

COURSE OFFERINGS

SUMMER 2011

APPAREL MERCHANDISING

AMID-R 309 Strategies in Retail Promotion 3 credits

P: Sophomore standing or higher, and one course from R100 or H100; R209 or H209.

Application of design elements and principles to commercial display and development of creative visual merchandising techniques; various media explored. Credit given for only one of R309 or H309.

TR 1:00pm-4:00pm MME 020C Rausch, C

AMID-R315 Principles of Retail Merchandising 3 credits

P: Sophomore standing or higher; grade of C- or higher in MATH M118 or M119 or equivalent; and one course from R100, H100, R209, or H209.

An examination of the contemporary retail environment as it related to principles such as the profit and loss analysis, retail math, markups, markdowns, and turnover. Comprehensive analysis and strategy development using retail merchandising principles are emphasized. Credit given for only one of R315 or H315.

MW 9:00am-12:00pm BH 149 Shaffer, J

AMID-R316 Retail Product Management 3 credits

P: Sophomore standing or higher, and one course from R100, H100, R209 or H209.

Design thinking will be used to study strategic product management in the current retail environment. Function and practices in product distribution, merchandising and retail selling to the end use consumer segments of the retail cycle will be examined as they relate to contemporary retail store management and operations. Credit given for only one of R316 or H316.

MW 1:00pm-4:00pm MME 020C Shaffer, J

AMID-Y 398 Internship in Professional Practice 2 credits

P: Consent of department. For retailing experience, R100 or H100; for interior design experience, D272 or H272. For all internships at least 26 credit hours must be completed, 2.500 overall minimum GPA, undergraduate AMID major required. For other professional practice areas, see department chair for prerequisites

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FASHION DESIGN

AMID-F 301 Dress Studies: Cultural Analysis (CSA) 3 credits

P: Junior standing. R: Once course in cultural anthropology, sociology, or psychology.

Topic: Dress and Religion

Dress as a reflection of the physical, social, psychological, and aesthetic environment of various cultures; responses to and uses of dress as an aspect of culture and individual behavior. May be repeated with a different topic for a maximum of 6 credit hours in F301 and H401.

TR 9:00am-12:00pm MME 020C Akou, H

INTERIOR DESIGN

AMID-D 191 Design Studies: Form & Function (A&H) 3 credits

In this introductory course, students will learn about the decisions designers make to shape the objects they encounter every day and the effects of those decisions on those of us who interact with them. This course features lectures and hands-on projects examining designs as diverse as toothbrushes, iPods, bicycles, and buildings. Credit given for only one of D191 or H191.

TR 9:00am-12:00pm ER 120 Mitchell, T

AMID-D 290 Special Topics in Interior Design: 3D Modeling 3 credits

This course will expose the student to the learning methods and techniques involved in the designing and construction of 3D objects. Students will learn fundamental and beginning knowledge essential for the further exploration of 3D modeling. At the completion of the class, students will have a basic knowledge of how to effectively model their designs, how to render them realistically and how to create simple animations. A variety of 3D software will be used including Sketchup, Rhino and 3D Studio Max. Projects will have a creative design component: projects to include footwear and a chair among others. Students will have challenging but rewarding readings, as well as tutorials and example training. Please note: students will be responsible for acquiring their own software.

MW 9:00am-12:00pm ER 120 Racek, J

AMID-D 290 Special Topics in Interior Design: Introduction to LEED 3 credits

This course will prepare the students from the design fields to successfully pass the LEED GA exam. LEED GA is a prerequisite for other LEED specialty exams. Students who have the LEED GA credential upon their graduation will be more marketable to their potential employers and clients. This course will include a review of all LEED rating systems, a review of Green Building concepts such as vegetated roofs, rapidly renewable materials, on site renewable energy, and other essential concepts. It will also include a complete discussion of the core USGBC curriculum including: Sustainable Sites, Water Efficiency, Energy and Atmosphere, Materials and Resources, and Indoor Environmental Quality.

MW 1:00pm-4:00pm ER120 Wu, J