

This template is to be used only by programs that have received specific written approval from the Provost's office to proceed with internal proposal development and review. The proposal template should be completed in full and submitted to the University Provost's Office [mailto: curriculumplanning@asu.edu]. It must undergo all internal university review and approval steps including those at the unit, college, and university levels. A program **may not** be implemented until the Provost's Office notifies the academic unit that the program may be offered.

College/School/Institute: Herberger Institute for Design and the Arts
Department/Division/School: School of Art
Proposing Faculty Group (if applicable):
If this is an official joint degree program? No, this is not a joint degree program

If "Yes" List all the additional college(s)/school(s)/institute(s) that will be involved in offering the degree program and providing the necessary resources. Note: All units offering this program must have collaborated in the proposal development and completed the appropriate unit and college/school approvals.

Degree type: BA-Bachelor of Arts
If other; provide degree type title and proposed abbreviation:
Name of degree program (major): Fashion
Are any concentrations to be established under this degree program? No
Is a program fee required? Yes, a program fee is required.
What is the first catalog year available for students to select on the undergraduate application for this this program? 2017-18
Delivery method: On-campus only (ground courses and/or iCourses)
Note: Once students elect a campus or On-line option, students will not be able to move back and forth between the on-campus and the ASU Online options. Approval from the Office of the University Provost and Philip Regier (Executive Vice Provost and Dean) is required to offer programs through ASU Online.

Campus/Locations: indicate all locations where this program will be offered.
 Downtown Phoenix Polytechnic Tempe Thunderbird West Other:

Proposal Contact

Name: Hilary Harp **Title:** Associate Director
Phone number: 412-860-3296 **Email:** hilary.harp@asu.edu

DEAN APPROVAL(S)

This proposal has been approved by all necessary unit and College/School levels of review. I recommend implementation of the proposed organizational change.

College/School/Division Dean name: Dean Steven Tepper

Signature: 

Date: 11/15/2016

College/School/Division Dean name:
(if more than one college involved)

Signature: _____

Date: ____ / ____ /20

Note: An electronic signature, an email from the dean or dean's designee, or a PDF of the signed signature page is acceptable.

1. Purpose and Nature of Program

Provide a brief program description. Include the distinctive features of the program that make it unique.

The fashion BA at Arizona State University is a trans-disciplinary program that provides a foundation for working across many segments of the industry. Students learn illustration skills; design methodology, traditional techniques and digital technologies, and prepare for interdisciplinary collaborations through focus tracks. Drawing on the wealth of resources available at this leading research university, the program fosters the opportunity to gain skills that distinguish our students in the fashion industry. The faculty is a team of professionals with experience in the fashion industry. A unique liaison with Phoenix Art Museum's fashion design department provides unparalleled experiences with professional practitioners and the museum's rich fashion archive. The program offers a strong fundamental grounding in the theory and practice of fashion through core required classes at the 100 and 200 levels. At the 300 and 400 levels, the program draws on the wider resources of ASU. Through multiple university electives as well as advanced Fashion electives students have the opportunity to pursue tracks in Marketing and Merchandising, Costuming, Wearable Technology, Sustainability, Management and Leadership, International Experience and Fashion and Culture. In the Capstone experience students develop a substantial project within their focus track. Opportunities for internships and study abroad further advance students' professional goals. Through the leadership of well-known fashion curator, Dennita Sewell, the BA in Fashion at ASU is connected globally to leaders in the industry.

2. Student Learning Outcomes and Assessment Methods

A. Knowledge, competencies, and skills

List the knowledge, competencies, and skills students should have when they graduate from the proposed degree program. (You can find examples of program Learning Outcomes at (<http://www.asu.edu/oue/assessment.html>)

I. Students graduating from the BA in fashion will demonstrate the ability to research and analyze global fashion market phenomena, with attention to a range of factors including fashion industry and social influences, supply chains, manufacturing processes and marketing practice.

II. Students will demonstrate the ability to develop, design, create patterns for and construct original contemporary clothing.

III. Students graduating from the BA in fashion will be prepared for a variety of roles in the global fashion industry including marketing, merchandising, design, illustration, patterning and construction, or launching a new fashion brand.

B. Assessment

Describe the plan and methods to assess whether students have achieved the knowledge, competencies and skills identified in the Learning Outcomes. (You can find examples of assessment methods at (<http://www.asu.edu/oue/assessment.html>)

I. a. Final Papers in FSH 204: Social Aspects of Fashion will integrate recent social theory with articulate analysis of current fashion trends and demonstrate awareness of historical and recent developments in Fashion Theory.

I. b. Final papers in FSH 301 Global Fashion Industry will demonstrate an understanding of the global fashion industry through well-cited research into transnational economics of particular fashion developments.

II. a. Final Portfolios in FSH 206: Fashion Design will demonstrate an understanding of current methods and trends, through original and excellent apparel designs.

II b. 20% of capstone projects will be at a professional level, meeting current industry standards and will help establish students in their chosen specialty within the field of fashion. 60% of capstone projects will represent original research of a high standard at an undergraduate level.

III. a. Students will successfully complete an internship in a professional setting of their choosing and will receive strong letters of endorsement from their intern supervisors.

III b. 70% of students will indicate on exit surveys that are well prepared to pursue a career in their degree area.

3. Academic Curriculum and Requirements

A. Major Map.

Attach a copy of the "proposed" major map for this degree program and each concentration(s) to be offered. Instructions on how to create a "proposed major map" in [BAMM](#) can be found in the [Build a Major Map Training Guide](#).

B. Summary of credit hours required for this program

Total credit hours must be 120 and include first year composition, general studies, core/required courses, program specific electives, and any additional requirements (e.g., concentration credits).

Requirements	Credit Hours
First Year Composition	6
ASU 101 (or Equivalent)	1
General Studies	26
Core/required courses	45
Program specific electives	12
Additional requirements	13
Other; please explain - University Electives	17
Total	120

C. Core/Required Courses.

i. Total required and/or core course credit hours:

45

ii. List the name, prefix, and credit hours for each required/core course for this program

ARA 396: Professional Practices for Design and the Arts.....	3 credits
ARS 101: Art from Prehistory Through the Middle Ages, HU & H.....	3 credits
ARS 102: Art from Renaissance to Present.....	3 credits
ART 110: Drawing as Seeing & Thinking (HU).....	3 credits
ART 113: Color.....	3 credits
FSH 125: Fashion Design I.....	3 credits
FSH 201: Textiles Survey.....	3 credits
FSH 202 Fashion Construction.....	3 credits
FSH 203: Fashion Illustration.....	3 credits
FSH 204: Social Aspects of Fashion.....	3 credits
FSH 206: Fashion Design.....	3 credits
FSH 300: Global Fashion Industry.....	3 credits
MKT/FSH 280: Fashion Merchandising.....	3 credits
THE 430: History of Fashion I.....	3 credits
THE 431: History of Fashion II: 20 th Century Fashion.....	3 credits

D. Program Specific Electives.

i. Total required program elective credit hours:

12

ii. List the name, prefix, and credit hours for any program specific electives for this program:

Fashion BAs are advised to focus their electives in “Track Groups” to afford depth and continuity. There are eight Tracks: Business & Entrepreneurship; Costuming; Fabric and Fibers; General; Management and Leadership; Marketing and Merchandising; Sustainability and Technology with classes drawn from different disciplines. Possible electives for the General, Fabric & Fibers and Sustainability Tracks are listed below.

Fashion Electives: General Track (0-12 Credits)	Fashion Electives: Fabric & Fibers Track (0-12 Credits)	Fashion Electives: Sustainability Track (0-12 Credits)
Any Course from any other Fashion Electives area	ART 276: Fibers I	SOS 100: Introduction to Sustainability (G)
ARA 460: Gallery Exhibitions	ART 354: Screen Printing I	SOS 110: Sustainable World (SB)
ARA 489: Writing Art and Design Criticism	ART 376: Woven Structures I	SOS 300: Advanced Concepts and Integrated Approaches in Sustainability
ART 442: Art and Community	ART 377: Surface Design	SOS 320: Society and Sustainability (L or SB)
EDS 200: Design Literacy and Communication	ART 394: Digital Textiles	SOS 322: International Development and Sustainability
EDS 223: Design Thinking	ART 476: Woven Structures II	SOS 325: The Economics of Sustainability
FSH 294: Special Topics	ART 479: 3-D Fibers: Construction and Content	SOS 328: Sustainability and Enterprise
FSH 394: Special Topics	IND 494: Textile Design	SOS 385: Business and Sustainability
FSH 492: Honors Directed Study		
FSH 493: Honors Thesis		
FSH 494: Special Topics		
GRA 101: Designing Life		
GRA 225: Communication/Interaction Design Theory		
GRA 440: Finding Purpose		

HDA 111: Art and Society HDA 210: Creativity and Innovation in Design and the Arts HDA 310: Socially Engaged Practice		I SOS 456: Human Rights and Sustainability ((L or SB) & G) SOS 485: Business and Sustainability II
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E. Additional Program Requirements, if any:

List and describe any capstone experiences, milestone, and/or additional requirements.

- FSH 397: Fashion Capstone Development.....1 credit
(one credit class to prepare proposal for Capstone)
- FSH 497: Fashion Capstone3 or 6 credits
- FSH XXX: Upper Division Fashion Elective.....0 or 3 Credits
(students can repeat FSH 497 for an additional 3 credit hours (total of 6) for larger Capstone projects or take additional Upper Division Fashion Electives)
- FSH 484: Internship.....6 credits

- OTHER:
University Electives.....17 credits

F. Concentrations

- I.** Are any concentrations to be established under this degree program? **No, concentrations will not be established.**
- II.** If yes, are concentrations required? No, concentrations will not be required.
- III.** List courses & additional requirements for the proposed concentration (s):

Concentration Name	Total credit hours	Core/Required Courses for Concentration (Prefix, # & Title)	Total Core credit hours	Program Specific Electives (include course name and prefix)	Total Elective credit hours	Additional Requirements (i.e. milestones, capstones)

4. New Course Development

A. Will a new course prefix (es) be required for this degree program? Yes

If yes, list prefix name(s) (i.e. ENG- English) FSH

Note: A request for a New Prefix form must be completed for each new prefix required and submitted with this proposal: http://provost.asu.edu/files/shared/curriculum/Prefix_Request.doc.

B. New Courses Required for Proposed Degree Program.

List all new courses required for this program, including course prefix, number and course description.

FSH 125 Survey of the Fashion Industry (3 credits)

This course prepares the student to know how the fashion industry operates and what to expect when working in it. From design to manufacturing to retail, it is important for all members of the fashion industry to understand how the processes interrelate.

FSH 201 Textiles Survey (3 credits)

This course offers a broad survey of textiles as they relate to art, fashion and their place in human culture. Topics will explore material content, weaves and textile properties; the artistic and social history of textiles; modern textile manufacturing and consumption; and innovations in textile invention for science and industry. The goal of this semester is for students to more fully understand the underlying content and structure of textiles in order to better appreciate the overwhelming variety of textiles that have been created over time, place, gender, ethnicity, purpose, and methodology.

FSH 202 Fashion Construction (3 credits)

This class prepares students for a career in the apparel industry or for continued study in graduate school. Students will be introduced to core concepts of fashion materials and construction: cutting, sewing, and finishing techniques for creating garment prototypes. This studio course's focus is on the fashion industry as well as apparel construction and production.

FSH 203 Fashion Illustration (3 credits)

In a studio setting, students practice drawing the fashion figure from a live model, both in leotard and in clothing. This facilitates understanding of drape, shape, shadow, silhouette and how it relates to fashion design. Fundamental skills of visual communication and problem solving are demonstrated and practiced, including fabric rendering and proportion and how it relates to the fashion designer's sketch. Brief lectures, demos and critiques are an integral component of each class. Materials used in class include, yet are not limited to, charcoal and gouache.

FSH 204 Social Aspects of Fashion (3 credits)

This course is an introduction to ways of examining clothing and fashion in context. How do we read images and representations of clothing and how do they manipulate the meaning of the garment and its wearer? In what ways is this visual language used to select and produce fashion? What influences how we dress on a daily basis and over time? These are just some of the questions about appearance, clothing and culture that will be used to embark on a participatory research project and as a point of departure for class discussions and related readings.

FSH 206 Fashion Design (3 credits)

This class provides a foundation for the design process through drafting, flat pattern, construction and draping. In this hands-on setting, students will be able to apply principles of art to clothing design. Students will develop an understanding of the design concept based on the relationship of the two-dimensional pattern shape to the three-dimensional body.

FSH 280/MKT280 Fashion Merchandising (3 credits)

Covers the fundamentals of fashion merchandising. Considers the business side of fashion including strategic fashion management, fashion marketing and consumer behavior, the principles of retailing, visual merchandising, and the role of technology within fashion retailing.

FSH 300 Global Fashion Industry (3 credits)

The primary goal of this class is to consider the textile and apparel industries in a global context. Issues are examined from several viewpoints providing the facts and data needed to consider the ramifications of events with unbiased perspectives.

THE 431 History of Fashion II: 20th Century Fashion (3 credits)

The History of Fashion II will introduce the student to a century of fashion history, drawing parallels between the fashion and the period in which it existed.

Note: New course requests must be submitted electronically via [Curriculum ChangeMaker](#) and undergo all internal university review and approval steps including those at the unit, college, and university levels.

5. Program Need

Explain why the university needs to offer this program (include target audience and market).

According to the US Congress Joint Economic Committee, fashion is a multi-trillion dollar global industry, with more than \$370 billion spent annually on fashion in the United States. The number of fashion professionals has grown more than 50 percent in the past 10 years. However, the state of Arizona currently offers no four year degree in the subject. Students are eager to study fashion and to enter the industry as evidenced by the popularity of current courses which will be part of the degree. Beyond the state of Arizona, students seeking a broad introduction to the industry will be attracted to ASU's program because it takes advantage of the broad resources of the university by integrating other disciplines through the elective tracks. The fashion industry is inextricably influenced by new technologies, new business models, new questions around sustainability, with which

only a research one institution can truly keep pace. The BA in fashion at ASU offers a broad foundation with the opportunity to specialize at the upper levels through a diversity of tracks. Thus we expect to serve both in-state and out of state students. The fashion industry is increasingly visible in popular media and existing community college programs in Arizona and beyond have seen increased enrollment in the last five years. As we have developed the new BA in fashion, we have kept a close eye on community college transfer equivalencies and we expect to serve a significant number of transfer students as well.

6. Impact on Other Programs

List other academic units that might be impacted by the proposed program and describe the potential impact (e.g., how the implementation of this program might affect student headcount/enrollment, student recruitment, faculty participation, course content, etc. in other programs). Attach letters of collaboration/support from impacted programs.

Costume and fashion history classes in the School of Film, Dance and Theater can expect increased enrollments as they open certain classes to fashion students. Marketing and merchandising classes in the W.P. Carey School of Business can also expect additional enrollment from fashion BA students. W. P. Carey is developing a fashion merchandising class specifically to serve fashion students.

7. Projected Enrollment

How many new students do you anticipate enrolling in this program each year for the next five years?

5-YEAR PROJECTED ANNUAL ENROLLMENT					
	1st Year	2nd Year (Yr 1 continuing + new entering)	3rd Year (Yr 1 & 2 continuing + new entering)	4th Year (Yrs 1, 2, 3 continuing + new entering)	5th Year (Yrs 1, 2, 3, 4 continuing + new entering)
Number of Students Majoring (Headcount)	75	120	200	250	250

8. Accreditation or Licensing Requirements

If applicable, provide the names of the external agencies for accreditation, professional licensing, etc. that guide your curriculum for this program, if any. Describe any requirements for accreditation or licensing.

There are no licensing requirements in the field, nor is there a accrediting agency.

9. Faculty & Staff

A. Current faculty

List the name, rank, highest degree, area of specialization/expertise and estimate of the level of involvement of all current faculties who will teach in the program.

- School of Art Professor of Practice, Dennita Sewell, MFA in Costume Design; program director and professor of classes in Fashion Theory, Global Fashion Industry, Social Aspects of Fashion
- School of Art Assistant Professor, Erika Hanson, MFA in Fibers; professor of textiles and weaving studio classes
- School of Art Assistant Professor, Margarita Cabrera, MFA in Art; professor of 3D textiles
- School of Art Faculty Associate, Loretta Tedeschi Cuoco; BS in Fashion Design; instructor of fashion illustration classes
- School of Art Faculty Associate, Ann Morton, MFA in Art; instructor of Textiles Survey and Professional Practices classes
- School of Art Faculty Associate Galena Mihaleva, MA in Fashion Textiles; professor of apparel construction classes
- School of Film, Dance and Theater Professor, Connie Furr Solomon, MFA in Costume Design; professor of Fashion History and Costuming
- School of Film, Dance and Theater Clinical Assistant Professor, Ashley Gamba, MFA in Costume Design; professor of Costuming
- School of Film, Dance and Theater Assistant Professor Jessica Rajko, MFA in Dance and Interdisciplinary Digital media; professor of wearable electronics

B. New Faculty:

Describe the new faculty hiring needed during the next three years to sustain the program. List the anticipated hiring schedule and financial sources for supporting the addition of these faculty members.

AY 18: Conversion of Faculty Associate to .5 lecturer (existing funds)

AY 19: 1 new full-time Fashion faculty (funds from FTE increase)

AY 20: 1 new full-time Fashion Faculty & 1 new Full-time Instructor in Fashion (funds from FTE increase)

C. Administration of the program.

Explain how the program will be administered for the purposes of admissions, advising, course offerings, etc. Discuss the available staff support.

The BA in fashion will be housed in the School of Art, where the fibers program offers existing classes relevant to the new major. Initially, fashion students will receive primary academic advising support from Matthew Ransom, one of the current Herberger Institute Academic Success Coordinators. As the program grows, additional advising will be needed and will be handled centrally in the Herberger Institute for Design and the Arts.

10. Resources (necessary to launch and sustain the program)

A. Required resources:

Describe any new resources required for this program's success, such as new support staff, new facilities, new library resources, new technology resources, etc.

New labs which support fashion design and construction are immediately necessary and in progress. These will include computers and specialized software, sewing machines, dressmaker forms, tables and other equipment. Additional space to support fashion illustration and elective classes are also needed and in progress. Ongoing technology needs for the program will be supported through a program fee.

B. Resource acquisition:

Explain how the resources to support this program will be obtained.

An initial investment from the ASU Provost's Office will cover expenses related to the renovation of space in Tempe Center for two studios and one classroom. An additional \$250,000 from the Herberger Institute will establish basic equipment. As the program grows, further expansions will be supplied by increased enrollment revenues. Additionally, support from outside donors will be sought through the extensive industry connections of faculty.

APPENDIX
OPERATIONAL INFORMATION FOR UNDERGRADUATE PROGRAMS
(This information is used to populate the Degree Search/catalog website.)**1. Program Name (Major):** Fashion, BA**2. Program Description** (150 words maximum)

The BA degree program in fashion at ASU combines history, business practices and hands-on studio experience to prepare students for a variety of roles in this important industry. This program is distinguished from other fashion programs in the U.S. through its integration with other research disciplines in the university. Students have the opportunity to pursue tracks in marketing and merchandising, costuming, wearable technology, sustainability, management and leadership, international experience, and fashion and culture. In the capstone experience, students develop a substantial project within their focus track. Opportunities for internships and study abroad further advance students' professional goals. Through the leadership of well-known industry professionals, the bachelor's degree in fashion is connected globally to leaders in the industry.

3. Contact and Support Information

Building Name, code and room number: (<i>Search ASU map</i>)	School of Art
Program office telephone number: (<i>i.e. 480/965-2100</i>)	480/965-8521
Program Email Address:	herbergeradvising@asu.edu
Program Website Address:	http://art.asu.edu/

4. Delivery/Campus Information Delivery: Both, On-Campus and ASU Online

Note: Once students elect a campus or On-line option, students will not be able to move back and forth between the on-campus and the ASU Online options. Approval from the Office of the University Provost and Philip Regier (Executive Vice Provost and Dean) is required to offer programs through ASU Online.

5. Campus/Locations: indicate all locations where this program will be offered.

Downtown Phoenix Polytechnic Tempe Thunderbird West Other:

6. Additional Program Description Information

- A. Additional program fee required for this program? Yes
B. Does this program have a second language requirement? No

7. Career Opportunities & Concentrations

Provide a brief description of career opportunities available for this degree program. If program will have concentrations, provide a brief description for each concentration. (150 words maximum)

This program prepares students to enter a variety of roles in the fashion industry including as fashion designers, merchandise display and window designers, textile and apparel production management, fabric designers, marketing researchers and other fashion business analysts, supply chain managers for the apparel industry, fashion critics, curators and many other related positions.

8. Additional Admission Requirements

If applicable list any admission requirements (freshman and/or transfer) that are higher than and/or in addition to the university minimum undergraduate admission requirements.)

None

9. Keywords

List all keywords used to search for this program. Keywords should be specific to the proposed program.
Fashion, Design, Apparel, Clothing, Wearable Technology, Textiles

10. Advising Committee Code

List the existing advising committee code to be associated with this degree.
We have submitted a Proposal to create a committee - UGHI13

*Note: If a new advising committee needs to be created, please complete the following form:
[Proposal to create an undergraduate advising committee](#)*

11. First Required Math Course

List the first math course required in the major map.
MAT 142 College Mathematics (MA)

12. WUE Eligible:

Has a request been submitted to the Provost by the Dean to consider this degree program as eligible for WUE? No
Note: No action will be taken during the implementation process with regards to WUE until approval is received from the Provost.

13. Math Intensity:

- a. List the highest math course required on the major map. (This will not appear on Degree Search.) MAT 142

- b. What is the math intensity as indicated by the highest math required on the major map? Math intensity categorization can be found here: <https://catalog.asu.edu/mathintensity> General

14. CIP codes

Identify CIP codes that should be displayed on Degree Search. CIP codes can be found at:
<http://www.onetonline.org/crosswalk/CIP/>.

- 19.0906 Fashion and Fabric Consultant

- 50.0407 Fashion/Apparel Design

- 52.1902 Fashion Merchandising

- 52.1903 Fashion Modeling

- 19.0902 Apparel and Textile Manufacture

- 52.1904 Apparel and Accessories Marketing Operations

Are any specific career codes (SOC/ONET codes) to be omitted from the CIP codes selected above? (i.e. "Omit 25-10312.00 Engineering Teachers, Postsecondary from CIP code 14.0501 Bioengineering and Biomedical Engineering.")

15. Area(s) of Interest

A. Select **one (1)** primary area of interest from the list below that applies to this program.

- | | |
|--|---|
| <input type="checkbox"/> <u>Architecture & Construction</u> | <input type="checkbox"/> Health & Wellness |
| <input checked="" type="checkbox"/> <u>Arts</u> | <input type="checkbox"/> Humanities |
| <input type="checkbox"/> Business | <input type="checkbox"/> <u>Interdisciplinary Studies</u> |
| <input type="checkbox"/> <u>Communications & Media</u> | <input type="checkbox"/> <u>Law, Justice, & Public Service</u> |
| <input type="checkbox"/> Computing & Mathematics | <input type="checkbox"/> <u>STEM</u> |
| <input type="checkbox"/> Education & Teaching | <input type="checkbox"/> <u>Science</u> |
| <input type="checkbox"/> <u>Engineering & Technology</u> | <input type="checkbox"/> <u>Social and Behavioral Sciences</u> |
| <input type="checkbox"/> Entrepreneurship | <input type="checkbox"/> Sustainability |
| <input type="checkbox"/> <u>Exploratory</u> | |

B. Select **one (1)** secondary area of interest from the list below that applies to this program.




- | | |
|--|---|
| <input type="checkbox"/> <u>Architecture & Construction</u> | <input type="checkbox"/> Health & Wellness |
| <input type="checkbox"/> <u>Arts</u> | <input type="checkbox"/> Humanities |
| <input checked="" type="checkbox"/> Business | <input type="checkbox"/> <u>Interdisciplinary Studies</u> |
| <input type="checkbox"/> <u>Communications & Media</u> | <input type="checkbox"/> <u>Law, Justice, & Public Service</u> |
| <input type="checkbox"/> Computing & Mathematics | <input type="checkbox"/> <u>STEM</u> |
| <input type="checkbox"/> Education & Teaching | <input type="checkbox"/> <u>Science</u> |
| <input type="checkbox"/> <u>Engineering & Technology</u> | <input type="checkbox"/> <u>Social and Behavioral Sciences</u> |
| <input type="checkbox"/> Entrepreneurship | <input type="checkbox"/> Sustainability |
| <input type="checkbox"/> <u>Exploratory</u> | |




2017 - 2018 Major Map




Fashion, (Proposed)


School/College:

MITXVWQ

Term 1 0 - 16 Credit Hours Critical course signified by 	Hours	Minimum Grade	Notes
 ARA 101: ASU: The Art Experience	1		<ul style="list-style-type: none"> • An SAT, ACT, Accuplacer, or TOEFL score determines placement into first-year composition courses. • ASU Math Placement Exam score determines placement in Mathematics course. • ARA 101: The Art Experience is required of all freshman art majors only. • Join astudent club or professional organization.
 ART 110: Drawing as Seeing and Thinking (HU) OR ART 113: Color	3	C	
ARS 101: Art from Prehistory Through Middle Ages (HU & H) OR ARS 102: Art from Renaissance to Present (HU & H)	3	C	
ENG 101 or ENG 102: First-Year Composition OR ENG 105: Advanced First-Year Composition OR ENG 107 or ENG 108: First-Year Composition	3	C	
FSH 125: Survey of the Fashion Industry	3	C	
Mathematics (MA)	3		
Term hours subtotal:	16		

Term 2 17 - 31 Credit Hours Critical course signified by 	Hours	Minimum Grade	Notes
 ARS 101: Art from Prehistory Through Middle Ages (HU & H) OR ARS 102: Art from Renaissance to Present (HU & H)	3	C	
 ART 110: Drawing as Seeing and Thinking (HU) OR ART 113: Color	3	C	
ENG 101 or ENG 102: First-Year Composition OR ENG 105: Advanced First-Year Composition OR ENG 107 or ENG 108: First-Year Composition	3	C	
FSH 201: Textiles Survey	3	C	
Social-Behavioral Sciences (SB) AND Cultural Diversity in the U.S. (C)	3		
Term hours subtotal:	15		

Term 3 32 - 47 Credit Hours Critical course signified by 	Hours	Minimum Grade	Notes
FSH 202: Fashion Construction	3	C	
FSH 203: Fashion Illustration	3	C	
Computer/Statistics/Quantitative Applications (CS) (INT 121 recommended)	3		
Natural Science - Quantitative (SQ)	4		
Social-Behavioral Sciences (SB) AND Global Awareness (G)	3		
 Complete ENG 101 OR ENG 105 OR ENG 107 course(s).			
 Complete Mathematics (MA) requirement.			
Term hours subtotal:	16		

Term 4 48 - 63 Credit Hours Critical course signified by 	Hours	Minimum Grade	Notes
FSH 204: Social Aspects of Fashion	3	C	<ul style="list-style-type: none"> • Network in your career interest area.
FSH 206: Fashion Design	3	C	
FSH 280: Fashion Merchandising	3	C	

<u>Natural Science - Quantitative (SQ) OR</u>	4
<u>Natural Science - General (SG)</u>	
<u>Elective</u>	3

📌 Complete First-Year Composition requirement.

Term hours subtotal: 16

Term 5 64 - 78 Credit Hours <u>Necessary course signified by</u> ★	Hours	Minimum Grade	Notes
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★ <u>Business & Entrepreneurship Elective</u>	3	C
<u>FSH 300: Global Fashion Industry</u>	3	C
<u>Literacy and Critical Inquiry (L)</u>	3	
<u>THE 430: History of Fashion (HU)</u>	3	C
<u>Upper Division Elective</u>	3	
Term hours subtotal:	15	

Term 6 79 - 91 Credit Hours <u>Necessary course signified by</u> ★	Hours	Minimum Grade	Notes
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★ <u>FSH 397: Fashion Capstone Development I</u>	1	C
<u>THE 431: History of Fashion II: 20th Century Fashion</u>	3	C
<u>ARA 396: Professional Practices for Design and the Arts</u>	3	C
<u>Fashion Electives</u>	3	C
<u>Upper Division Elective</u>	3	
Term hours subtotal:	13	

- Create a first draft resume
- Explore an internship; complete Internship Application form to request course credit.
- Student will select one Fashion Elective Track and complete a total of 4 courses from within that Track. The General Track will accept courses from any of the other track areas allowing for the most flexibility. Students should enroll in one Fashion Elective course this term and should consult with their advisor if they need assistance in selecting coursework in their preferred track.

Term 7 92 - 106 Credit Hours <u>Necessary course signified by</u> ★	Hours	Minimum Grade	Notes
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★ <u>FSH 484: Internship</u>	3	C
<u>FSH 497: Fashion Capstone</u>	3	C
<u>Fashion Electives</u>	3	C
<u>Upper Division Fashion Electives</u>	3	C
<u>Upper Division Elective</u>	3	
Term hours subtotal:	15	

- The Capstone experience may range from an academic thesis to an applied project (or any combination of both). Students will work with a faculty mentor to determine if the scale and scope of their projects merits 3 or 6 credits. Students will then sign up for an applicable course with their faculty mentor.
- Gather professional references.
- Student will select one Fashion Elective Track and complete a total of 4 courses from within that Track. The General Track will accept courses from any of the other track areas allowing for the most flexibility. Students should enroll in two Fashion Elective courses this term and should consult with their advisor if they need assistance in selecting coursework in their preferred track.

Term 8 107 - 120 Credit Hours <u>Necessary course signified by</u> ★	Hours	Minimum Grade	Notes
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★			
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★ FSH 484: Internship	3	C
FSH 497: Fashion Capstone OR Upper Division Fashion Elective	3	C
Upper Division Fashion Electives	3	C
Upper Division Literacy and Critical Inquiry (L)	3	
Upper Division Elective	2	
Term hours subtotal:	14	

- Research [employment opportunities](#).
- Student will select one Fashion Elective Track and complete a total of 4 courses from within that Track. The General Track will accept courses from any of the other track areas allowing for the most flexibility. Students should enroll in one Fashion Elective course this term and should consult with their advisor if they need assistance in selecting coursework in their preferred track.

- Students will select one Fashion Elective Track and complete a total of 4 courses from within that Track. The General Track will accept courses from any of the other track areas allowing for the most flexibility. Students should enroll in two Fashion Elective courses this term and should consult with their advisor if they need assistance in selecting coursework in their preferred track.

[Hide Course List\(s\)/Track Group\(s\)](#)

Business & Entrepreneurship Elective	Fashion Electives: Business & Entrepreneurship Track (0-12 Credits)	Fashion Electives: Costuming Track (0-12 Credits)
BUA 381: Small Business Accounting and Finance	BUA 381: Small Business Accounting and Finance	THP 301: Costume Construction
DSC 394: Design Entrepreneurship & Society	DSC 394: Design Entrepreneurship & Society	THP 330: Costume Design
ENT 360: Entrepreneurship and Value Creation	ENT 360: Entrepreneurship and Value Creation	THP 331: Costume Construction
FIN 380: Personal Financial Management	FIN 380: Personal Financial Management	THP 332: Makeup
FIN 394: Fundamentals of Entrepreneurial Finance	FIN 394: Fundamentals of Entrepreneurial Finance	THP 394: Pattern Drafting for Theatre
HDA 252: Foundations of Arts Entrepreneurship	HDA 252: Foundations of Arts Entrepreneurship	THP 431: Advanced Costume Construction
HDA 311: Work and Careers in the Cultural and Creative Industries	HDA 311: Work and Careers in the Cultural and Creative Industries	THP 494: Costume Crafts
HDA 420: Design and the Arts Business Administration	HDA 420: Design and the Arts Business Administration	THP 494: Costume Design II
MGT 290: My Life Venture	MGT 290: My Life Venture	
MGT 310: Collaborative Team Skills	MGT 310: Collaborative Team Skills	
MGT 340: Creativity and Innovation (L or HU)	MGT 340: Creativity and Innovation (L or HU)	
MGT 411: Leading Organizations	MGT 446: Venture Capital Experience	
MGT 420: Human Resource Management	MGT 447: Lean Launch	
MGT 430: Negotiations	MGT 411: Leading Organizations	
MGT 446: Venture Capital Experience	MGT 420: Human Resource Management	
MGT 447: Lean Launch	MGT 430: Negotiations	
THP 351: Arts Management	THP 351: Arts Management	
THP 452: Arts Entrepreneurship Seminar		

THP 452: Arts Entrepreneurship Seminar

Fashion Electives: Fabric & Fibers Track
(0-12 Credits)

ART 276: Fibers I

ART 354: Screen Printing I

ART 376: Woven Structures I

ART 377: Surface Design

ART 394: Digital Textiles

ART 476: Woven Structures II

ART 479: 3-D Fibers: Construction and Content

IND 494: Textile Design

Fashion Electives: General Track (0-12 Credits)

Any Course from any other Fashion Electives area

ARA 460: Gallery Exhibitions

ARA 489: Writing Art and Design Criticism

ART 442: Art and Community

EDS 200: Design Literacy and Communication

EDS 223: Design Thinking

FSH 294: Special Topics

FSH 394: Special Topics

FSH 492: Honors Directed Study

FSH 493: Honors Thesis

FSH 494: Special Topics

GRA 101: Designing Life

GRA 225: Communication/Interaction Design Theory

GRA 440: Finding Purpose

HDA 111: Art and Society

HDA 210: Creativity and Innovation in Design and the Arts

HDA 310: Socially Engaged Practice

Fashion Electives: Marketing & Merchandising Track (0-12 Credits)

MKT 300: Marketing and Business Performance

MKT 390: Essentials of Marketing

MKT 391: Essentials of Selling

MKT 395: Essentials of Advertising and Marketing Communication

MKT 396: Essentials of Services Marketing

MKT 397: Essentials of Global Marketing

MKT 425: Global Marketing Management (G)

Fashion Electives: Sustainability Track (0-12 Credits)

SOS 100: Introduction to Sustainability (G)

SOS 110: Sustainable World (SB)

SOS 300: Advanced Concepts and Integrated Approaches in Sustainability

SOS 320: Society and Sustainability (L or SB)

SOS 322: International Development and Sustainability

SOS 325: The Economics of Sustainability

SOS 328: Sustainability and Enterprise

SOS 385: Business and Sustainability I

SOS 456: Human Rights and Sustainability ((L or SB) & G)

SOS 485: Business and Sustainability II

Fashion Electives: Management & Leadership Track (0-12 Credits)

ENG 301: Writing for the Professions (L)

MGT 380: Management and Strategy for Nonmajors

MGT 400: Cross-Cultural Management (C & G)

MGT 411: Leading Organizations

OGL 200: Introduction to Organizational Leadership (SB)

OGL 220: Behavioral Dynamics in Organizations (SB)

OGL 260: Resource Allocation in Organizations

OGL 300: Theory and Practice of Leadership

OGL 321: Project Leadership, Strategy and Scope

OGL 355: Leading Organizational Innovation and Change (L)

OGL 350: Diversity and Organizations (L & C)

TWC 347: Written Communication for Managers (L)

Fashion Electives: Technology Track (0-12 Credits)

AME 111: Introduction to Digital Culture (CS)

AME 210: Media Editing

AME 220: Programming for the Web

AME 230: Programming for the Media Arts (CS)

AME 294: Introduction to Physical Computing

AME 330: Digital-Physical Systems

AME 410: Interactive Materials

AME 598: Body Matters: Palpability and Wearable Computing

ANP 394: Digital Modeling and Fabrication

Total Hours: 120

Upper Division Hours: 45 minimum

Major GPA: 2.00 minimum

Cumulative GPA: 2.00 minimum

Total hrs at ASU: 30 minimum

Hrs Resident Credit for

Academic Recognition: 56 minimum

Total Community College Hrs: 64 maximum

General University Requirements Legend

General Studies Core Requirements:

- Literacy and Critical Inquiry (L)
- Mathematical Studies (MA)
- Computer/Statistics/Quantitative Applications (CS)
- Humanities, Arts and Design (HU)
- Social-Behavioral Sciences (SB)
- Natural Science - Quantitative (SQ)
- Natural Science - General (SG)

General Studies Awareness Requirements:

- Cultural Diversity in the U.S. (C)
- Global Awareness (G)
- Historical Awareness (H)

First-Year Composition

General Studies designations listed on the major map are current for the 2017 - 2018 academic year.

Subject: RE: letter of support for BA in Fashion proposal
Date: Friday, October 28, 2016 at 3:30:29 PM Mountain Standard Time
From: Candice Carr Kelman
To: Hilary Harp

Dear Hilary,

The School of Sustainability is happy to support the establishment of the BA and the minor in Fashion as ASU. It's great that you've created a track in Sustainability, since there is certainly overlap there, and plenty of room for work in sustainable fashion. We welcome having your students in our classes. The School of Art might consider including SOS 110 Sustainable World and SOS 111 Sustainable Cities in the list of electives, because students who wish to take 320, 322, 325, 328, 385, 456 and 485 will be required to have taken 110 and 111 as prerequisites, and that way these could also count toward their track courses. SOS 100 and SOS 300 are the required courses for the Sustainability Minor. Hope this helps, and let me know if you need a more formal letter.

Best,
Candice

From: Hilary Harp
Sent: Wednesday, October 26, 2016 11:14 PM
To: Candice Carr Kelman <Candice.Carr.Kelman@asu.edu>
Subject: Re: letter of support for BA in Fashion proposal

Hi Candace,
Thank you. The SOS classes are listed under the Sustainability electives track in the major map. Please let me know if you have any questions about it.
Best,
Hilary Harp

Associate Professor of Sculpture
Associate Director, School of Art
Box 1505
Arizona State University
Tempe, AZ 85287-1505
412-860-3296
hilary.harp@asu.edu
www.hilaryharp.com



From: Candice Carr Kelman <Candice.Carr.Kelman@asu.edu>
Date: Wednesday, October 26, 2016 at 1:54 PM
To: Ann Kinzig <Ann.Kinzig@asu.edu>, Hilary Harp <Hilary.Harp@asu.edu>
Subject: RE: letter of support for BA in Fashion proposal

Subject: RE: request for a letter of support for the BA in Fashion and the Minor in Fashion

Date: Wednesday, October 26, 2016 at 1:43:27 PM Mountain Standard Time

From: Duane Roen

To: Hilary Harp

Hilary,

This message should suffice for an impact statement.

The degree and the minor look great! I hope that lots of students feel the same way about it.

CISA is delighted to support the establishment of a BA in Fashion and a Minor in Fashion in the School of Art.

We are also happy to offer classes that your students take as electives.

Please let me know what else we can do to help.

If you have a shortage of models, I could be persuaded to wear your students' designs on the runway. J

Best,
Duane

Duane Roen

Vice Provost, Polytechnic campus
Dean, College of Integrative Sciences and Arts
Dean, University College

Arizona State University

College of Integrative Sciences and Arts | cisa.asu.edu

University College | universitycollege.asu.edu

Mail Code: 2780

7271 E Sonoran Arroyo Mall

Mesa, AZ 85212-6415

P: 480-727-6513



[CISA](#) | [CSRD](#) | [FYS](#) | [AISSS](#) | [UASP](#)

From: Hilary Harp

Sent: Wednesday, October 26, 2016 1:23 PM

To: Duane Roen

Subject: request for a letter of support for the BA in Fashion and the Minor in Fashion

To: Curriculum and Academic Programs Committee
From: Adriene Jenik, Director, School of Art
Subject: Support for BA in Fashion and Fashion Minor

September 10th, 2016

Dear CAPC chair and members,

Please accept this letter as a strong statement of support for this proposal to establish a Bachelor of Arts degree in Fashion and a Minor in Fashion.

These program proposals, were developed in close collaboration with the Herberger Institute for Design and the Arts Associate Dean Jennifer Setlow, myself and Dennita Sewell, ASU Professor of Practice and Curator of Fashion at the Phoenix Art Museum; and in consultation with Fibers faculty Assistant Professors Erika Hanson and Margarita Cabrera. We have also been in consultation with the Maricopa County Community Colleges, which currently offer popular related programs at the associate level. The BA in Fashion and the minor in Fashion have been carefully reviewed and received approval from the School of Art Undergraduate Curriculum Committee (Professor Bernard Young, Art Education; Associate Professor, Mary Hood, Printmaking; Associate Director, Hilary Harp; Associate Professor, Associate Prof. Nancy Serwint, Art History; and Assistant Professor, Meredith Drum, Intermedia). The faculty of the School of Art strongly supports the establishment of this program.

As you will see upon review of the BA in Fashion and the Fashion minor, these programs offer new and important opportunities for the students in Arizona and beyond.

Thank you for your consideration.
Sincerely,



Adriene Jenik
Professor and Director, School of Art
Katherine K. Herberger Endowed Chair of Fine Arts

Subject: Re: Request for letter of support for BA in Fashion
Date: Thursday, September 15, 2016 at 8:43:29 AM Mountain Standard Time
From: Tiffany Lopez
To: Hilary Harp
CC: Adriene Jenik, Jennifer Setlow

Dear Hilary,

I am very excited to receive the proposal from the School of Art for a new BA in Fashion. I have reviewed the Proposal for the Minor, the Major Map and the Minor Course Sequence. The School of Film, Dance and Theatre supports the proposal and is enthusiastic about the opportunities this might create for our students.

Best,
Tiffany

--

Tiffany Ana López, PhD
Director and Professor
School of Film, Dance and Theatre
Herberger Institute for Design and the Arts
Arizona State University
P.O.Box 872002
Tempe, AZ 85287-2002
Office: (480) 965-7860
FAX: (480) 965-5351



September 13, 2016

TO: Hilary Harp

FROM: Kay A. Faris
Senior Associate Dean

SUBJECT: BA Fashion

The W. P. Carey School of Business is pleased to support the new BA Fashion with the School of Art in the Herberger Institute for Design and the Arts. We have no conflicts with this program and are pleased to provide some of the course work within this program.

Please let me know if you have any questions.