

## **Objectives and Outcomes: Fashion Dev and Product Mgmt Concentration-BS**

These are the program objectives:

1. Provide students the opportunity to obtain advanced knowledge of the product development process.
2. Provide students the opportunity to obtain advanced knowledge of fashion design and product management technologies.
3. Provide students the opportunity to obtain advanced skills in the fashion design processes.
4. Provide a curriculum that will help students prepare for the jobs they desire in the fashion industry.

**Objective:** Provide students the opportunity to obtain advanced knowledge of the product development process.

- a. Students will be able to interpret market research data in order to understand the fashion needs of specific target markets.
- b. Students will be able to plan, develop, and present a product line using merchandising processes.
- c. Students will be able to formulate specifications for the production and sourcing of fashion which relate to the garment size, shape, fit, seam and stitch selection, order of assembly, procedures for individual manufacturing operations, materials used, and quality assurance.
- d. Students will be able to calculate garment costs and evaluate the product's ability to fit within a specific pricing strategy.

**Objective:** Provide students the opportunity to obtain advanced knowledge of fashion design and product management technologies.

- a. Students will be able to use design technologies and good management practices to produce textile products.
- b. Students will be able to describe the fashion design processes using technology and management methods to demonstrate understanding of the benefits and limitations of various technologies, processes, and practices.

**Objective:** Provide students the opportunity to obtain advanced skills in the fashion design processes.

- a. Students will be able to develop a fashion design concept and take the concept to product through the use of flat pattern techniques and/or draping techniques.
- b. Students will be able to construct a fashion product using appropriate assembly methods.
- c. Students will be able to critically evaluate the quality of fashion product fit and construction based on different genders, age ranges, and sizes in a target market.

**Objective:** Provide a curriculum that will help students prepare for the jobs they desire in the fashion industry.

- a. Employers will look to NC State for recruitment opportunities while students are looking for jobs.