FASHION

Contact Information

Division

Liberal Arts

Dean

Patrick Marasso

Associate Deans

Soni Verma, Maria Villasenor

Division Office

W 107, Rocklin Campus

Overview

The Fashion program is designed to provide students with the necessary background for careers in the fashion industry or as a basis for advanced study. An AS degree, Certificate of Achievement and two Skills Certificates may be earned.

Faculty

Diana E. Higashi
Professor, Fashion
B.A., San Francisco State University

Fashion Advisory Committee

- Buckle, Roseville, CA
- Fashion Institute of Design & Merchandise (FIDM)
- Nordstrom, Roseville, CA
- Rocklin High School, Rocklin, CA
- Wandering Wardrobe, Colfax, CA
- Z Gallerie, Roseville, CA

Degrees/Certificates

Associate Degree

- Fashion Industries (https://catalog.sierracollege.edu/departments/fashion/#Industries)

Certificate of Achievement

- Fashion Industries (https://catalog.sierracollege.edu/departments/fashion/#fashindcoa)
- Fashion Media (https://catalog.sierracollege.edu/departments/fashion/#fashmed)

Skills Certificates

- Fashion Design (https://catalog.sierracollege.edu/departments/fashion/#Design)
- Fashion Entrepreneurship (https://catalog.sierracollege.edu/departments/fashion/#fashent)
- Fashion Merchandising (https://catalog.sierracollege.edu/departments/fashion/#Merchandising)

Fashion Industries

AS Degree

The Fashion Industries program is designed to provide students with the necessary background for a variety of careers in the fashion industry or as a basis for advanced study. For the degree, students must fulfill the following major requirements with grades of "C" or better, complete a minimum of 60 degree-applicable semester units (12 of which must be completed at Sierra College) with a grade point average of at least 2.0 and complete one of the following three general education patterns:

- Sierra College Associate Degree Requirements (Local General Education) (https://catalog.sierracollege.edu/student-resources/general-education/associate-degree-requirements/)
- (https://catalog.sierracollege.edu/student-resources/general-education/associate-degree-requirements/)California General Education Transfer Curriculum (Cal-GETC) (https://catalog.sierracollege.edu/student-resources/general-education/california-general-education-transfer-curriculum-cal-getc/)

Required Courses

Code	Title	Units
FASH 0001	Introduction to Fashion	3
FASH 0002	Fashion Analysis and Selection	3
FASH 0003	Textiles	3
FASH 0004A	Basic Clothing Construction	3
FASH 0007	Fashion Promotion	3
FASH 0012	Fashion History	3
FASH 0015	Clothing and Culture	3
FASH 0028	Independent Study	1
or FASH 0095	Internship in Fashion	
Select 9 units from the following:		**9**
FASH 0004B	Intermediate Clothing Construction	
FASH 0008	Fashion Illustration	
FASH 0013	Buying for the Fashion Industry	
FASH 0014	Visual Merchandising	
FASH 0017	Fashion Retailing	
FASH 0018	Sustainability in Fashion	
FASH 0019	Fashion Entrepreneurship	
FASH 0020	Mending and Alterations	
Total Units		**31**

Fashion Industries

Certificate of Achievement

The Fashion Industries program is designed to provide students with the necessary background for a variety of careers in the fashion industry or as a basis for advanced study.

A certificate is designed to provide career technical skills; it is not equivalent to an associate degree.

Required Courses

Code	Title	Units
FASH 0001	Introduction to Fashion	3
FASH 0002	Fashion Analysis and Selection	3
FASH 0003	Textiles	3
FASH 0004A	Basic Clothing Construction	3
FASH 0007	Fashion Promotion	3

FASH 0012	Fashion History	3
FASH 0015	Clothing and Culture	3
FASH 0028	Independent Study	1
or FASH 0095	Internship in Fashion	
Select 9 units from the following:		**9**
FASH 0004B	Intermediate Clothing Construction	
FASH 0008	Fashion Illustration	
FASH 0013	Buying for the Fashion Industry	
FASH 0014	Visual Merchandising	
FASH 0017	Fashion Retailing	
FASH 0018	Sustainability in Fashion	
FASH 0019	Fashion Entrepreneurship	
FASH 0020	Mending and Alterations	
Total Units		**31**

Fashion Media

Certificate of Achievement

This certificate is designed to give the students the specific knowledge needed for entering the workforce in the area of fashion social media. Examples of jobs in this area include running social media sites for retailers, creating fashion blogs, and setting up web based fashion businesses.

A certificate is designed to provide career technical skills; it is not equivalent to an associate degree.

Required Courses

Code	Title	Units
AAD 0012	Visual Communication (Also COMM 0012)	3
AAD 0070	Graphic Design II: Introduction to Digital Design	3
AAD 0075	Introduction to Photoshop (Also PHOT 0075)	3
BUS 0282	Digital Marketing Essentials	3
FASH 0001	Introduction to Fashion	3
FASH 0002	Fashion Analysis and Selection	3
FASH 0007	Fashion Promotion	3
FASH 0008	Fashion Illustration	3
PHOT 0060A	Beginning Photography	3
FASH 0019	Fashion Entrepreneurship	3
Total Units		**30**

Fashion Design

Skills Certificate

Designed to give students basic support knowledge and abilities required to enter the workforce. Focuses on skills relative to the fields of fashion design, fashion consulting, alterations, wardrobe styling and personal shopping. This is a specialty skills certificate designed to provide career technical skills; it is not equivalent to an associate degree.

Required Courses

Code	Title	Units
Select 15 units from the following:		**15**
FASH 0002	Fashion Analysis and Selection	
FASH 0003	Textiles	
FASH 0004A	Basic Clothing Construction	
FASH 0004B	Intermediate Clothing Construction	
FASH 0008	Fashion Illustration	
FASH 0018	Sustainability in Fashion	
FASH 0020	Mending and Alterations	
Total Units		**15**

Fashion Entrepreneurship

Skills Certificate

Designed to give students basic support knowledge and abilities required to enter the workforce. Focuses on the process of creating, planning, and implementing a fashion business. Brick and mortar and online platforms will be explored. This is a specialty skills certificate designed to provide career technical skills; it is not equivalent to an associate degree.

Required Courses

Code	Title	Units
Required Course:		
FASH 0001	Introduction to Fashion	3
FASH 0019	Fashion Entrepreneurship	3
Select 9 units from the following:		**9**
AAD 0070	Graphic Design II: Introduction to Digital Design	
BUS 0241	Innovation Concepts for Starting a Small Business	
BUS 0260	Introduction to Business	
FASH 0002	Fashion Analysis and Selection	
FASH 0004B	Intermediate Clothing Construction	
FASH 0007	Fashion Promotion	
FASH 0008	Fashion Illustration	
FASH 0013	Buying for the Fashion Industry	
FASH 0017	Fashion Retailing	
FASH 0018	Sustainability in Fashion	
FASH 0020	Mending and Alterations	
Total Units		**15**

Fashion Merchandising

Skills Certificate

Designed to give students basic support knowledge and abilities required to enter the workforce. Focuses on skills relative to the fields of fashion retail, fashion merchandising, wardrobe styling and personal shopping. This is a specialty skills certificate designed to provide career technical skills; it is not equivalent to an associate degree.

Required Courses

Code	Title	Units
FASH 0001	Introduction to Fashion	3
FASH 0002	Fashion Analysis and Selection	3
FASH 0013	Buying for the Fashion Industry	3
or FASH 0017	Fashion Retailing	
FASH 0007	Fashion Promotion	3

FASH 0014	Visual Merchandising	3
Total Units		**15**

Courses

Understanding course descriptions (https://catalog.sierracollege.edu/student-resources/course-information/understanding-course-descriptions/)

FASH 0001. Introduction to Fashion
Units: 3
Hours: 54 lecture
Exploration of the diversity and complexities of the fashion business. Career opportunities and qualifications are studied. The relationship between the fashion world and the public, including sources of fashion, influences on fashion, and fashion prediction and promotion, are addressed. (CSU)

FASH 0002. Fashion Analysis and Selection
Units: 3
Hours: 54 lecture
Consideration of the psychological, sociological, and physical factors which have an impact on dress. Elements and principles of design as they relate to clothing and appearance. Consumer issues related to the selection and use of clothing. (CSU)

FASH 0003. Textiles
Units: 3
Hours: 54 lecture
Introduction to the study of characteristics and uses of natural and synthetic fibers and fabrics. Emphasizes evaluation and selection of textile products. (CSU, UC)

FASH 0004A. Basic Clothing Construction
Units: 3
Hours: 108 (27 lecture, 81 laboratory)
Techniques of garment construction; use of commercial patterns, pattern alterations, and fitting techniques; comparison of construction techniques and costs between ready-to-wear and custom-made clothing; the social and psychological aspects of clothing selection, with emphasis on basic design principles. (CSU)

FASH 0004B. Intermediate Clothing Construction
Units: 3
Prerequisite: Completion of FASH 4A with grade of "C" or better
Hours: 108 (27 lecture, 81 laboratory)
Intermediate and advanced techniques of garment construction. Designed for individuals with basic knowledge of sewing principles. Development and improvement of skills in working with designer patterns; techniques of handling specialty fabrics, including knit fabrics; use of sergers. (CSU)

FASH 0007. Fashion Promotion
Units: 3
Hours: 54 lecture
Emphasis on the role of promotion in the selling and advertising of fashion goods. All avenues of fashion promotion explored and evaluated including: advertising, publicity, special events, fashion show production, direct marketing and target market research. Promotion skills developed through the planning and promotion of special events. (CSU)

FASH 0008. Fashion Illustration
Units: 3
Hours: 108 (36 lecture, 72 laboratory)
Illustration techniques with emphasis on figure proportions used in the fashion industry. Various media used to communicate fashion and apparel details. Illustration software presented with focus on technical drawings. (CSU)

FASH 0012. Fashion History
Units: 3
Advisory: Eligibility for ENGL C1000
Hours: 54 lecture
Fashion and adornment through the ages to the present. Emphasis on the historical flow and how fashion themes are reinterpreted or influence designs in later periods including the present. Provides a basis for understanding and appreciating fashion as well as how the times and environment affect styling, colors, fabric and details. Field trip may be required. (CSU)

FASH 0013. Buying for the Fashion Industry
Units: 3
Hours: 54 lecture
Examines the roles and responsibilities of fashion industry buyers and merchandising managers that must balance the needs of retailers, objectives of vendors, and preferences of consumers. The roles of trend forecasting, inventory analysis and assortment planning are discussed as they relate to the fashion industry. Introduction to domestic and international fashion markets and market weeks. Prepares students for fashion industry careers as vendors, buyers, or retailers of fashion goods and services. (CSU)

FASH 0014. Visual Merchandising
Units: 3
Hours: 72 (36 lecture, 36 activity)
Introduces contemporary display techniques, equipment, and materials for designing three-dimensional product presentations within the retail environment. Emphasis is placed on fashion items and includes the use of mannequins and dress forms. Students complete a window display on campus. Field trips required. (CSU)

FASH 0015. Clothing and Culture
Units: 3
Hours: 54 lecture
Study of clothing and its relationship to culture, society, and the individual. The psychological and sociological influences of dress, the physical aspects of appearance, and the influences of gender, sexuality, ethnicity, and class on the development of personal identity are explored through the study of style in traditional cultures, popular culture and everyday life. (CSU)

FASH 0017. Fashion Retailing
Units: 3
Hours: 54 lecture
Explores store and non-store fashion retailing formats, structure, purpose, as well as the challenges impacting the ways retailers interact with today's consumers. Students gain an understanding of the retail industry from a fashion-oriented perspective. Methods of franchising, licensing, branding, and retail terminology are introduced. Students will also gain an understanding of merchandise planning and management, promotional strategies, brand image, human resource management, store layout, and customer service. (CSU)

FASH 0018. Sustainability in Fashion
Units: 3
Hours: 54 lecture
Exploration of the tenets of sustainability and social change in fashion. Diversity, equity, inclusion, and social justice are analyzed in product development, operations, and promotion of fashion. Fashion brand strategies to decrease the environmental impact of fashion products. Longevity of use, supply chain transparency, regulations, and media coverage all along the fashion process are addressed. (CSU)

FASH 0019. Fashion Entrepreneurship
Units: 3
Hours: 54 lecture
Examines the skills needed to conceive, finance, open, and operate a successful fashion business. It addresses the creation of a small business specific to fashion retail or apparel design and manufacturing. Topics include recognizing and creating business opportunities, as well as marketing and selling techniques. A model business plan is developed by exploring resources necessary to be a successful entrepreneur in the fashion industry. (CSU)

FASH 0020. Mending and Alterations
Units: 3
Prerequisite: Completion of FASH 4A with grade of "C" or better
Hours: 108 (27 lecture, 81 laboratory)
Focuses on developing the skills needed to learn alterations and mending clothes. It includes the study of fit analysis of different types of Ready-To-Wear apparel created in standard sizes and learning to make alterations to the apparel to fit different body types. The course will cover the techniques of mending woven and knit fabrics. (CSU)

FASH 0028. Independent Study
Units: 1-3
Designed for students interested in furthering their knowledge at an independent study level in an area where no specific curriculum offering is currently available. Independent study might include, but is not limited to, research papers, special subject area projects, and research projects. See Independent Study page in catalog. (CSU)

FASH 0095. Internship in Fashion
Units: 0.5-4
Designed for advanced students to work in an area related to their educational or occupational goal. Provides new on-the-job technical training under the direction of a worksite supervisor, allowing students to expand knowledge and skills in the chosen field. Mandatory orientation session and faculty approval to determine eligibility. One unit of credit is equal to 54 hours of work. Students may earn up to a total of 16 units in internship courses (any course numbered 95 and PDEV 94). (CSU-with unit limitation)

Program Student Learning Outcomes (PSLOs)

- Demonstrate theoretical and practical knowledge of fashion design and merchandising.
- Create elements of fashion merchandising and design that reflect creative expression.
- Critique elements and principles of design in Fashion design and merchandising.
- Develop skills in teamwork through group projects.
- Use computer skills to work with fashion industry software.