FASHION
MERCHANDISING
AND DESIGN
CAREER OPPORTUNITIES ABOUND IN FASHION!

The industry is large and growing because Americans spend a respectable amount of their budget on clothing. Fashion is everywhere, and so are career opportunities for individuals who combine knowledge of the fashion business with their own talents, ambitions and abilities. The multifaceted fashion industry offers a wide range of career choices, from raw materials to the final consumer purchase. Advertising, commercial photography, magazines, online retailers, manufacturing, newspapers, public relations, as well as stores and other forms of retailing all have a need for individuals with knowledge and technical skills, and a passion for fashion.

The Fashion Merchandising and Design program at College of DuPage provides fundamental and advanced education and practice in the many facets of the fashion industry. Students focus on the creative side of fashion design, as well as the business side of fashion merchandising, production and entrepreneurship.

For a complete list of courses in this program visit: cod.edu/catalog

INTRODUCING THE FASHION TECHNOLOGY SUITE

College of DuPage Fashion Studies uses the new, high tech Fashion Technology Suite with Optitex software to perfect garments using 2D design and 3D visualization. The garment is printed, complete with design, onto the desired fabric using a plotter. This system prepares students to meet industry standards for employment.

“I have developed wonderful relationships with my professors, and I never hesitate to ask them for career advice. They are very passionate about teaching students.”
—Bhavana Jain, COD Fashion Design Student
WHY COLLEGE OF DuPAGE IS RIGHT FOR YOU

Whether you are preparing for a career in fashion, planning to transfer to a four-year baccalaureate-granting institution, or updating your skills, College of DuPage has the right program for you. We offer:

• Dedicated instructors with years of practical industry experience, certification, and licensing
• Instruction in top-notch facilities and on cutting-edge equipment
• Flexible schedules with day, evening, and online learning
• Practical, hands-on experience as well as classroom-based studies
• Affordable programs that get you on the fast track to success without breaking the bank
• An annual student fashion show that features awards, celebrity hosts, scholarship opportunities, and prestigious fashion industry sponsors
ASSOCIATE IN APPLIED SCIENCE (A.A.S.)
DEGREES IN FASHION

The Fashion Merchandising and Design program offers two A.A.S. degree programs that provide comprehensive education covering the entire fashion industry. The degree options include Fashion Design and Fashion Merchandising.

Fashion Design
The Fashion Design A.A.S, degree program prepares students for careers as designers, pattern and sample makers, seamstresses, theater costumers and product developers. The curriculum includes classes in clothing construction, draping, pattern-making, tailoring and the history of costume, as well as design principles, fashion illustration, and principles of textiles. Students are required to complete a minimum of 64 credits of coursework, which includes 39 credits in core requirements, 5 credits in approved elective classes, and 20 to 24 credits in general education classes.
Fashion Merchandising
The Fashion Merchandising A.A.S. degree program prepares students for positions in sales and management, manufacturer’s representatives, or visual merchandisers. The curriculum includes classes in apparel quality analysis, business, fashion motivation, sales, retailing, fashion promotion, marketing and merchandising, sales, supervision, textiles and visual merchandising. Students are required to complete a minimum of 64 credits of coursework, which includes 36 credits in core requirements, 10 credits in approved elective classes, and 18 to 22 credits in general education classes.
CERTIFICATES IN FASHION MERCHANDISING AND DESIGN

The Fashion Merchandising and Design program offers three certificate programs that provide students and professionals with specialized skills and knowledge in specific aspects of the fashion industry. Certificate options include Fashion Design, Fashion Entrepreneurship and Fashion Merchandising.

**Fashion Design**
The Fashion Design certificate program prepares students for entry-level positions in the creation and construction of fashions, such as designers, pattern and sample makers, seamstresses, theater costumers, and product developers. The curriculum includes classes in apparel design, clothing construction, draping, fashion illustration, pattern drafting and textiles. Students are required to complete 30 credits of coursework that includes 24 credits in core required classes and 6 credits in approved program electives.

**Fashion Merchandising**
The Fashion Merchandising certificate program prepares students for entry-level positions in sales and management, manufacturer’s representatives or visual merchandisers. The curriculum includes classes in apparel quality analysis, business, fashion motivation, marketing and merchandising, promotion, textiles and visual merchandising. Students are required to complete 30 credits of coursework that includes 21 credits in core required classes and 9 credits in approved program electives.

**Fashion Entrepreneurship**
The Fashion Entrepreneurship certificate program is aimed at self-starting students with an interest in the business side of the fashion industry. The curriculum includes classes in clothing construction, entrepreneurial business practices and pattern drafting. Students are required to complete 21 credits of coursework that includes 15 credits in core required classes and 6 credits in approved program electives.

“The program provides many opportunities to learn and grow as a designer, including conceptual designing, drawing, draping, illustration, enhancing sewing skills and even participating in the yearly fashion show, which is an excellent chance to show your creativity and designs on a runway model.”
—Anna Loosli, Fashion Studies major
STATE-OF-THE-ART FACILITIES
Fashion Merchandising and Design program facilities are housed in a recently renovated space in the Student Resource Center. Classrooms include a lecture room, a dedicated sewing lab, and a textile design lab, each with a wall of windows that provides natural light. In addition, three professional-grade showcases equipped with lighting found in retail store windows give visual merchandising students hands-on experience while allowing other classes to display their creations.

AVAILABLE SCHOLARSHIPS
Students planning to enroll in the Fashion Merchandising and Design program may be qualified to receive a financial award through a variety of supported scholarships.

- College of DuPage’s Faculty Association Scholarship
- College of DuPage Foundation’s Freshman Scholarship
- College of DuPage Foundation’s Returning Adult Scholarship

Visit cod.edu/scholarships for requirements and a full list of available scholarships.
TRANSFER OPPORTUNITIES

The Illinois Articulation Initiative (IAI) facilitates the transfer of students from one Illinois institution to another. Both a general education core curriculum and a lower-division major recommendation course listing have been developed.

For more information on transfer opportunities at College of DuPage, visit: cod.edu/academics/transfer_programs.

EMPLOYMENT OUTLOOK

The U.S. Bureau of Labor Statistics (BLS) reports that the median yearly wage for fashion designers was $64,530 in 2010, with top-earners bringing in more than $130,890. The BLS predicts strong competition for fashion design jobs from 2010 to 2020. Some growth is projected for this occupation in specialized design firms and for self-employed fashion designers. Clothing and accessories designers will be needed to design comfortable and more affordable items for the mass market and everyday wear.

The median yearly wage for retail management was $41,150, with top earners bringing in more than $61,940. Employment of retail managers is expected to increase 5.1 percent from 2008 to 2020. Visual merchandising growth is expected to increase 7.1 percent during the same time period. For more information and employment statistics in the Fashion and Retail areas, visit www.bls.gov.
COMMON CAREERS FOR GRADUATES OF THE FASHION MERCHANDISING AND DESIGN PROGRAM

- **Fashion Designers**: Create original clothing, accessories, and footwear.
- **Costume Designers**: Design costumes for performing arts, motion picture and television productions.
- **Department Managers**: Oversee employees and sales functions to meet profit goals.
- **Fashion Sales Representatives**: Responsible for selling a designer’s line to the retailers; provides customer service for their brand at the wholesale level.
- **Quality Control Analysts**: Work closely with design team, monitoring the quality of garments or accessories during production.
- **Visual Merchandisers**: Promote brand and merchandising strategies by creating and maintaining visual displays in store windows and on the sales floor.
- **Pattern Makers**: Draw and construct sets of precision master fabric patterns or layouts. May also mark and cut fabrics and apparel.
- **Product Developers**: Combine art, technical skills and business to design products for consumers.
FASHION: PRIVATE BRANDING DEVELOPMENT

Private labeling is increasingly important in today’s specialty and department stores. Facing rising costs for raw materials and competition from online retailers, more and more stores are turning to private label clothing lines.

The emergence of private stores, branding developments and globalization bring a new set of career opportunities in fashion design and merchandising. Responsible for finding fabric suppliers and manufacturing opportunities throughout the world, buyers are now becoming international resource experts. Designers now increasingly work with teams to create collections that are both trendy and affordable.

GETTING STARTED

If you are considering this program as an area of study:

- Visit our website at cod.edu/programs/fashion and the College of DuPage Fashion Program blog at codfashion.wordpress.com
- Consult with a program coordinator, advisor or specialist:
  - Anna Gay, Program Support Specialist
    Berg Instructional Center (BIC), Room 1441A, (630) 942-2502
  - Lisa Horvatin, Program Advisor
    Berg Instructional Center (BIC), Room 1474A, (630) 942-2078
- Contact the Arts, Communications and Hospitality Division Office:
  Berg Instructional Center (BIC), Room 2E06, (630) 942-2048

The College will not discriminate in its programs and activities on the basis of race, color, religion, creed, ancestry, marital status, sexual orientation, arrest record, military status or unfavorable military discharge, citizenship status, or physical or mental handicap or disability.

For Americans with Disabilities Act accommodations, call (630) 942-2141 (voice) or (630) 858-9692 (TDD).

For individuals who need language assistance, please contact Campus Central at (630) 942-2380.