

## **TEXTILE APPAREL MERCHANDISING (TAM) PROGRAM OBJECTIVES AND OUTCOMES 2017**

### **CONTENT AND PROCESS KNOWLEDGE**

Graduates of four-year baccalaureate textile and apparel programs should demonstrate ability in the following areas:

1. **INDUSTRY PROCESSES**, including the ability to:
  1. Describe and apply knowledge about the roles and functions of various industry sectors in which products are developed, produced, marketed, sold, and consumed, including construction, sourcing, manufacturing, marketing, and merchandising processes.
  2. Identify and interpret needs and wants of consumers and how industry processes are applied to plan, develop, evaluate, produce, communicate, and sell profitable product lines.
2. **APPEARANCE AND HUMAN BEHAVIOR**, including the ability to:
  1. Apply theories, concepts, and research regarding appearance and human behavior to industry and societal problems.
  2. Describe and apply knowledge about the role of dress related to cultural, historic, sociocultural, and psychological factors of dress and their impact on human behavior, including the effects of life stages, change across time, and culture.
3. **AESTHETICS AND THE DESIGN PROCESS**, including the ability to:
  1. Describe and apply knowledge about dress and appearance aesthetics<sup>2</sup> and the design process to product development, use, and evaluation to meet marketplace needs.
  2. Describe the role of historical, socio-cultural, and psychological factors in aesthetic expression.
4. **GLOBAL INTERDEPENDENCE**, including the ability to:
  1. Describe how dynamic and diverse political, cultural, and economic systems impact industry processes.
  2. Describe how theoretical perspectives on markets, trade, and economic development can be applied to historical and current data on production, consumption, and disposal of products.

### **PROFESSIONAL ATTITUDES AND SKILLS**

Graduates of four-year baccalaureate textile and apparel programs should demonstrate ability in the following areas:

1. **ETHICS, SOCIAL RESPONSIBILITY, AND SUSTAINABILITY**, including the ability to:
  - A. Identify and evaluate issues of social responsibility, professional behavior, and ethics related to the impact of individual, organizational, and corporate decision making.
  - B. Analyze and evaluate issues related to environmental sustainability and environmental impact as they relate to industry activities and processes.
2. **CRITICAL AND CREATIVE THINKING**, including the ability to:
  - A. Demonstrate critical and creative thinking skills, including the ability to critically evaluate and compare diverse perspectives.
  - B. Apply quantitative, qualitative, and technology skills to problem solving within the textile and apparel complex.
3. **PROFESSIONAL DEVELOPMENT**, including the ability to:
  - A. Communicate ideas in written, oral, and visual forms using appropriate technology in career planning for diverse industry opportunities.
  - B. Function individually, as team members and leaders within professional and culturally diverse environments.

***I- INTRODUCED; P- PRACTICE; R- REINFORCED***

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|--|---|---|-------------------------------|-----|-----|-----|-----|-----|-----|-----|-----------------------------------|----|----|----|----|----|
| Course   | Title   | Course Description  | 1.1                           | 1.2 | 2.1 | 2.2 | 3.1 | 3.2 | 4.1 | 4.2 | 1A                                | 1B | 2A | 2B | 3A | 3B |
| TAM 111  | <b>Fundamentals of Apparel Design</b>                         | Basic clothing construction techniques, pattern alterations, and use of commercial patterns.  |                               |     |     |     | IP  | IP  |     |     |                                   |    | I  | I  |    |    |
| TAM 115  | <b>Introduction to Textiles, Apparel, &amp; Merchandising</b> | A comprehensive overview of the textiles, apparel and merchandising industry specific to fashion related goods including the nature of fashion, raw materials and production, designers, retailers, and supporting services.  | I                             | I   | I   | I   |     |     | I   | I   | I                                 | I  | IP | IP | IP | IP |
| TAM 211  | <b>Apparel Design Studio I</b>                                | Experimentation in and analysis of design and fit of garments; intermediate construction techniques.  | IP                            | I   |     |     | IP  | IP  |     |     |                                   |    | IP | IP |    |    |
| TAM 212  | <b>Evaluation of Ready-to-Wear</b>                            | Identification of physical features which affect apparel quality. Analysis of ready-to-wear apparel to identify features which produce desirable aesthetic and functional performance.  | I                             | I   |     |     | IP  | IP  |     |     |                                   |    |    |    |    |    |
| TAM 213  | <b>Professional Seminar</b>                                   | Application and development of professional skills necessary to entering and successfully navigating the fashion industry.  | IP                            |     |     |     |     |     |     |     | I                                 |    | IP | IP | IP | IP |
| TAM 214  | <b>Social Psychology of Dress</b>                             | This survey course investigates the motives and meaning individuals give to bodily adornment as active participants in complex social environments. Specific focus is given to "dress" (the behaviors connected to getting dressed) and its relationship to humans from biological, aesthetic, and sociological approaches across cultures, settings, and time. |                               |     | I   | I   |     | I   | I   | I   | I                                 |    | I  |    | IP |    |
| TAM 215  | <b>Digital Technologies in the TAM</b>                        | An explanation of Adobe Creative Suite and other tools for presentation techniques within the field of fashion design and merchandising.  | IP                            | IP  |     |     | IP  | I   |     |     | IP                                |    | IP | IP | IP | IP |
| TAM 216  | <b>Survey of Fashion Industry Practices</b>                   | Provides a strong foundation for the unique application and integration of theories and practices that facilitates the development of fashion related merchandise planning and evaluation.  | I                             | I   | I   | I   | I   | I   | I   | I   | IP                                | I  | IP | IP | IP | IP |
| TAM 217  | <b>Textile I</b>  | The study of textiles concerning fiber, yarn, fabric construction, and finishes which affect the selection, use, and care of textiles.  | IP                            | IP  |     |     | I   | I   | I   | I   | I                                 | I  | IP | IP | IP | IP |
| TAM 217L   | <b>Textiles I Labs</b>  | Lab component of Textile I  |                               |     |     |     |     |     |     |     |                                   |    |    |    |    |    |
| TAM 310  | <b>Illustration</b>   | Illustration techniques for the fashion figure and rendering of garment and fabric details using various media. Includes portfolio development.   | IP                            | IP  |     |     | IP  | IP  |     |     |                                   |    | IP |    | IP |    |
| TAM 311  | <b>Apparel Design Studio II (Flat Pattern)</b>                | Analysis of the human form, development of basic sloper patterns, creation of original designs through pattern manipulation techniques.   | IP                            | IP  |     |     | IP  | IP  |     |     | P                                 | IP | PR | I  | I  |    |
| TAM 312  | <b>Weaving I</b>  | An exploration of weave structures, elements and principles of design. Use of computer software programs in the development of weave structures and designs.  | I                             | IP  | IP  | I   | IP  | I   |     |     | I                                 | I  | IP | IP | IP | IP |

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| TAM 314  | History of Costume                                  | Fashion reflects the social, political, economic, and artistic forces in history. Through the analysis of dress; historical events, environments, and people can be connected to change. The course examines the history of western dress from ancient times to the twentieth century. Emphasis on representative style and change over time. The course is designed to help the student connect historical events, social attitudes, environmental changes, and economic status to the dress of the time. The course will reveal cycles in fashion that are repeated representing change of attitudes that lead to modification in social, economic, or political transformation. The course is broken down into time periods in which similar costumes are reflected. The transition between time periods is explored as gradual change occurs in costume components. |                               |     | I   | I   |     | I   |     |     | IP                                | I  |    |    | IP | IP |
| TAM 317  | Computer Aided Design                               | Computer aided design (CAD) methods for product development, including design, specifications, costing, patternmaking, plotting and grading.  | IP                            | P   |     |     | P   | P   |     |     | I                                 | I  | PR | PR | PR |    |
| TAM 318  | Internship  | Supervised field experiences in organizations with a textile, apparel, or merchandising focus.  | IP                            | IP  |     |     |     |     |     |     | P                                 |    | IP | IP | PR | PR |
| TAM 320  | Omi-Channel Distribution of Apparel Goods           | A global perspective of merchandising and retailing principles with specific application to the soft goods industry through various distribution channels.  | IP                            | IP  |     |     |     |     |     |     | IP                                | IP | IP | IP | PR | PR |
| TAM 323  | Quantitative Analysis of Merchandising              | Introduction to principles necessary for understanding profitable merchandising organizations.  | IP                            | IP  |     |     |     |     |     |     | I                                 |    | IP | IP | P  | P  |
| TAM 411  | Apparel Design Studio III (Draping: Woven and Knit) | Fundamental principles in developing basic silhouettes of skirts, blouses, bodices, and collars by draping techniques. Understanding of woven and knit fabric characteristics and drape on the development of silhouette and style.   | IP                            | IP  |     |     | PR  | PR  |     |     |                                   | P  | PR | PR |    | P  |
| TAM 417  | Textiles II   | Exploration of textile surface design techniques with emphasis on composition using varied media and materials. Basic hand rendering techniques for presentation and communication of concepts.   | IP                            | IP  |     | IP  | PR  | PR  |     |     |                                   | IP | PR | PR | PR | PR |
| TAM 424  | Global Sourcing Strategies                          | Exploration and application of sourcing strategies aimed at determining how and where apparel goods or components are acquired as a means for competing in a global environment with emphasis in social and environmental responsibilities.   | IP                            | IP  |     |     |     |     | IP  | IP  | IP                                | IP | IP | IP | PR | PR |
| TAM 425  | Fashion Consumers                                   | Utilizing consumer behavior and cultural frameworks to develop critical sensitivities to varying consumer needs and wants for fashion related products and services.  | IP                            | IP  | P   | P   |     |     |     |     | P                                 | P  | P  | P  | PR | PR |
| TAM 426  | Information Analysis in Merchandising               | The analysis of information necessary for making effective fashion related business decision as it relates to the application of planning, developing, and presenting product lines.  | PR                            | PR  | IP  | IP  | IP  | IP  | PR  | P   | P                                 | P  | P  | P  | R  | R  |

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| <b>TAM 427</b>   | <b>Softgoods - Branding and Promoting</b>                 | The management of apparel brands as a mean to attract customers and increase brand loyalty. Specific focus is given to luxury consumer goods and global markets.  | I<br>R                        | I<br>R | I<br>R | I<br>R |        |        |        |        | P<br>R                            | P<br>R | P<br>R | P<br>R | P<br>R | P<br>R |
| <b>TAM 428</b>   | <b>Softgoods - Selling and Managing</b>                   | A critical analysis of internal, wholesale and retail selling, management, and presentation of softgoods.   | I<br>R                        | I<br>R | I<br>R | I<br>R |        |        |        |        | P<br>R                            | P<br>R | P<br>R | P<br>R | P<br>R | P<br>R |
| <b>TAM 429</b>   | <b>Forecasting in Textile, Apparel, and Merchandising</b> | Apply consumer, aesthetic, and quantitative trend information to develop values added apparel/textile product and product line with merchandising/promotion campaigns for diverse target markets.   | I<br>R                        | I<br>R | I<br>R | I<br>R | I<br>R | I<br>R | I<br>R | I<br>R | P<br>R                            | P<br>R | P<br>R | P<br>R | P<br>R | P<br>R |
| <b>TAM 460</b>   | <b>Capstone Design Collection</b>                         | Planning and implementing strategies necessary for securing career positions in fashion. Development of the portfolio and a line of textiles or clothing. Planning and production of the annual fashion show.   | P<br>R                        | P<br>R | P<br>R | P<br>R | P<br>R | P<br>R | P<br>R | P<br>R | R                                 | R      | R      | R      | R      | R      |
| <b>TAM 470</b>   | <b>Capstone Merchandising and Retailing Applications</b>  | A project-driven course focused on research, problem solving, creative thinking, data analysis, interpretations and applications involved in the creation and maintenance of social/profit driven enterprises. Focus on developing leadership skills with emphasis on small and large groups. | P<br>R                        | P<br>R | P<br>R | P<br>R | P<br>R | P<br>R | P<br>R | P<br>R | R                                 | R      | R      | R      | R      | R      |