

1. Overview

A. Description

Provide a brief description of the proposed minor.

Like the BA in fashion, students in the minor learn about the history and theory of the fashion industry, and have the option of pursuing more focused classes in business practices, design and production and are introduced to a variety of roles in this important industry. Among the subjects students may choose to focus on are Marketing and Merchandising, Costuming, Wearable Technology, Sustainability, Management and Leadership, International Experience and Fashion and Culture. Because these subjects are inherently related to a wide variety of on-campus disciplines, students from many parts of the university will be able to supplement their major with closely related classes in a fashion minor, creating a strong foundation for a variety of future careers. Opportunities for internships and study abroad could further advance students' professional goals. Through the leadership of experienced industry professionals, the minor in fashion at ASU will be connected globally to leaders in the industry.

B. Why should this be a minor rather than a concentration?

Because fashion is such a large and interdisciplinary industry encompassing design, production, marketing, merchandising, criticism and social theory with important implications for subjects like technology, sustainability, social transformation and globalization, students from a broad range of schools across the university will benefit from the opportunity to minor in fashion. There will also be significant interest in this minor within the Herberger Institute for Design and the Arts for students from the School of Film, Dance and Theater, and from Digital Culture and Visual Art programs.

C. Affiliation

If the minor is affiliated with a degree program, include a brief statement of how it will complement the program. If it is not affiliated with a degree program, incorporate a statement as to how it will provide an opportunity for a student to gain knowledge or skills not already available at ASU.

The minor will draw from the course offerings of the new BA in fashion within the School of Art in the Herberger Institute for Design and the Arts. The minor will provide opportunities for students both within the Herberger Institute for Design and the Arts and for students from schools as diverse as W.P. Carey, the School of Sustainability, and the School for Social Transformation to engage seriously with the subject of fashion.

D. Demand

Explain the need for the new minor (e.g., market, student demand, interdisciplinary considerations).

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. 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. The minor in fashion will be a crucial pathway for many students seeking to enter this burgeoning industry. The minor in fashion at ASU is distinguished through its integration with other research disciplines in the university.

E. Projected Enrollment

What are enrollment projections for the first three years?

	1st Year	2nd Year (Yr. 1 continuing + new entering)	3rd Year (Yr. 1 & 2 continuing + new entering)
Number of Students (Headcount)	20	70	150

2. Support and Impact

A. Faculty governance

Provide a supporting letter from the chair of the academic unit verifying that the proposed minor has received faculty approval through appropriate governance procedures in the unit and that the unit has the resources to support the minor as presented in the proposal, without impacting core program resources.
SEE ATTACHED

B. Other related programs

Identify other related ASU programs and outline how the new minor will complement these existing ASU programs. (If applicable, statements of support from potentially-affected academic unit administrators need to be included with this proposal submission.)

The current programs that are the most closely related to the subjects included in the fashion minor are in Herberger's School of Film, Dance and Theater, where existing courses in fashion history will be required classes for both the fashion minor and the new BA in fashion. The School of Film, Dance and Theater's classes in costume design will also be of interest to fashion minors. W.P. Carey also will be a close partner. W. P. Carey will offer a Fashion Merchandising class as part of the BA in fashion (which was developed specifically for the BA in fashion,) which will also be of interest to minors, and it is expected that students from a variety of programs within W. P. Carey including Marketing and Management will be drawn to the fashion minor. Fashion will complement the School of Film, Dance and Theater and W. P. Carey by offering an entirely new but closely related subject area that will be very attractive to potential students.

C. Letter(s) of support

Provide a supporting letter from each college/school dean from which individual courses are taken.

3. Academic Curriculum and Requirements

A. Knowledge, competencies, and skills

List the knowledge, competencies, and skills (learning outcomes) students should have when they complete this proposed minor. Examples of program learning outcomes can be found at (<http://www.asu.edu/oue/assessment.html>).

Depending on their area of focus within in the fashion minor, students will learn to research and analyze global fashion market trends, and become familiar with the design, manufacturing, wholesale, retail, marketing and merchandising practices of the industry. All students in the minor will understand the history and social aspects of fashion and gain an understanding of a variety of roles in the global fashion industry.

B. Provide a description of the curricular requirements for the minor. Be specific in listing required courses as well as electives and specify the total minimum number of hours required for the minor. Please attach one or more model programs of study to illustrate the choices students might make, if appropriate.

Required Minor Courses

Prefix	Number	Title	Is this a new course?	Credit Hours
FSH	125	Fashion Design I	Yes	3
FSH	201	Textiles Survey	Yes	3
THE	430	History of Fashion I OR	No	3
THE	431	History of Fashion II: 20 th Century Fashion	Yes	
Section Sub-total				9

Elective Minor Courses (at least 6 must be upper division)

Prefix	Number	Title	Is this a new course?	Credit Hours
FSH	194	Special Topics	Yes	3
FSH	204	Social Aspects of Fashion	Yes	3
FSH	280	Fashion Merchandising	Yes	3
FSH	294	Special Topics	Yes	3
FSH	300	Global Fashion Industry (G)	Yes	3
FSH	394	Special Topics	Yes	3
FSH	484	Internship	Yes	3
FSH	494	Special Topics	Yes	3
THE	430	History of Fashion I	No	3
THE	431	History of Fashion II	Yes	3
(Select one)				
Section Sub-total				9

Please see attachment for suggested electives drawn from other areas.

Other Minor Requirements

E.g. – Capstone experience, internship, clinical requirements, field studies, foreign language skills as applicable

Credit Hours

Section Sub-total

Total minimum credit hours required for the Minor

18

C. Minimum residency requirement

How many hours of the minor must be ASU credit?

9

New Courses

Provide a brief course description for each new course.

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.

D.

Note: All new required courses should be submitted in Curriculum Changemaker and ready for Provost’s Office approval before this certificate is put on Curriculum and Academic Programs Committee (CAPC) agenda

4. Administration and Resources

- A. Describe the procedures and any qualifications for enrollment in the minor.
GPA of 2.50
- B. Describe the advising procedures as well as measures for verification of completion of the minor.
Fashion majors and minors will meet with a fashion specialist in the Herberger Institute Office of Student Success at least twice during their studies. Upon completion of their 18 credit hours with a grade of C or better, their advisor will receive an approved checklist that will certify the minor for records purposes.
- C. What are the resource implications for the proposed minor, including any projected budget needs? Will new books, library holdings, equipment, laboratory space and/or personnel be required now or in the future? If multiple units/programs will collaborate in offering this minor, please discuss the resource contribution of each participating program. Letters of support must be included from all academic units that will commit resources to this minor.
At this time the anticipated needs for the minor, which include additional classroom space and equipment, will be encompassed by the initial start-up investment for the BA in fashion by both the ASU Provost's office and the Herberger Institute Dean's office.
- D. Primary Faculty
List the primary faculty participants regarding this proposed certificate. For interdisciplinary certificates, please include the relevant names of faculty members from across the University.

Name	Title	Area(s) of Specialization as they relate to proposed certificate
Dennita Sewell	Professor of Practice	Theory and History of Fashion Industry
Erika Hanson	Assistant Professor	Fibers, weaving
Margarita Cabrera	Assistant Professor	3D Fibers
Loretta Tedeschi Cuoco	Faculty Associate	Fashion Illustration
Ann Morton	Faculty Associate	Fibers, Professional Practices
Connie Furr Solomon	Professor	Costume Design and History

5. Additional Materials

- A. Appendix
Complete and attach the Appendix document.
- B. Program of study
Provide one or more model programs of study (if appropriate).
- C. Attach other information that will be useful to the review committees and the Office of the Provost.

PROVOST OFFICE APPROVAL(S)

This proposal has been approved by all necessary Provost office levels of review. I recommend implementation of the proposed organizational change.

Office of the University Provost

Signature _____

Date: / /20

Note: An electronic signature, email, or a PDF of the signed signature page is acceptable.

**APPENDIX
OPERATIONAL INFORMATION FOR MINORS**

(This information is used to populate the Degree Search/catalog website.

Please consider the student audience in creating your text.)

1. Proposed Minor Name:

Fashion

2. Description (150 words maximum)

Students in the minor program receive grounding in the history, social context and economics of the contemporary fashion industry. They also have the option of pursuing more focused classes designed to introduce students to a variety of roles in this important industry: fashion history, fashion industry business practices, and fashion design and production. Among the subjects that may be related to the students' majors are marketing and merchandising, costuming, wearable technology, sustainability, management and leadership, international experience, and fashion and culture. Due to the relationship of these subjects to a wide variety of on-campus disciplines, students from many parts of the university will be able to supplement their major with closely related classes in a fashion minor, creating a strong foundation for a variety of careers. Opportunities for internships and study abroad could further advance students' professional goals. Through the leadership of well-known fashion industry professionals, the minor in fashion at ASU will be connected globally to leaders in the industry.

3. Contact and Support Information

Building Name, code and room number: (Search ASU map)	ART 102
Program office telephone number: (i.e. 480/965- 2100)	480/965-3468
Program Email Address:	herbergeradvising@asu.edu
Program Website Address:	http://art.asu.edu

4. Program Requirements: Provide applicable information regarding the program such as curricular restrictions or requirements, specific course lists, or academic retention requirements.

Required Courses (6 credit hours)

FSH 125 Survey of the Fashion Industry (3)
FSH 201 Textiles Survey (3)

Required Fashion History (3 credit hours)

THE 430 History of Fashion I (3) OR
THE 431 History of Fashion II (3)

Fashion Electives (9 credit hours, of which at least 6 must be upper division)

ARA 489 Writing Art and Design Criticism (3)
ART 110 Drawing as Seeing & Thinking, HU (3)
FSH 194 Special Topics (3)
FSH 204 Social Aspects of Fashion (3)
FSH 280 Fashion Merchandising (3)
FSH 294 Special Topics (3)
FSH 300 Global Fashion Industry, G (3)
FSH 394 Special Topics (3)
FSH 484 Internship (3)
FSH 494 Special Topics (3)
HDA 311 Work and Careers in the Cultural and Creative Industries (3)
MKT 390 Essentials of Marketing (3)
MKT 391 Essentials of Selling (3)
MKT 395 Essentials of Advertising and Marketing Communication (3)
THE 430 History of Fashion I (3)
THE 431 History of Fashion II (3)

5. Additional Enrollment Requirements If applicable list any additional enrollment requirements students must complete
GPA Requirement: 2.50

Majors Ineligible to Add This Minor: Fashion, BA

Other Enrollment Requirements:

Students in most majors may pursue at least one minor and, upon successful completion of the prescribed coursework, have that accomplishment officially recognized on the ASU transcript at graduation if the college or department of the minor officially certifies, through established verification procedures, that all requirements for the minor have been met and the college (and in certain colleges, the department) of the student's major allows the official recognition of the minor.

A student wishing to pursue a specific minor should consult an academic advisor in the unit offering that minor to ensure that an appropriate set of courses is taken. The student should also consult with an academic advisor in the college or department of his or her major to make sure the college or department of the major allows the recognition of the minor.

Note: Certain major and minor combinations may be deemed inappropriate either by the college or department of the major or minor. Courses taken as part of a minor may not count toward both the major degree and the minor. Students should contact the department for more information.

6. Delivery/Campus Information Delivery:

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 Provost and Philip Regier (Executive Vice Provost and Dean) is required to offer programs through ASU Online.

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

Downtown Phoenix Polytechnic Tempe Thunderbird West Other:

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

September 29, 2016

TO: Hillary Harp

FROM: Kay A. Faris
Senior Associate Dean

SUBJECT: Minor in Fashion

The W. P. Carey School of Business is pleased to support the new minor in Fashion with the School of Art in the Herberger Institute for Design and the Arts. We have no conflicts with this program.

Please let me know if you have any questions.

Subject: Re: one more letter of support for Fashion

Date: Wednesday, September 28, 2016 at 11:43:17 AM Mountain Standard Time

From: Tiffany Lopez

To: Hilary Harp

Hello Hilary,

I have reviewed the proposal for the Minor in Fashion and offer support from the School of Film, Dance and Theatre. This is an exciting opportunity for our students.

Tiffany

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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

From: Hilary Harp <Hilary.Harp@asu.edu>

Date: Tuesday, September 27, 2016 at 3:08 PM

To: Tiffany Lopez <Tiffany.Ana.Lopez@asu.edu>

Subject: one more letter of support for Fashion

Hello Tiffany,

Attached you will find details related to the minor in Fashion. I'm sorry that I didn't realize that the minor also requires a letter of support from any participating units other than SOA. Could you please reply with a statement of support for the Minor in Fashion at your earliest convenience?

Thank you so much!

Hilary Harp

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Associate Director, School of Art
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