

Apparel, Merchandising, and Design Program Assessment

Department of Family and Consumer Sciences

Updated Spring 2012

Program Goals are based on:

International Textiles and Apparel Association's (ITAA) Four-Year Baccalaureate Program Meta-Goals (2008)

Program Goal: The Apparel, Merchandising, and Design program guides students as they learn about the processes of the apparel and textiles industry.				
Outcome(s)	What group(s) will be assessed?	Assessment Methods	Who will conduct assessment?	Timeline
Understand and apply knowledge about the roles and functions of various industry sectors in which products are developed, produced, marketed, sold, and consumed, including construction, sourcing, manufacturing, marketing, and merchandising processes.	FCS 226: Fashion Trend and Industry Analysis	Exam	Instructor	Fall semester
	FCS 328: Economics of Fashion	Global sourcing group project.	Instructor	Fall semester
	FCS 371: Advanced Merchandising	Merchandising Analysis Portfolio (MAP)	Instructor	Spring semester
Identify and interpret needs and wants of consumers and how industry processes are applied to plan, develop, produce, communicate, and sell profitable product lines.	FCS 226: Fashion Trend and Industry Analysis	Future of Fashion Project.	Instructor	Fall semester
	FCS 329: Apparel Product Analysis	Mass Production Project:	Instructor	Fall semester
	FCS 371: Advanced Merchandizing	Sourcing Simulation Analysis	Instructor	Spring semester
Evaluate product quality, serviceability, and regulatory compliance standards.	FCS 122: Apparel Product Development	Vest design and production.	Instructor	Fall semester
	FCS 225: Textiles	Quizzes	Instructor	Fall semester
	FCS 321: Flat Pattern Design	Design presentations.	Instructor	Fall semester
	FCS 324: Draping and Design	Fashion Show.	Instructor	Spring semester

Program Goal: The Apparel, Merchandising, and Design program guides students as they learn about appearance and human behavior.				
Outcome(s)	What group(s) will be assessed?	Assessment Methods	Who will conduct assessment?	Timeline
Apply theories, concepts, and research regarding appearance and human behavior to industry and societal problems.	FCS 226: Fashion Trend and Industry Analysis	Exam	Instructor	Fall semester
	FCS 327: Clothing and Behavior	Popular Culture and Dress Project.	Instructor	Fall semester
Understand and apply knowledge about the role of dress as it reflects and shapes intra and inter-cultural interactions.	FCS 222: Cultural Diversity in Dress	Personal reflection essay.	Instructor	Fall semester
	FCS 365: Apparel Collection Development	Create textile designs	Instructor	Spring semester
Understand and apply knowledge about the interrelationships among historic, sociocultural, and psychological factors of dress and their impact on human behavior, including the effects of life stages, change across time, and culture.	FCS 222: Cultural Diversity in Dress	Cultural analysis and oral presentation.	Instructor	Fall semester
	FCS 327: Clothing and Behavior	Final Exam	Instructor	Fall semester
	FCS 362: Fashion History II	Final Exam	Instructor	Spring semester

Program Goal: The Apparel, Merchandising, and Design program teaches students familiarization with, and an appreciation of, aesthetics and the design process.				
Use the design process to create products that meet marketplace needs.	FCS 122: Apparel Product Development	Elementary School Student project	Instructor	Fall semester
	FCS 366: CAD for Apparel Design	Digital portfolios	Instructor	Fall semester
Relate the elements and principles of design to product development, use, and evaluation.	FCS 122: Apparel Product Development	Final Project	Instructor	Fall semester
	FCS 228: Apparel Design	Creation of garment designs	Instructor	Fall semester
Understand the role of historical, socio-cultural, and psychological factors in aesthetic expression.	FCS 327: Clothing and Behavior	Social psychological factors of appearance (paper)	Instructor	Fall semester
	FCS 361: Fashion History I	Activity 3- Middle Ages Costume Replication	Instructor	Fall semester

Program Goal: The Apparel, Merchandising, and Design program guides students in developing competencies to work in a globally interdependent apparel and textiles industry emphasizing ethics, social responsibility, and sustainability.				
Outcome(s)	What group(s) will be assessed?	Assessment Methods	Who will conduct assessment?	Timeline
Understand how theoretical perspectives on markets, trade, and economic development can be applied to historical and current data on production, consumption, and disposal of products.	FCS 222: Cultural Diversity in Dress	Volunteer Experience	Instructor	Fall semester
	FCS 225: Textiles	In-class assignment	Instructor	Fall semester
	FCS 371: Advanced Merchandising	Retailer Profile Project.	Instructor	Spring semester
Identify and evaluate issues of social responsibility, professional behavior, and ethics related to the impact of individual, organizational, and corporate decision making.	FCS 225: Textiles	Alpaca Farm Visit	Instructor	Fall semester
	FCS 329: Apparel Product Analysis	"The Footprint Chronicles": Production Transparency	Instructor	Fall semester
Analyze and evaluate issues related to environmental sustainability and environmental impact as they relate to industry activities and processes.	FCS 225: Textiles	Green Check-list	Instructor	Fall semester
	FCS 329: Apparel Product Analysis	"The Footprint Chronicles": Production Transparency	Instructor	Fall semester

Program Goal: The Apparel, Merchandising, and Design program guides students in developing creative and critical thinking skills as future apparel and textiles industry professionals.				
Outcome(s)	What group(s) will be assessed?	Assessment Methods	Who will conduct assessment?	Timeline
Demonstrate critical and creative thinking skills, including the ability to critically evaluate and compare diverse perspectives.	FCS 122: Apparel Product Development	Elementary School Student project	Instructor	Fall semester
	FCS 222: Cultural Diversity in Dress	Research paper and board presentation	Instructor	Fall semester
	FCS 361: Fashion History I	Fashion History Project	Instructor	Fall semester

Apply quantitative and qualitative skills to problem solving within the textile and apparel complex.	FCS 225: Textiles	Weekly quizzes, mid-term and final exam	Instructor	Fall semester
	FCS 329: Apparel Product Analysis	Weekly independent and group quizzes;	Instructor	Fall semester
	FCS 369: Merchandise Planning and Control	16 in-class worksheets, 2 math assignments	Instructor	Fall semester
Use appropriate technology to facilitate critical, creative, quantitative, and qualitative thinking within the textile and apparel complex.	FCS 122: Apparel Product Development	Final Project	Instructor	Fall semester
	FCS 368: Fashion Promotion	Visual Retailing project:	Instructor	Fall semester
	FCS 369: Merchandise Planning and Control	3 spreadsheet assignments, six-month merchandise plan	Instructor	Fall semester