

APPAREL, TEXTILES AND DESIGN (B.S.)

This major considers apparel, textiles, and design as basic human needs, consumer products, historical and cultural artifacts, and communication tools. Students who wish to graduate in Apparel, Textiles and Design (ATD) must earn a grade of 'C' or higher in all required ATD coursework, including Area of Focus courses.

Students are required to complete an advisor-approved focus area of 18 credits. Students select their focus area at the end of their sophomore year. Standard program focus areas are Design, Marketing/Merchandising, and Product Development. Students may choose a related focus area by submitting a proposal to ATD Faculty clearly showing the relationship between Apparel, Textiles and Design and their proposed area of focus relative to the industry, their career goals, and any emerging opportunities. Other focus areas may include Costume Design, Advertising, Business, or International Studies. Upon approval, a double major or minor could also be used instead as long as the other content area is relative to Apparel, Textiles and Design.

Apparel, Textiles and Design Program Outcomes

Foundations

- Understand the global nature and scope of the industry and related sectors, including but not limited to design, production, buying and merchandising, and distribution.
- Focus on fibers and textile materials and specification relative to serviceability, quality, performance, and cost.
- Understand and apply knowledge about key concepts such as target market, product development, the consumer, and the roles and functions of various contexts in which products are developed and consumed.

Product Development

- Identify and interpret needs and wants of consumers and how industry processes are applied to plan, develop, produce, communicate, and sell profitable product lines.
- Relate the elements and principles of design to product development, use, and evaluation and use the design process to create products that meet marketplace needs.
- Demonstrate critical and creative thinking skills and creative problem-solving skills, including the ability to critically evaluate and compare diverse perspectives.
- Communicate ideas in written, verbal, and visual forms using appropriate technology.
- Evaluate product quality, serviceability, and regulatory standards.

Understanding the Consumer

- Understand, communicate, and apply knowledge and research regarding appearance and human behavior and about the complex nature of consumer behavior as it relates to aesthetic preferences, economic and purchasing decisions, and social, historical, and cultural factors.
- Understand the concept of dress (as all of the supplements and modifications to the body) and its role as it reflects and shapes intra- and inter-cultural and social interactions.

- Apply knowledge about the interrelationships among historic and socio-cultural factors of dress and their impact on human behavior, including the effects of life stages, change across time, and culture.

Career Development and Professional Skills

- Identify and evaluate issues of social responsibility, professional behavior, sustainability and ethics related to the impact of individual, organizational, and corporate decision-making.
- Demonstrate the necessary skills for industry careers, including creativity, teamwork, attitude, ethics, goal setting, and career development.
- Function as team members and leaders within professional and culturally diverse environments.
- Apply concepts and integrate knowledge through practical learning experiences in meaningful workplace settings and various industry contexts.

Required course work includes the university requirements (see regulation J-3 (<https://catalog.uidaho.edu/general-requirements-academic-procedures/j-general-requirements-baccalaureate-degrees/>)) and:

Code	Title	Hours
ART 100	Introduction to Art: Why Art Matters	3
COMM 101	Fundamentals of Oral Communication	3
ENGL 313	Business Writing	3
or ENGL 317	Technical Writing II	
ENVS 101	Introduction to Environmental Science	3
ATD 119	Introduction to Fashion and the Apparel Industry	3
HDFS 105	Individual and Family Development	3
ATD 123	Textiles	3
ATD 124	Introduction to Apparel Construction	2
ATD 239	Digital Illustration for the Apparel Industry	3
ATD 224	Apparel Construction and Assembly Processes	3
ATD 223	Fashion Business and Product Development	3
ATD 324	Patternmaking	4
ATD 349	History of Western Dress	3
ATD 449	Dress and Culture	3
FCS 448	Consumer Economic Issues	3
ATD 413	Portfolio Development	3
INTR 201	Major/Career Exploration and Decision Making	1
MKTG 321	Marketing	3
PSYC 101	Introduction to Psychology	3
or SOC 101	Introduction to Sociology	
Select one of the following:		3-4
ECON 201	Principles of Macroeconomics	
ECON 202	Principles of Microeconomics	
ECON 272	Foundations of Economic Analysis	
Select one of the following:		3
PSYC 320	Introduction to Social Psychology	
SOC 340	Environmental Sociology and Globalization	
Select one of the following Senior Experiences:		3-4
ATD 424	Senior Experience: Apparel Design	
ATD 460	Apparel Promotion and Merchandising	

Complete one of the following Professional Development experiences:

Undergraduate Research Project	
Faculty-led Study Tour	
Study Abroad	
Internship	
Select 3 credits of Anthropology electives	3
Area of Focus Credits	18
Total Hours	85-87

Courses to total 120 credits for this degree

Fall Term 1		Hours
ART 100	Introduction to Art: Why Art Matters	3
ENGL 101	Writing and Rhetoric I	3
ATD 119	Introduction to Fashion and the Apparel Industry	3
ATD 124	Introduction to Apparel Construction	2
Mathematical Ways of Knowing Course		3
Hours		14
Spring Term 1		Hours
ENGL 102	Writing and Rhetoric II	3
ATD 123	Textiles	3
ATD 224	Apparel Construction and Assembly Processes	3
COMM 101	Fundamentals of Oral Communication	3
PSYC 101 OR SOC 101		3
Hours		15
Fall Term 2		Hours
HDFS 105	Individual and Family Development	3
ATD 239	Digital Illustration for the Apparel Industry	3
Scientific Ways of Knowing Course		4
ECON 201 OR ECON 202 OR ECON 272		3
Hours		13
Spring Term 2		Hours
Area of Focus, Major Elective Course		3
Area of Focus, Major Elective Course		3
Anthropology, Major Elective Course		3
Scientific Ways of Knowing Course		4
Elective Course		3
Hours		16
Fall Term 3		Hours
ATD 324	Patternmaking	4
ATD 349	History of Western Dress	3
MKTG 321	Marketing	3
Elective Course		3
PSYC 320 OR SOC 340		3
Hours		16
Spring Term 3		Hours
ATD 449	Dress and Culture	3
ATD 223	Fashion Business and Product Development	3
Area of Focus, Major Elective Course		3
Area of Focus, Major Elective Course		3
ENGL 313 OR ENGL 317		3
Hours		15
Fall Term 4		Hours
FCS 448	Consumer Economic Issues	3
ATD 413	Portfolio Development	3
American Diversity Course		3
Area of Focus, Major Elective Course		3
Area of Focus, Major Elective Course		3
Hours		15
Spring Term 4		Hours
Humanistic and Artistic Ways of Knowing Course		3
Elective Course		3

Elective Course	3
Elective Course	2
ATD 424 OR ATD 460	4
Hours	15
Total Hours	119

The degree map is a guide for the timely completion of your curricular requirements. Your academic advisor or department may be contacted for assistance in interpreting this map. This map is not reflective of your academic history or transcript and it is not official notification of completion of degree or certificate requirements. Please contact the Registrar's Office regarding your official degree/certificate completion status.

Students will:

1. Understand the global nature and scope of industry.
2. Develop understanding of fibers and textile materials and specifications relative to serviceability, quality, performance, and cost.
3. Understand and apply knowledge about key concepts such as target market, product development, the consumer, and the roles and functions of various contexts in which products are developed and consumed.
4. Demonstrate awareness of communication skills and tools.
5. Identify and understand the target consumer.
6. Relate elements and principles of design to product development.
7. Demonstrate critical thinking, creative thinking, and creative problem solving.
8. Communicate in written, verbal, and visual forms.
9. Evaluate product quality, serviceability, and regulatory standards.
10. Understand appearance, human behavior, aesthetic preferences, economic and purchasing decisions, and social, historical, and cultural factors.
11. Understand concept of dress related to intra- and inter-cultural and social interactions.
12. Apply knowledge of dress and culture across life stages, time, and culture.
13. Identify and evaluate social responsibility, professional behavior, and ethics.
14. Demonstrate necessary skills for careers, including communication in written, verbal, and visual forms.
15. Function as a team member or leader.
16. Apply concepts and knowledge in workplace and industry contexts.