

Fashion Design

Are you obsessed with the latest fashions? Do you have a creative side that manifests itself in the unique clothes you wear? If so, perhaps a career in the fast-paced world of fashion design would be a perfect fit. But, don't be fooled into thinking fashion design is all glamour and no work. The recent Tyra Banks-hosted fashion reality television show, *America's Next Top Model*, proved how cutthroat the world of fashion design can be. However, there is plenty of room for professionals in the industry who don't attain pop star-like fame by creating their own lines of clothing. A degree in fashion design prepares students to work as designers, pattern makers, illustrators, fabric buyers, sewers, and sample makers, and each of these positions plays a vital role in the developmental process of creating a line of clothing. Individuals well suited for careers in fashion design are those who thrive under pressure, are resourceful, are original thinkers, and enjoy some level of risk-taking. Degrees in fashion design are available at all academic levels.

106

Typical Courses:

- > Concept Development
- > Drawing Fundamentals
- > 3D Design
- > Fashion History, Culture, and Society
- > Fashion Drawing
- > Computer-Aided Design
- > Shoe Design
- > Studio Methods
- > Flat Pattern/Draping
- > Current Issues in the Global Fashion Industry

Potential Employers:

- > Fashion studio owners
- > Textile and apparel manufacturers
- > Retailers
- > Department stores
- > Fashion magazines and other publications
- > Fashion houses

Available At:

ILLINOIS

Columbia College Chicago

312/663-1600

http://www.colum.edu/Academics/Majors_%26_Programs.php

Degrees available: Bachelor's degree

Dominican University (River Forest)

708/524-6800

<http://domin.dom.edu/depts/RCAS/apparelDesign/index.htm>

Degrees available: Bachelor's degree

College of DuPage (Glen Ellyn)

630/942-2619

http://www.cod.edu/academic/acadprog/occ_voc/fashion

Degrees available: Certificate, associate degree

Did You Know?

Approximately 16,000 fashion designers are employed in the United States, according to the U.S. Department of Labor. Approximately two-thirds of this total work in New York or California.

107

William Rainey Harper College (Palatine)

847/925-6707

<http://www.harpercollege.edu>

Degrees available: Certificate, associate degree

Illinois Institute of Art-Chicago

800/351-3450

<http://www.artinstitutes.edu/chicago>

Degrees available: Bachelor's degree

Illinois State University (Normal)

309/438-2517

<http://www.fcs.ilstu.edu/undergraduate/apparel.shtml>

Degrees available: Bachelor's degree

Southeastern Illinois College (Harrisburg)

866/338-2742

<http://www.sic.cc.il.us>

Degrees available: Associate degree

Southern Illinois University-Carbondale

618/453-3734

http://www.siu.edu/~arc_id/fashion.htm

Degrees available: Bachelor's degree

INDIANA

Ball State University (Muncie)

765/285-5931

<http://www.bsu.edu/fcs>

Degrees available: Bachelor's degree, master's degree

Indiana University (Bloomington)

812/855-5497

<http://www.indiana.edu/~amid>

Degrees available: Certificate

IOWA

Des Moines Area Community College-Ankeny Campus

515/964-6227

<http://www.dmacc.org/programs/marketing/fashion.htm>

Degrees available: Certificate, diploma, associate degree

Iowa State University (Ames)

515/294-7474

<http://www.aeshm.hs.iastate.edu/tc/about>

Degrees available: Bachelor's degree, master's degree, doctorate

University of Northern Iowa (Cedar Falls)

319/273-2702

<http://fp.uni.edu/tapp>

Degrees available: Bachelor's degree

KANSAS

Johnson County Community College (Overland Park)

913/469-8500

<http://www.jccc.net/home/catalog/default/toccareerprograms/careerprograms>

Degrees available: Certificate (fashion design entrepreneurship), associate degree

Kansas State University (Manhattan)

785/532-5500

<http://www.humec.k-state.edu/atid>

Degrees available: Bachelor's degree, master's degree

MICHIGAN

Central Michigan University (Mount Pleasant)

989/774-4000

<http://www.cmich.edu>

Degrees available: Bachelor's degrees

Eastern Michigan University (Ypsilanti)

734/487-2476

<http://www.emich.edu/sts/atm>

Degrees available: Bachelor's degree, master's degree

Finlandia University (Hancock)

877/202-5491

<http://www.finlandia.edu>

Degrees available: Bachelor's degree

International Academy of Design & Technology Detroit (Troy)

888/839-4111

<http://www.iadtdetroit.com/programs/fashion.asp>

Degrees available: Bachelor's degrees

Michigan State University (East Lansing)

517/355-7712

<http://www.hed.msu.edu>

Degrees available: Bachelor's degree, master's degree

Wayne State University (Detroit)

877/WSU-INFO

<http://www.bulletins.wayne.edu/ubk-output/ubk-index.html>

Degrees available: Bachelor's degrees, master's degree

Western Michigan University (Kalamazoo)

269/387-3704

<http://www.wmich.edu/coe/fcs/tex/index.htm>

Degrees available: Bachelor's degrees, master's degree

MINNESOTA

Minneapolis Community and Technical College

800/247-0911

<http://www.minneapolis.edu>

Degrees available: Certificate, diploma

University of Minnesota-Twin Cities

612/625-5000

<http://www1.umn.edu/twincities/index.php>

Degrees available: Bachelor's degree

MISSOURI

Kansas City Art Institute

800-522-5224

<http://www.kcai.edu/majors/fiber/>

Degrees available: Bachelor's degree

Lindenwood University (St. Charles)

636/949-4866

<http://www.lindenwood.edu/academics/arts/fashion.asp>

Degrees available: Bachelor's degree

Metropolitan Community College-Penn Valley (Kansas City)

816/759-1000

<http://mccckc.edu/degrees/new/AASFashionDesign.pdf>

Degrees available: Associate degree

Missouri State University-Springfield

417/836-5000

<http://www.missouristate.edu/majors>

Degrees available: Bachelor's degree

Stephens College (Columbia) (female students only)

800/876-7207

<http://www.stephens.edu/academics/programs/fashion>

Degrees available: Bachelor's degree

They Teach That in College!?: Midwest Edition

Washington University (Saint Louis)

800/638-0700

<http://www.wustl.edu>

Degrees available: Bachelor's degree

NEBRASKA

University of Nebraska-Lincoln

402/472-2911

<http://cehs.unl.edu/tcd>

Degrees available: Bachelor's degree, master's degree

OHIO

Bluffton University (Bluffton)

800/488-3257

<http://www.bluffton.edu/fcs>

Degrees available: Bachelor's degree

Did You Know?

110

Fashion designers earned median annual salaries of \$60,860 in 2005, according to the U.S. Department of Labor. Salaries ranged from less than \$30,600 to more than \$112,930.

University of Cincinnati

513/556-4933

<http://www.uc.edu/programs>

Degrees available: Bachelor's degree

Columbus College of Art and Design (Columbus)

614/224-9101

<http://www.ccad.edu/majors-fashion.htm>

Degrees available: Bachelor's degree

Kent State University (Kent)

330/672-3010

<http://www.fashionschool.kent.edu/majors.htm>

Degrees available: Bachelor's degree

Ursuline College (Pepper Pike)

888/URSULINE

<http://www.ursuline.edu>

Degrees available: Bachelor's degree

Virginia Marti College of Art and Design (Lakewood)

800/473-4350

<http://www.virginiamarticollege.com>

Degrees available: Bachelor's degree

WISCONSIN

Mount Mary College (Milwaukee)

(female students only)

800/321-6265

<http://www.mtmary.edu/fashion.htm>

Degrees available: Bachelor's degree

University of Wisconsin-Madison

608/263-2400

<http://www.wisc.edu/academics/majors.php>

Degrees available: Bachelor's degree

University of Wisconsin-Stout (Menomonie)

715/232-1106

<http://www.uwstout.edu/programs/bsadd>

Degrees available: Bachelor's degree

For More Information:

Careerthreads.com

<http://www.careerthreads.com>

Council of Fashion Designers of America

<http://www.cfda.com>

The Fashion Group International, Inc.

<http://www.fgi.org>

International Association of Clothing Designers and Executives

<http://www.iacde.com>

National Association of Schools of Art and Design

<http://nasad.arts-accredit.org>

Interview: Dr. Jane Workman

Dr. Jane Workman, professor and program representative for Fashion Design and Merchandising at Southern Illinois University in Carbondale, Illinois, discussed her program and the education of fashion students with the editors of *They Teach That in College!?: Midwest Edition*. (Note: This interview covers both fashion design and fashion merchandising; for more information on fashion merchandising see the chapter, "Fashion Merchandising, Management, and Marketing.")

Q. Please provide an overview of your program.

A. Students who successfully complete the Fashion Design and Merchandising major at Southern Illinois University-Carbondale will receive a bachelor of science degree. The

program is a four-year baccalaureate degree with two specializations: fashion design and fashion merchandising. In addition to the core curriculum required by the university, all students in the Fashion Design and Merchandising major take foundation classes that contain information pertinent to both specializations. Examples of these classes are: Careers in Fashion, Textiles, Fashion Product Analysis, Basic Principles of Clothing Design, Fashion History, and Fashion Motivation.

There are courses tailored to each specialization. For example, the Fashion Design specialization includes courses in fashion production, fashion illustration, flat pattern making, draping, computer-aided design, mass-market apparel design, and experimental design. The Fashion Merchandising specialization includes courses in fashion promotional strategies, fashion merchandising mathematics, and personnel issues in fashion retailing. Students in the Fashion Merchandising specialization earn a minor in business with courses in marketing and management.

Q. What makes your program an appealing option for students interested in fashion design and merchandising?

A. In the program at Southern Illinois University, a student will receive a solid foundation of skills on which to build a career. The courses are sequenced so that advanced level skills are taught only after basic level skills have been attained. Southern Illinois University is a public university, which makes the cost of an education more affordable than at private universities. Our graduates find jobs with top apparel companies, such as The Gap, Neiman Marcus, JC Penney, Bridal Originals, Saks Fifth Avenue, Limited Brands, American Eagle Outfitters, Dillard's, Macy's, Kohl's, New York and Company, and Ann Taylor Loft.

Q. What type of internship opportunities are provided by your program?

A. An internship is required for the Fashion Merchandising specialization and is encouraged for the Fashion Design specialization. Students are responsible for arranging their own internship positions. There are also opportunities for short-term work experiences called "externships" whereby students can shadow an alumnus for one week during spring break.

-
- Q.** What high school subjects/activities should students focus on to be successful in these majors?
- A.** During high school, students interested in fashion design should take classes in art, computers, drafting, family and consumer sciences, mathematics (especially geometry), psychology, and speech. Activities that will allow students to develop their visual spatial and fine motor skills are recommended, for example, sewing, knitting, crocheting, photography, and sketching.
- Students interested in fashion merchandising should take classes in accounting, art, business, computers, family and consumer sciences, mathematics, psychology, and speech. Activities that will allow students to develop their sense of business and marketing are recommended, for example, yearbook, student council, newspaper, and class or organization officer.

-
- Q.** How will the fields of fashion design and merchandising change in the future?
- A.** As in most fields, computers will change the field of fashion. Computer-aided design is used for such fashion design tasks as sketching, pattern making, grading (making patterns in all sizes needed), and marker making (laying out of patterns for cutting). Computers are essential for fashion merchandising tasks such as store layouts, fashion promotion, fashion buying, and fashion distribution. The global nature of fashion and the growth of the Internet are factors that will change both design and merchandising of fashion.