Foundational Courses

TEFM 1101 Introduction to Fashion — 2 Credits / 60 Clock-Hours

Students will dive into the diverse careers found in the fashion industry within the areas of design, business, inspiration and conception, and retail. Students will develop an economic outlook of the fashion industry and research current events and other news in the fashion industry. Students will identify similarities and differences between multiple careers while researching the job details and experience or education required to obtain a career in that field. Students will then search for a current job opportunity in the career of their choice that suits their interests and skills.

Objectives:
• Identify current trends and newsworthy events or developments in the fashion industry.
• Compare and contrast multiple careers to identify similarities and differences between them.
• Identify personal skills and strengths that are suited for a particular career and research a current job opportunity in that area.
• Outline the educational and professional experience required to obtain a career in the area of your choice.

TEFM 1105 Apparel Industry — 3 Credits / 90 Clock-Hours

Students will be introduced to the apparel industry through construction details, apparel terminology, designer research, and presentation techniques. from production to marketing. They will also learn how historical events from the 20th century influenced these areas to the present and how fashion history showcases itself in the apparel industry today. Students will also learn how fashion designers from different parts of the world impacted the industry. Students will have the opportunity to forecast a trend and design a corresponding 10-piece collection of apparel that will be marketed to a target audience.

Objectives:
• Identify key apparel styles and construction details using correct terminology.
• Describe how important historical events and designers have influenced the apparel industry over time.
• Design an apparel collection based on research and trend forecasting for a specific target market.

TEFM 1302 Strategies of Selling — 1 Credit / 30 Clock-Hours

The Strategies of Selling course covers key setting techniques, customer communication, and sales presentations. Students learn to identify customer needs, build trust, close sales, and apply retail math for discounts, commissions, and cash handling.

Objectives:
• Meet customer needs based on their identified customer type and purchasing behaviors.
• Use effective communication skills with customers and clients.
• Deliver a compelling sales presentation for a designated merchandise category.
• Demonstrate proper cash handling and calculate sales transactions.

TEFM 1400 Textiles **2 Credits / 60 Clock-Hours**

Students will study fibers in order to understand the characteristics, properties, and care of major textiles. They will also identify appropriate types of fibers, fabrics, and construction methods for specific garments to achieve proper fit, quality, and style. Students will also research and develop ideas based on the latest advancements in the textile industry.

Objectives:
• Match physical fabrics to the appropriate name and identify the type of construction.
• Demonstrate the process of weaving, by creating paper versions of basic weaves.
• Identify appropriate fiber and fabric properties to apply in apparel design and selling interactions.
• Identify accurate care instructions and symbols for specific fabrics.
• Research and identify a new textile technology advancement in the industry.

TEFM 1500 Fashion Styling **2 Credits / 60 Clock-Hours**

Students will learn how to take body measurements, calculate proportions, and assess figure types. Students will use shape relationships and elements of design to create the illusion of balanced figure types or portray a certain character, trend, or style. Students will put these methods to work by acting as a freelance stylist for a personal wardrobe consultation and a corporate client ad campaign. They will also learn and apply best practices for contract development as a freelance fashion stylist in mock scenarios.

Objectives:
• Perform a successful body measurement skills pass off.
• Identify figure types and body proportions using body measurements.
• Coordinate a wardrobe presentation for a mock client.
• Prepare a styling presentation for a mock corporate ad campaign.

TEFM 1512 Professional Development **2 Credits / 60 Clock-Hours**

Students will learn to create professional resumes, write cover letters, and complete job applications specific to their individual career focus. Students will also learn how to apply best practices of social media and technology to market their professional skills and experience in pursuit of a career. In addition, they will learn effective ways to communicate in management and leadership scenarios. Students will have the opportunity to develop effective interview techniques and follow-up procedures through a mock interview.

Objectives:
• Identify preferred career paths and create a social media presence for associated professional skills and experience.
• Create a professional resume and cover letter.
• Demonstrate effective interview techniques and apply appropriate follow-up procedures with potential employers.
• Showcase appropriate communication skills verbally and nonverbally through case scenarios.
• Identify appropriate levels of professional relationships between managers and co-workers.
• Demonstrate ability to conduct effective employee reviews with professionalism and sensitivity for areas of conflict.

TEFM 1610 Promotional Event Planning **3 Credits / 90 Clock-Hours**

Students will develop the necessary skills to plan, produce, and execute a promotional fashion show. They will demonstrate their skills and knowledge of promotion by working on the overall theme, advertising and marketing elements, choreography, merchandise and music selection, and merchandise preparation of the fashion show. Students will also develop project management skills by creating a team calendar to manage all important assignments and planning deadlines.

Objectives:
• Compile trend forecasting research for the current season.
• Develop a theme that could be implemented with a specified budget.
• Create social media posts and advertising elements for a BTECH fashion show.
• Plan and produce a promotional window display for a BTECH fashion show.
• Implement project management skills while working as a team on a BTECH fashion show.

TEFM 1700 Visual Merchandising **3 Credits / 90 Clock-Hours**

Students will focus on the development of creative concepts and visual presentation of merchandise and apparel. Students will learn the key principles and elements of design and discover how retailers use these principles and elements to present merchandise. Overall brand concepts, color psychology, fixtures, atmospherics, drafting, and display techniques will be covered. Students will receive hands-on experience in merchandise presentation and display.

Objectives:
• Identify the principles and elements of design in advertising and retail window displays.
• Differentiate between feature and capacity fixtures used in retail operations.
• Create an effective themed visual presentation of merchandise, accessories, and props for a display and planogram layout.
• Develop an overall retail store concept that includes merchandise categories, pricing, floor layout, fixtures, and atmospherics.

TEFM 1721 Beginning Sewing **3 Credits / 90 Clock-Hours**

Students will be introduced to basic sewing techniques, sewing equipment, and operations of a sewing machine and serger. They will learn how to apply body measurements, reading, pattern layout, and fabric selection to different garment types. Students will also create samples for a variety of sewing techniques and construct two simple garments using a commercial pattern.

Objectives:
• Identify the parts and correct operations of a basic sewing machine and serger.
• Evaluate the characteristics, performance, and care of specific textiles.
• Determine the most efficient layout for a commercial pattern.
• Demonstrate specific sewing techniques through two customized sewing practicums.
• Produce two quality garments using proper construction techniques and seam finishes for the fabric types.

TEFM 1780 Advanced Sewing **3 Credits / 90 Clock-Hours**

This course will provide an extension of sewing skills gained in Beginning Sewing by focusing on clothing construction, fit, and design consideration at the advanced level. The focus will be aimed toward but not limited to outdoor gear style.

Objectives:
• Distinguish different types of fabric and fiber characteristics used in the sports and outdoor apparel industry.
• Demonstrate knowledge and ability to produce and improve pattern alterations for an accurate fit.
• Demonstrate correct sewing construction techniques at the intermediate level to complete three functional garments.

TEFM 2300 Product Development **3 Credits / 90 Clock-Hours**

Students will learn the process of product development from research to production and distribution. They will learn the roles of the key positions within the apparel industry and the part they play to produce a product. Students will conduct market research and develop ideas for a line of goods to produce. Students will then learn the steps of production through material sourcing, manufacturer selection, sample creation, and distribution. Students will also learn best practices for contracts and negotiations in regards to product development.

Objectives:
• Identify the roles of the key positions in the apparel industry and steps necessary to produce a sample garment or other fashion-related item.
• Select appropriate companies/facilities to source raw goods and produce specific merchandise.
• Identify appropriate distribution policies and channels for a selected product.
• Outline the required steps to produce a product for the creation of a specific line of goods.

Supplemental Courses Varies by Institution

Bridgerland

TEFM 1350 Social Media Marketing **1 Credit / 30 Clock-Hours**

Students will be introduced to the core concepts of the influencer world and social media marketing. After learning the core concepts that lead to a successful social media marketing plan, students will develop a marketing plan for a new or existing business or brand. This process will include the following components: conducting a business/product needs analysis, developing a strategy, generating content, creating a posting calendar, and measuring the effectiveness of the strategy where possible.

Objectives:
• Conduct research to identify the needs of a new or existing business.
• Develop a social media marketing plan to satisfy business needs and goals.
• Design content for selected social media platforms through text, print, and visual mediums.
• Present marketing plan to your peers for feedback.
• Measure effectiveness of marketing strategy.

TEFM 1630 Beginning 3D Apparel Design **3 Credits / 90 Clock-Hours**

The Beginning 3D Apparel Design course teaches CLO 3D Fashion Design software basics, including creating and modifying 2D patterns, digital sewing, and simulating garments in 3D. Students develop design skills, speed up rendering, and gain industry-relevant expertise, mastering CLO 3D Fashion Design software to meet professional standards.

Objectives:
• Create a digital pattern in 2D.
• Arrange 2D pattern pieces and sew a digital garment.
• Manipulate fabric in a 3D environment.
• Simulate 2D patterns in a 3D environment on an avatar.

TEFM 1650 Fashion Photography **1 Credit / 30 Clock-Hours**

The Fashion Photography course introduces students to the basics of fashion and product photography in a studio, including camera use, lighting, and creating professional images. Students will practice flat-lay and live-model photography while gaining hands-on experience with professional-grade equipment.

Objectives:
• Demonstrate professional camera operation, lighting, and exposure.
• Produce flat lay and live model images.
• Apply photo editing techniques to produce publication-ready images.
• Implement studio and commercial photography workflows.

TEFM 2400 Capstone Project **2 Credits / 60 Clock-Hours**

The Capstone Project course provides students the opportunity to develop and complete a project that develops an advanced fashion skill. Students expand their knowledge and skills to demonstrate expertise in a desired area of study through a final project.

Objectives:
• Create a project proposal.
• Set and meet project deadlines.
• Perform progress updates with project stakeholders.
• Create a project summary and presentation.

TEFM 2510 Historic Costume **2 Credits / 60 Clock-Hours**

This course covers the history of dress from the ancient world to the 19th century. The costume of each period is viewed within its historical, cultural, and economic context. Students will use their historical costume knowledge to design costumes for stage and film purposes.

Objectives:
• Develop a basic vocabulary of the styles worn during each of the historical periods.
• Identify silhouettes, details, fibers, and material used for each period.
• Identify correct styles of clothing and accessories that were adopted by members of social groups that were socially appropriate for specific times and situations.
• Design costumes with proper historical design elements for a specific theater or film character.

TEFM 2998 Fashion Merchandising Externship **2 Credits / 90 Clock-Hours**

The Fashion Merchandising Externship course provides hands-on experience for students to apply fashion and design skills in a real-world environment. Students work on client projects, receive feedback, and have learning objectives tailored to both the organization and their career interests.

Objectives:
• Create personalized objectives to be accomplished during the externship.
• Demonstrate competency in personalized objectives and soft skills being evaluated by on-site representative/supervisor.
• Maintain agreed-upon hours for the duration of the externship.
• Set improvement goals based on constructive criticism and suggestions.