

De La Salle-College of Saint Benilde

Bachelor of Arts in Fashion Design and Merchandising

Program Specification

Awarding Institution	De La Salle-College of Saint Benilde
School	School of Design and Arts
Program Accreditation	
Name of Final Award	Bachelor of Arts in Fashion Design and Merchandising (AB-FDM)
Program Title	Bachelor of Arts in Fashion Design and Merchandising (AB-FDM)
Description of the Program	The Fashion Design and Merchandising (FDM) Program is designed to prepare and equip students with fundamental research and design skills, technical skills and sustainable business skills essential to transforming an aspiring creative into a competent professional in the field of fashion.
Expected Program Learning Outcomes	<p>Upon completion of the BACHELOR OF ART IN FASHION DESIGN AND MERCHANDISING, students are expected to:</p> <ul style="list-style-type: none"> • PO1: Develop a research on art and fashion design by utilizing art and design principles and theories, clothing history and critical analysis with emphasis on Philippine context to create fashion design projects (Theory and Principles). • PO2: Manifest heightened consciousness of Philippine society and culture, serve the interest of the Filipino without prejudice to foreign influences and are equipped with the ability to adapt and translate indigenous and traditional art materials and practices with historical perspective. (Philippine Society and Culture) • PO3: Create surface design and portfolio by using various materials creatively to identify proper usage of fabric for certain designs. (Surface and Material Design)

- PO4: Formulate new artistic expressions, explore and adopt new media in the innovative realization of art and design projects. (Artistry and Innovation)
- PO5: Construct quality by efficiently following the methods involved in all the stages of the construction process to execute three dimensional forms. (Tools and Techniques)
- PO6: Create design specification by preparing visual presentations through traditional and digital technology (Visual and Digital Skills).
- PO7: Propose a business plan by applying ethical business practices and principles of design to fashion apparel products to promote local entrepreneurship and provide livelihood to the less privileged. (Business Management Principles)
- PO8: Identify the target market and consumer behaviour by applying knowledge of the marketplace, consumer strategies and product development in creating the assortment plan of merchandise to choose the target market through market analysis and market segmentation. (Marketing Principles)
- PO9: Communicate consumers/society at large by articulating ideas in a clear comprehensible manner to communicate effectively with clients. (Communication Skills)
- PO10: Demonstrate professional behaviour by applying proper business decorum in presenting and communicating with clients and suppliers to promote professionalism. (Business Ethics)

Admission Requirements

All students must pass the **Benildean Entrance Exam (BEE)**. The information regarding application, admission timetable, and application results may be viewed at **Benilde Admissions Center**. Downloadable forms and school brochures are available from this site.

Applicants applying to any degree or non-degree program offered by DLS-CSB are expected to provide a complete medical disclosure of past or present conditions that may have an effect on student learning and their intention to be a member of the Benildean community.

Program Overview

- The early part of the Fashion Design and Merchandising curriculum is designed to draw out the creative potential of the students. It seeks to realize their uniqueness and identity through meaningful and relevant art and design studies and master the basic skills needed in design through the core courses, consisting of 24 units, offered.

- The major specialization courses, consisting of 74 units, offered by the curriculum are designed to provide experiential activities that will build and strengthen their creative and technical skills. This covers design conceptualization up to production processes.
- Part of the curriculum is designed to orient and expose students to the working realities of the fashion industry. Students learn sustainable business practices in fashion merchandising, marketing and entrepreneurship in order to use design for providing practical solutions to social, environmental and economic needs.
- The curriculum also offers twelve (12) units of electives to allow for the in-depth study of their chosen field in design, merchandising or entrepreneurship.

The Program consists of 185 units
(175 academic units and 10 non-academic units) distributed as follows:

	Units
CHED GE Mandated Courses	56
DLS-CSB Institutional Courses	19
Core Courses	24
Specialization Courses	74
Elective Courses	12

Curriculum and Program Structure

The curriculum and program structure are outlined in the program checklist. The curriculum map shows the alignment between the courses in the program and the program outcomes.

Teaching and Learning Strategy, Assessment

DLS-CSB espouses and promotes learner-centered parameters. A balance of theory and practice is achieved through lecture courses combined with laboratory courses/sessions and application sites during the internship course and the portfolio and thesis course.

Various assessment strategies are used such as class discussion, written and oral examinations, return demonstration, journal submission, reflective essay, assignment, seatwork, case study analysis, portfolio submission, final project and individual/group report.

Date of Revision

AY 2019-20

PROGRAM CHECKLIST

Bachelor of Arts in Fashion Design and Merchandising

Term 1

Course Code	Course Title	Units	Pre-requisite	Co-requisite
FDMILU1	Fashion Illustration 1	3		
FDMINTR	Introduction to Fashion Design	3		
FSTUDI1	Studio 1: Studies on Form and Space	3		
FSDRWG1	Drawing 1: Basic Form and Shape	3		

Term 2

Course Code	Course Title	Units	Pre-requisite	Co-requisite
FDMILU2	Fashion Illustration 2	3	FDMILU1	
FDMDRA1	Pattern Drafting 1	3		
FSTUDI2	Studio 2: Studies on Light and Color	3	FSTUDI1	
FSARTH1	Art History 1: Western Art History	3		

Term 3

Course Code	Course Title	Units	Pre-requisite	Co-requisite
FDMTXT1	Textile Science and Surface Design 1	3	FSTUDI1	
FDMDRA2	Pattern Drafting 2	3	FDMDRA1	
FDMCON1	Clothing Construction 1	3		
FSARTH2	Art History 2: Asian Art History	3	FSARTH1	

Term 4

Course Code	Course Title	Units	Pre-requisite	Co-requisite
FDMTXT2	Surface Design 2	3	FSTUDI1, FDMTXT1	
FDMCON2	Clothing Construction 2	3	FDMCON1	
FMAPROD	Apparel Production Management	3	FDMINTR, FDESIGN	
FDMHIST	Costume and Fashion History	3		

Term 5

Course Code	Course Title	Units	Pre-requisite	Co-requisite
FDMTXT3	Surface Design 3	3	FSTUDI1, FDMTXT1, FDMTXT2	
FDMCAD1	Computer Graphic Design for Fashion	3		
FMMERCH	Fashion Merchandising	3		
FDMTREN	Global Trends and Sourcing	3	FDCREA2	
FSTHEOR	Theory in Art and Design	3	FSARTH1, FSARTH2	

Term 6

Course Code	Course Title	Units	Pre-requisite	Co-requisite
FDESIGN	Fashion Design Process	3	FDMINTR	
FDMCAD2	Computer Aided Pattern Design	3	FDMCAD1, FDMDRA1	
FMMCOMMU	Fashion Communication	3		
PROFES1	Design Profession and Code of Ethics	3		

Term 7

Course Code	Course Title	Units	Pre-requisite	Co-requisite
FDCREA1	Creative Analysis 1	3		
FDDRAPG	Basic Draping	3		
PROFES2	Design Arts and Law	3	PROFES1	
FDMELE1	Elective 1	3		

Term 8

Course Code	Course Title	Units	Pre-requisite	Co-requisite
FDCREA2	Creative Analysis 2	3	FDMTXT3	
FMENTER	Fashion Entrepreneurship	3		
FDMELE2	Elective 2	3		

Term 9

Course Code	Course Title	Units	Pre-requisite	Co-requisite
FDMPROJ	Thesis and Portfolio Development	5	All other majors except FDM-OJT	
FDMELE3	Elective 3	3		
FDMELE4	Elective 4	3		

Term 10

Course Code	Course Title	Units	Pre-requisite	Co-requisite
FDM-OJT	On-the-Job Training/Internship	3	All other majors	

Electives

Course Code	Course Title	Units	Pre-requisite	Co-requisite
FDADRAP	Advanced Draping	3	FDMDRA2, FDMCON2, FDESIGN	
FDMCPDC	Men and Children's Pattern Drafting and Construction	3	FDMDRA2, FDMCON2, FDESIGN	
FDACCESS	Fashion Accessories Design	3	FDESIGN, FMMERCH, FDMDRA2	
FMSTYLE	Fashion Styling	3	FDESIGN, FMMERCH, FDMDRA2	
FMPROMO	Fashion Promotion and Management	3	FDMINTR, FDMTREN, FDMHIST, FDMDRA2, FDMCON2, FMMERCH	
FMVMERC	Visual Merchandising	3	FDMINTR, FDMTREN, FDMHIST, FDMDRA2, FDMCON2, FMMERCH	
FMRETEN	Retail Environment	3	FDMINTR, FDMTREN, FDMHIST, FDMDRA2, FDMCON2, FMMERCH	

CURRICULUM MAP

Bachelor of Arts in Fashion Design and Merchandising

I.	Core Courses	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
1	Studio1: Study of Forms and Shapes	✓		✓	✓	✓	✓				
2	Studio2: Study of Light and Color	✓		✓	✓	✓	✓				
3	Art History 1	✓									
4	Art History 2	✓	✓								
5	Drawing 1: Basic Form and Shape	✓		✓	✓	✓	✓				
6	Design Profession and Code of Ethics							✓	✓	✓	✓
7	Design Arts and Law							✓	✓	✓	✓
8	Theory of Art and Design	✓									

II.	Major/Professional Course	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
1	Introduction to Fashion	✓					✓			✓	
2	Costume and History	✓	✓	✓	✓	✓					
3	Textile Science and Surface Design 1	✓	✓	✓	✓	✓					
4	Surface Design 2	✓	✓	✓	✓	✓					
5	Surface Design 3	✓	✓	✓	✓	✓					
6	Computer Graphic Design for Fashion	✓			✓		✓				
7	Computer Aided Pattern Design	✓			✓		✓				
8	Fashion Illustration 1	✓			✓		✓				
9	Fashion Illustration 2	✓			✓		✓				
10	Pattern Drafting 1	✓									
11	Pattern Drafting 2	✓									
12	Clothing Construction 1	✓		✓	✓	✓	✓				
13	Clothing Construction 2	✓		✓	✓	✓	✓				
14	Basic Draping	✓		✓	✓	✓					
15	Apparel Production Management	✓						✓	✓	✓	✓
16	Global Fashion Trends and Sourcing						✓	✓	✓		
17	Fashion Design Process	✓		✓	✓	✓					
18	Thesis and Portfolio Development				✓		✓			✓	
19	Creative Analysis 1	✓					✓			✓	
20	Creative Analysis 2	✓					✓			✓	
21	Fashion Communication	✓					✓			✓	
22	Fashion Merchandising	✓						✓	✓	✓	✓
23	Fashion Entrepreneurship	✓						✓	✓	✓	✓
24	On-the-Job Training/Internship										

III.	Electives	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
1	Men and Children's Pattern Drafting and Construction	✓		✓	✓	✓	✓				
2	Advance Draping	✓		✓	✓	✓					
3	Fashion Accessories Design			✓	✓	✓					
4	Fashion Styling						✓			✓	✓
5	Retail Environment	✓					✓	✓	✓	✓	✓
6	Fashion Promotion and Management	✓					✓	✓	✓	✓	✓
7	Visual Merchandising	✓					✓	✓	✓	✓	