

TAMM: TEXTILES/CLOTHING/MERCH (TAMM)

TAMM 171. Textiles. (3 Credits)

This course is an introduction to the diversity of textiles arts, fiber science, and a focus on a thorough knowledge of textiles, their design structure and application. Emphasis is placed upon processes, such as twining, plaiting, spinning, knitting, dyeing, hand-printing, and loom-weaving. In addition, this course surveys textile terminology and properties to enable students to make appropriate choices in textile selection for a product.

TAMM 172. Survey of Textile & Apparel In. (1 Credit)

In this course, students will gain a broad understanding of the Apparel and Textile industry. Topics will provide students a better understanding of industry structure from the primary level, secondary level, Core and Auxiliary level. This will provide a good foundation on which to build deeper specialist knowledge as students' progress through the TAMM program. Students will learn how to explore the business of fashion through investigation, observation and gathering of materials. Through critical analysis, students will question, discuss, and argue debate current fashion business issues and to put forward ideas and information in presentations, and written work.

TAMM 271. Clothing Construction. (3 Credits)

This course is a study in the acquisition of construction skills and techniques necessary for transforming fabrics into apparel and/or home fashions. It includes an understanding of sewing equipment supplies and materials as well as applications for specific figure types and personalities. Emphasis is also placed on construction methods, technology and appropriate applications. FACS MAJOR ONLY or Permission from Instructor/Program Coordinator.

TAMM 272. Fashion History. (3 Credits)

A fundamental course in Fashion and Costume History including identity of costume starting with the Ancient Civilization to the development Western Civilization ending in the 20th Century. It also will assist the student in describing how technology and economics influence fashion development and change.

TAMM 274. Fashion Marketing/Merchandising. (3 Credits)

This course focuses on the integration of fashion marketing concepts and applications in the development of a merchandising plan. Students will learn about merchandise positioning, brand building, market segmentation, and market research as it relates to the fashion industry. Prerequisite(s): TAMM 172.

TAMM 371. Family Problems In Clothing. (3 Credits)

This course outlines a variety of problems identified in family clothing and presents steps in decision alternative and skill development for the varying stages in the family life cycle. Emphasis is in keeping with social, psychological and physiological as well as the economic clothing of the family.

TAMM 373. Fashion Illustration & Computer Application. (3 Credits)

This course provides an exploratory of the tools and techniques used to communicate Fashion. In areas such as design, branding, and merchandising effective communication is essential. Students will experience hand drawn techniques up to advanced computer software to develop presentation boards, promotion and production materials. The course format will include a lecture and studio to enhance the student learning experience through application. In addition, students will engage in the portfolio development process to create the prototype for their Senior Portfolio. Prerequisite(s): FACS 161, TAMM 172, TAMM 271.

TAMM 375. Visual Merchandising & Styling. (3 Credits)

This course is a study of presentation techniques and merchandising concepts employed to promote store image or brand strategy. Students will utilize artistic principles such as line, balance, rhythm to create effective merchandising displays and floor sets for a retail environment. Students will also explore the stylist's role in print and interactive media. Using both lecture and studio delivery, activities will include mock assignments, story boarding photo shoots, display window installations and other experiences associated with visual merchandising and stylist's responsibilities. Prerequisite(s): FACS 161, TAMM 172, TAMM 271, TAMM 272.

TAMM 376. Principles Retail Math & Buying. (3 Credits)

This course is an introduction to retail math and buying simulation. Students will be introduced to a buying simulation where they will learn the concepts and calculations necessary for merchandise buying and assortment planning for a retail store. Students will understand the retail method of inventory, planning seasonal purchases, markups, turnover, stock to sales ratio, open to buy, markdowns, and terms of sale. Prerequisites: TAMM 172, MATH 112, MATH 113.

TAMM 377. Apparel Design. (3 Credits)

in the design conceptualization process, flat pattern, and advanced level construction to design and construct a sample collection. Students will develop design ideas using croquis, draft final patterns, create mock-up and finalize using fashion fabric. Upon completion, garments will be presented for review and juried for fashion presentation. Prerequisites: TAMM 171, TAMM 172 Textiles, TAMM 271, TAMM 272, TAMM 373.

TAMM 379. Trends and Concepts. (3 Credits)

A comprehensive study of cultural and social issues that affect fashion and the emergence of trends. Students will analyze the meanings and importance of clothing and apply these concepts to contemporary society. Upon completion of the course, students will be able to complete trend analysis as well as prepare and present a Trend Forecast report based on their analyses. Prerequisite(s): FACS 161, TAMM 171, TAMM 172, TAMM 271, TAMM 272, TAMM 373.

TAMM 471. Flat Pattern Design. (3 Credits)

Fundamental principles and instructions in apparel design using the flat pattern method as a means of developing ideas effectively and efficiently. Students will master the utilization of three basic slopes, some variants as well as utilize application to the design process. Prerequisites: TAMM 374 Fashion Illustrations.

TAMM 473. Textile Design. (3 Credits)

Study and application of the elements and principles of design used to impart decorative designs on fabrics or within fabric structures. Special emphasis and techniques will be placed on a wide variety of fabrics and effects. Prerequisites: TAMM 374 Fashion Illustrations.

TAMM 474. Advanced Clothing. (3 Credits)

The course explores advanced techniques in clothing construction methods and materials. Emphasis is placed upon artistic designs as well as how scientific principles as they applied to clothing production fabric formation and clothing economics.

TAMM 475. Advanced Textiles. (3 Credits)

An essential course for TAMM majors designed to prepare and improve the decision-making processes involved in selection, use and care for a variety of textiles in the global environment and their importance to each individual. It is also an opportunity in the preparation for business entries in the textile arena. Non-TAMM majors will find the course helpful to the understanding of consumer issues and concerns relating to textiles in industry and in business. Prerequisite: One semester of Chemistry, Beginning Textiles, Environmental Sciences.

TAMM 477. Senior Sem & Professional Deve. (3 Credits)

Senior Seminar is a capstone course which involves an in-depth project undertaken by the TAMM student under the direction of the Program Coordinator and/or identified faculty. It is required to be taken during the student's Final Semester. The project is primarily concerned with the student's knowledge of the substantive content of their major field as defined by the general program of study. Students will displayed their knowledge through research project, case study, entrepreneurship / small business plan, or an approved internship/study tour project. The project is regarded as the student's culminating work and should draw upon all the student's experience and four years of study. The course will culminate with a final project paper and presentation. In addition, Students will submit a portfolio which is professionally guided and applies student skill set. Prerequisite(s) FACS 161, TAMM 171, TAMM 172, TAMM 271, TAMM 272, TAMM 274, TAMM 373, TAMM 376, TAMM 379, TAMM 478.

TAMM 478. Apparel Product Development. (3 Credits)

This advanced level course provides TAMM students with a simulated experience in product development processes and apparel production. Building upon introductory courses, students will apply fashion terminology, construction, textile science, and retail management principles to simulate the three levels of the industry design, production & sales. Students will engage in the design process, will learn flat pattern design and advanced construction skills to address production challenges. In addition, students will utilize analytical skills to cost and source as well as analyze global market challenges. Students will synthesize design concepts, advanced production technology, the development of merchandising in the modern market, including analysis of target markets, analyze the source, cost and development of a product in that market in presentation form Prerequisite(s) FACS 161, TAMM 171, TAMM 172, TAMM 271, TAMM 272, TAMM 274, TAMM 373, TAMM 376, TAMM 379.

TAMM 479. Fashion Promotion & Event Plan. (3 Credits)

This course examines the process of promotion and the promotion mix tools utilized by fashion companies. Students are engaged in all aspects of the planning process of an actual event (e.g. setting goals, preparing budgets, creating ad layouts, creating press kits, coordinating production, and evaluating). Further, students will plan and execute a fashion event (e.g., Fashion Show, Lecture Series, Fashion Publication, Trunk Show, and Bazaar). Prerequisite(s) FACS 161, TAMM 172, TAMM 272, TAMM 274, TAMM 373.