

# APPAREL AND TEXTILES, BS

The **Apparel and Textiles** program offers two distinct yet interrelated pathways of study within the dynamic world of fashion: Fashion Design and Fashion Merchandising. These concentrations are meticulously crafted to provide students with a comprehensive and structured education that prepares them for the multifaceted and ever-evolving fashion industry.

In the **Fashion Design** concentration, we emphasize the critical importance of addressing the multifaceted challenges of universal design, inclusive design, sustainability, and cultivating strong design thinking skills.

We immerse students in the foundational principles of design, including color theory, and guide them in the practical application of these principles. As part of our comprehensive curriculum, we also emphasize the development of design thinking skills. Through various projects and coursework, students learn to approach design challenges with a creative and problem-solving mindset. They are encouraged to think innovatively, analyze user needs, and consider the environmental and social impact of their designs. This design thinking approach enriches their ability to create not only aesthetically pleasing garments but also solutions that address real-world issues, aligning with the principles of sustainability and inclusivity.

In their freshman year studio projects, students engage in both two- and three-dimensional design work, actively applying color principles and design thinking to their creations. By the completion of their sophomore year, students possess the creative and technical skillsets necessary to execute original garments for our annual sustainability fashion show. They also undergo our annual sophomore portfolio review, where their design thinking and problem-solving abilities are assessed and further refined.

As students progress into upper-level design studio courses, they continue to enhance their design thinking skills. They learn to approach projects with an eye for innovation and sustainable practices. The transition from modifying commercial patterns to developing unique patterns through flat pattern and draping methods involves not just technical expertise but also a deep understanding of design thinking, as they take their projects from initial concepts to finished, sustainable products.

In summary, the Fashion Design concentration not only equips students with the technical and creative skills necessary for success in the fashion industry but also fosters design thinking skills that enable them to tackle complex challenges, create innovative solutions, and contribute positively to the fields of fashion design. We are committed to preparing our students to excel in a rapidly evolving and socially conscious industry, ensuring they are well-prepared to meet the challenges and opportunities that lie ahead.

The **Fashion Merchandising** concentration is a meticulously structured pathway, strategically designed to prepare students for a diverse array of fashion-related careers. These encompass vital roles in the realm of merchandising, marketing, buying, product development, retail management, and the ever-evolving domain of e-retailing. It is committed to nurturing key competencies and attributes that are pivotal for thriving within the dynamic and competitive landscape of the fashion industry. This holistic educational approach revolves around the following principles:

**Critical Thinking:** Throughout their coursework, students are systematically challenged to engage in critical thinking and strategic

analysis. They learn to dissect market trends, decipher consumer behaviors, and decode the intricacies of industry dynamics. These critical thinking skills empower them to make informed decisions and adapt swiftly to the ever-shifting market trends.

**Technical Competency:** A firm foundation in the technical facets of fashion merchandising is essential. Our program imparts practical skills relating to product development, inventory management, supply chain logistics, and the adept utilization of technology within the retail sector.

**Communication Effectiveness:** Effective communication lies at the heart of success in the fashion arena. Our curriculum meticulously hones students' abilities to express ideas with clarity and conviction, both in the written and spoken form. This ensures they can proficiently convey concepts, strategies, and product narratives to a diverse audience.

**Creativity and Innovation:** Creativity and innovation are values we actively cultivate. Students are encouraged to nurture their creative thinking abilities and are empowered to propose ingenious solutions to the multifaceted challenges posed by the industry.

Our comprehensive educational journey encompasses coursework, internships, and immersive study abroad experiences, allowing students to cultivate a well-rounded skill set. This encompasses expertise in product development, market analysis, fashion forecasting, retail and merchandising analytics, and the art of visual merchandising.

Furthermore, we offer students invaluable real-world exposure via full-time internships during their senior year. These internships often take place with major fashion brands/companies, providing students with a unique opportunity to apply their learning in practical settings and establish invaluable connections within the industry.

In summary, the Fashion Merchandising curriculum is structured to not only impart knowledge but also to foster the critical skills and attributes necessary for success in the dynamic and competitive world of fashion merchandising. Our unwavering commitment is to prepare our students for fulfilling, impactful, and successful careers in the fashion industry.

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

Students in both AT concentrations must take:

- 21 hours of common courses
- 45 hours of coursework for fashion design, or 53 hours of coursework for fashion merchandising

Required Courses for all AT Majors

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Code and Title		Hours
CTD 261	Textiles	3
CTD 281	Fundamentals of Fashion Indust	3
CTD 447	Textiles & Apparel Intl. Trade	3
CTD 461	Quality Control for Textiles	3
CTD 448 or CTD 415	History Of Costume History Textile Design	3
EC 110	Principles of Microeconomics	3
MKT 300	Marketing	3
<b>Total Hours</b>		<b>21</b>

# Fashion Design Concentration for AT Majors

Our National Association of Schools of Art and Design accredited **Fashion Design** concentration is tailored for students who aspire to pursue careers in fashion design, product design, and merchandising. To enrich their specific interests and career prospects, students have the option to select courses from diverse fields such as art, graphic design, entrepreneurship, business, and journalism.

For students considering transferring into the **Fashion Design** concentration at The University of Alabama, we recommend contacting the Department of Clothing, Textiles, and Interior Design approximately one year prior to enrollment. This early engagement allows for the validation of transfer credits and facilitates planning for the portfolio review. As part of the portfolio review process, we require transcripts, student work samples, project assignments, and course syllabi to ensure a smooth transition into the program.

CTD 241 Apparel Construction is a prerequisite for CTD 245 Apparel Production, which is offered spring semester only. CTD 245 Apparel Production, CTD 349 Computer Aided Apparel Design, CTD 350 Flat Pattern Design, CTD 351 Apparel Design: Draping and CTD 450 Advanced Apparel Design are not offered in summer school and must be completed in that sequence.

Code and Title		Hours
ART 110	Drawing I	3
CTD 102	Applied Design	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	Computer Aided Apparel Design	3
CTD 350	Flat Pattern Design	4
CTD 351	Apparel Design: Draping	4
CTD 446 or CTD 387	Cult Dynam Apparel Text Fashion Marketing	3
CTD 302	Fashion Capitals Study Abroad ( (CTD 302 is an optional course.) )	
CTD 450	Advanced Apparel Design	4
Art history (Fine Arts)		6
Total Hours		45

# Fashion Merchandising Concentration for AT Majors

The **Fashion Merchandising** concentration curriculum is a dynamic and tailored program designed to prepare students for a rewarding journey into the business of fashion. With a comprehensive focus on merchandising, management, marketing, and e-retailing, our curriculum equips students with the essential skills and knowledge required to excel in the competitive fashion industry.

At the heart of our program is a commitment to experiential learning, and this is exemplified through our mandatory internship requirement. We believe that practical, real-world experience is the key to success in the field of fashion merchandising. Therefore, every student in our program is required to complete an internship with a fashion merchandising company/brand as an integral part of their academic journey.

Please reference the Culverhouse College of Business Degree and Program Requirements in the catalog for information regarding reduced course-specific pre-requisites for non-majors taking these courses. Your advisor can provide additional information.

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 374	Digital Commerce	3
CTD 381	Fashion Retailing Seminar	1
CTD 387	Fashion Marketing	3
CTD 446	Cult Dynam Apparel Text	3
CTD 302	Fashion Capitals Study Abroad ((CTD 302 is an optional course))	
CTD 481	Fashion Merchandising II	3
CTD 485	Intern Fashion Retailing	9
AC 210 or AC 211	Intro To Accounting <sup>1</sup> Honors Intro To Accounting	4
CS 285	Spreadsheet Applications	3
MGT 300 or CSM 461	Org Theory & Behavior Manag in High Perf Org	3
Select two of the following:		6
CTD 474	Fashion Entrepreneurship	
MKT 313	Consumer Behavior	
MKT 321	Retail Management	
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	
CS 102	Computer Applications	

Total Hours	53
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Our graduates in **Fashion Design** possess a versatile skill set that enables them to create original fashion lines, whether through manual or digital means, tailored to specific target markets. They are adept at articulating the design philosophy underpinning their creations, executing pattern work, and preparing comprehensive technical documentation for their line items. Consequently, they are well-prepared to meet the demands of entry-level positions, such as assistant designers, assistant technical designers, or roles in fashion publishing and apparel manufacturing.

A notable strength highlighted in the recent NASAD (National Association of Schools of Art & Design) accreditation report is our program's commitment to nurturing students' unique creative voices and perspectives as designers, fostering a deep understanding of their design values.

Opportunities abound for positions within the fashion industry for graduates of our **Fashion Design** program. Many embark on entrepreneurial journeys, establishing their clothing lines and businesses.

Others join established designers, contributing their skills to the corporate side of the fashion world.

Within the broad landscape of the fashion industry, diverse career opportunities await our **Fashion Merchandising** graduates. Some choose conventional paths in corporate buying and sales, merchandise management, human resource management, store management, product development, and wholesale management. Others opt for non-traditional roles in areas like public relations, entrepreneurial ventures, or as sales representatives, extending their influence beyond the apparel industry.

Recent **Fashion Merchandising** graduates have secured positions with wholesale apparel companies, buying offices, fashion magazines, and various retail establishments. This diversity of opportunities reflects the comprehensive education and practical experience our graduates acquire, equipping them for success in various sectors of the dynamic fashion industry.

In conclusion, our concentrations in **Fashion Design** and **Fashion Merchandising** empower graduates with a rich skill set and a profound understanding of the fashion industry. These skills enable them to excel in a wide array of career paths within this dynamic field. Whether they choose the creative realm of design or the strategic landscape of retail, our graduates are well-prepared to make their mark.

The recent NASAD accreditation report underscores our dedication to nurturing individual creativity and design values, setting our graduates on a path to success that is uniquely their own. As they embark on their professional journeys, whether as entrepreneurial trailblazers or corporate innovators, they contribute their expertise to shape the future of the fashion industry. Their achievements in diverse roles reflect the strength of our comprehensive education and practical experience, ensuring they are equipped for success in an ever-evolving and exciting fashion landscape.

Learn more about opportunities in this field at the Career Center