

# APPAREL DESIGN AND MERCHANDISING

(ADAM)

The Apparel Design and Merchandising (ADAM) Program offers fundamental and advanced education in Apparel Design and Production. Our curriculum is industry driven and incorporates current trends, computer technology and the high standard of skills required for a successful career in the ever expanding field of fashion. The foundation of the ADAM curriculum:

These are the **Program Learning Outcomes:**

- Students will acquire the basic skills and knowledge needed to obtain, compete, and sustain gainful employment within the vast global field of the fashion industry.
- Students will be able to communicate and present themselves effectively with confidence in a diverse global fashion market.
- Design, sketch, cost and select appropriate fabric and trims for several outfits in various garment and price categories.
- Articulate in a clear written or oral dissertation the steps involved in the production pattern and size grading process.
- Analyze critically the rationale used in applying basic drafting principles, methods and techniques learned in class to the solving of new concepts and ideas.
- Develop a portfolio for an original clothing collection.

The fashion industry is multifaceted and the positions available to an individual starting a career are numerous, diverse and international. The apparel industry is the second largest industry in the United States. The San Francisco, Oakland Bay Area is one of the largest apparel manufacturing and retailing centers in the nation. San Francisco based LEVI STRAUSS & CO. is one of the largest apparel manufacturing companies in the world. Continued industry growth has insured California's position as a major fashion influence both nationally and internationally.



The ADAM Program is designed to prepare students for entry-level employment in the apparel industry. Each ADAM course may be taken for either unit credit or non-credit by a student interested in a particular subject. The ADAM Program offers both a two-year certificate and an AA Degree with major curriculum emphases on design and production. ADAM provides an affordable education compared to private institutions and affords the opportunity of a creative and financially stable career.

ADAM instructors are degreed industry professionals who bring years of teaching and industry experience to the classroom. They keep current with trends and technology through work with advisory board members, regional design manufacturers, community meetings, public relations, seminars and various other forms of media resources.

Quotes from ADAM alumni:

*"The instructors brought patience, humor and years of industry experience into the classroom. Today I have a career that provides both creative stimulation and the financial stability that I crave." - Tina R.*

*"I received a great education at a fraction of the cost when compared to other Bay Area design schools. I earned my certificate in Fashion Design, graduated with no school debt and am now working for a top apparel company in the Bay Area!" - Beth C.*

A student who successfully completes the requirements listed below will be eligible for a Certificate of Achievement in Apparel Design and Merchandising. The AA degree in Apparel Design and Merchandising will be awarded upon satisfactory completion of the major course requirements listed below and the General Education requirements for the Associate in Arts Degree listed in the Degrees and Programs section of this Catalog.

#### Degree Major/Certificate Requirements:

Dept/No.	Title	Units
ADAM 101	Apparel Textiles	2
ADAM 103	Apparel History	2
ADAM 111	Apparel Design and Sketching I	2
ADAM 113	Apparel Design and Sketching II	2
ADAM 131	Apparel Construction I	4
ADAM 132	Apparel Construction II	4
ADAM 214	Advanced Design and Line Development I	4
ADAM 215	Advanced Design and Line Development II	4
ADAM 216	Production Pattern and Size Grading I	2
ADAM 217	Production Pattern and Size Grading II	2
ADAM 221	Pattern Drafting I	4
ADAM 222	Pattern Drafting II	4
ADAM 224	Pattern Draping I	4
ADAM 225	Pattern Draping II	4
ADAM 229	Portfolio Development I	2
ADAM 230	Portfolio Development II	2
	<b>Total Required Units:</b>	<b>48</b>



#### ADAM 48AA-FZ

##### Selected Topics in Apparel Design and Merchandising

.5-9 units: 0-9 hours lecture, 0-27 hours laboratory (GR or P/NP)

Acceptable for credit: CSU

See section on Selected Topics. 1303.10

#### ADAM 49

##### Independent Study in Apparel Design and Merchandising

.5-5 units: .5-5 hours lecture (GR or P/NP)

Acceptable for credit: CSU

See section on Independent Study. 1303.10

#### ADAM 101

##### Apparel Textiles

2 units, 2 hours lecture (GR or P/NP)

Acceptable for credit: CSU, UC

Introduction to the components of fabrics: Emphasis on the composition and relationship of fibers, yarns, construction, and finishes used in the creation of apparel textiles. 1303.10

#### ADAM 103

##### Apparel History

2 units, 2 hours lecture (GR or P/NP)

Acceptable for credit: CSU

Overview of ethnic and fashion apparel history: Emphasis on historic costume as a source of influence and inspiration to the clothing of current as well as past cultures. 1303.10

#### ADAM 111

##### Apparel Design and Sketching I

2 units, 1 hour lecture, 3 hours laboratory (GR or P/NP)

Recommended preparation: Engl 201A or ability to speak, read, and write English

Acceptable for credit: CSU

Survey of the structure and relationship of the three major divisions of the apparel industry – raw materials production, design and manufacturing, and retail merchandising: Beginning instruction in fashion sketching with emphasis placed on accurate standard body proportions and clearly defined apparel construction details needed to create sample-room work sketches. 1303.10

**ADAM 113****Apparel Design and Sketching II**

2 units, 1 hour lecture, 3 hours laboratory (GR or P/NP)

Prerequisite: ADAM 111

Recommended preparation: Engl 201A or ability to speak, read, and write English

Acceptable for credit: CSU

Continuation of ADAM 111: Organization of original design concepts in a variety of assigned price, size, style and seasonal categories; fashion sketching and rendering using various full color media.

1303.10

**ADAM 131****Apparel Construction I**

4 units, 2 hours lecture, 6 hours laboratory (GR or P/NP)

Recommended preparation: Basic sewing skills

Acceptable for credit: CSU

Basic industry apparel construction techniques: Application of industrial machine operations, hand sewing methods, sequence of assembly, construction and pressing methods and techniques used in apparel sample making, and volume production for various price categories; emphasis on casual and sportswear apparel. 1303.10

**ADAM 132****Apparel Construction II**

4 units, 2 hours lecture, 6 hours laboratory (GR or P/NP)

Prerequisite: ADAM 131

Acceptable for credit: CSU

Continuation of ADAM 131: Intermediate industry apparel construction techniques, practical application of industrial machine operations, hand sewing methods, sequence of assembly, under-construction and shaping, construction and pressing methods and techniques used in apparel sample making, and volume production for various price categories; emphasis on tailored and evening wear apparel. 1303.10

**ADAM 214****Advanced Design and Line Development I**

4 units, 2 hours lecture, 6 hours laboratory (GR or P/NP)

Prerequisite: ADAM 113, 222, 225, and 132

Apparel design and line development: Incorporating skills and applications in designing, sketching, pattern development, fitting, construction, pressing, costing, marketing and production analysis; wholesale sample garments of student's original design concepts in assigned categories. 1303.10

**ADAM 215****Advanced Design and Line Development II**

4 units, 2 hours lecture, 6 hours laboratory (GR or P/NP)

Prerequisite: ADAM 214

Continuation of ADAM 214: Applications in designing, sketching, pattern development, fitting, construction, pressing, costing, marketing and production analysis; wholesale sample garments of student's original design concepts in assigned categories. 1303.10

**ADAM 216****Production Pattern and Size Grading I**

2 units, 1 hour lecture, 3 hours laboratory (GR or P/NP)

Prerequisite: ADAM 112, 132 and 222

Methods and applications in the development of wholesale industrial production pattern making, size grading and marker making; Production in various style, size and price categories; introduction to the use of a size grading machine and computer technology. 1303.10

**ADAM 217****Production Pattern and Size Grading II**

2 units, 1 hour lecture, 3 hours laboratory (GR or P/NP)

Prerequisite: ADAM 216

Continuation of ADAM 216: Continued development of wholesale industrial production pattern making, size grading and marker making; production in various style, size and price categories; use of a size grading machine and computer technology. 1303.10



### **ADAM 220** **Apparel Design and Merchandising Special Projects Laboratory**

.5-2 units, 1.5-6 hours laboratory (P/NP)

Open-entry/open-exit course

Course is not required for ADAM Certificate of Achievement.

STUDENT MUST BE CURRENTLY ENROLLED AND ATTENDING AT LEAST ONE ADAM COURSE IN CONJUNCTION WITH ADAM 220

ADAM industrial laboratory equipment and facilities are made available to ADAM Program students to enable them to complete ADAM course "HOMEWORK" and assigned extra credit projects. Industrial equipment / ADAM facilities are NOT available to students outside the ADAM program due to safety and insurance issues. 1303.10

### **ADAM 221** **Pattern Drafting I**

4 units, 2 hours lecture, 6 hours laboratory (GR or P/NP)

Recommended preparation: Basic sewing skills and/or ADAM 224 and 131

Two-dimensional method of apparel patternmaking: Basic drafting methods and techniques, sample pattern development in paper, fit muslin development, and original design creation conforming to industrial standard-sized body forms. 1303.10

### **ADAM 222** **Pattern Drafting II**

4 units, 2 hours lecture, 6 hours laboratory (GR or P/NP)

Prerequisite: ADAM 221

Continuation of ADAM 221: Two-dimensional method of apparel patternmaking; intermediate drafting methods and techniques, sample pattern development in paper, fit muslin development, and original design creation conforming to industrial standard-sized body forms. 1303.10

### **ADAM 224** **Pattern Draping I**

4 units, 2 hours lecture, 6 hours laboratory (GR or P/NP)

Recommended preparation: Basic sewing skills and/or ADAM 221 and 131

Three-dimensional method of apparel patternmaking: Basic draping methods and techniques, sample muslin pattern development including original design creation, fitting, and testing on industrial standard-sized body forms. 1303.10

### **ADAM 225** **Pattern Draping II**

4 units, 2 hours lecture, 6 hours laboratory (GR or P/NP)

Prerequisite: ADAM 224

Continuation of ADAM 224: Three-dimensional method of apparel pattern making; Intermediate draping methods, techniques and sample muslin pattern development. 1303.10

### **ADAM 229** **Portfolio Development I**

2 units, 1 hour lecture, 3 hours laboratory (GR or P/NP)

Prerequisite: ADAM 113

Computer-based applications in the development of apparel portfolios: Basic methods and applications using ADOBE Illustrator and ADOBE Photoshop, continuation of sketching skills; emphasis on technical flats and presentation croquis development. 1303.10

### **ADAM 230** **Portfolio Development II**

2 units, 1 hour lecture, 3 hours laboratory (GR or P/NP)

Prerequisite: ADAM 229

Continuation of ADAM 229: Advanced computer-based applications in the development of apparel portfolios using ADOBE Illustrator and ADOBE Photoshop; emphasis on development of a finished fashion portfolio and resume presentation. 1303.10

### **ADAM 248AA-FZ** **Selected Topics in Apparel Design and Merchandising**

.5-9 units, 0-9 hours lecture, 0-27 hours laboratory (GR or P/NP)

See section on Selected Topics. 1303.10

