



# **FASHION PROGRAM**

Fashion & Retail Management

# Fashion & Retail Management

BACHELOR OF SCIENCE DEGREE

*The Fashion & Retail Management program at The Art Institute of Pittsburgh is for students who have a sense of style and a drive to work in the fashion and retail industry. Opportunities in the workplace include local and regional opportunities to national and international realms; the bachelor's degree in Fashion & Retail Management provides a solid foundation for career growth. This fast-paced industry requires talented professionals who have a strong business sense and an eye for style.*

*Students will learn how a product moves from concept (textile and apparel evaluation) to development and onto the sales floor, and will become prepared with the knowledge of current and historical fashion designers, while understanding the nature of trends and forecasting in the industry. Retail planning and buying are elements included in the program along with business plan preparation and Web marketing as a special focus. Moving merchandise is about connecting to the consumer and building brands, so there is a heavy emphasis on building marketing knowledge through courses in advertising. All courses in the Fashion & Retail Management program are also available online.*

*Graduates of the Fashion & Retail Management program have the training and skills needed to seek entry-level positions in the fashion and retail industry. Positions such as showroom account assistant, assistant buyer, associate planner, visual merchandiser, product sourcing and import coordinator, sales manager, stylist, and special events coordinator are typical starting places in the retail marketplace. Remember that the most glamorous boutique owners, retail buyers, and fashion experts all had to start somewhere!*

*The mission of the Fashion & Retail Management Bachelor of Science degree program is to prepare students for a career in fashion and retailing in a global economy. Students take courses in a learner-centered, hands-on environment, preparing them with relevant industry and professional skills needed for entry-level careers in the retail industry. The curriculum is delivered by trained and motivated faculty who currently work or remain involved in the industry. Focusing within the classroom on group projects, faculty aim to build students' networking, interpersonal, and leadership skills, preparing graduates for the diverse field of fashion and retail management.*

## Bachelor's Degree Program Requirements

Requirements for Bachelor of Science degree (180 quarter credits required)  
36 months in length as a full-time student

### General Education

The following 8 courses will be taken in this program. An additional 8 electives will be chosen from the general education elective lists in consultation with an advisor. Refer to the General Education section for requirements and the necessary distribution of elective choices.

- COM1010** Speech
- COM3010** Advanced Communication
- ECO1010** Economics
- ENG1010** Composition and Language
- ENG1020** Composition and Language II
- FS101** Freshman Studies *on-campus*  
[OR]
- SS100** Strategies for Online Learning *online*
- MTH1010** College Math
- PSY1010** Introduction to Psychology

### Program Core Courses

- A221** Brand Marketing
- A222** Principles of Marketing Research
- A311** Media Planning and Buying
- A321** Financial Management
- CPU101** Computer Literacy
- FND111** Color Theory
- FND112** Fundamentals of Design
- FND132** Fundamentals of the Internet
- FND150** Sales and Persuasive Techniques
- FND151** Consumer Behavior
- FND152** Fundamentals of Business
- FND153** Fundamentals of Marketing
- FND154** Fundamentals of Accounting
- FND250** Intellectual Property Law
- FND251** E-Commerce
- FND252** Human Resource Management
- FRM110** Introduction to Retailing
- FRM111** Fashion History I
- FRM121** Fashion History II
- FRM130** Retail Math
- FRM210** Sales and Event Promotion
- FRM211** Apparel Evaluation and Construction
- FRM220** Elements of Retail Operations and Technology

- FRM222** Event and Fashion Show Production
- FRM223** Visual Merchandising
- FRM232** Store Planning and Lease Management
- FRM310** Introduction to Manufacturing
- FRM320** Trends and Concepts in Apparel
- FRM330** Product Development
- FRM331** Current Designers
- FRM340** Merchandise Management
- FRM410** International Marketing and Buying
- FRM425** Business Ownership I
- FRM430** Business Ownership II
- FRM439** Internship
- FRM440** Case Studies in Fashion and Retail Management
- ID130** Textiles

### Program Electives

- A210** Writing Advertising Copy
- CC478** Special Projects
- FND113** Perspective
- FND122** Drawing and Perspective
- FND133** Digital Imaging for Multimedia and Web
- FND134** Photography
- FRM120** Fashion Drawing
- FRM334** Special Topics in Fashion and Retail Management
- FRM335** Merchandising Menswear
- G131** Typography
- HRM432** Etiquette for Today's Professional
- ID120** Basic Drafting
- IMD120** Fundamentals of Multimedia
- IND110** Drafting
- INDT237** Jewelry

### Transitional Studies *if applicable*

- ENG095** Reading and Writing Skills
- MTH099** Basic Mathematics
- MTH100** Elementary Algebra

## Typical Course Sequence for Fashion & Retail Management Bachelor of Science degree program

### FIRST ACADEMIC YEAR

- Quarter 1
  - CPU101** Computer Literacy
  - ENG1010** Composition and Language
  - FND111** Color Theory
  - FND153** Fundamentals of Marketing
  - FRM110** Introduction to Retailing
  - FS101** Freshman Studies *on-campus*  
[OR]
  - SS100** Strategies for Online Learning *online*

### Quarter 2

- FND112** Fundamentals of Design
- FND151** Consumer Behavior
- FND152** Fundamentals of Business
- FRM111** Fashion History I
- MTH1010** College Math

### Quarter 3

- COM1010** Speech
- FRM121** Fashion History II
- FRM130** Retail Math
- FRM210** Sales and Event Promotion
- ID130** Textiles

### SECOND ACADEMIC YEAR

- Quarter 4
  - A221** Brand Marketing
  - ENG1020** Composition and Language II
  - FND154** Fundamentals of Accounting
  - FRM211** Apparel Evaluation and Construction
  - FRM222** Event and Fashion Show Production

### Quarter 5

- A222** Principles of Marketing Research
- FND150** Sales and Persuasive Techniques
- FND252** Human Resource Management
- FRM223** Visual Merchandising
- PSY1010** Introduction to Psychology

Quarter 6  
**A311** Media Planning and Buying  
**FRM220** Elements of Retail  
 Operations and Technology  
**FRM232** Store Planning and  
 Lease Management  
**FRM331** Current Designers  
 General Education Elective **1000+** level

#### THIRD ACADEMIC YEAR

Quarter 7  
**ECO1010** Economics  
**FND132** Fundamentals of the Internet  
**FND250** Intellectual Property Law  
**FRM310** Introduction to Manufacturing  
 Program Elective

Quarter 8  
**FND251** E-Commerce  
**FRM320** Trends and Concepts  
 in Apparel  
**FRM330** Product Development  
 General Education Elective **1000+** level

Quarter 9  
**A321** Financial Management  
**FRM340** Merchandise Management  
**FRM410** International Marketing  
 and Buying  
 General Education Elective **2000+** level

#### FOURTH ACADEMIC YEAR

Quarter 10  
**FRM425** Business Ownership I  
**FRM439** Internship  
 General Education Elective **2000+** level  
 General Education Elective **2000+** level

Quarter 11  
**FRM430** Business Ownership II  
**COM3010** Advanced Communication  
 Program Elective  
 General Education Elective **3000+** level

Quarter 12  
**FRM440** Case Studies in Fashion  
 and Retail Management  
 Program Elective  
 General Education Elective **3000+** level  
 General Education Elective **3000+** level

Some courses are offered on a rotating basis. Students should consult their Academic Advisor and/or Department Chair when creating their course schedule to ensure they are following the recommended sequence.

## FASHION & RETAIL MANAGEMENT FACULTY

### Gretchen W. Harnick

#### Department Chair

Appointed a Member of Faculty in 2006  
 M.B.A., Marketing - Case Western  
 Reserve University; B.A., Psychology -  
 Wittenberg University.

### Cynthia Orrico

#### Online Program Director

Appointed a Member of Faculty in 2003  
 M.A., Interdisciplinary Arts - Columbia  
 College, Chicago; B.S., Advertising, Minor  
 Graphic Design and Photography -  
 Columbia College, Chicago.

### Debbie Baskerville

Appointed a Member of Faculty in 2008  
 M.F.A., Textile Arts and Costume Design  
 - University of California Davis; B.S.  
 Textile Design - Syracuse University;  
 A.A.S. Textile Design - Fashion Institute of  
 Technology.

### Andrew Burnstine

Appointed a Member of Faculty in 2006  
 Ph.D., Education - New York University;  
 M.A., Theater/Business - Gallatin School,  
 New York University; B.A., Theater/  
 Business - Gallatin School, New York  
 University.

### Gerald Driggs

Appointed a Member of Faculty in 2007  
 M.A., Human Development - Wayne State  
 University; B.A., Sociology - Otterbein  
 College.

### Sophia Epitropoulos

Appointed a Member of Faculty in 2006  
 M.Ed., Instructional Design - American  
 InterContinental University; B.F.A., Fash-  
 ion Design - International Academy of  
 Design and Technology.

### John C. Franke

Appointed a Member of Faculty in 1983  
 M.S., Professional Leadership/Training  
 - Carlow University; B.A., Government -  
 Lehigh University; Certificate in Human  
 Resource Management - University of  
 Pittsburgh.

### Rikki Hommel

Appointed a Member of Faculty in 2006  
 M.F.A., Fashion - The Paris American  
 Academy, Paris, France; B.S., Clothing,  
 Textiles and Merchandising - Florida  
 State University.

### Kelly Kuckenbrod

Appointed a Member of Faculty in 2006  
 M.B.A., Marketing - Dominican University;  
 B.A., Fashion Merchandising & Fashion  
 Design - Dominican University.

### Jane Mountney

Appointed a Member of Faculty in 2007  
 M.B.A., Marketing - Argosy University,  
 Orange County, California; B.A., Fashion  
 & Textiles - Nottingham Trent University,  
 Nottingham, UK; H.N.D. Fashion - Not-  
 tingham Trent University, Nottingham, UK;  
 A Level Textiles and Ceramics, Wilmorton  
 College, Derby, UK.

### Laura Painter

Appointed a Member of Faculty in 2007  
 M.B.A., Business Administration - Univer-  
 sity of the Incarnate Word; B.A., Fashion  
 Management - University of the Incarnate  
 Word.

### Meg Stoner

Appointed a Member of Faculty in 2006  
 M.S., Education - California State Univer-  
 sity; B.A., Psychology - Western Wash-  
 ington University; A.S., Apparel Design  
 - Seattle Central Community College;  
 A.S., Library and Information Technology -  
 Cuesta College.

Faculty Biographies listed online at [www.artinstitutes.edu/pittsburgh](http://www.artinstitutes.edu/pittsburgh) offer additional information including professional experience, awards, achievements and certifications.

# FASHION & RETAIL MANAGEMENT CORE COURSE DESCRIPTIONS

## **A210 Writing Advertising Copy**

This course examines the process of writing advertising copy for use in all media outlets. It explores the techniques to effectively incorporate text and graphics to develop creative advertising messages. *3 credits*

## **A221 Brand Marketing**

Branding became a buzzword in 1990s advertising and marketing, but this process has evolved into a powerful way to organize and utilize an understanding of consumer needs and motivations in a changing marketplace. As the retail environment changes, marketing people can rely less on the traditional tools of print and broadcast media. Marketing strategists need to learn how to create an identity for their products and services and how to use that identity to support sales. This course is an introduction to the essential concepts and skills of brand marketing. Prerequisite: FND153. *3 credits*

## **A222 Principles of Marketing Research**

The use of the marketing research process as a tool for solving management problems is a focus of this course. The source of data, sampling procedures, questionnaire design, data collection, and analysis will be covered. Prerequisite: FND153. *3 credits*

## **A311 Media Planning and Buying**

Media as part of a delivery channel for a marketing message will be the focus of this course. Topics include media as critical to the fulfillment of the overall marketing strategy, cost effectiveness, and alternative and new media. *3 credits*

## **A321 Financial Management**

This course includes an examination of budgeting, short-term and long-term financing, and the economics of financial markets. A case-study approach is used. Prerequisite:s FND152, MTH1010. *3 credits*

## **CC478 Special Projects**

This class is designed to emulate a real world environment by combining the skills of students from more than one curriculum. One quarter a project may be selected that will require video, animation, and industrial design students to complete the final project. Another quarter, the project may require video, photography and multimedia and Web skills. Projects will vary and students and faculty will have the ability to propose projects for future classes. Prerequisite: 75 credits, 2.75 GPA. *3 credits*

## **CPU101 Computer Literacy**

This course will introduce the students to the facts, concepts, rules, and skills needed to attain a basic level of computer literacy. Students will be introduced to and work with platform operating systems as well as some integrated software applications. *3 credits*

## **FND111 Color Theory**

This fundamental course provides an introduction to the principles of color and an exploration of color theory as it relates to design. The psychological and cultural aspects of color will be examined in making appropriate design decisions. *3 credits*

## **FND112 Fundamentals of Design**

This fundamental course will explore the basic principles of design and introduce the creative process. Design elements and relationships will be identified and employed to establish a basis for aesthetic sensitivity and critical analysis. Design will be presented as a tool of communication. *3 credits*

## **FND113 Perspective**

This is a foundation course in basic drawing. Students learn to draw three-dimensional forms through observation and application and perspective principles. *3 credits*

## **FND122 Drawing and Perspective**

This is a fundamental drawing course in which students will explore various art and media, learn to use a variety of drawing tools, draw three-dimensional objects in one, two, and three point perspective, and generate drawings that demonstrate correct proportions of models. *3 credits*

## **FND132 Fundamentals of the Internet**

The increasing use of the Internet and the advent of the World Wide Web have created a growing market for individuals who can integrate aesthetic design principles coupled with Web page scripting skills. Students will create World Wide Web pages utilizing HTML, the basic scripting language of all Web documents, in addition to many of the other effects and extension scripts available for that medium. *3 credits*

## **FND133 Digital Imaging for Multimedia and Web**

This course is designed to explore techniques for preparing graphics and type for screen display. Topics discussed include resolution, bit depth, color modes, anti-aliasing, channel operations, and masks. Prerequisite: CPU101. *3 credits*

## **FND134 Photography**

An introductory-level class that explores the principles of photography as well as the utilization of photography as a means of documenting design projects and portfolio pieces. This course covers the basic principles for lighting, setup, and shooting with 35mm camera. Students will photograph both two-dimensional and three-dimensional objects. Students will be taught basic principles of using a video camcorder. *3 credits*

### **FND150 Sales and Persuasive Techniques**

An understanding of the sales process and the steps to sell a product or service is essential to a student who works in any area of business. Selling is an essential skill for the sales function of a business, but is also part of the job for many other employees. This course focuses on the essential skills and knowledge one needs to affect a sale, as well as the ways that the sales pitch can be focused to solve customer problems. This course also covers persuasive communication techniques in the area of advertising. Areas covered include the fields of logic and psychology. Among the topics to be covered are the framing effect, emotional hot buttons, mass appeal, snob appeal, subliminal messages, and the bandwagon effect. Maslow's hierarchy of needs, emotional reactions and how to achieve them and the various types of media that could be used to achieve the appropriate desired response are also covered. *3 credits*

### **FND151 Consumer Behavior**

This course examines the cultural, social, and individual variables involved in consumer behavior. It also reviews how they are incorporated into buyer decision processes and marketing practices. Prerequisite: FND153. *3 credits*

### **FND152 Fundamentals of Business**

In this course, students are introduced to the fundamentals of business. Macroeconomics, labor relations, time management, human resources management, and basic marketing principles are covered. *3 credits*

### **FND153 Fundamentals of Marketing**

This course presents the current intricacies of marketing, including product production, selling and marketing concepts; marketing-mix factors; decision-making on product distribution; purchasing processes; market segmentation and competition; and environmental forces. *3 credits*

### **FND154 Fundamentals of Accounting**

This course introduces the nature and purpose of accounting, presents the accounting cycle, and explains how to prepare accounting statements. *3 credits*

### **FND250 Intellectual Property Law**

Intellectual Property Law provides an in-depth exploration of competitive business practices with emphasis on the protection of intellectual property, including copyright, trademark, business, and service marks. *3 credits*

### **FND251 E-Commerce**

This course will introduce the student to the unique theory and tactics of advertising and marketing on the Internet. The student will research actual advertising and marketing campaigns employing the Internet as a media vehicle. Class lectures will include the theories of advertising and marketing, target markets, demographics, media buying, and customer tracking. *3 credits*

### **FND252 Human Resource Management**

This course is designed to provide an overview and foundation for all facets of human resource management. Topics will include job design, labor relations, recruitment, selection and development of employees, compensation administration, employee appraisal, and government regulations involved with equal employment opportunity, affirmative action, accommodations, Fair Labor Standards Act, and workplace safety. The strategic aspect of human resource management will be explored in depth. *3 credits*

### **FRM110 Introduction to Retailing**

Students will be introduced to all major retailing topics involving both large and small retailers, brick and mortar retailers and their combinations, and direct marketers. Topics to be discussed will include consumer behavior, information systems, store locations, operations, human resource management, customer communications, computerization, and integrating and controlling the retail strategy in the twenty-first century. Careers in retailing will also be discussed. *3 credits*

### **FRM111 Fashion History I**

Students study the development of clothing from the earliest time to the Renaissance and the silhouette reflected through the eyes of the designer. *3 credits*

### **FRM120 Fashion Drawing**

The goal of this course is to provide fashion drawing experience to Fashion & Retail Management students. The students will experiment with different media and techniques. This will enable the student to express fashion ideas in a professional way. *3 credits*

### **FRM121 Fashion History II**

An in-depth continuation of Fashion History I, from the Renaissance to Modern. *3 credits*

### **FRM130 Retail Math**

This course provides an understanding of the various financial tools used by retailers to evaluate performance. Students calculate, analyze, and interpret financial concepts associated with accounting from a merchandising perspective. Prerequisite: MTH1010. *3 credits*

### **FRM210 Sales and Event Promotion**

This course is a workshop in which students design and prepare a sales and promotion package. The instructor acts as a facilitator and guide to ensure that upon completion of this course students will have thoroughly explored the process of crafting a marketing and sales promotion that is carefully targeted and positioned to reach the goal of generating sales. Prerequisite: FND153. *3 credits*

### **FRM211 Apparel Evaluation and Construction**

This course is designed for fashion management students to evaluate the equation between quality and cost in garments. Students will be able to identify and analyze quality of trims, fabrics, and construction in relationship to price point. Included will be women's sportswear, children's wear and menswear in a range of price points from high end to discounted. Prerequisite: ID130. *3 credits*

### **FRM220 Elements of Retail Operations and Technology**

Develops the student's understanding of operational objectives in a retail structure. An emphasis will be placed on planning, control, profitability, and staffing in a retail environment. The use of technology in the industry and the responsibilities of retail executives will be examined as well. Also career opportunities and ethical behavior of those individuals who choose to enter the retail arena will be discussed. Articles pertaining to current issues, (found in trade publications and newspapers) will be reviewed and discussed, in order to understand methods that have been created to expedite and increase profitability for the retailer. Prerequisite: FRM110. *3 credits*

### **FRM222 Event and Fashion Show Production**

The student will be introduced to a range of skills needed to produce a successful store event or fashion show. During this course, the student will gain insight into the role of creative and technical experts involved with the runway, backdrop, special effects and lighting, music, models and choreography, hair and makeup, and video teams. Prerequisite: FRM210. *3 credits*

### **FRM223 Visual Merchandising**

Students learn the importance of eye appeal and consumer buying habits. Students create their own displays using the latest principles and techniques in the visual organization of merchandise. *3 credits*

### **FRM232 Store Planning and Lease Management**

Students explore and learn the elements that combine to make a successful store layout, traffic patterns, furnishings, fixtures and security. Prerequisite: FRM223. *3 credits*

### **FRM310 Introduction to Manufacturing**

Overview of the fashion industry including the terminology of fashion and an explanation of the three levels of the industry: design, production, and sales. Careers and the organization, structure, and problems of the garment industry are studied. Prerequisite: FRM211. *3 credits*

### **FRM320 Trends and Concepts in Apparel**

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. Prerequisite: FRM210. *3 credits*

### **FRM330 Product Development**

In this course students will review design concepts and technology and the development of merchandising in the modern market, analyze target markets and source, and cost and develop a product for that market in presentation form including a prototype. Prerequisite: FRM211. *3 credits*

### **FRM331 Current Designers**

Analyzing the dynamics of world-famous designers. Prerequisite: FRM111, FRM121. *3 credits*

### **FRM334 Special Topics in Fashion and Retail Management**

This course is designed to change on a regular basis. It will look at a specific area of Fashion and Retail Management and will give students an opportunity to look at this area in-depth. Students will learn through lecture, field trips, hands-on experience, and experimentation and will create a final project in this specific area. Prerequisite: FRM320. *3 credits*

### **FRM335 Merchandising Menswear**

This course is designed to expose the student to the many aspects of the menswear business. The student will understand issues of relevance to the consumer, retailer, designer, and manufacturer. The student will gain a heightened awareness of the impact menswear has always had on the entire fashion industry and gain a strong understanding of quality. Prerequisite: FRM320. *3 credits*

### **FRM340 Merchandise Management**

Students study the categorizations of stores, organizational components, and the characteristics of various wholesale and retail markets. They will explore the private label and brand name businesses, develop customer profiles, and look at franchising as a means of entering the retail world. Students will become familiar with merchandise accounting as it relates to the various retail formats. Prerequisite: FRM130. *3 credits*

### **FRM410 International Marketing and Buying**

Students will gain an understanding of global marketing opportunities, problems, and strategies that impact the international environment. In addition, students will become knowledgeable about international marketing concepts, cross-cultural sensitivities, political and legal influences, and economic considerations and how these concepts relate to decision making in an international environment. Prerequisite: A222. *3 credits*

### **FRM425 Business Ownership I**

Students plan the foundation for opening and management of small store sales, budgets, market research, and staffing. This course is a workshop in which students design and prepare the beginning business plans necessary to open a retail store. The instructor acts as a facilitator and advisor to the student, but all decisions and choices will be made solely by the student. Upon completion of the course, the student will have a foundation for a business plan that can be developed into a model for actually opening a business. Final preparation of the plan will be completed in Business Ownership II. Prerequisite: FRM220. *3 credits*

### **FRM430 Business Ownership II**

Students complete the planning of small retail store financing, budgets, market research, and inventory. This course is a final workshop in which students design and prepare all business plans necessary to open a retail store. Students will base all plans for this course on initial sales plans completed in Business Ownership I. The instructor acts as facilitator and advisor to the student, but all decisions and choices will be made solely by the student. Upon completion of the course, the student will have a comprehensive business plan that can be used as a model for actually opening a business sometime in the future and can be used as a portfolio piece to show prospective employers. Prerequisite: FRM425. *3 credits*

### **FRM439 Internship**

Students are given the opportunity to practice the skills and knowledge they have learned in a real-world situation by working in an approved industry internship site. Prerequisite: 150 credits in the Fashion & Retail Management program. *3 credits*

### **FRM440 Case Studies in Fashion and Retail Management**

Students will review a variety of retail management business cases which bring theory to life. This course will encapsulate different topics and industries in the fashion and retail global economy. Prerequisite: FRM425. *3 credits*

### **G131 Typography**

This course is an introduction to the history of the evolution and application of typography for the perception of meaning, intention, and personality of the written word. *3 credits*

### **HRM432 Etiquette for Today's Professional**

This course is designed to teach students appropriate etiquette as necessary to success in the hospitality industry. The ability to confidently respond to most social and business situations will be addressed beginning with the introduction of oneself as well as introducing others. Table settings, written communications/stationery, gifts and cards, dating (who pays the bill, etc.), the consideration of time and setting priorities, aspects of business etiquette, business dress, and the history of good manners will be discussed, reflecting on early citations of accepted codes of conduct and moving forward to the increasing informality we experience today. *3 credits*

### **ID120 Basic Drafting**

An introduction to basic drafting techniques, terminology, and symbology used on drawings, including use of equipment, lettering, plan and elevation construction. *3 credits*

### **ID130 Textiles**

Explores the nature of man-made and natural fibers, their product uses and characteristics. Content includes discussion of yarns, fabrics, finishes, design methods, aesthetic application, and ordering specifications. *3 credits*

### **IMD120 Fundamentals of Multimedia**

This course introduces the student to the world of multimedia. Focus will be on real world examples of multimedia products and processes. Topics of discussion will include definitions of multimedia and markets, strengths and weaknesses of various platforms, opportunities for production, and examples of basic software products. Careers in multimedia, current and future employment opportunities, types of jobs, project direction, interface design, and production are discussed. Prerequisite: CPU101. *3 credits*

### **IND110 Drafting**

Principles of applied geometry and drafting methods are studied to create concise, accurate and efficient communications of technical information. This study is the foundation upon which all design and subsequent manufacturing are based. *3 credits*

### **INDT237 Jewelry**

Students are introduced to the theory of jewelry design as an art form and the principles behind jewelry fabrication. Students will be introduced to tools and techniques used in general production of jewelry. Students will be introduced to the method of lost wax jewelry-making. After designing an article of jewelry, students will then carve wax models for casting their jewelry creations. Prerequisite: FND112. *3 credits*