

MS Fashion Design Management
Curriculum Overview with Course Descriptions

Fall Semester 1 (Philadelphia University):

Design Process Time Line: Planning and Management **3 Credits**

- Introduction of the Design Time line as a strategic process, within a Global Corporate structure.
- Design Process Overview, Timing and Project Management tools (PLM systems).
- In depth study of the Product Development time line, linking Design/Merchandising/Prototype Development and Brand Positioning processes
- Overview of Creative Teams and the interaction between Design, Merchandising, Production and Marketing

Designing within Brand Parameters **4 Credits**

- Simulation of a complete research, design and development cycle beginning with a specific design brief and designing into a specific existing brand aesthetic.
- Designers will be challenged to create within market constraints for example; targeted channel of distribution, season, SKU plan, delivery, targeted wholesale, targeted raw materials and competitive landscape.

Social Media Metrics in Design **3 Credits**

- Overview of how to incorporate Social Media Metrics and Data Analytics strategically into the fashion design development process
- Students will study digital branded leaders who are most effectively leveraging social quantitative methods to gain data driven insight into consumer trends
- Overview of Google Analytics and Facebook public platforms will identify key algorithms used in the Fashion Industry

Spring Semester 1 (Philadelphia University):

Textile Design and Fabric/Trim Approval Processes **3 Credits**

- Color Development/Standards/Lab dip approvals
- Overview of CAD Print Design/Approval process
- Overview of Jacquard Design/Development
- Development of Fabric/Trim/Color concepts
- Timeline/approvals on Textiles/Trims

Building Brand Identity**3 Credits**

- Brand Identity within the Design Process
- Study of Fashion Industry Leaders with distinctive Brand Platforms
- Creating logos/hang tags/taglines/web home page
- Fashion Design processes within a Licensed Brand structure

Strategic Design and Merchandising**4 credits**

- First of a two part studio course
- Studio course; simulation of complete strategic design process encompassing research, brand positioning, merchandising direction and collection design

Fall Semester 2 (Politecnico, Milan, Italy):***Design Research and Trending*****3 Credits**

- Advanced and Multidisciplinary Research Methodologies and Tools
- Development of brand narrative and positioning including labeling, hang tag, fixtures, promotion and packaging
- Trend Analysis combined with Data Analytics
- Visual Synthesis and briefing Charts

Product Development and Prototyping**4 Credit Studio**

- Second of a two part Studio Course
- Execution of Technical Packs developed for Prototyping/Sampling/Production
- Sampling/Prototype Development
- Fit approvals/Comments to Overseas offices
- Costing Process/Targeted Margins

Optional Elective Course chosen from existing graduate program**3 Credits*****Workshop/Intensive Industry Project*****2 Credits**

- Simulation of a complete research, design and development cycle beginning with a specific design brief and designing into a specific existing brand aesthetic.

Total: 10 Courses**32 Credits**