

ART 3870: Technical Development & Drafting I

3 Credit Hours

Prerequisite: ART 1200 and ART 3820

An introduction to textile development and patternmaking or drafting. Students will learn the methods including, basic pattern engineering, assembly options, historical garment fits and sizing theory. Principles of material utilization, quality assurance and cohesive collections will be emphasized by using both manual and digital software-based methods.

ART 3880: The Textile Industry

3 Credit Hours

Concurrent: ART 3840

Discussing the application of merchandising principles as they relate to standard industry practice, students will become knowledgeable in the visual tools needed to promote textiles and/or apparel products. This course will explore product development strategies used in various industry segments including international sourcing, wholesale, production, marketing, advertising and sales/promotion.

ART 3990: Art As a Public Profession

3 Credit Hours

Prerequisite: ART 2990

This course introduces the art student to a variety of artistic fields and endeavors which provide a range of income-generating possibilities for the professional artist. With a special focus on art in public places, the course will guide the student through the specifics of preparing, locating, and applying for public art commissions. The course will also look at establishing artistic relationships with art galleries, museums, and art centers, as well as preparation for the realm of self-employment.

ART 4021: Advertising and Packaging

3 Credit Hours

Prerequisite: ART 3020

This course explores the role of advertising and packaging as part of the graphic design discipline. Emphasis will be on advertising campaign strategies and tactics from a historical perspective, package design solutions targeted to marketing objectives, and media realities and display aesthetics. The history and unique positioning of advertising and packaging will be stressed.