



ACADEMIC CATALOG

2016 - 2017

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FASHION DESIGN DEPARTMENT

Fashion Design Mission

The Fashion Department at Rocky Mountain College of Art + Design is committed to upholding the organizational culture dedicated to student learning. Our educators model professional behavior, encourage innovation, and foster student growth. We partner with our local and global industry to ensure that student skills meet the needs of the demanding market. We deliver content to meet the needs of multiple learning styles. We foster community in our diverse population, teaching students to work as members of global teams. We enable student exit competencies and prepare students to become contributing professionals in our exciting and fast-paced industry.

Fashion Design Program Description

When students join the Fashion Design department, they bring with them a desire to create innovative designs, to learn an array of construction techniques, to access the industry of product development and management, and finally, to understand the needs of the human form. Courses provide a broad range of studio and educational experiences which foster artistic, professional, and personal growth. In the degree, Fashion Design core courses emphasize the fundamental principles of material investigation, garment design, garment construction, manufacturing, and the management of garment design development. Foundations courses seek to develop in students the principles of visual composition, observation, and the necessary practice to critique their own work and that of others in a professional manner. Liberal Arts courses offer a broad path of study across academic disciplines in which students develop critical thinking, academic writing skills, and creative inquiry. The Fashion Design Department educates and develops future fashion designers in the technical and conceptual abilities necessary to pursue professional careers in the fashion industry. This degree program is offered only in hybrid format and is not available solely online.

Fashion Design Program Outcomes

- **CONCEPT:** Students demonstrate the ability to forecast trends in the fashion industry and determine their unique stylistic characteristics through color, pattern, texture and finish of materials.
- **FOUNDATIONAL:** Students will understand the vocabulary of the fashion industry, comprehend the timeline involved in product development from design concept to reach retail sales, and have an awareness of fashion and marketing practices.
- **CONSTRUCTION:** Students will demonstrate the ability to translate fashion designs for manufacturing reproduction by draping, flat pattern, marking and sewing construction.
- **TECHNICAL:** Students will demonstrate the ability to create flat sketches and technical packages used within the apparel industry. Students will create design ideas through hand drawing and computer-aided design.
- **PROFESSIONAL:** Students will demonstrate essential knowledge and practical strategies necessary to market product design from the original concept through merchandising, financing, sourcing, contracting, quality control, and sale. Students will learn behaviors consistent with professional practices within the apparel industry.

Fashion Merchandising Program Description

When students join the Fashion Merchandising program, they bring with them a desire to contribute to the fashion industry and a passion for distributing style to various target markets. Courses provide concept, foundational, business, technical, and application skill. Students will learn to creatively address consumers' needs through fashion forecasting, presentation, product development, production timelines, supply chain management, and styling. In the degree, Fashion Merchandising core courses emphasize the nuances of fashion as a product and consumers' reaction to fashion as a form of self-expression. Foundations courses seek to develop in students the principles of visual composition, observation, and the necessary practice to critique their own work and that of others in a professional manner. Liberal Arts courses offer a broad path of study across academic disciplines in which students develop critical thinking, academic writing skills, and creative inquiry. The Fashion Merchandising Department educates and develops students to be analysts and problem solvers in this creative and fast-paced industry. This program trains students as critical thinking individuals ready for entry-level positions in the following areas: merchandisers, buyers, visual merchandisers, brand managers, merchandise planners, trend forecasters, account managers, etc. and with a specialization, fashion stylists.

This degree program is offered both online and in hybrid formats.

Transfer students seeking admissions to the Creative Writing Program must have Chair approval prior to enrollment.

Fashion Merchandising Program Outcomes

- **COMMUNICATION:** Students will prepare and deliver oral and written communications using appropriate technologies, across interpersonal and organizational channels.
- **PROFESSIONAL:** Students will demonstrate command of business fundamentals in the functional areas of budgeting, sourcing, financial planning, consumer behavior and relations, and supply chain management.
- **CONCEPT:** Students will apply creative and critical problem solving to product development, fashion trend-forecasting, sales and marketing, live event production, competitive analysis, visual merchandising, and product branding for target markets.
- **COLLABORATION:** Students will manage individual and collaborative project plans.
- **TECHNICAL:** Students will develop technical skills in management and creative software.
- **ANALYTICAL:** Students will apply retail math to open-to-buy sheets, purchasing reports and purchase orders, and product lifestyle management.

FASHION DESIGN BFA On-Ground Degree Requirements

Liberal Arts: 45 credits

Art History	12
AH 2090 History of Fashion	3
EN 1110 Composition I	3
EN 1111 Composition II	3
HU 2210 Western Civilization I	3
HU 2211 Western Civilization II	3
Humanities	6
Mathematics	3
Physical + Natural Sciences	3
Social + Behavioral Sciences	6

See Liberal Arts Department for specific classes

Foundations: 24 credits

FD 1020 2D Design: Elements + Principles	3
FD 1030 Design Lab	0
FD 1120 Topics in Color	3
FD 1275 Drawing I	3
FD 1280 Drawing II	3
FD 1370 Life Drawing I	3
FD 1380 Life Drawing II	3
FD 1600 Studio Seminar: Methods of Inquiry	3
FD 2130 3D Design: Space + Materiality	3
FD 2300 Foundations Sophomore Portfolio Review	0

Fashion Design: 54 credits

FS 1210 Fashion Industry Survey	3
FS 1110 Fashion Design I	3
FS 1310 Construction I	3
FS 1350 Draping + Drafting I	3
FS 2510 Textile Science	3
FS 2110 Fashion Design II	3
FS 2130 Apparel	3
FS 2150 Accessories	3
FS 2180 Sustainable Fashion	3
FS 2310 Construction II	3
FS 2410 Design Technologies	3
FS 3000 Fashion Design Junior Portfolio Review	0
FS 3170 Couture Construction	3
FS 3210 Product Development + Management	3
FS 3220 Visual Merchandising	3
FS 3310 Construction III	3
FS 3470 CAD Production Patternmaking	3
FS 3570 Textiles: Knits + High Tech	3
FS 4000 Senior Portfolio + Fashion Show	0
FS 4210 Professional Practices	3
OR	
FS 3601 Fashion Design Internship Part I	1.5
FS 3602 Fashion Design Internship Part II	1.5

Total credits required 123

FASHION MERCHANDISING BA Degree Requirements

Liberal Arts: 45 credits

AH 1000 History of Visual Design	3
AH 2091 History of Fashion I: Ancient World to 19th Century	3
AH 2092 History of Fashion II: 20th and 21st Centuries	3
EN 1110 Composition I	3
EN 1111 Composition II	3
HU 2210 Western Civilization I	3
HU 2211 Western Civilization II	3
Humanities	6
MA 1220 Financial Principles + Practices	3
Physical + Natural Sciences	3
Social + Behavioral Sciences	6

See Liberal Arts Department for specific classes

Foundations: 12 credits

FD 1020 2D Design: Elements + Principles	3
FD 1030 Design Lab	0
FD 1120 Topics in Color	3
FD 1275 Drawing I	3
FD 2130 3D Design: Space + Materiality	3

Fashion Merchandising: 69 credits

FS 1000 Fashion Industry Survey	3
FS 2510 Textile Science	3
FM 1000 Fundamentals of Consumer Behavior	3
BCI 1100 Business Management for the Creative Industries	3
BCI 1110 Principals of Creative Management	3
FM 1200 Fashion Forecasting	3
FM 2000 Apparel Product Evaluation	3
FM 2100 Retailing	3
BCI 2100 Introduction to Digital Marketing and Sales	3
FM 2110 Retail Buying	3
FM 2200 Merchandise Math	3
FM 2210 Merchandising	3
FM 2220 Visual Merchandising	3
FM 2400 Wholesale Selling	3
FM 2500 Market Research	3
FM 2700 Influential Designers	3
BCI 3110 Social Media Coordination	3
FM 3000 Junior Portfolio	0
FM 3100 Editorial and Live Event Styling	3
FM 3200 Product Development and Supply Chain Management	3
FM 3300 Product Lifecycle Management (Inventory Management)	3
FM 4000 Senior Portfolio	0
FM 4100 Fashion Show Production	3
FM 4210 Professional Practice	3
FM 3601 Internship I	1.5
FM 3602 Internship II	1.5

Total credits required 123

Fashion Design Course Descriptions

FS 1000

Fashion Industry Survey

3 credits

This lecture course provides an introduction and overview of the operations of the fashion industry from concept to consumption. Students explore topics such as the vocabulary of fashion, the process of product development, marketing, and business practices. At the conclusion of this course, students will demonstrate an understanding of foundational aspects of the fashion industry.

Prerequisite: none

FS 1110

Fashion Design I

(3 credits)

In the first of a sequence of two courses, students will develop the essential practice of conveying a design concept in a manner that can be interpreted for reproduction, which includes researching design practices, sketching, drawing, and silhouette development. An introduction to textiles, basic texture rendering and product specification will also be addressed. At the conclusion of this course, students will present their fashion design concepts on a comprehensive illustration board, demonstrating their understanding of the defining production implications.

Prerequisite: FD 1275 Drawing I and FS 1210 Fashion Industry Survey

FS 1210

Fashion Industry Survey

(3 credits)

This lecture course provides an introduction and overview of the operations of the fashion industry from concept to consumption. Students explore topics such as the vocabulary of fashion, the process of product development, marketing, and business practices. At the conclusion of this course, students will demonstrate an understanding of foundational aspects of the fashion industry.

Prerequisite: none

FS 1310 / PCFS 1310

(Pre-College Program) Construction I

(3 credits)

In the first of a sequence of three courses, students will learn how to cut and sew materials together to create three-dimensional forms through simple stitching methods by hand and industrial sewing machine. Various techniques for joining, securing, turning, shaping, and finishing will be practiced to complete a conventional finished garment. Both woven and knitted materials will be handled to experience the different methods of construction. During the process, students will document the techniques and methods to initiate preliminary construction specifications. At the conclusion of this course, students will have sewn together pattern parts of one of their designs to construct a complete garment supported by instructions for the duplication process.

Prerequisite: none

FS 1350

Draping + Drafting

(3 credits)

This course initiates imaginative design ideas through the process of material draping on the dress form paired with the traditional, technical draping of muslin on the dress form to teach foundational pattern drafting and truing. Students will have the opportunity to freely express their fashion ideas while learning the customary practices for supporting their fashion designs with a blueprint for production manufacturing. At the conclusion of this course, students will have sloper/block, flat patterns to support their original fashion design concepts in three conventional regions: bodice with sleeves, collar and closure, skirt and trouser with zipper or wrap closure.

Prerequisite: FS 1310 Construction I

FS 2110

Fashion Design II

(3 credits)

In the second of a two-course sequence, students further develop and refine their skills in sketching, drawing, and silhouette development with an emphasis on global fashion trends. Students will progress toward the development of complete apparel line presentations that incorporate contemporary fashion movements with originality of design, fabric, color and silhouette. At the conclusion of this course, students will have developed a broader understanding of their task to communicate and position their personal fashion design concepts with credibility and innovation within the global fashion market.

Prerequisite: FS 1110 Fashion Design I

FS 2130

Apparel

(3 credits)

This course explores distinctions between three genres of apparel design: to Womenswear, Menswear, and Childrenswear, along with a variety of subcategories for advanced study in second level courses. Students will study the history of apparel design evolution in a cultural context from modernity to contemporary fashion to assist the student in determining their design predilection. At the conclusion of this course, students will have identified a propensity for a specific category of apparel design to direct their future studies in the fashion design program.

Prerequisite: none

FS 2150

Accessories

(3 credits)

This course focuses on three distinct categories of fashion accessory: footwear, handbags, and headgear/millinery. Students will examine the design and technical aspects of creating fashion accessories for complementing apparel. Form and function will be studied from a historical perspective and from contemporary design practice. Materials beyond the textiles of apparel will be investigated for accessory fabrication and construction to include leather, plastics, felts, and novelties. At the conclusion of this course, students will have a broad understanding of a wide range of fashion accessories that require specific design knowledge to direct their future studies in the fashion design program.

Prerequisite: none

FS 2180
Sustainable Fashion
(3 credits)

This course focuses on the philosophy of sustainable design by teaching design approaches and methods that comply with the principles of social, economic, and ecological sustainability in design of textiles and product. At the conclusion of this course students will have develop an understanding of how to minimize negative environmental impact and encourage social consciousness and responsibility.

Prerequisite: none

FS 2310
Construction II
(3 credits)

The second of a three-course sequence brings together the necessary technical transitions of drape, draft, and construction that support a design concept to a finished product. At the conclusion of this course, students will advance their skills to interpret, craft, and engineer their personal designs from various perspectives of manufacturing reproduction represented in a complete and finish garment of complexity with specification supplementation.

Prerequisite: FS 1350 Draping and Drafting

FS 2410
Design Technologies
(3 credits)

This course introduces students to the fundamentals of computer-aided design (CAD) used by leading apparel and textile companies for design rendering, and textile development. At the conclusion of this course, students will have a comprehensive scope of the CAD technologies available to them for documenting, translating, and engineering their design intentions for market presentation.

Prerequisites: FS 1110 Fashion Design I and FD 1020 2D Design: Elements + Principles

FS 2510
Textile Science
(3 credits)

This course explores the scientific fundamentals of natural and synthetic textile fibers, yarn and production fabric construction for both weaving and knitting. Students will investigate the related processes of dyeing, printing and finishing. At the conclusion of this course, students will apply their working knowledge of various textiles properties toward an original fashion design for evaluation.

Prerequisite: none

FS 3000
Fashion Design Junior Portfolio Review
(0 credits)

Students who have completed 60 – 90 credit hours present a cumulative portfolio of work from Fashion courses in a portfolio review to ensure they are progressing adequately in the Fashion program. This review is designed to identify students' strengths and weaknesses so that they may address both in their upcoming major coursework.

Prerequisite: none

FS 3170
Couture Construction
(3 credits)

This advanced level course introduces special tailoring techniques and garment construction associated with couture's drape and design. Students will examine high fashion construction and practice various duplicating methods to develop a sophisticated sample library of design structure and creation. At the conclusion of this course, students will understand the complexity of couture' design construction and the special handling of couture production.

Prerequisite: FS 2310 Construction II

FS 3210
Product Development + Management
(3 credits)

This course focuses on the scope of product line development and management. Students will develop skills for coordinating, editing and merchandising a full collection of fashion items, including the scheduling for manufacturing production and marketing release. Technical packages will be developed. At the conclusion of this course, students will have a working knowledge of how to manage the development of a complete line of products from concept to wholesale release.

Prerequisite: none

FS 3220
Visual Merchandising
(3 credits)

This course introduces the student to the craft of visually merchandising fashion products in a promotional display. Retailing principles and procedures will be explored to incorporate fashion in context. At the conclusion of this course, students will have a fundamental understanding of how to arrange fashion products in a display for visual impact.

Prerequisite: none

FS 3310
Construction III
(3 credits)

This advanced-level course focuses on product construction beyond the fundamental stitch and join techniques of sample making. Students will learn the theory of assembly line fabrication with it's automated handling techniques along with the use of industrial machinery and production materials for manufacturing and durability. At the conclusion of this course, students will have the practical knowledge and skills to negotiate the order of production assembly and direct product construction in a manufacturing plant.

Prerequisite: FS 2310 Construction II

FS 3470
CAD Production Patternmaking
(3 credits)

This advanced level course expands the knowledge of CAD design technologies used in manufacturing production to include the development of production patterns, pattern grading, zero waste markers, laser cutting and inventory control. Students will experience the full capacity of pattern design software system to understand the process of a product's mass production cycle along with the skills to make decisions of cost efficiency. At the conclusion of this course, students will have the knowledge to develop and supervise the engineering of mass pattern parts prepared for construction in production manufacturing.

Prerequisite: FS 2410 Design Technologies and FS 1350 Draping + Drafting

FS 3570
Textiles: Knits + High Tech
(3 credits)

The emphasis of this course is to advance knowledge in textiles specific to high performance and knitting novelties. Students will experiment with a variety of knitting techniques using software, and will examine and test various high-tech synthetic fiber qualities to determine durability, utility, and function relevant to fashion implementation of performance apparel and products. At the conclusion of this course, students will have a working knowledge of the potential to engineer performance apparel and specialized knitting applications in fashion and product design.

Prerequisite: FS 2510 Textile Science

FS 3601 / 3602
Fashion Design Internship Part I and II
(1.5 credits each)

The Fashion Internship program enables students to work with established professionals specifically related to their academic and career interests. Under the direction of the Department Chair, Department Internship Coordinator, and the Office of Career + Alumni Services, students are carefully evaluated to facilitate the best possible student/sponsor connection, and a planned program of activities is then coordinated with the professional internship sponsor. Upon successful completion of the internship program, students will have real-world work experience, preparing them for a career in the fashion industry.

Prerequisites: Approval of Department Chair or Department Internship Coordinator

FS 4000
Senior Portfolio + Fashion Show
(0 credits)

This portfolio review begins the student's preparation for the graduation fashion show and for transition from the academic environment to the professional world. The student's portfolio is critiqued by department faculty, and post graduation plans are discussed.

Prerequisite: FS 3170 Couture Construction

FS 4210
Fashion Professional Practices
(3 credits)

This advanced-level course prepares the Fashion major with essential knowledge and practical strategies necessary to market product design from the original concept through merchandising, financing, sourcing, contracting, quality control, and sales to include exposure to global international trade and e-commerce. At the conclusion of this course, students will have fundamental knowledge of how a fashion industry business functions and how to oversee productivity to include the venture of entrepreneurship.

Prerequisite: none

Fashion Merchandising Course Descriptions

FM 1000

Fundamentals of Consumer Behavior

3 credits

This course focuses on why consumers make purchasing decisions and how fashion sellers can reach these consumers through marketing and public relation efforts. Students will study the way in which demographics and psychographic elements affect these decisions. Brand identity and it affect on consumer behavior will be discussed

Prerequisite: none

FM 1200

Fashion Forecasting

3 credits

Trend forecasting involves determining the colors, silhouettes, styles, and fabrics that will be important to consumers in time to produce those items. This process relies are market research including visits runway shows, museums, art shows, and observing street fashion. This information is then processed for upcoming seasons and target markets. This class instructs students in the process of trend forecasting and application to each target market.

Prerequisite: none

FM 2000

Apparel Product Evaluation

3 credits

In order to successfully sale apparel merchandise, students must first have an idea of garment quality and construction. This course focuses on the needs of a garment, its construction and usages. Stitch type, fabrics, and processes will be discussed. This course focuses on garment quality in comparison to price points.

Prerequisite: none

FM 2100

Retailing

3 credits

This course takes an entrepreneurial approach to examining the retail environment, retail store management, and retail strategies. Learners will gain an understanding of the current retail marketplace, including industry research. They will delve into location options, management structure, market penetration, merchandise plans, and generate future growth strategies.

Prerequisite: none

FM 2110

Retail Buying

3 credits

In this course, students will gain an understanding of the current retail marketplace and will advance their knowledge of the way in which merchandise is obtained and sold. The role of the buyer is discussed in detail. Students analyze and apply real world buying functions and responsibilities as a means of studying the principles, procedures, and techniques practiced by buyers of fashion goods.

Prerequisite: FM 2100 Retailing

FM 2200

Merchandise Math

3 credits

Merchandising involves planning the mix of items that a retailer offers a consumer and promoting those items. Analysis and planning is key to success as a merchandiser, in this class, students will learn the math that goes into the decision making process.

Prerequisite: FM 2100 Retailing, BCI 1100 Business Management for the Creative Industries

FM 2210

Merchandising

3 credits

This course advances the knowledge from previous courses to the management of the assortment mix offered by retailers, with consideration of the fast paced and changing fashion lifecycle and industry. Students will consider changing consumer behavior and private labels, and innovative promotions towards competitive advantage. Progressing in their understanding of merchandising math, students will make decisions that result in strategic merchandise planning.

Prerequisite: none

FM 2220

Visual Merchandising

3 credits

This course illustrates the relationship between visual merchandising and merchandise promotion in relationship to buyer's, merchandisers, and marketers. Students will learn visual basics that will support the creation of tabletop, in store floor, and window displays. A comprehensive understanding of mannequins, planograms, and display equipment will result, as well as, an understanding of visual merchandising as in store communications.

Prerequisite: none

FM 2400

Wholesale Selling

3 credits

Wholesale selling is the process of manufacturers selling to retail buyers, usually conducted through a sales representative (sales rep). This course focuses on the role of the sales rep in the process of selling goods to retail outlets; through show room sales and trade shows. Students will analyze the differences between single-line and multi-line selling and will gain an understanding of the financial implications of each. Marketing materials, such as line sheets, will be discussed.

Prerequisite: none

FM 2500
Market Research
3 credits

The relationship and importance of market research to merchandising is considered in this dynamic course. Research will be conducted to identify marketing methods, and evaluate the economic market and condition. Prediction information will be sourced, compiled, and utilized to indicate future decisions and directions. An understanding of the role of the market researcher as a career will be discovered.

Prerequisite: BCI 1100 Business Management for the Creative Industries

FM 2700
Influential Designers
3 credits

This course focuses on the designers that have shaped our industry. Students will learn key innovators and their contribution to the fashion industry. Classic names such as Charles Worth, Coco Channel, and Christian Dior will be discussed as well as current designers.

Prerequisite: none

FM 3000
Junior Portfolio
0 credits

Students who have completed 60 – 90 credit hours present a cumulative portfolio of work from core courses in a portfolio review to ensure they are progressing adequately in the program. This review is designed to identify students' strengths and weaknesses so that they may address both in their upcoming major coursework.

Prerequisite: students must have completed at least 60 credit hours

FM 3100
Editorial and Live Event Styling
3 credits

Have you ever wondered why celebrities look so good on the red carpet? Or how a magazine spread is conceptualized and executed? This course discusses the role of a stylist and other participants in these events, including the art director, hair and make-up (MUA) artists, and commercial photographer. Students will plan and execute a styled event, producing portfolio quality images.

Prerequisite: none

FM 3200
Product Development and Supply Chain Management
3 credits

This course covers the process of developing product that meets the needs of a specified target market. The course will build upon market analysis and trend forecasting skills to the actual production of fashion merchandise samples. This course will discuss vendor relationships, contracting, and supply chain management in the timely production of samples. PLM software will be introduced.

Prerequisite: FM 1200 Fashion Forecasting, FM 2100 Retailing, FM 2500 Market Research

FM 3300
Product Lifecycle Management (Inventory Management)
3 credits

Each fashion product has a lifecycle, from ideation through creation and distribution to phase-out. In this class students will learn the process of managing a product through its entire lifecycle. Building upon skills learned in the prerequisite course, students will learn to take a product from its development stage through distribution to manage sales reorders. Re-imaging best sellers into new styles will be evaluated and planned. PLM software will be discussed.

Prerequisite: FM 3200 Product Development and Supply Chain Management

FM 4000
Senior Portfolio
0 credits

This portfolio review begins the student's preparation for transition from the academic environment to the professional world. The student's portfolio is critiqued by department faculty, and post graduation plans are discussed.

Prerequisite: students must have completed at least 90 credit hours

FM 4100
Fashion Show Production
3 credits

Students will learn all aspects of producing a fashion show beginning with concept and then. This course reviews the history of fashion shows and their changing roles in the industry. All aspects of fashion show production will be discussed including model casting, budgeting, marketing, contractors and rentals.

Prerequisite: to be taken in the senior year

FM 4210
Professional Practice
1.5 credits

This advanced level course prepares the Fashion major with essential knowledge and practical strategies necessary to market product design from the original concept through merchandising, financing, sourcing, contracting, quality control, and sales to include exposure to global international trade and e-commerce. At the conclusion of this course, students will have fundamental knowledge of how a fashion industry business functions and how to oversee productivity to include the venture of entrepreneurship.

Prerequisite: none

FM 3601
Internship I
1.5 credits

The Fashion Internship program enables students to work with established professionals specifically related to their academic and career interests. Under the direction of the Department Chair, Department Internship Coordinator, and the Office of Career + Alumni Services, students are carefully evaluated to facilitate the best possible student/sponsor connection, and a planned program of activities is then coordinated with the professional internship sponsor. Upon successful completion of the internship program, students will have real-world work experience, preparing them for a career in the fashion industry.

Prerequisites: Approval of Department Chair or Department Internship Coordinator

FM 3602
Internship II
1.5 credits

The Fashion Internship program enables students to work with established professionals specifically related to their academic and career interests. Under the direction of the Department Chair, Department Internship Coordinator, and the Office of Career + Alumni Services, students are carefully evaluated to facilitate the best possible student/sponsor connection, and a planned program of activities is then coordinated with the professional internship sponsor. Upon successful completion of the internship program, students will have real-world work experience, preparing them for a career in the fashion industry.

Prerequisites: Approval of Department Chair or Department Internship Coordinator and successful completion of FM3601

ILLUSTRATIVE DESIGN DEPARTMENT

Illustrative Design Mission

The Illustrative Design program utilizes interdisciplinary approaches to illustration and communications design to prepare students artistically and intellectually for professional careers.

Illustrative Design Program Description

The Bachelors of Fine Arts in Illustrative Design is designed for students interested in both illustration and design and approaches both disciplines with a specific, interdisciplinary focus that highlights the

changing role and fusion of illustrators and designers within contemporary culture. Students enrolled in the program will gain the ability to solve communications design problems, basic business practices within the files of illustration and graphic design, an understanding and application of design competencies as well as design history, theory and criticism, critical thinking skills and cultural and communication competencies.

Illustrative Program Outcomes

- IL 1A: Students demonstrate cultural competencies in the ability to describe and respond to audiences and contexts that communication and design solutions must address.
- IL 1B: Students demonstrate cultural competencies in recognizing the physical, cognitive, cultural, and social human factors that shape design decisions.
- IL 2A: Students demonstrate communication competency in the ability to solve communication + design problems.
- IL 2B: Students demonstrate communication competency in their understanding of basic business practices, including the ability to organize design projects and to work productively as a member of teams.
- IL 2C: Students demonstrate communication competency in a strong use and proficiency in storytelling & communication.
- IL 3A: Students demonstrate design competencies in understanding: symbolic representation, principles of visual organization/compositional theory and information hierarchy, and the proper use of typography and its various applications.
- IL 3B: Students demonstrate design competencies in understanding art and design history, theory and criticism.
- IL 3C: Students demonstrate design competencies in a strong use and proficiency in media and digital skills, and mechanical skills such as drawing and the use of value and color.
- IL 3D: Students demonstrate design competencies in the ability to create and develop visual form in response to communication problems.
- IL 3E: Students demonstrate design competencies in a strong sense of personal style.
- IL 4A: Students demonstrate critical thinking skills in research and information gathering, analysis, generation of alternative solutions.

ILLUSTRATIVE DESIGN BFA On-Ground and Online Degree Requirements

Liberal Arts: 45 credits

AH 1100 Art History I: Ancient to Medieval	3
AH 1200 Art History II: Renaissance to Impressionism	3
AH 2300 Art History III: Fauvism through Modern	3
AH 2050 History of Graphic Design	3
AH 2060 History of American Illustration	3
EN 1110 Composition I	3
EN 1111 Composition II	3
HU 2210 Western Civilization I	3
HU 2211 Western Civilization II	3
Humanities	6
Mathematics	3
Physical + Natural Sciences	3
Social + Behavioral Sciences	6

See Liberal Arts Department for specific classes

Foundations: 21 credits

FD 1020 2D Design: Elements + Principles	3
FD 1030 Design Lab	0
FD 1120 Topics in Color	3
FD 1275 Drawing I	3
FD 1370 Life Drawing I	3
FD 1380 Life Drawing II	3
FD 1600 Studio Seminar: Methods of Inquiry	3
FD 2130 3D Design: Space + Materiality	3
FD 2300 Foundations Sophomore Portfolio Review	0

Illustrative Design: 57 credits

IL 1020 Mastering the Pencil	3
CD 1310 Type + Layout	3
IL 1510 Perspective	3
CD 2120 Sign + Symbol	3
CD 2210 Vector Illustration	3
CD 2220 Raster Image Processing	3
CD 2410 Information Visualization	3
CD 2440 Typographic Design	3
IL 2550 Life Drawing III	3
IL 2560 Still Life Painting	3
IL 2570 Basic Illustration	3
IL 2650 Life Painting I	3
ILD 3000 Illustrative Design Junior Portfolio Review	0
CD 3040 Design Systems	3
CD 3120 Visual Sequencing	3
IL 3580 Landscape Painting	3
IL 3590 Conceptual Illustration	3
IL 3660 Illustrating Literature	3
ILD 4980 Senior Illustrative Design Seminar	3
ILD 4990 Illustrative Design Graduation Portfolio	3

Total credits required 123

Illustrative Design

Course Descriptions

ILD 3000

Illustrative Design Junior Portfolio Review

0 credits

Students who have completed over 60 credit hours are required to participate in a mid-career portfolio review before reaching 90 credits. This review is designed to identify students' strengths and weaknesses so that they may address both in their upcoming major coursework.

Prerequisites: Between 60 and 90 credit hours earned

ILD 4980

Senior Illustrative Design Seminar

3 credits

This course investigates seminal issues and ideas in illustrative design. Topics include the changing role of the illustrator and designer in contemporary culture, conflicts between commercial practice and social responsibility, and practical issues as they relate to securing a professional position in the field. Visiting illustrators and designers contribute to a thought-provoking seminar environment. At the conclusion of this course, students have successfully completed a thesis project, writing portfolio, and marketing materials.

Prerequisites: Must be a senior in their last term and ILD 3000

Illustrative Design Junior Portfolio Review

ILD 4990

Illustrative Design Graduation Portfolio

3 credits

The illustrative designer's portfolio of work is the employer's primary tool for assessing the skills and talents of a prospective employee. The portfolio is the art student's most important asset in successfully gaining employment upon graduation. Portfolio class explores these issues as well as what constitutes a professional-looking portfolio, who should see it, and how to arrange appointments. Instructors assist the students in selecting artwork for refinement and inclusion in the portfolio and in assembling the portfolio for maximum effect.

Prerequisites: Must be a senior in their last term and ILD 4980 Senior Illustrative Design Seminar.

RmcaD

ROCKY MOUNTAIN COLLEGE OF ART + DESIGN
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