

# FASHION DESIGN TECHNOLOGY

NYS CIP CODE: 50.0407

## Program Summary

- Experience what it's like to produce a "NYC Fashion Week" style show exhibiting original student designs and styled merchandise selections from WNY Fashion boutiques.
- Meet new friends with similar interests in the fashion industry.
- Learn to dress, style, and create trends based on design elements and the fashion cycle.
- Get to know the movement of popular fashion by forecasting fashion trends while applying real world fashion skills.
- Create a successful business plan for a fashion boutique combining your design aesthetics with merchandising concepts.

## College Credit Connections

- Bryant and Stratton College
- Genesee Community College
- LIM College
- SUNY Buffalo State College

## Additional Information

- Students in this program are eligible for post-secondary dual enrollment.

## Career Pathways

### Professional Careers

Buyer  
Costume Designer  
Creative Director  
Fashion Editor  
Graphic Design Artist  
Market Research Director  
Marketing Manager  
Resourcing Agent  
Retail Operations Manager  
Senior Fashion Designer  
Style Director  
Textile Developer  
Wardrobe Stylist

### Technical Careers

Assistant Graphic Designer  
Fashion Designer  
Fashion Merchandiser  
Fashion Show Coordinator  
Illustration Artist  
Personal Shopper  
Retail Manager  
Social Media Manager  
Stylist Assistant  
Window Display Artist

### Entry Level Careers

Assistant Fashion Show  
Coordinator  
Fashion Designer Assistant  
Retail Sales Associate  
Seamstress



## Fashion Show Production

Starting with mood boards and work room sketches, students plan, create and style a line of clothing that is showcased center stage at our yearly fashion show. Students plan every aspect of the show from designs to music to posters to choreography to invitations. This real-world experience is incredibly valuable for all!

## Sewing

Basic sewing skills are used to create interesting projects that reflect student inspirations. Once basic sewing skills are mastered, you can create any designs exhibiting your inspiration.

## Graphic Design

PhotoShop and Illustrator programs are used to create fashion magazine layouts that express current fashion trends and create unique digital pieces of art.

## Fashion Trend Forecasting

Learn how to predict the next big fashion trend! We locate trends using global resources following fashions in many areas of the industry.

## Fashion Psychology

Why do we wear what we wear? Successful fashion professionals know the spending habits of their customers. This unit helps in figuring out the priorities of consumers and why they wear and buy certain clothing styles paving the way for success in the business of fashion.

## The Business of Fashion

Merchandising, marketing, and advertising are the keys to success in the fashion industry. Students will create a working business plan to use when opening up their own business.

## Fiber, Yarn, Fabric, and Garment Production

How do clothes end up in the local mall? This unit follows a garment through all the steps of the production process from fiber to yarn to fabric to garment design to apparel sales. Students learn to appreciate how the clothes they wear everyday are manufactured and the impact of the fashion industry on the environment.

## Fashion History

Before we can forecast future fashion trends, we need to appreciate how fashion has changed over time. This unit explores fashions and their influences from ancient worlds and American history during the 1900's to the present.

## Analyzing Fashion Collections

Designers find inspiration just about anywhere. Learn how inspirations are the foundations for fashion collections and how a design aesthetic is a common thread in all their collections.

## Illustrating

Learn how to creatively illustrate fashion designs using a croquis that professional fashion designers use. This skill gives you the freedom to draw anywhere. Then digitize your artwork using PhotoShop and Illustrator.

## Technology

From wearable lights to digital designs in manufacturing, technology is impacting the fashion industry. Learn how to incorporate technology into your fashions from design to manufacturing to merchandising.