

# FASHION STUDIES



## CONTINUING EDUCATION

SPRING 2019: APRIL 15 – JUNE 20, 2019

SUMMER 2019: JULY 8 – SEPTEMBER 12, 2019

## COURSE GUIDE

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For more than 85 years, Moore's fashion programs have prepared students for career success. Evolving in line with fashion itself, our programs are established as among the most distinguished in the nation. You will learn under the direction of esteemed faculty in the spacious studios and state-of-the-art technology center of our Fashion Design department, recently ranked by *College Magazine* at #3 among the top 10 fashion departments across the country. In addition to credit and noncredit coursework, we offer Fashion Studies certificates in **Fashion & Visual Merchandising**, and **Fashion Production & Technical Design**.

# FASHION STUDIES



## FASHION & VISUAL MERCHANDISING COURSES

### FASHION DESIGN ESSENTIALS

EVFT110 \$980 Credit

EVFTA110 \$750 Noncredit

This course addresses key foundation skills needed for success in all areas of the fashion world. Topics cover analyzing fashion trends, forecasting consumer demand, understanding garment construction techniques, and interpreting the styles of distinguished designers. Hands-on projects include building a fashion line, choosing a target market, creating a mood board, developing fashion sketches, and presenting a cumulative final project that can be used in your portfolio. *No prerequisites.*

### HISTORY OF FASHION & FASHION TRENDS (online course)

EVFT203 \$980 Credit

EVFTA203 \$750 Noncredit

This survey of fashion introduces historic dress as inspiration and design resource for fashion design and fashion merchandising students. The evolution of silhouette and the cut and construction of garments are analyzed. Contemporary examples are compared to historic sources. Topics include design aesthetics, iconic design, key designers, the role of celebrity in modern fashion, sustainability, and the way in which fashion trends mirror contemporary values and culture. *No prerequisites.*

### FASHION BUYING & MERCHANDISING

EVFT220 \$980 Credit

EVFTA220 \$750 Noncredit

This course examines the buying function and the differences of buyers' responsibilities in various types of merchandising organizations. Meeting the needs of managers, business owners and account representatives, participants learn to buy and/or to communicate successfully with buyers. Topics include planning, inventory management, pricing, and vendor analysis. Emphasis is on the principles, procedures and techniques practiced by merchandisers of fashion goods in determining what assortments to buy and which resources to select. *Prerequisites: Fashion Studies Foundation (or Fashion Design Essentials) and Retail Merchandising.*

### FASHION PROMOTION

EVFT303 \$980 Credit

EVFTA303 \$750 Noncredit

This course provides a foundation in the principles of fashion retailing communication. It is designed to acquaint participants with a range of promotional activities including visual merchandising and fashion shows. Topics include the characteristics of consumer purchasing behavior. Emphasis is on the practical application of strategies and techniques for promoting goods, services, and ideas within the industry. *Prerequisites: Fashion Studies Foundation (or Fashion Design Essentials) and Retail Merchandising.*

# FASHION STUDIES



## FASHION & VISUAL MERCHANDISING COURSES

### DIGITAL PHOTOGRAPHY FOR FASHION

EVFT115 \$980 Credit

EVFTA115 \$750 Noncredit

Learn how to create beautiful product images and photographic techniques for constructing a recognizable style. Projects focus on best practices for developing editorial, high fashion, catalog and e-commerce images that highlight unique selling points and create interest. Areas covered include garment preparation, use of mannequins or live models, image count, lighting, camera settings, web-ready color space profiles and editing. *No prerequisites.*

### VISUAL MERCHANDISING

EVFT218 \$980 Credit

EVFTA218 \$750 Noncredit

Visual merchandising is the art of presenting products in both physical and digital environments and is a key part of the marketing operation of all major retailers. Projects focus on learning visual strategies for promoting products in stores, catalogs and online. Areas covered include window display, store design, product styling, as well as communicating brand strategy through methods of graphic communication. *Prerequisite: Fashion Design Essentials & Digital Design or equivalent knowledge.*

### DIGITAL DESIGN

DM101 \$980 Credit

DMA101 \$750 Noncredit

Develop proficiency in operating the Mac while learning the basic design tools and protocols of Adobe Creative Suite's major programs. There is a combined emphasis on acquiring hardware and software skills with an understanding of design fundamentals in contemporary digital design. Hands-on projects include creating, importing and editing images, as well as text and graphics in a variety of formats to develop a better understanding of computer-aided design, digital workflow and visual communication. *Prerequisite: Basic computer and internet navigation skills. Note: Certificate students who do not need this course may substitute another course at any time during their program.*

### PRINCIPLES OF INTERIOR DESIGN

EVIDC200 \$980 Credit

EVIDCA200 \$750 Noncredit

This studio course focuses on the fundamental principles of interior design, as well as the responsibilities and business aspects of the profession. Hands-on projects for both residential and commercial spaces develop skills in applying visual design schemes that integrate color, materials, and textures. Topics include using core elements (scale, proportion, light, and the interdependence of space and form) to translate functional, aesthetic and expressive objectives into creative design solutions. Developing insight into environmental factors such as location and culture and other methods for meeting client needs are explored. *No prerequisites.*