

*Your  
Future in  
Fashion*



**Apparel Product Design & Merchandising**

Department of Family and Consumer Sciences  
College of Tropical Agriculture and Human Resources  
University of Hawai'i at Manoa

Fall 2011  
Rev. 04/15/11

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## APDM ADVISORS

Students need to meet with an advisor **prior** to registration every semester.  
 You may see the APDM faculty or staff listed below.

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<p><b>Dr. Andy Reilly</b>                      Miller 208A                      Phone: 956-5061                      E-mail: <a href="mailto:areilly@hawaii.edu">areilly@hawaii.edu</a>                      Individualized Programs                      Study Abroad/Exchange Program</p>	<p><b>Jacqueline Tani*</b>                      Miller 201                      (Academic Support/Advisor)                      APDM Program Office                      Phone: 956-8133                      Email: <a href="mailto:tanij@ctahr.hawaii.edu">tanij@ctahr.hawaii.edu</a></p>	<p><b>Linda Nunes*</b>                      Miller 208                      (Peer Advisor)                      Phone: 956-0714                      Email: <a href="mailto:FCS_mpa@ctahr.hawaii.edu">FCS_mpa@ctahr.hawaii.edu</a>                      *New Students only</p>

APDM Advisors are available during Fall & Spring terms only.



## College of Tropical Agriculture and Human Resources

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UNIVERSITY OF HAWAII AT MĀNOA

Aloha!

Welcome to the Department of Family and Consumer Sciences (FCS). We are pleased you are considering the Apparel Product Design and Merchandising (APDM) program. APDM is a comprehensive undergraduate program whose mission is to prepare students with the knowledge and skills needed for career positions in apparel and fashion-related industries.

APDM graduates have successful careers as fashion buyers, managers, visual merchandisers, business owners, textile and fashion designers, fashion forecasters, and costume curators. Strong academic backgrounds enable graduates to move into other fields including other businesses and education.

Join the *Innovators of Fashion* and *Phi Upsilon Omicron*, a national honor society, for fun and fellowship as you team with other students in professional and community activities that introduce you to the profession and to the people with whom you will be working following graduation.

This booklet provides you with a general overview of the APDM Program and its degree requirements. Please contact one of our faculty advisors regarding admission requirements, appropriate sequencing of courses, graduation requirements and ask other questions you may have. For assistance and referral to an advisor, call 956-8133.

Best wishes for success in your college career and your future in fashion.

Sincerely,

Barbara Yee, Ph.D.  
Professor and Chair

## ***Apparel Product Design and Merchandising Program (APDM) Mission Statement - Fall 2010***

*The mission of the instruction program in APDM is to provide students with appropriate knowledge and skills for career positions in apparel and fashion-related industries; to promote understanding of the effects of global social, economic, and political issues on apparel and fashion-related industries and on modes of dress; to foster appreciation of the role of dress and appearance as these reflect and shape individual behavior, social and economic exchange, and cultural conditions; to nurture intellectual growth and creativity, and to support the mission of the College of Tropical Agriculture & Human Resources by fostering student acquisition of problem-solving, analytic, and communication skills.*

### **GOALS**

Graduates of the APDM program will demonstrate knowledge and skills in the following areas:

**1. Industry processes.** Graduates will:

- Understand how textile and apparel industry operations and theories of consumer behavior are used to plan and develop product lines;
- Understand textile and apparel product quality in terms of industry standards and regulatory agency criteria;
- Use appropriate industry terminology;
- Conduct research and use quantitative methods to analyze and develop manufacturing and merchandising plans;
- Understand social, political and economic conditions as these affect industry operations, labor conditions, and consumer needs; and
- Be knowledgeable regarding issues of social responsibility, environmental impact, and sustainability as these relate to industry processes and consumer interests and concerns.

**2. Appearance and Human Behavior.** Graduates will understand and apply knowledge of interrelationships among historic, socio-cultural, and psychological factors and their impact on dress and appearance behaviors; and will understand the role of dress in reflecting and shaping human interactions.

**3. Aesthetics and the Design Process.** Graduates will apply knowledge of aesthetics and the design process to develop and evaluate textile and apparel-related products, market environments, and marketing activities.

**4. Global Interdependence.** Graduates will understand how political, cultural, and economic systems impact industry processes; will be abreast of current theories, practices and policies related to markets, trade, and economic development; and will understand current data on production, consumption, disposal and recycling of products.

**5. Ethics and Social Responsibility.** Graduates will understand and respect criteria for professional behavior and ethics in industry activities.

**6. Critical and Creative Thinking.** Graduates will demonstrate critical and creative thinking skills and will be able to prepare creative products using industry-appropriate technology.

**7. Professional Development.** Graduates will effectively communicate ideas in written, oral, and visual forms, using appropriate technology.

## STUDENT LEARNING OUTCOMES

I. In an exit portfolio that includes examples of projects, papers, assignments, or other work developed over the course of the program, the student will provide evidence that he/she has achieved the following learning outcomes:

### Industry Processes

- **Outcome #1:** The student can integrate knowledge of industry operations, theories of consumer behavior and quantitative skills to prepare comprehensive research-based manufacturing and merchandising plans that include creative design components and typical industry documents based on quantitative data.
- **Outcome #2:** The student can conduct evaluations of apparel product quality using industry standards, regulatory agency criteria, and appropriate industry terminology.
- **Outcome #3:** The student can conduct professional ASTM and/or AATCC industry tests for textile performance.
- **Outcome #4:** The student can discuss current issues and concerns in the textile and apparel industries, including global issues regarding labor conditions, social responsibility, and environmental impacts, and can evaluate the social and ethical consequences of these.

### Appearance and Human Behavior

- **Outcome #5:** The student can conduct, interpret and present the results of research that integrates historic and socio-cultural data with knowledge of the role of dress in human behavior.

### Aesthetics and the Design Process

- **Outcome #6:** The student can conduct systematic assessments of the use and significance of design elements and other aesthetic factors in fashion-related products and personal appearances, and in industry promotion and image-related materials.

### Global Interdependence

- **Outcome #7:** The student can integrate current political, cultural, and economic data with economic theories, practices, and policies to produce research-based reports on international trade conditions and practices.

II. At the conclusion of APDM 492: Internship, the student will demonstrate to the internship instructor that s/he has achieved Outcome #8 .

### Ethics and Social Responsibility

- **Outcome #8:** The student can distinguish between professional and unprofessional behaviors and can describe and critique ethical and unethical industry practices

III. At the conclusion of APDM 492: Internship, the student will submit a portfolio to faculty and will make a formal oral presentation to faculty, students, and guests-demonstrating that s/he has achieved Student Learning Outcomes #9 and #10:

### Critical and Creative Thinking

- **Outcome #9:** The student can employ critical thinking, creativity, and technical skill mastery to prepare a substantive pre-employment portfolio appropriate for an emerging industry professional.

### Professional Development

- **Outcome #10:** The student can prepare and deliver a well organized oral presentation that exhibits textiles and apparel subject matter knowledge; utilizes presentation tools common to the profession; and that demonstrates poise, confidence, and effective use of visuals.

## APDM Program Entrance Requirements

### Admission—New Students

New students who apply to the University of Hawaii as first-year students may apply directly to the program specifying Apparel Product Design and Merchandising (APDM) as their major on their application form. Students transferring from another institution **who have a cumulative grade point average (GPA) of 2.5 or better** may apply directly to the program by specifying Apparel Product Design and Merchandising (APDM) as their major on their application form.

### Transferring From Within UH System

Students who wish to transfer from another UHM program may be admitted with a GPA of 2.5 or better and should meet with an APDM advisor who will assist them in completing an application to transfer. An advisor will also assist interested students whose GPAs are below 2.5.

Students who have taken courses at a UH system campus prior to attending UHM do not need to request that their transcripts be sent to UHM. However, if they want the credits to be evaluated for transfer, they will need to request an evaluation by completing a form at the UHM Admissions and Records Office.

### Transferring From Other Universities

Applicants from colleges or universities not in the UH system: Students who have taken courses at another university or community college that is not part of the UH system must arrange to have official transcripts sent to UHM Admissions and Records Office for evaluation of transfer credits. Courses not meeting university core requirements, but which are acceptable academically, will also be transferred and will count as elective credits.

### Minor in Merchandising (Not Available for APDM Majors)

The merchandising minor gives students from other disciplines, the opportunity to gain the required theory and applied skills to understand the merchandising/retailing function and skillfully employ techniques that encourage consumers to interface with products and services locally or internationally. Merchandising/retailing is the largest private employer segment of Hawaii's business community, and it is hungry for educated retailers. See page 8 for details on a minor in APDM.

## Program Expectations for APDM Majors

All APDM majors are expected to attend class on the first day of instruction, and to attend class regularly throughout the term.

All Students enrolled in APDM courses are expected to exhibit integrity with regard to all of their university-related work. Cheating and/or plagiarism may result in suspension or expulsion from the University (*U.H. Catalog*, 2010-2011, p.565).

- **Cheating** includes, but is not limited to, giving unauthorized help during examination, obtaining unauthorized information about an examination before it is administered, using inappropriate sources of information during an examination, altering the record of any grade, alter an answer after an examination has been submitted, falsifying any official UH record, and misrepresenting the facts in order to obtain exemptions from course requirements (*U.H. Catalog*, 2010-2011, p.565).

- **Plagiarism** includes, but is not limited to, submitting, to satisfy an academic requirement, any document that has been copied in whole or part from another individual's work without identifying that individual; neglecting to identify as a quotation a documented idea that has not been assimilated into the student's language and style; paraphrasing a passage so closely that the reader is misled as to the source; submitting the same written or oral material in more than one course without obtaining authorization from the instructors involved; and "dry-labbing," which includes obtaining and using experimental data from other students without the express consent of the instructor, utilizing experimental data and laboratory write-ups from other sections of the course or from previous terms, and fabricating data to fit the expected results (U.H. Catalog, 2010-2011, pp. 565-566).

## UH – Manoa Curriculum Requirements

Effective Fall 2001, students entering the UH system are required to complete:

UH - Manoa Core Requirements

- 12 credits of Foundation Courses (designated F).
- 19 credits of Diversification Courses (designated D).
  - The APDM curriculum identifies specific Foundation and Diversification courses that must be completed to earn credit toward these University core requirements. These courses are identified on the Core Requirements Summary Chart, which follows.
- 1 Focus course in Hawaiian, Asian or Pacific Issues (designated H).
- 1 Focus course in Contemporary Ethical Issues (designated E).
  - The APDM curriculum requires that FamR 380 & 380L: Research Methodology E be completed to meet this requirement.
- 1 Focus course in Oral Communication numbered 300 or above (designated O).
- 5 Writing Intensive courses (designated WI), at least 2 of which are numbered 300 or above.
  - The APDM curriculum requires that APDM 437 and APDM 492 as two of the courses that meet this requirement.

## Other UH-Manoa Requirements

**Hawaiian or Second Language Requirement** - Students majoring in programs in the College of Tropical Agriculture and Human Resources are exempted from this requirement. The APDM program does not require a second language.

**Optional: Focus Exemption** – Through engagement in an extraordinary educational experience approved by the UH Manoa General Education Committee, each student can earn one Focus Exemption. The Focus Exemption can be used to satisfy an appropriate Diversification or Focus requirement. Students interested in earning a Focus Exemption should consult an academic advisor or a faculty project sponsor. Information is also available at [www.hawaii.edu/gened/focus\\_exemption.htm](http://www.hawaii.edu/gened/focus_exemption.htm).

More information on core and graduation requirements and updates on courses that satisfy them are available at: [www.hawaii.edu/gened/](http://www.hawaii.edu/gened/).

## Additional Educational Opportunities

APDM students are encouraged to participate in educational opportunities nationally and abroad through programs such as the National Student Exchange and the Fashion Institute of Technology (New York City) Visiting Student Program. Other programs in London and Paris are also available. Tours to fashion centers on the mainland, in Europe and in Asia are offered on occasion by APDM faculty.



## Summary Chart–All Core Requirements

### Program in Apparel Product Design and Merchandising (APDM)

Department of Family and Consumer Sciences

### UH Manoa Core Requirements

**Foundations:** See current catalog. (12 Cr)

Written Communication <b>FW</b> (3 cr.)	Symbolic Reasoning <b>FS</b> (3 cr.)	Global & Multicultural Perspectives <b>FG</b> (6 cr.)
(1) of following: Eng 100, 100A, 101+101L: Composition I, or ELI 100 Expository Writing	(1) of the following: BUS 250, ECON 301, ICS 141, ICS 241, MATH 100, MATH 111, MATH 140*, MATH 161, MATH 203*, MATH 215*, MATH 241*, MATH 251*, NREM 203, PHIL 110, PHIL 111 *Math Department Pre-Cal Assessment required	(2) courses from 2 different groups: A. ANTH 151, ART 175, HIST 151, HIST161A B. AMST 150, ANTH 152, ART 176, FSHN 141, GEOG 102, HIST 152, HIST 155, HIST 162A, TIM 102 C. GEOG 151, GEOG 151A, LLL 150, MUS 107, REL 150, REL 150A

**Diversification:** See current catalog, cannot duplicate departments used for Global & Multicultural Perspectives (19 Cr)

Arts <b>DA</b> Humanities <b>DH</b> Literature <b>DL</b> (2 courses from 2 different groups, 6 cr.)	Natural Sciences (7 cr. Total) Biological Science <b>DB</b> Physical Science <b>DP</b> Laboratory <b>DY</b>	Social Sciences <b>DS</b>
1. APDM 216 <b>DA</b> (3 cr.) Fashion Illustration I	1. APDM 321 <b>DP</b> (3 cr.) & APDM 321L <b>DY</b> (1 cr.)	1. APDM 200 Culture, Gender & Appearance <b>DS</b> (3 cr.)
2. <b>DH</b> or <b>DL</b> (3 cr.)	2. <b>DB</b> (3 cr.)	2. (1) of the following <b>DS</b> : ECON 120, 130, 131, or NREM 220 (3 cr.)

**Focus Requirements:** The focus requirements include 1 course in Hawaiian, Asian or Pacific Issues (**H**), 1 course in Contemporary Ethical Issues (**E**) [fulfilled through FamR 380-380L], 1 course in Oral Communication (**O**), and 5 Writing Intensive courses (**W**) [APDM 437 and 492 fulfill two of these requirements]. Elective courses that fulfill the **H** requirement and the five **W** requirements should be selected from the current university schedule of classes.

A *Focus Exemption* may substitute for a focus or diversification requirement. See "Focus Exemption" in the current UH Catalog, p. 27.

Pro-rated For Transfer	Requirements Students			
	W	H	E	O
Non UH Transfers				
0-36 crs	5	1	1	1
37-54	4	1	1	1
55-88	3	1	1	1
89+	2	1	0	0
UH Transfers				
0-54	5	1	1	1
55-88	5	1	1	1
89+	5	1	0	0

Hawaiian, Asian or Pacific Issues <b>H</b>	Contemporary Ethical Issues <b>E</b>	Oral Communication <b>O</b>	Writing Intensive <b>W</b>
(1 Course)	(1 Course)  FamR 380 & 380L Research Methodology  (Also fulfills College Core Requirement)	(1 Course)  300+ level  (Also fulfills College Core Requirement)	(5 Courses, 2 @ 300+ level) 1. APDM 437 (Also fulfills College Core Requirement) 2. APDM 492 (Also fulfills College Core Requirement) 3. BUS 209/ENG 209 4. 5.

## APDM Requirements

In addition to fulfilling the UHM Core, graduation, and CTAHR/FCS requirements, students must complete the following courses for the APDM major.

<b>APDM Major Core Requirements</b>	41 Cr Additional	Core Req. Fulfilled under:
APDM 101 Introduction to the Fashion Industry	3	
APDM 111 Design Aesthetics	3	
APDM 200 Culture, Gender & Appearance <b>(DS)</b>	-	(3) DS
APDM 201 Fashion Promotion	3	
APDM 205 Basic Apparel Construction	4	
APDM 215 Block Pattern Design	3	
APDM 216 Fashion Illustration I <b>(DA)</b>	-	(3) DA
APDM 221 or 320 Textiles I <b>(DP)</b>	3	
APDM 301 Fashion Forecasting/Marketing –Temporarily suspended	-	APDM Elective
APDM 310 Western World Fashion History	3	
APDM 321 Textiles II <b>(DP)</b> & 321L <b>(DY)</b>	-	(3) DP (1) DY
APDM 371 Retail Buying & Merchandising	3	
APDM 375 Merchandise Planning & Control	3	
APDM 416/418 Costumes/Cultures of East Asia/ S & SE Asia	3	
APDM 437 Small Business Start Up <b>(W)</b>	3	(3) W
APDM 471 International Trade Issues	3	
APDM 482 Pre-Internship	1	
APDM 492 Internship (College/Dept requirement) <b>(W)</b>	-	(4) W
ENG 209 Business Writing <b>(W)</b> <i>or</i>	3	
BUS 209 Written Communication in Business [Pre ACCT 201] <b>(W)</b>	-	(3)W

APDM course prerequisites are included in course descriptions starting on p.11 of this booklet. Prior to registering for classes, students should check the UHM catalog for complete information about prerequisites for courses in other departments. When planning their course schedules, students should:

- Take APDM 101, APDM 111, APDM 200, APDM 221 and APDM 205 as soon as possible; they are prerequisites to advanced courses.

- APDM Design Emphasis Majors should take the following courses in the sequence listed:

<u>Year</u>	<u>Fall</u>	<u>Spring</u>
Freshman-Sophomore	APDM 205	APDM 215
Junior	APDM 315	APDM 316
Senior	APDM 419	APDM 420

- Everyone should take APDM 492 Internship in their final semester.

## Recommended Electives

Selected at student's discretion to complete 120 credits.

<b>Apparel Design Emphasis</b>	<b>Merchandising Emphasis</b>
APDM 237 Pattern Grading APDM 315 Draping APDM 316 Advanced Pattern Design APDM 330 Adv Apparel Construction APDM 337 Computerized Grading APDM 338 Computerized PDS APDM 350 Embellishments (DA) APDM 419-420 Apparel Design Studio I & II APDM 496 Field Study in Fashion	ACC 201 Intro to Financial Accounting BUS 312 Principles of Marketing BUS 315 Global Mgt & Org Behavior MKT 311 Consumer Behavior (DS) MKT 341 Retailing Management MKT 351 Professional Selling MKT 352 Sales Management MKT 372 Marketing for New Ventures APDM 496 Field Study in Fashion  <i>Special Note on Business Courses:</i> APDM students must have Junior standing (55+ credits) and must first check with an advisor before obtaining an "override" for courses reserved for business (CBA) majors only.
<b>Individualized Emphasis</b>	<b>Other Recommended Electives</b>
5 classes in APDM, Marketing, Art, Communications, Journalism, or related subjects appropriate to the student's career objectives or special interests, and chosen in consultation with the advisor.	APDM 318 Fashion Illustration II (DA) APDM 411 Product Lifecycle Mgmt (O) APDM 430 Fashion Show Production APDM 460 Museum Management (O, W) APDM 496 Field Study in APDM APDM 499 Directed Readings/Research

## Minor in Merchandising (Not Available for APDM Majors)

### Prerequisites:

- 2.5 GPA or higher

### Requirements in APDM (24 cr.):

APDM 101 Introduction to the Fashion Industry  
 APDM 111 Design Aesthetics  
 APDM 216 Fashion Illustration  
 APDM 221 Textiles I

APDM 371 Retail Buying and Merchandising\*  
 APDM 375 Merchandise Planning/Control  
 APDM 411 Product Lifecycle Management\*  
 APDM 471 International Trade Issues\*

*\*Student must request override for course*

Interested students should meet with the APDM Merchandising Minor Advisor two semesters prior to expected graduation to submit the "Request for Academic Minor in Merchandising" form.

## An Example of APDM Major Sequence of Courses Freshman through Senior Years

### Freshman - Fall

APDM 101 Intro to the Fashion Industry	3
APDM 111 Design Aesthetics	3
Written Communication (FW)	3
Symbolic Reasoning (FS)	3
APDM 201 Fashion Promotion [Fall only]	3
Total	15

### Freshman - Spring

APDM 200 Culture, Gender & Appearance (DS)	3
APDM 205 Basic Apparel Construction	4
Hawaiian, Asian or Pacific Issues (H)	3
Social Sciences (DS)	3
Humanities (DH) or Literature (DL)	3
Total	16

### Sophomore - Fall

APDM 215 Block Pattern Design [Pre: 205]	3
APDM 216 Fashion Illustration I (DA) [Pre: 111]	3
APDM 221 Textiles I (DP) [Pre: 101 or 111, Fall only]	3
Biological Science (DB)	3
Elective _____	3
Total	15

### Sophomore - Spring

APDM 321 Textiles II (DP) [Pre: 221/320, Spring only]	3
APDM 321L (DY) [Pre: 221/320, Spring only]	1
Global & Multicultural Perspectives (FG)	3
Elective (Acc 201 [Pre: Sophomore standing])	3
Elective (237 Grading - Fall Only [Pre: 215, 221/320])	3
Elective (337 Computerized Grading [Pre: 237] or BUS 312)	3
Total	16

### Junior - Fall

APDM 371 Retail Buying & Merch [Pre: 301]	3
ENG 209 (W) [Pre ENG 100] <i>or</i> BUS 209 (W) [Pre: ENG 100, ACC 201]	3
Global & Multicultural Perspectives (FG)	3
Elective (315 Draping [Pre: 215, 221/320] or MKT 311)	3
Elective _____	3
Total	15

### Junior - Spring

APDM 310 Western World Fashion History [Pre: 200, 221 or 320, 2 FG courses]	3
APDM 375 Merchandising Planning & Control [Pre: 371]	3
FamR 380 & 380L Research Methods (E)	4
Elective (316 Adv. Pattern Design, Spr Only [Pre: 315])	3
Elective (330 Adv Apparel Constr, Spr Only [Pre: 205, 221/320])	3
Total	16

### Senior - Fall

APDM 416/418 Cost & Cult of East Asia & South East Asia [Pre: 200, 221 or 320, 2 FG courses]	3
APDM 471 Int'l Trade Issues	3
APDM 482 Pre-Internship	1
Elective (419 Design Studio I, Fall Only, [Pre: 221/320, 310, 316, 330, 416 or 418]. Studio courses must be taken in sequence) _____	3
Elective _____	3
Total	13

### Senior - Spring

APDM 437 (W) Small Business Start Up [Pre: 375]	3
APDM 492 (W) Internship [Pre: 491]	4
Elective (318 Fashion Illustration II [Pre: 216])	3
Elective (420 Design Studio II [Pre: 419])	3
Elective _____	3
Total	16

**Program Total - 122**

To include 60 Non-Introductory (NI) Credits

## Graduation Requirements

- APDM majors will develop a professional portfolio and make a formal presentation
- Completion of a minimum of 120 credits
- Minimum of 60 credits in upper division courses
- 2.0 GPA in major courses

A preliminary graduation check must be completed by an advisor prior to the anticipated semester (or summer) of graduation. The grad check is turned in by the student to the CTAHR Academic and Student Services Office (Gilmore 210) in the first week of the final semester along with the receipt from a graduation survey completed on <http://www.surveymshare.com/survey/take/?sid=73171>.

Faculty will assist students nearing graduation with determining the content of their portfolios, will provide opportunities for students to develop appropriate materials in their classes, and will offer guidance in oral and written presentation techniques. Transfer students may include in their portfolios some materials developed in their previous program.

**The portfolio** consists of evidence that the student has achieved Student Learning Outcomes #1 through #7 of the APDM instructional program. These outcomes concern mastery of fundamental knowledge and skills regarding the construction and quality of apparel and textile products; the design and merchandising of those products; and the historic, social, cultural, and economic significance of those products, as well as knowledge and skills in research methods; written and oral communications; problem solving; and human relations.

**Portfolio development.** The portfolio contains selected examples of assignments, projects, papers, examinations, and other materials the student has completed over the course of their studies. Students are responsible for retrieving their assignments, projects, and other class materials at the end of each term, and for keeping their class work in a secure place in anticipation of the final exit portfolio submission. The portfolio will be developed from those materials, and students will be guided in selection of appropriate materials and in developing the portfolio in APDM 492 Internship.

**The oral presentation** is a formal address to the APDM faculty and others in which the student discusses one or more issues related to the textiles and apparel field and/or to their studies. The presentation is evaluated as evidence that the student has accomplished Student Learning Outcome #10 of the APDM instructional program and concerns mastery of presentation skills. Presentations are made at the end of the semester in which APDM 492 Internship is completed, and are scheduled for the last Friday preceding final examinations. The presentation and the portfolio are evaluated by a team of faculty and, where possible, include evaluation by the internship work supervisor. Families and friends of students in the internship class are welcome to attend the presentations.

**The internship assessment** is an evaluation of the student's success in meeting the requirements of the internship course, and in accomplishing Student Learning Outcomes #8 and #9 of the APDM instructional program. These outcomes concerns global skills in communication, analysis and problem-solving, business management and human relations skills, and in understanding and practicing professional and ethical behaviors. The internship assessment is conducted by the internship faculty and other program faculty at the end of the semester in which the student is enrolled in the APDM 492 Internship class.

## Apparel Product Design and Merchandising (APDM) Course Descriptions

- 101 Introduction to the Fashion Industry (3)**  
Introduction to the fields of apparel design and merchandising including theories of fashion change, apparel industry operations, literature of the field, professional competencies, careers in apparel and related businesses.
- 111 Design Aesthetics (3)**  
Design elements in fashion and trade dress, apparel quality assessments, and apparel product terminology.
- 200 Culture, Gender & Appearance (3)**  
Social construction of gender within culture and its visual expression through appearance. Analysis of role, identity, conformity, and deviance in human appearance. Open to non-majors. (Cross-listed as WS 200). **(DS)**
- 201 Fashion Promotion (3) FALL ONLY**  
Principles and practices in fashion advertising, visual merchandising, publicity and public relations, and fashion show production in apparel and related businesses.
- 205 Basic Apparel Construction (4) (3 Lec, 1 3-hr Lab)**  
Principles, concepts, and procedures for quality construction and custom fitting of clothing. (Must attend first day of instruction) Substitutions: Honolulu Community College Fashion Technology 205 or Maui Community College Fashion Technology 205.
- 215 Block Pattern Designing (3) (2 Lec, 1 3-hr Lab)**  
Principles of pattern making for women's apparel through manipulation of pattern blocks. Pre: 205 or consent.
- 216 Fashion Illustration I (3) (2 Lec, 1 3-hr Lab)**  
Principles and techniques of sketching the fashion figure including garment details and fabric drape. Development of a personal style of illustration. Introduction to use of computers for illustration. Pre: 111 or consent. **(DA)**
- 221 Textiles I (3) FALL ONLY**  
Introduction to fibers, fabric structure, and finishes related to selection and care. Interrelationship between textile characteristics, properties, and end uses. Pre: 101 or 111. **(DP)** Students must take 321 the semester immediately following 221/320. Failure to do so will result in a placement exam.
- 237 Pattern Grading (3) FALL ONLY**  
Principles of proportionally increasing or decreasing a master pattern according to a prescribed set of body measurements. Application includes basic, intermediate, and advanced designs. Use of computerized grading program. Pre: 215, 221/320)
- 301 Fashion Forecasting/Marketing (3) Course temporarily suspended.**  
Principles and practices in fashion trend forecasting. Fashion elements in apparel company marketing strategies. Adapting trend forecasts to apparel lines. Pre: 101, 111, 216, and 221/320. Restricted to APDM majors.

- 310 Western World Fashion History (3)**  
Historic study of dress as related to customs and cultures in the Western World, in socio-historical and contemporary contexts. Emphasis on 19th and 20th centuries. Pre: 200, 221/320, two (2) Global/Multicultural Perspective courses, or consent.
- 315 Draping (3)** (2 Lec, 1 3-hr Lab) *FALL ONLY*  
Principles of pattern making through draping muslin models on standard garment forms. Pre: 215, 221/320, or consent.
- 316 Advanced Pattern Design (3)** (2 Lec, 1 3-hr Lab) *SPRING ONLY*  
Further study of flat pattern methods and industrial practices for fashion design majors. Use of CAD. Pre: 315
- 318 Fashion Illustration II (3)** (2 Lec, 1 3-hr Lab) *SPRING ONLY*  
Advanced study in the illustration of the fashion figure. Personal interpretation of the techniques of fashion illustration. Use of CAD, Pre: 216 or Art 214, 221/320. (DA)
- 321 Textiles II (3)** (3 Lec) *SPRING ONLY*  
Chemical nature and structure of fibers and fabrics, their properties and finishes. Pre: 221/320. (DP, DY) Students must take 321 the semester immediately following 221/320. Failure to do so will result in a placement exam.
- 321L Textiles II Lab (1)** (3-hr Lab) *SPRING ONLY*  
Textiles and Apparel performance test and evaluation. A total of 20 industry standard test methods will be used to evaluate fabrics performances. Co-requisite: APDM 321.
- 330 Advanced Apparel Construction (3)** (Practicum: 2 Lec, 1 3-hr Lab) *SPRING ONLY*  
Principles of advanced techniques for garment construction with emphasis on new, difficult-to-handle fabrics. Pre: 205, 221/320, or consent.
- 337 Computerized Grading (3)** (Practicum: 2 Lec, 1 3-hr lab) *SPRING ONLY*  
Learn the capabilities of Gerber Technology (GT) AccuMark System Management. The system is designed to use CAD for specific apparel industry applications in grading patterns into different sizes and making production markers. Pre: APDM 237 or knowledge and ability to grade patterns. Computer skills are helpful.
- 338 Computerized Pattern Design (3)** (Practicum: 2 Lec, 1 3-hr Lab). *FALL ONLY*  
Learn the capabilities of Gerber Technology (GT) Pattern Design System-PDS 2000 and Silhouette. The system is designed to use CAD for specific industry applications in pattern designing. Pre: APDM 215, 221/320, and 337.
- 350 Embellishments (V)** *FALL ONLY*  
Emphasis on design principles as applied to stitchery using a variety of techniques and raw materials. Processes and problems experienced and critiqued in a group environment. Pre: 205, 221/320, or consent. Repeatable. (DA)
- 370 Interior Design Fundamentals (3)** Course Temporarily Suspended.  
Aesthetic, social, and functional aspects of selection, layout, and furnishing of home interiors; application of principles of design to family living situations. Pre: ART 101 or consent.

- 371 Retail Buying & Merchandising (3)**  
Theories and procedures in selecting, buying and selling apparel and textiles. Types of merchandising organizations, analysis of consumer demand, brick-and-click opportunities and challenges, development of an image, operation location, store and floor layout. Pre: 101, 111, 216, 221. Restricted to APDM majors.
- 375 Merchandise Planning & Control (3)**  
Theories, problems, and procedures of financial and assortment planning and control of merchandise inventories. Pre: 371 and MATH 100 (or equivalent).
- 410 Ethnographic Dress (3) *Course Temporarily Suspended.***  
Development of ethnic dress as representative of ethnic group status throughout the world. Focus on non-western and Asian ethnic groups. Pre: 200, 221/320, two (2) Global/Multicultural Perspective courses, or consent.
- 411 Product Lifecycle Management (3) *FALL ONLY***  
Application of principles of apparel production management, including methods engineering (detail construction for ordering), story boards and color tables, production measurement, costing, and PDM computer applications. Pre: 205, 221/320 or consent. (O)
- 416 Costumes/Cultures of East Asia (3)**  
Development of traditional dress as visual manifestation of culture. Ethnic and national dress of China, Japan, Korea, Mongolia, Okinawa, Tibet, and Vietnam. Pre: 200, 221/320, two (2) Global/Multicultural Perspective courses, or consent.
- 418 Costumes/Cultures of South and Southeast Asia (3)**  
Development of traditional dress as visual manifestation of culture. Ethnic and national dress of Afghanistan, India, Indonesia, Malaysia, Pakistan, Philippines, Thailand, and Saudi Arabia. Pre: 200, 221/320, two (2) Global/Multicultural Perspective courses, or consent.
- 419-420 Apparel Design Studio I & II (V-V) *FALL (3) - SPRING (6)***  
Development of independent expression through creative designing for a ready-to-wear collection. Problem solving in the design process; includes sketching, draping, blocking, muslin proofs, complete garments, and portfolio. Studio courses must be taken in sequence. Pre: 221/320, 310, 316, 330, and 416 or 418; or consent.
- 430 Fashion Show Production (V) *SPRING ONLY***  
Application of principles and procedures related to the promotion of fashion apparel. Preparation and presentation of fashion information through shows, displays, media, and written communications. Pre: consent. Repeatable
- 437 Small Business Start Up (3)**  
Application of principles, procedures and techniques of organizing a small retail business in a brick-and click world. Creative use of low and high tech resources. Students plan, write, and evaluate small business plans and start a business. Pre: 375. (W)
- 460 Costume Collections Management (3)**  
Investigation of skills/techniques for handling textile and apparel artifacts in museums. Students will document, research, interpret, and exhibit costumes and textiles. Hands-on management and policy-making experience. Pre: 310, 416 or 418. Restricted to APDM majors. (O,W)



- 471 International Trade Issues (3)**  
Theories, concepts, problems of international trade of textiles and apparel products. Issues of importing and exporting apparel products globally. Social, political and economic factors affecting textile and apparel trade. Pre: junior or senior standing.
- 482 Pre-Internship (1)**  
Preparation for the internship experience and portfolio development. Restricted to APDM majors and junior standing. Pre: 321 & 371.
- 491 Topics in Fashion (V)**  
Study and discussion of special topics, problems. Repeatable.
- 492 Internship (4)**  
Integration and application of academic knowledge and critical skills emphasizing professional development. Placement with an approved cooperating supervisor or employer. Pre: 482 and senior standing. Restricted to APDM majors. **(W)**
- 496 Field Study in Fashion (V)**  
Study tours to various fashion centers of the world to examining historical and modern apparel and textiles. Merchandising and design methods and operations examined. Repeatable. Pre: consent.
- 499 Directed Reading & Research (V)**  
Pre: consent. *(Note: This is a "course" whose syllabus is arranged by agreement between the instructor and the student.)*

Revised 04/15/2011

Name: \_\_\_\_\_

ID Number: \_\_\_\_\_ - \_\_\_\_\_

**APDM Requirements (As of FALL 2011)**

Students must complete the following courses

**UHM Core Requirements:**

Credits for courses fulfilling multiple requirements count only one time

Foundation Requirements	Course	Cr (12)	NI
<sup>1</sup> Written Communication (FW)		3	
<sup>2</sup> Symbolic Reasoning (FS)		3	
<sup>3</sup> Global/Multicultural Perspectives (6 cr)			
Course 1		3	
Course 2		3	
Total			

<sup>1</sup>(Eng 100,100A, 101+ 101L: Composition I, or ELI 100: Expository Writing)

<sup>2</sup>(BUS 250, ECON 301, ICS 141, MATH 100, 111, 140, 161, 203, 215, 241, 251, NREM 203, PHIL 110, 111.

<sup>3</sup>Courses from 2 different groups:

A: ANTH 151, ART 175, HIST 151, 161A

B: AMST 150, ANTH 152, ART 176, FSHN 141, GEOG 102, HIST 152, 155, 162A TIM 102

C: GEOG 151, 151A, LLL 150, MUS 107, REL 150, 150A

Diversification Requirements*	Course	Cr (19)	NI
Arts (DA)	APDM 216	3	--
Humanities (DH) or Literature (DL):		3	
Natural Sciences (7cr)			
Physical Science (DP)	APDM 321	3	--
Biological Science (DB)		3	
Laboratory (DY)	APDM 321L	1	--
Social Sciences: 6 cr from 2 different departments			
Course 1	APDM 200	3	
Course 2 (Econ 120, 130, 131 or NREM 220)		3	
Total			

\*Diversification courses must come from different departments than the courses used to satisfy the FG requirement; cannot duplicate departments used for Global & Multicultural Perspectives.

**Core and Graduation Requirements:**

Focus Requirements	Course	Cr	NI
Hawaiian, Asian, Pacific Issues (H)		3	
Ethical Issues (E)	FAMR 380	---	--
Oral Comm. (O) (300+ level)		3	3
Writing (WI) (2 courses @ 300+ level)			
Course 1 (300+ level, N/I)	APDM 437	3	--
Course 2 (300+ level, N/I)	APDM 492	4	--
Course 3 (BUS 209 or ENG 209)		3	--
Course 4			
Course 5			
Total			

Focus approved classes (listed in the schedule of courses), may be covered in core or major; a Wild Card may substitute for a focus or diversification requirement.

Non UH Transfers	W	H	E	O	UH Transfers	W	H	E	O
0-36 crs	5	1	1	1	0-54	5	1	1	1
37-54	4	1	1	1	55-88	5	1	1	or 1
55-88	3	1	1	or 1	89+	5	1	0	0
89+	2	1	0	0					

CTAHR Requirements: (7-8 cr)	Course	Cr	NI
Course 1	FAMR 380/L or NREM 310	4 3	
Course 2	APDM 492	4	--
Total			

\_\_\_\_\_ Credits earned (Need 120 total)

\_\_\_\_\_ Non Introductory (NI) credits (Need 60 total)

Course		Cr (41)	NI
APDM 101	Introduction to the Fashion Industry	3	--
APDM 111	Design Aesthetics	3	--
APDM 200	Culture, Gender & Appearance (DS)	(3) DS	--
APDM 201	Fashion Promotion	3	--
APDM 205	Basic Apparel Construction	4	--
APDM 215	Block Pattern Design	3	3
APDM 216	Fashion Illustration I (DA)	(3)DA	3
APDM 221/320	Textiles I (DP)	3	3
APDM 310	Western World Fashion History	3	3
APDM 321	Textiles II (DP)	(3)DP	3
APDM 321L	Textiles II Lab (DL)	(1)DY	1
APDM 371	Retail Buying & Merchandising	3	3
APDM 375	Merchandise Planning & Control	3	3
APDM 416 or	Costumes/Culture of East Asia	3	3
APDM 418	Costumes/Culture of S/SE Asia		
APDM 437	Small Business Start Up (W)	3	3
APDM 471	International Trade Issues	3	3
APDM 482	Topics in APDM: Pre Internship	1	3
APDM 492	Internship (W)	(4)W	4
BUS 209 or	Bus & Managerial Writing (WI, NI)	(3)WI	
ENG 209	Written Com in Business (WI, NI)		
Total			

**Recommended Electives**

Selected at student's discretion to complete 120 credits

Design Emphasis	Cr	NI
APDM 237	Pattern Grading	
APDM 315	Draping	
APDM 316	Advanced Pattern Design	
APDM 330	Advance Apparel Construction	
APDM 337	Computerized Grading	
APDM 338	Computerized PDS	
APDM 350	Embellishments (DA)	
APDM 419-420	Apparel Design Studio I & II	

Merchandising Emphasis	Cr	NI
ACC 201	Intro to Financial Accounting	
BUS 312	Principles of Marketing	
BUS 315	Global Mgt & Organizat'l Behavior	
MKT 311	Consumer Behavior	
MKT 341	Retailing Management	
MKT 351	Professional Selling	
MKT 352	Sales Management	
MKT 372	Marketing for New Ventures	

Other Recommended Electives	Cr	NI
APDM 318	Fashion Illustration II (DA)	
APDM 410	Ethnographic Dress	
APDM 411	Product Lifecycle Management (O)	
APDM 430	Fashion Show Production	
APDM 460	Museum Management (O,W)	
APDM 496	Field Study in Fashion	
APDM 499	Directed Readings/Research	

Other Electives	Cr	NI

Total Electives \_\_\_\_\_



Request for Academic Minor in Merchandising
(for currently enrolled classified students only)

To be completed by the student

Name: Last First Middle Initial

Student ID Number:

Local Address:

Local Telephone: Permanent Telephone:

Permanent Address:

Email Address(es):

Student's College (Do NOT abbreviate):

Degree sought: Major Department:

Number of UH credits earned to date: Cumulative GPA: (2.5 or higher required)

Courses Required for Minor in Merchandising: (24 credit hours)

- APDM 101 Introduction to the Fashion Industry
APDM 111 Design Aesthetics
APDM 216 Fashion Illustration
APDM 221 Textiles I
APDM 371 Retail Buying and Merchandising\*
APDM 375 Merchandise Planning and Control
APDM 411 Product Lifecycle Management\*
APDM 471 International Apparel Trade Issues

\*Student must request an override to register.

I am requesting an Academic Minor in Merchandising and I understand that:

- 1. This "Academic Minor Request" form should be submitted for approval to the Merchandising/Retailing Minor advisor in the Department of Family and Consumer Sciences (FCS), Apparel Product Design and Merchandising Program (APDM) two semesters prior to expected graduation.
2. Twenty-four (24) designated credit hours in APDM are required for successful completion of the minor.
3. It is my responsibility to meet with the APDM merchandising advisor one semester prior to expected graduation to complete the "Certification of Academic Minor" form.
4. A completed "Certification of Academic Minor" will be delivered to my major department for review/approval and for submission to the Department of Family and Consumer Sciences, APDM Program.

Student's signature: Date:

\*\*\*\*\*

To be completed by APDM program merchandising advisor

Request for admission into Apparel Product Design and Merchandising program as a minor in Merchandising is:

Approved Not approved

APDM advisor name:

Advisor signature: Date:

Copy distribution:

- 1. Merchandising minor advisor
2. APDM program/department files
3. Student
4. Student's MAJOR department