



Course Description

CTE1050 | Introduction to Fashion Design and Related Industries | 3.00 credits

In this course, the student will learn the functions and processes of the fashion industry from the designer's and the merchant's perspective. The student will also explore how products go from concept, development, production, marketing and finally, the consumer. The course explores the global interrelationships of the fashion industry segments.

Course Competencies:

Competency 1: The student will comprehend the various segments of the fashion industry by:

1. Differentiating the various sections within the fashion and related industries regarding function, structure and marketing technique
2. Outlining the basic process of textile production as it applies to the apparel industry
3. Identifying the value of past and current industry leaders both in business and design
4. Researching the characteristics of existing segments: women's, men's, children's, accessories, etc. and new emerging segments

Competency 2: The student will understand the terminology used in the fashion and related industry by:

1. Demonstrating the correct usage of terminology, both written and verbal, via process of presentation
2. Discussing current trends in the language of fashion design and fashion merchandising
3. Explaining the movements of the apparel industry

Competency 3: The student will identify the various major organizations and components that make up the global fashion and merchandising industry by:

1. Identifying the major foreign markets and their specializations
2. Differentiating the various types of retailers in the fashion and merchandising industries
3. Distinguishing the impact on the global fashion and merchandising market

Learning Outcomes:

- Solve problems using critical and creative thinking and scientific reasoning
- Formulate strategies to locate, evaluate, and apply information