

FASHION MERCHANDISING AND DESIGN

College of Health and Human Services
Department of Family and Consumer Sciences

Department Chair: Wendy Reiboldt

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Mikal Lok, Marina Bendersky, Andrew Redmayne

Instructional Support Technician: Bonnie Rice

Career Possibilities

Promotions Specialists • Product Developers • National Promotions Directors • Costume Designers • Designers • Sales Representatives • Buyers • Visual Promotion Directors • Textile Testers (For more information, see www.careers.csulb.edu.)

Undergraduate Programs

Bachelor of Arts in Family and Consumer Sciences

This degree offers six options:

- Child Development and Family Studies
- Consumer Affairs
- Family and Consumer Sciences Education
- Family Life Education
- Fashion Design
- Fashion Merchandising

Degree and certificate information and requirements are listed under each option alphabetically in this catalog.

Bachelor of Science in Dietetics and Food Administration

This degree offers two options:

- Nutrition and Dietetics
- Food Science

Degree and certificate information and requirements are listed under each option alphabetically in this catalog.

Bachelor of Science in Hospitality Management

Degree and certificate information and requirements are listed under each option alphabetically in this catalog.

Option in Fashion Merchandising (120 units)

Take all of the following courses:

CAFF 321 Family and Consumer Resource Management (3)

Prerequisites: GE Foundation requirements, one or more Exploration courses, and upper division standing.

ECON 300 Fundamentals of Economics (3)

Prerequisites: GE Foundation requirements.

FCS 299 Intro to Family and Consumer Sciences (1)

Prerequisites: None.

Not open for credit to students with credit in FCSE 299.

FCS 499 Professionalism and Leadership in FCS (1)

Prerequisites: FCS 299, CAFF 321, 12 units of upper division course work in Family and Consumer Sciences. Must be taken in one of the last two semesters prior to graduation.

Not open for credit to students with credit in FCSE 499.

FMD 155 Introduction to the Fashion Industry (3)

Prerequisites: None.

FMD 251 Fashion Strategies for Consumers (3)

Prerequisites: GE Foundation requirements.

FMD 253 Introductory Textiles (3)

Prerequisites: None.

FMD 255 Fashion Industry Ethics and Social Responsibility (3)

Prerequisites: A grade of "C" or better in FMD 155.

FMD 258 Fashion Merchandising and Design

Practicum (3)

Prerequisites: A grade of "C" or better in FMD 155.

FMD 296 Computer Applications for Professionals (3)

Prerequisites: Fashion Merchandising majors and minors: A grade of "C" or better in FMD 155 and Computer Proficiency Exam (CPE) passage; Fashion Design majors or Textiles minors: a grade of "C" or better in FMD 152 and 155, Computer Proficiency Exam (CPE) passage. Non-Fashion Merchandising majors or minors and non-Fashion Design majors or Textiles minors: Computer Proficiency Exam (CPE) Passage.

FMD 350 Fashion Forecasting (3)

Prerequisites: A grade of "C" or better in FMD 258 and FMD 296.

FMD 351 Fashion Promotion and Sales (3)

Prerequisites: A grade of "C" or better in FMD 155 and FMD 296.

FMD 353 Intermediate Textiles (3)

Prerequisites: A grade of "C" or better in CHEM 100, FMD 253, and FMD 296.

FMD 355 Fashion Buying (3)

Prerequisites: A grade of "C" or better in FMD 155 and FMD 258, and Computer Proficiency Exam passage.

FMD 451 The Fashion Customer (3)

Prerequisites: A grade of "C" or better in FMD 351.

FMD 455 International Fashion Retailing(3)

Prerequisites: A grade of "C" or better in FMD 351; senior standing.

FMD 457 Global Sourcing for the Fashion Industry (3)

Prerequisites: Open only to Fashion Merchandising majors, Fashion Design majors, and Textiles minors. For Fashion

Merchandising majors: A grade of "C" or better in FMD 355, ECON 300 and senior standing; for Fashion Design majors and Textiles minors: ECON 300 and Senior standing.

FMD 492E Internship in Fashion Merchandising (3)
Prerequisites: A grade of "C" or better in FMD 451 and FMD 455 or FMD 457. Student must be a major in Family and Consumer Sciences in the option of Fashion Merchandising; have senior standing, a 2.5 overall GPA or a 3.0 major GPA.

Take three of the following courses:

FCS 490 Selected Topics in Family and Consumer Sciences (1-3)
Prerequisites: None.

Not open for credit to students with credit in FCSE 490.

FCS 490B New York Fashion Study Tour (1-3)
Prerequisites: None.

Not open for credit to students with credit in FCSE 490B.

FCS 497 Directed Study (1-3)
Prerequisites: Upper division standing, consent of instructor.
Not open for credit to students with credit in FCSE 497.

FMD 356 Fashion Retail Management (3)
Prerequisites: A grade of "C" or better in FMD 355.

FMD 450 Cultural Perspectives of Dress (3)
Prerequisites: GE Foundation requirements; a grade of "C" or better in ANTH 120 or SOC 100 or 142 and upper-division standing.

FMD 456 Historic Perspectives of Fashion (3)
Prerequisites: A grade of "C" or better in FMD 251, FMD 253 and in AH 111A or HIST 131; senior standing.

FMD 458 Fashion Product Development (3)
Prerequisites: A grade of "C" or better in FMD 296 and FMD 353; senior standing.

FMD advisor-approved upper division elective.

Take one of the following courses:

FMD 154 Fundamentals of Apparel Production (3)
Prerequisites: None.

FMD 252 Analysis, Evaluation and Comparison of Ready To Wear (3)
Prerequisites: None.

Take one of the following:

CHEM 100 Chemistry and Today's World (4)
Prerequisites: One GE Foundation course (GE categories A1, A2, A3 or B2).

OR

CHEM 111A. General Chemistry (5)
Prerequisites: A passing score on the Chemistry Placement Examination.
Corequisite: MATH 109 or higher.

AND

MATH 109. Modeling with Algebra (3)
Prerequisite: Appropriate ELM score, ELM exemption, or MAPB 7 or MAPB 11.

Each course on the student's program planner must be completed with a grade of "C" or better. In addition, a course which a grade lower than "C" is received must be retaken and successfully completed prior to enrolling in a course for which it is a prerequisite. A student receiving a grade lower than "C" may proceed with other courses with approval of the Area Coordinator.

Minor in Fashion Merchandising

Take the following 18 units:

FMD 155 Introduction to the Fashion Industry (3)
**"C" or better required.
Prerequisites: None.

FMD 258 Fashion Merchandising and Design Practicum (3)
**"C" or better required
Prerequisite(s): A grade of "C" or better in FMD 155.

FMD 296 Computer Applications for Professionals (3)
**"C" or better required.
Prerequisites: Fashion Merchandising majors and minors: A grade of "C" or better in FMD 155 and Computer Proficiency Exam (CPE) passage; Fashion Design majors or Textiles minors: a grade of "C" or better in FMD 152 and 155, Computer Proficiency Exam (CPE) passage. Non-Fashion Merchandising majors or minors and non-Fashion Design majors or Textiles minors: Computer Proficiency Exam (CPE) Passage.

FMD 351 Fashion Promotion and Sales (3)
**"C" or better required.
Prerequisites: A grade of "C" or better in FMD 155 and FMD 296.

FMD 355 Fashion Buying (3)
Prerequisites: A grade of "C" or better in FMD 155 and FMD 258, and Computer Proficiency Exam passage.

FMD 455 International Fashion Retailing (3)
Prerequisites: A grade of "C" or better in FMD 351; senior standing.

It is the student's responsibility to pass the Computer Proficiency Exam as a prerequisite for the following courses: FMD 296 and FMD 355.

Option in Fashion Design (120 units)

Take all of the following courses:

CAFF 321 Family and Consumer Resource Management (3)
Prerequisites: GE Foundation requirements, one or more Exploration courses, and upper division standing.

ECON 300 Fundamentals of Economics (3)
Prerequisites: GE Foundation requirements.

FCS 299 Intro to Family and Consumer Sciences (1)
Prerequisites: None.
Not open for credit to students with credit in FCSE 299.

FCS 499 Professionalism and Leadership in Family and Consumer Sciences (1)
Prerequisites: FCS 299, CAFF 321, 12 units of upper division course work in Family and Consumer Sciences. Must be taken in one of the last two semesters prior to graduation.
Not open for credit to students with credit in FCSE 499.

FMD 152 Quick Sketch for Fashion (1)
Prerequisites: None.

FMD 154 Fundamentals of Apparel Production (3)
Prerequisites: None.

FMD 155 Introduction to the Fashion Industry (3)
Prerequisites: None.

FMD 251 Fashion Strategies for Consumers (3)
Prerequisites: GE Foundation requirements.

FMD 253 Introductory Textiles (3)
Prerequisites: None.

FMD 256 Intermediate Apparel Production (3)
Prerequisites: A grade of "C" or better in FMD 154, FMD 155 or FMD 251.

FMD 257 Introduction to Apparel Flat Pattern (3)

Prerequisites: A grade of "C" or better in FMD 152, FMD 154, and FMD 155 or FMD 251.

FMD 258 Fashion Merchandising and Design Practicum (3)

Prerequisites: A grade of "C" or better in FMD 155.

FMD 296 Computer Applications for Professionals (3)

Prerequisites: Fashion Merchandising majors and minors: A grade of "C" or better in FMD 155 and Computer Proficiency Exam (CPE) passage; Fashion Design majors or Textiles minors: a grade of "C" or better in FMD 152 and FMD 155, Computer Proficiency Exam (CPE) passage. Non-Fashion Merchandising majors or minors and non-Fashion Design majors or Textiles minors: Computer Proficiency Exam (CPE) Passage.

FMD 353 Intermediate Textiles (3)

Prerequisites: A grade of "C" or better in CHEM 100, FMD 253, and FMD 296.

FMD 354 Apparel Tailoring (3)

Prerequisites: FMD 256 and FMD 257.

FMD 357 Advanced Apparel Flat Pattern (3)

Prerequisites: A grade of "C" or better in FMD 253 and FMD 354.

FMD 359 Advanced Computer Applications for Fashion (2)

Prerequisites: FMD 296 and FMD 152 which must be completed with a grade of "C" or better in each. Open only to Fashion Design majors.

FMD 452 Apparel Draping (3)

Prerequisites: A grade of "C" or better in FMD 353, FMD 357 and FMD 359.

FMD 454 Experimental Apparel Design (3)

Prerequisites: A grade of "C" or better in FMD 452.

FMD 456 Historic Perspectives of Fashion (3)

Prerequisites: A grade of "C" or better in FMD 251, FMD 253 and in AH 111A or HIST 131; senior standing.

FMD 457 Global Sourcing for the Fashion Industry (3)

Prerequisites: Open only to Fashion Merchandising majors, Fashion Design majors, and Textiles minors. For Fashion Merchandising majors: A grade of "C" or better in FMD 355, ECON 300 and senior standing; for Fashion Design majors and Textiles minors: ECON 300 and Senior standing.

FMD 458 Fashion Product Development (3)

Prerequisites: A grade of "C" or better in FMD 296 and FMD 353; senior standing.

FMD 459 Computerized Apparel Flat Pattern (3)

Prerequisites: A grade of "C" or better in FMD 357, FMD 359.

FMD 492M Internship in Fashion Design (3)

Prerequisites: A grade of "C" or better in FMD 452 or FMD 454. Student must be a major in Family and Consumer Sciences in the option of Fashion Design; have senior standing, a 2.5 overall GPA or a 3.0 major GPA.

Take one of the following courses:

HIST 131 Early Western Civilization (3)

Corequisite: ENGL 100.

AH 111A Foundation Art History I (3)

Prerequisites: Completion/current enrollment in GE A1 (Written Communication) requirement.

Take one of the following:

CHEM 100 Chemistry and Today's World (4)

Prerequisites: One GE Foundation course (GE categories A1, A2, A3 or B2).

OR

CHEM 111A General Chemistry (5)

Prerequisites: A passing score on the Chemistry Placement Examination.

Corequisite: MATH 109 or higher.

AND

MATH 109 Modeling with Algebra (3)

Prerequisite: Appropriate ELM score, ELM exemption, or MAPB 7 or MAPB 11.

Each course on the student's program planner must be completed with a grade of "C" or better. In addition, a course in which a grade lower than "C" is received must be retaken and successfully completed prior to enrolling in a course for which it is a prerequisite. A student receiving a grade lower than a "C" may proceed with other courses with approval of the Area Coordinator.

Minor in Textiles

Take all of the following (18 units):

FMD 155 Introduction to the Fashion Industry (3)

**"C" or better required.

Prerequisites: None

FMD 253 Introductory Textiles (3)

**"C" or better required.

Prerequisites: None.

FMD 296 Computer Applications for Professionals (3)

**"C" or better required.

Prerequisites: Fashion Merchandising majors and minors: A grade of "C" or better in FMD 155 and Computer Proficiency Exam (CPE) passage; Fashion Design majors or Textiles minors: a grade of "C" or better in FMD 152 and 155, Computer Proficiency Exam (CPE) passage. Non-Fashion Merchandising majors or minors and non-Fashion Design majors or Textiles minors: Computer Proficiency Exam (CPE) Passage.

FMD 353 Intermediate Textiles (3)

**"C" or better required.

Prerequisites: A grade of "C" or better in CHEM 100, FMD 253, and FMD 296.

FMD 457 Global Sourcing for the Fashion Industry (3)

Prerequisites: Open only to Fashion Merchandising majors, Fashion Design majors, and Textiles minors. For Fashion Merchandising majors: A grade of "C" or better in FMD 355, ECON 300 and senior standing; for Fashion Design majors and Textiles minors: ECON 300 and Senior standing.

FMD 458 Fashion Product Development (3)

Prerequisites: A grade of "C" or better in FMD 296 and FMD 353; senior standing.

It is the student's responsibility to adhere to all prerequisites listed below. It should be noted that these prerequisites fulfill general education requirements.

Prerequisites for FMD 353: CHEM 100 Chemistry and Today's World (4)

Prerequisites: One course from the Foundation (GE categories A1, A2, A3, and B2)

Prerequisite for FMD 457: ECON 300 Fundamentals of Economics (3)

Prerequisites: Completion of the GE Foundation requirements.

The Minor in Textiles is available to any non-Fashion Merchandising or non-Fashion Design major.

Fashion Merchandising and Design Courses (FMD)

LOWER DIVISION

152. Quick Sketch for Fashion (1)

Technical drawings of garments and their design features.

Letter grade only (A-F). (3 hours activity)

154. Fundamentals of Apparel Production (3)

Analysis of the interrelationship of garment design and apparel construction. Application of theories and methods of apparel design to garment construction.

Letter grade only (A-F). Only open to these majors: Fashion Design (FCS_BA05); Fashion Merchandising (FCS_BA04); and Family and Consumer Sciences Education (FCS_BA02). (Lecture-discussion 2 hours, Laboratory 3 hours)

155. Introduction to the Fashion Industry (3)

Organization, structure and interrelationship of industries and services that comprise the business of fashion: terminology, designers, trade organizations and publications. Professional opportunities explored.

Letter grade only (A-F). (Lecture-discussion 3 hours)

251. Fashion Strategies for Consumers (3)

Prerequisites: GE Foundation requirements.

Apparel selection for professional and personal needs based on design, culture and fashion. Wardrobe analysis and coordination; consumer clothing guidelines.

(Lecture-discussion 3 hours)

252. Analysis, Evaluation and Comparison of Ready-to-Wear (3)

Analysis of the quality of materials, design and construction in ready-to-wear garments and accessories; comparison of processes involved in manufacturing, concepts of sizing, principles of fit; aids in buying and selling.

(Lecture-discussion 3 hours)

253. Introductory Textiles (3)

A consumer-oriented approach to textile selection, use, and care. Provides a basis for a logical, consistent rationale in choosing apparel and interior textiles. Explores careers within the international textile industry.

Letter grade only (A-F). (Lecture-discussion 3 hours)

255. Fashion Industry Ethics and Social Responsibility (3)

Prerequisite: A grade of "C" or better in FMD 155.

Ethical issues within the fashion industry. Focus will be on decision-making processes which lead to outcomes that have ethical implications as well as potential consequences or benefits.

Letter grades only (A-F).

256. Intermediate Apparel Production (3)

Prerequisites: A grade of "C" or better in FMD 154, FMD 155 or FMD 251.

Continuation of construction techniques used in apparel production with concentration on current fabrics and techniques used in contemporary ready-to-wear.

(1 hour discussion, 6 hours laboratory).

257. Introduction to Apparel Flat Pattern (3)

Prerequisites: A grade of "C" or better in FMD 152, FMD 154, and FMD 155 or FMD 251.

Introduction to the design concept as it applies to flat pattern manipulation.

Letter grade only (A-F). (Discussion 2 hours, Laboratory 3 hours)

258. Fashion Merchandising and Design Practicum (3)

Prerequisites: A grade of "C" or better in FMD 155.

Structured fashion retail work/learning experience designed to develop competencies in retail management or related fields. Students must obtain fashion retail sales position by first class period.

Letter grade only (A-F). (Lecture-activity 3 hours)

296. Computer Applications for Professionals (3)

Prerequisites: Fashion Merchandising majors and minors: A grade of "C" or better in FMD 155, Computer Proficiency Exam (CPE) passage; Fashion Design majors or Textiles Minors: a grade of "C" or better in FMD 152 and FMD 155, Computer Proficiency Exam (CPE) passage. Non-Fashion Merchandising majors or minors and non-Fashion Design majors or Textiles minors: Computer Proficiency Exam (CPE) passage.

Use of computer paint-style, illustration/processing software and scanners to develop proficiency in drawing and designing for the workplace. Work with clip art, make technical drawings, storyboards, and color/fabric cards.

Letter grade only (A-F). (1 hour lecture-discussion, 4 hours activity) Not open to students with credit in FCSE 296

UPPER DIVISION

350. Fashion Forecasting (3)

Prerequisites: A grade of "C" or better in FMD 258 and FMD 296.

Introduces the forecasting disciplines used in the fashion industries which support both short-term, tactical decisions and long-term strategic ones. Covers the process of gathering data then organizing, analyzing, and synthesizing them into actionable forecasts.

Letter grade only (A-F).

351. Fashion Promotion and Sales (3)

Prerequisites: A grade of "C" or better in FMD 155 and FMD 296.

Concepts, practices and procedures related to fashion promotion. Includes planning, directing and evaluating promotion activities such as visual merchandising, special events, publicity, and personal and non-personal selling.

(Discussion 3 hours)

353. Intermediate Textiles (3)

Prerequisites: A grade of "C" or better in CHEM 100, FMD 253, and FMD 296.

Interrelationship of fiber, yarn, structure, fabric geometry and finishing treatments to the textile's appearance, comfort, durability and maintenance.

Letter grade only (A-F). (Lecture-discussion 2 hours, Lab 3 hours)

354. Apparel Tailoring (3)

Prerequisites: A grade of "C" or better in FMD 256 and FMD 257.

Analysis of traditional and contemporary processes in the design and production of tailored apparel. Application of apparel design and production process for couture, ready-to-wear, and individually produced garments.

Letter grade only (A-F). (Discussion 2 hours, Laboratory 3 hours)

355. Fashion Buying (3)

Prerequisites: A grade of "C" or better in FMD 155 and FMD 258, and Computer Proficiency Exam passage.

Concepts, practices and procedures as well as calculations and computer applications as they relate to apparel retail profit. Includes inventory methods, operating statements and purchase planning procedures.

Letter grade only (A-F). (3 hours lecture activity)

356. Fashion Retail Management (3)

Prerequisites: A grade of "C" or better in FMD 355.

Explores current retail environments, problem-solving, and decision-making strategies for retailing apparel and textiles products. Covers the importance of communication skills, human resource management, and other concepts impacting retail management such as target market analysis and assortment plans.

Letter grade only (A-F). (3 hours seminar)

357. Advanced Apparel Flat Pattern (3)

Prerequisites: A grade of "C" or better in FMD 253 and FMD 354.

Exploration of the total design concept as it applies to pattern manipulation.

Letter grade only (A-F). (Discussion 2 hours, Laboratory 3 hours)

359. Advanced Computer Applications for Fashion (2)

Prerequisites: FMD 296 and FMD 152 which must be completed with a grade of "C" or better in each. Open only to Fashion Design majors.

Students refine their proficiency in drawing and designing apparel garments and fashion illustrations using computer paint-style and illustration software.

Letter grade only (A-F). (6 hours activity)

450. Cultural Perspectives of Dress (3)

Prerequisites: GE Foundation requirements; a grade of "C" or better in ANTH 120 or SOC 100 or SOC 142 and upper-division standing.

Factors influencing design of textiles and apparel, techniques of textile and apparel production, and human behavior in the selection of dress in societies and cultural groups. Emphasis on symbolism of textiles and clothing designs as a communicative device for expressing social and cultural values. Impact of other cultures on western dress and impact of western dress on other apparel systems.

May be used to satisfy the GWAR. (Seminar 3 hours)

451. The Fashion Customer (3)

Prerequisites: A grade of "C" or better in FMD 351.

Overview of theories on behavior of fashion customers and impact on fashion marketing strategies. Practical application on how to identify specific needs of fashion customers. Examination of impact of marketplace on fashion customers and of laws which protect them.

Letter grade only (A-F). (3 hours lecture discussion)

452. Apparel Draping (3)

Prerequisites: A grade of "C" or better in FMD 353, FMD 357, and FMD 359.

Exploration of the total design concept as it applies to fabric manipulation.

Letter grade only (A-F). (Discussion 2 hours, Laboratory 3 hours)

454. Experimental Apparel Design (3)

Prerequisites: A grade of "C" or better in FMD 452.

Exploration of clothing design and production through the experimental process. Individual investigation of the creative design process; evaluation of equipment; experiences with a variety of fabrics and techniques.

Letter grade only (A-F). (Discussion 2 hours, Laboratory 3 hours)

455. International Fashion Retailing (3)

Prerequisites: A grade of "C" or better in FMD 351; senior standing.

Application of merchandising concepts for promotion and selling of fashion goods and apparel in global retail organizations.

Letter grade only (A-F). (Lecture/Discussion 3 hours)

456. Historic Perspectives of Fashion (3)

Prerequisites: A grade of "C" or better in FMD 251, FMD 253, and in AH 111A or HIST 131 ; senior standing.

Social, political, economic, geographic and religious forces that affect styles of fashion from antiquity to the present day. Emphasis is on the relationship of historic styles to current fashion. Primary focus is on the

fashion influences of the western world.

Letter grade only (A-F). (Seminar 3 hours)

457. Global Sourcing for the Fashion Industry (3)

Prerequisites: Open only to Fashion Merchandising majors, Fashion Design majors, and Textiles minors. For Fashion Merchandising majors: A grade of "C" or better in FMD 355, ECON 300 and senior standing; for Fashion Design majors and Textiles minors: ECON 300 and Senior standing.

Provides a framework whereby students critically examine the global textiles and apparel industry with emphasis on acquiring basic concepts of global trade. Current processes of globalization are analyzed including the importance of outsourcing.

Letter grade only (A-F). (Lecture-discussion 3 hours)

458. Fashion Product Development (3)

Prerequisites: A grade of "C" or better in FMD 296 and FMD 353; senior standing.

The process of designing and engineering fashion products to be serviceable, producible, salable and profitable for various consumer market segments.

(Discussion 3 hours) Letter grade only (A-F).

459. Computerized Apparel Flat Pattern (3)

Prerequisites: A grade of "C" or better in FMD 357, FMD 359.

Use of computer aided design software for apparel pattern development.

Letter grade only (A-F). Not open for credit to students with credit FMD 352. (Laboratory 6 hours)

492E. Internship in Fashion Merchandising (3)

Prerequisites: A grade of "C" or better in FMD 451 and FMD 455 or FMD 457. Student must be a major in Family and Consumer Sciences in the option of Fashion Merchandising; have senior standing, a 2.5 overall GPA or a 3.0 major GPA.

Field experience in which student assumes a preprofessional role in a professional setting. Objectives developed by student with supervisor must be approved by major advisor and form the basis for evaluation.

May be repeated for 6 units maximum. (Seminar 3 hours)

492M. Internship in Fashion Design (3)

Prerequisites: A grade of "C" or better in FMD 452 or FMD 454. Student must be a major in Family and Consumer Sciences in the option of Fashion Design; have senior standing, a 2.5 overall GPA or a 3.0 major GPA.

May be repeated for 6 units maximum. Letter grade only (A-F). (Seminar 3 hours)