites include New York City, Atlanta, Dallas, Charlotte, and Birmingham.

307 Doster Hall

The Apparel and Textiles (AT) major offers two concentrations: Fashion Retailing and Apparel Design.

Students in both AT concentrations must take:

- 18 hours of common courses
- 39 hours of coursework for apparel design or 42 or 43 hours of coursework for fashion retailing

Apparel and Textiles provides career preparation for students interested in merchandising, management, design and production careers in retailing and/or the textile and apparel industry. Apparel and Textiles is also appropriate for students who are interested in pursuing a wide variety of entrepreneurial opportunities in fashion retailing, textiles and/or apparel.

## Required courses for all AT majors

| Code and Title                         | Hours     |
|--|-----------|
| CTD 261 Textiles                       | 3         |
| CTD 281 Fundamentals of Fashion Indust | 3         |
| CTD 447 Text Apparl Intnat Trade       | 3         |
| CTD 448 or History Of Costume          | 3         |
| CTD 415 History Textile Design         | 3         |
| EC 110 Principles of Microeconomics    | 3         |
| MKT 300 Marketing                      | 3         |
| <b>Total Hours</b>                     | <b>18</b> |

## Apparel Design Concentration for AT Majors

The concentration in apparel design is planned for students interested in preparing for design, production and management careers in the textile and apparel industry. Students may enhance their career preparation by choosing coursework from such areas as art, business and communication, and by completing an internship in textile/apparel production or design. Accreditation by the National Association of Schools of Art and Design was awarded in 2018.

All students interested in transferring into the apparel design concentration at The University of Alabama should contact the Department of Clothing, Textiles, and Interior Design one year prior to enrollment, if possible, to verify transfer credits and plan for a required portfolio review.

Transcripts, student work, project assignments and course syllabi are required at the time of the portfolio review. CTD 241 Apparel Construction is a prerequisite for CTD 245 Apparel Production, which is offered spring semester only. CTD 245 Apparel Production, CTD 349 Compt-Aid Apparel Design, CTD 350 Flat Pattern Design, CTD 351 Apparel Des Thru Drpng and CTD 450 Advanced Apparel Design are not offered in summer school and must be completed in that sequence. Each student will be assigned an faculty adviser who will help develop the plan of study.

| Code and Title                       | Hours     |
|--------------------------------------|-----------|
| ART 110 Drawing I                    | 3         |
| CTD 141 Intro to Apparel Design      | 3         |
| CTD 217 Fashion Illustration         | 3         |
| CTD 241 Apparel Construction         | 3         |
| CTD 245 Apparel Production           | 3         |
| CTD 319 Textile Design               | 3         |
| CTD 349 Compt-Aid Apparel Design     | 3         |
| CTD 350 Flat Pattern Design          | 4         |
| CTD 351 Apparel Des Thru Drpng       | 4         |
| CTD 446 Cult Dynam Apparel Text      | 3         |
| CTD 450 Advanced Apparel Design      | 4         |
| CTD 461 Quality Control for Textiles | 3         |
| Art history (FA)                     | 6         |
| <b>Total Hours</b>                   | <b>45</b> |

## Fashion Retailing Concentration for AT Majors

The fashion retailing internship is an approved work experience completed during the entire fall semester of the student's senior year. The internship must be a full-time experience, with the student working an average of 40 hours per week. Students will not be required to come to campus that semester.

| Code and Title                        | Hours |
|---------------------------------------|-------|
| CTD 231 Sewn Products Analysis        | 3     |
| CTD 292 Analysis & Fashion Forecastin | 3     |
| CTD 320 Visual Merchandising          | 3     |
| CTD 361 Fashion Merchandising I       | 3     |
| CTD 381 Fashion Retailing Seminar     | 1     |
| CTD 387 Fashion Marketing             | 3     |
| CTD 446 Cult Dynam Apparel Text       | 3     |
| CTD 461 Quality Control for Textiles  | 3     |
| CTD 481 Fashion Merchandising II      | 3     |
| CTD 485 Intern Fashion Retailing      | 9     |
| AC 210 Intro To Accounting            | 4     |
| CS 285 Spreadsheet Applications       | 3     |
| MGT 300 or Org Theory & Behavior      | 3     |
| CSM 461 Manag in High Perf Org        | 3     |

|  |           |
|--|-----------|
| Select two of the following:           | 6         |
| MKT 321 Retail Management              |           |
| MKT 313 Consumer Behavior              |           |
| MKT 337 Personal Selling               |           |
| MKT 376 Services Marketing             |           |
| MKT 344 Promotional Management         |           |
| MKT 410 Managing Innovation            |           |
| Select one of the following:           | 3         |
| CSM 441 Consumer Communications        |           |
| CSM 445 Applied Digital Tools          |           |
| CSM 447 Advanced Digital Tools         |           |
| CSM 458 Spreadsheets in Fin. Decisions |           |
| ST 260 Statistical Data Analysis       |           |
| <b>Total Hours</b>                     | <b>53</b> |

Apparel design graduates possess the skill to both manually and digitally create an original line for a specific target market, articulate the design philosophy underlying the line, execute the pattern work, and prepare the technical flats and specification package for the line items. They are prepared, as a result, to meet the demands of an entry-level position as an assistant designer, assistant technical designer or positions in fashion publishing and apparel manufacturing. One of the strengths of the apparel design program was cited by the recent NASAD (National Association of Schools of Art & Design) accreditation report that reflected students in the program are encouraged to find their own creative voice and point of view as a designer, allowing them to have a better sense of what they value in design. The challenges of universal design, inclusive design, and the support of sustainability are important factors in both majors.

Diverse career opportunities exist for fashion retailing graduates. Some pursue traditional careers in corporate buying and sales, merchandise management, human resource management, store management, product development and wholesale management. Other graduates pursue non-traditional career opportunities in public relations, entrepreneurial enterprises, and as sales representatives outside the apparel industry.

## Opportunity for Positions

Graduates of the Apparel Design program find positions in every sector of the fashion industry. Many develop clothing lines and pursue businesses of their own, while others find positions assisting established designers, and working in the corporate end of fashion.

Recent graduates in the Fashion Retailing program have accepted positions with wholesale apparel companies, buying offices, fashion magazines, and retail stores.

## Graduate Success

Graduates of the apparel design program and the fashion retail program are well represented in the most successful fashion houses and companies in the fashion industry. Experienced alumni from our program include the founder of Gurwitch Products, which manufactures Laura Mercier cosmetics; the president of Karen Kane; the president of Sigrid Olsen; and the assistant manager of the Manhattan Coach flagship store in New York. Proenza Schouler, Brandon Maxwell, Jason Wu, Lafayette 148, Oscar de la Renta, Anna Sui, Ralph Lauren, Michael Kors, Macy's, Dillard's, Talbots, J. Crew, Kate Spade, Abercrombie & Fitch, Spanx, Billy Reid, Alabama Chanin, Belk, Dick's Sporting Goods, The Masters, Kimora Lee Simmons, Carter's/OshKosh B'gosh, and Walt Disney World are some of the industry businesses that employ our alumni. Some of our

students move to New York after graduation, but many find opportunities scattered across the country. The fashion industry is rapidly changing and the apparel design and fashion retail majors at UA also offer the option of entrepreneurship classes to help students create their own brands and pursue their own business ventures as well.

Learn more about opportunities in this field at the Career Center