





PROGRAMS of STUDY

FIDM prepares students for the global creative industries. Our graduates enter the market as highly trained professionals, ready to make a contribution. We offer Associate of Arts, A.A. Professional Designation, A.A. Advanced Study, Bachelor's, and Master's Degree programs designed to enhance a variety of educational backgrounds. Every program leads to a degree. Our curriculum is strategically designed, developed, and updated to work in synergy with the industry. Our reputation among renowned companies worldwide is a testament to the success of our approach.



Associate of Arts Degree Programs

Associate of Arts Programs are designed for students who have a high school diploma or the recognized equivalent. These programs offer the highly specialized curriculum of a specific major, as well as a traditional liberal arts/general studies foundation:

- Apparel Industry Management*
- Beauty Marketing & Product Development*
- Digital Marketing*
- Digital Media*
- Fashion Design*
- Graphic Design*
- Interior Design*
- Merchandise Product Development*
- Merchandising & Marketing*
- Visual Communications*

Associate of Arts Professional Designation Degree Programs

Professional Designation Programs are concentrated programs for individuals who hold an accredited degree from a U.S. college or university, a certified international Bachelor's or higher degree, or have completed at least 45 semester units of transferable academic coursework at an accredited college. These are programs of intensive study in one of the college's specialized majors and culminate in the Associate of Arts degree. These programs complement prior educational experiences. Programs are offered in the following majors:

- Apparel Industry Management*
- Beauty Marketing & Product Development*
- Digital Marketing*
- Digital Media*
- Fashion Design*
- Graphic Design*
- Interior Design*
- Merchandise Product Development*
- Merchandising & Marketing* (also available online in some states and internationally)
- Visual Communications*

Acceptance to the Professional Designation Program is contingent upon:

U.S. Students:

1. Possession of a degree from a regionally-accredited college or university, or
2. Official transcripts from a regionally-accredited college or university showing successful completion of at least 45 semester units of transferable academic coursework.
3. Associate of Applied Science degrees (AAS) and degrees granted by nationally-accredited institutions require transcript review to verify academic preparation and number of credits earned in liberal arts subjects.

International Students:

1. A certified International degree equivalent to an accredited U.S. Associate's, Bachelor's, or Master's degree.
2. TOEFL score of 183 (computer-based) or 65 (internet-based) –OR– passing score on FIDM's Essay and English Placement Exam.

Associate of Arts Advanced Study Degree Programs

Associate of Arts Advanced Study Programs develop specialized expertise in the student's unique area of study. Admission is open to candidates who possess a prior FIDM degree in a related discipline. Programs are offered in the following majors:

- The Business of Denim**
- Fashion Design*
- Film & TV Costume Design**
- International Manufacturing & Product Development**
- Menswear**

* Programs marked with an asterisk are not accepting enrollments.

+ Open to qualified transfer students with a degree in a related field.

FIDM is accredited by WASC Senior College and University Commission.

For the most current information on our programs, please visit FIDM.edu.

Bachelor of Arts Degree Programs

All Bachelor of Arts Programs are open to students who have earned an Associate of Arts degree in a related major. Creative Industry Studies also welcomes applicants who have completed their state's transfer curriculum or at least 45-60 semester units of transferable academic coursework. Programs are taught on campus and select courses are also available online in some states and internationally. Please contact FIDM Admissions or your FIDM advisor for more specific information about qualifying degrees and pathways.

- Creative Industry Studies*
- Design*
- Digital Cinema*
- Digital Marketing*
- Graphic Design*

Bachelor of Science Degree Programs

All Bachelor of Science Programs are open to students who have earned an Associate of Arts or Associate of Science degree in a related major. Courses are taught on campus and select courses are also available online in some states and internationally. Please contact FIDM Admissions or your FIDM advisor for more specific information about qualifying degrees and pathways.

- Apparel Technical Design*
- Beauty Business Management*
- Business Management*

Bachelor of Arts in Professional Studies Program

The Bachelor of Arts in Professional Studies Program is open to students who have earned an Associate of Arts degree and an Associate of Arts Advanced Study degree from FIDM. Courses are taught on campus and select courses are also available online in some states and internationally.

Specializations are:

- The Business of Denim*
- Entertainment Set Design & Decoration*
- Fashion Design*
- Film & TV Costume Design*
- International Manufacturing & Product Development*
- Menswear*
- Theatre Costume Design*

Master of Business Administration Program*

The Master of Business Administration Program is designed for students who hold a Bachelor's degree from FIDM or another accredited college.

Distance Education

FIDM offers selected educational opportunities through distance education. Colleges offering the opportunity to take classes outside of their state must be authorized, or exempt from authorization, by each state in which they offer those courses. No assumptions of availability should be made on the part of the student until checking with FIDM's Admissions or Student Advisement Departments.

English as a Second Language

To enroll in classes at FIDM, students must have a minimum TOEFL score of 183 CPT or 65 IBT or pass the FIDM Essay and English Placement Exam. For students whose placement exam scores indicate the need for further practice in written English, FIDM offers a Developmental Writing course with emphasis on essay writing and grammar.

General Studies

The mission of the General Studies Department is to enhance the academic performance of students through a cohesive program of core classes in English, critical thinking, speech, math, history, economics, color and design, and in art history and textile science for certain majors. To promote ethical and global awareness and to facilitate the development of responsible and productive citizens, FIDM draws upon the rich cultural heritage of its diverse faculty, student body, and community, and incorporates these values through several courses in the curriculum.

One-on-One Advisement

One-on-one advisement is available to students from other FIDM majors to consider eligibility for special admissions to some Associate of Arts Advanced Study and Bachelor's Degree programs. Contact the appropriate department chairperson.

* Programs marked with an asterisk are not accepting enrollments.

FIDM is accredited by WASC Senior College and University Commission.

For the most current information on our programs, please visit FIDM.edu.





Hands-on Skills

*Apparel Industry
Management student
records technical
specifications for fashion
silhouettes in class.*

ASSOCIATE OF ARTS

APPAREL INDUSTRY MANAGEMENT

The Apparel Industry Management Program is designed to prepare students for eventual ownership and/or management of a global fashion company. It consists of three vital areas of focus: business acumen, creativity, and industry-grade technology forging together in all phases of production from concept to consumer. In addition to growing with programs such as Photoshop, Illustrator, CLO3D, Logility PLM (Product Lifecycle Management) and Logility SCM (Supply Chain Management), students learn invaluable skills such as product line development, global sourcing, production planning, and logistics. The curriculum stresses the importance of leadership, teamwork, creativity, critical thinking, and effective communication in decision-making from the development of the initial concept to the delivery of the finished product.

What Our Students Learn In our program, students learn all aspects of running a fashion business, from concept development, design, global sourcing, supply chain management, to final delivery of the finished product to the customer. Students discover the 3-prong approach of creativity, technology, and business that is unique to this program.

Why FIDM Apparel Industry Management students learn how to turn their original designs and ideas into fully-realized retail products. Graduates are working in positions as Designers, Creative Directors, Production and Sourcing Managers, and Import/Export Specialists.

The classroom simulates an apparel industry facility, so students learn in an environment that is true to the industry.

Using the right technology and guided by the importance of sustainability through Environmental, Social, and Governance (ESG), promising fashion entrepreneurs have the opportunity to become industry visionaries. Our Apparel Industry Management major is a member in good standing of the American Apparel & Footwear Association (AAFA).

Graduates of this program are qualified to take jobs classified under Department of Labor occupational codes 13-1000, 41-4000, 41-1000, and 41-2000, among others.

ASSOCIATE OF ARTS

APPAREL INDUSTRY MANAGEMENT

REQUIRED CLASSES FOR ASSOCIATE OF ARTS (A.A.)
(for students without a prior college degree)

DESN 2540	Computer Pattern Drafting I	3
GNST 1040	English Composition	3
GNST 1230	Color & Design Theory	3
GNST 1450	College Mathematics	3
GNST 1600	Effective Speaking	3
GNST 1650	Critical Thinking	3
GNST 1900	Professional Skills	0
GNST 2430	Perspectives in Diversity –or–	3
GNST 2960	American Political & Economic History	
MFTG 1150	Marketing Dynamics for Fashion	3
MFTG 1400	Apparel Process I (6 hours)*	3
MFTG 1700	Apparel Process II (6 hours)*	3
MFTG 1880	Computer Sketching I	3
MFTG 2050	Technical Sketching I	3
MFTG 2120	Merchandising, Costing & Specification	3
MFTG 2330	Computer Grading, Marking & Cutting	3
MFTG 2350	Global Human Resource Management	3
MFTG 2420A	Apparel Management Technology I	3
MFTG 2420B	Apparel Management Technology II	3
MFTG 2500	Cost Control & Costing	3
MFTG 2520	Global Trade Dynamics	3
MFTG 2550	Production Control & Planning	3
MFTG 2580	Sourcing & Inventory Management	3
MFTG 2640	Quality Control Management	3
MFTG 2720	Market Analysis & Presentation	3
MFTG 2780	Ownership & Finance	3
MFTG 2830	Distribution Strategies	3
MFTG	Elective: Three one-unit courses	3
MPDV 2250	3D Apparel Design	3
TECH 1100	Introduction to Adobe	3
TSCI 1440	Textile Science	3
TSCI 1700	Textile Testing for Quality Assurance	3
	Total Units of Credit	90

REQUIRED CLASSES FOR PROFESSIONAL DESIGNATION (A.A.)
(for students with a prior college degree)

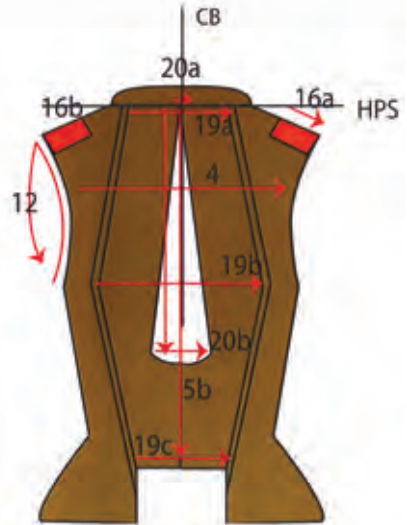
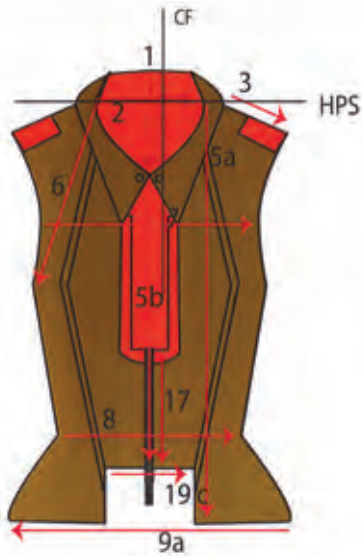
MFTG 1150	Marketing Dynamics for Fashion	3
MFTG 1400	Apparel Process I (6 hours)*	3
MFTG 1700	Apparel Process II (6 hours)*	3
MFTG 1880	Computer Sketching I	3
MFTG 2050	Technical Sketching I	3
MFTG 2120	Merchandising, Costing & Specification	3
MFTG 2350	Global Human Resource Management	3
MFTG 2420B	Apparel Management Technology II	3
MFTG 2500	Cost Control & Costing	3
MFTG 2520	Global Trade Dynamics	3
MFTG 2550	Production Control & Planning	3
MFTG 2560	Computer Pattern Drafting, Grading & Marking	3
MFTG 2580	Sourcing & Inventory Management	3
MFTG 2640	Quality Control Management	3
MFTG 2720	Market Analysis & Presentation	3
MFTG 2780	Ownership & Finance	3
MFTG 2830	Distribution Strategies	3
MPDV 2250	3D Apparel Design	3
TSCI 1440	Textile Science	3
TSCI 1700	Textile Testing for Quality Assurance	3
	Total Units of Credit	60

These programs are not accepting enrollments as of Summer 2023.

*Three (3)-hour lab included in 6 hours

Point of Measurements - Front

Date:	15-May	Label/Brand:	A Vanguard
Style #	303	Season:	A/W
Size Range:	0-10	Classification:	Sportswear
Fabric:	Ultra Suede	Trims:	
Description:	Vest		



[top] Term Project; *Class:* Merchandising, Costing & Specification; *Student:* Ryo Takiguchi

[bottom] Computerized Sketching Presentation; *Class:* Computer Sketching 1; *Student:* Vanessa Sarmiento



**Fundamentals
of Fragrance**

Students work on capturing the spirit of their brand through scent for their final project.

ASSOCIATE OF ARTS

BEAUTY MARKETING & PRODUCT DEVELOPMENT

The Beauty Marketing & Product Development Program is a comprehensive curriculum that prepares students to enter the beauty industry with the knowledge of the complexities and challenges of each of the components and factors that are integral to the business of beauty. This program offers theoretical and practical disciplines that emphasize the development of creative, marketing and branding, technological, operational, and promotional strategies that affect business development and consumer behavior in the global beauty market.

What Our Students Learn In our program, students learn marketing, beauty brand management, strategic planning, and entrepreneurial skills in addition to gaining hands-on experience in product development.

Why FIDM We partner with companies such as Kiehl's Since 1851, ColourPop, and Rare Beauty, who work closely with our students as they learn practical skills in a project-oriented program. Students intern with top brands including Beautyblender, Beautycounter, Credo, Dermalogica, Hourglass, Kate Somerville, Murad, NYX, Petite 'n Pretty, The Balm, and Too Faced.

Graduates of this program are qualified to take jobs classified under Department of Labor occupational codes 13-1000, 41-1000, 41-200, and 41-400, among others.

ASSOCIATE OF ARTS

BEAUTY MARKETING & PRODUCT DEVELOPMENT

REQUIRED CLASSES FOR ASSOCIATE OF ARTS (A.A.)
(for students without a prior college degree)

BUAD 2850	Entrepreneurship	3
BUMT 2800	Accounting	3
COSM 2150	Beauty: Fundamentals of Skin Care & Wellness	3
COSM 2250	Beauty: Brand Imaging	3
COSM 2350	Beauty: Fundamentals of Fragrance	3
COSM 2380	Beauty: Business Operations	3
COSM 2450	Beauty: Fundamentals of Cosmetics	3
COSM 2500	Beauty: Promotion & Presentation	3
COSM 2580	Beauty: Current Industry Topics	3
COSM 2620	Principles of Beauty Chemistry	3
COSM 2830	Package Development & Production	3
COSM 2870	Sustainability in the Beauty Industry	3
COSM 2920	Beauty: Global Business	3
GNST 1040	English Composition	3
GNST 1230	Color & Design Theory	3
GNST 1450	College Mathematics	3
GNST 1600	Effective Speaking	3
GNST 1620	The Creative Process	3
GNST 1650	Critical Thinking	3
GNST 1900	Professional Skills	0
GNST 2430	Perspectives in Diversity –or–	3
GNST 2960	American Political & Economic History	
GRPH 1000	Beginning Adobe	3
MMKT 1550	Marketing & Brand Development	3
MMKT 1650	Consumer Behavior & Research	3
MMKT 2780	Integrated Marketing Communications	3
MRCH 1450	Concepts in Trend Forecasting	3
MRCH 1550	The Retail Environment	3
MRCH 1920	Applied Digital Communications	3
MRCH 1950	Excel for Business Applications	3
SMED 1100	Introduction to Social Media	3
SMED 2750	E-Commerce Marketing	3
	Total Units of Credit	90

REQUIRED CLASSES FOR PROFESSIONAL DESIGNATION (A.A.)
(for students with a prior college degree)

BUAD 2850	Entrepreneurship	3
COSM 2150	Beauty: Fundamentals of Skin Care & Wellness	3
COSM 2250	Beauty: Brand Imaging	3
COSM 2350	Beauty: Fundamentals of Fragrance	3
COSM 2380	Beauty: Business Operations	3
COSM 2450	Beauty: Fundamentals of Cosmetics	3
COSM 2500	Beauty: Promotion & Presentation	3
COSM 2580	Beauty: Current Industry Topics	3
COSM 2620	Principles of Beauty Chemistry	3
COSM 2830	Package Development & Production	3
COSM 2870	Sustainability in the Beauty Industry	3
COSM 2920	Beauty: Global Business	3
GRPH 1100	Beginning Adobe	3
MMKT 2780	Integrated Marketing Communications	3
SMED 1100	Introduction to Social Media	3
SMED 2750	E-Commerce Marketing	3
	Total Units of Credit	48

These programs are not accepting enrollments as of Winter 2024.



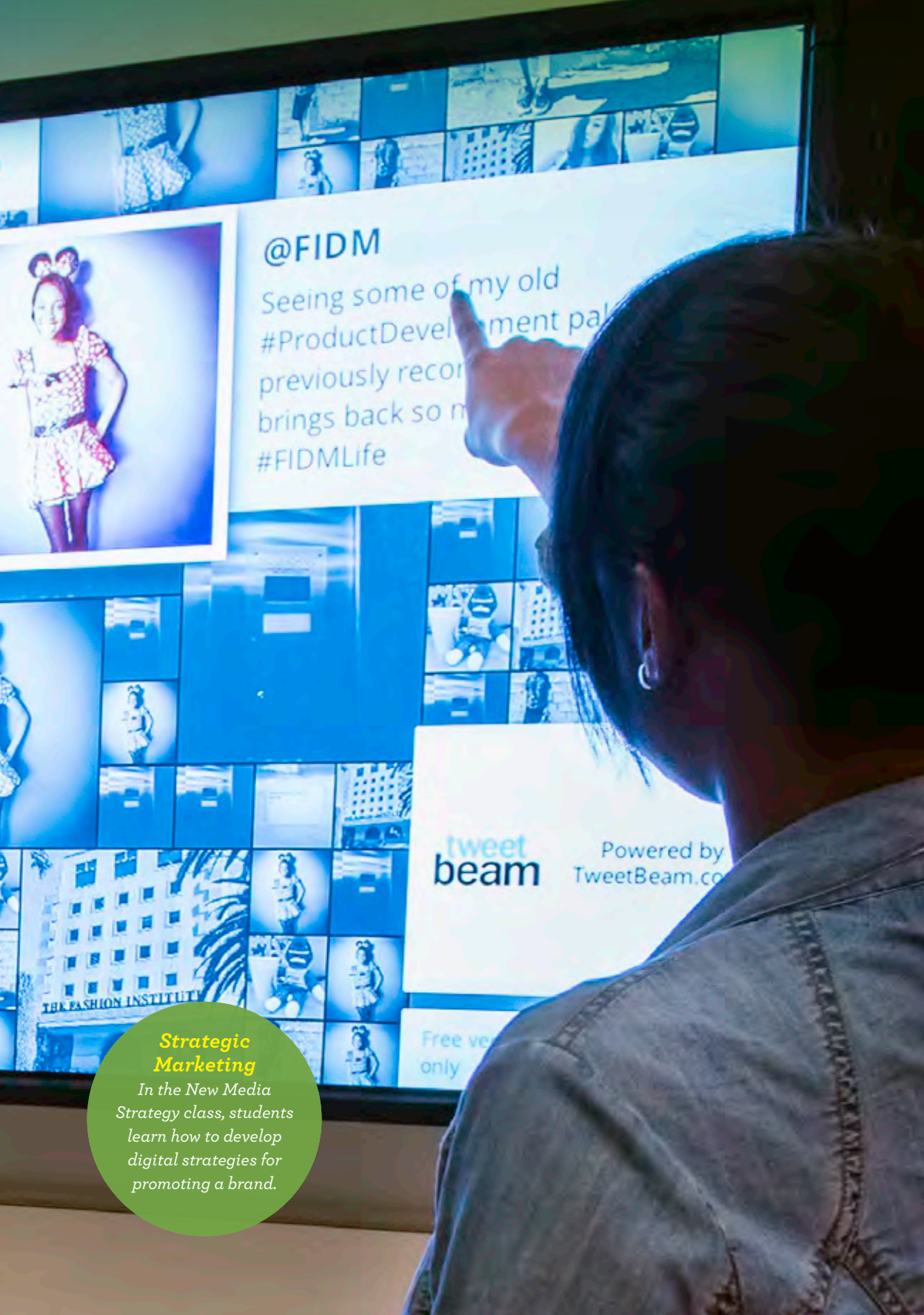
[top] Students meet with executives from top beauty brands

[left] Students execute a live in-store event at Kiehl's stores; Class: Promotion & Presentation

[bottom left] Students learn to evaluate fragrances as they develop their individual scents; Class: Fundamentals of Fragrance

[bottom right] Making lotions and clay masks; Class: Principles of Beauty Science





@FIDM

Seeing some of my old
#ProductDevelopment pals
previously recorded
brings back so many memories
#FIDMLife



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TweetBeam.com

Free version
only

Strategic Marketing

*In the New Media
Strategy class, students
learn how to develop
digital strategies for
promoting a brand.*

ASSOCIATE OF ARTS

DIGITAL MARKETING

The Associate of Arts in Digital Marketing Program prepares students for careers in advertising, marketing, and social media communication. They learn how to identify, engage, and communicate with their target markets and online communities, build and maintain consumer loyalty, and develop techniques to maximize growth. Students use analytics and metrics to evaluate the effectiveness of methods for positioning people, products, organizations, and interest groups in digital media contexts in order to develop multi media campaign strategies.

What Our Students Learn In our program, students take a holistic look at Digital Marketing. Taught by instructors currently working in the industry, students develop a deep understanding of marketing and advertising. They also gain the graphic design skills necessary to create effective content. Students learn to analyze the results of their marketing efforts and apply them to future digital marketing initiatives.

Why FIDM One of the few Digital Marketing degree programs in the country, this game changing major was created in response to industry demand. Hands-on courses in marketing, graphic design, and analytics, plus industry internships, prepare grads to enter the quickly evolving world of digital marketing.

Graduates of this program are qualified to take jobs classified under Department of Labor occupational codes 27-3000, 13-1000, and 41-3000, among others.

ASSOCIATE OF ARTS

DIGITAL MARKETING

REQUIRED CLASSES FOR
ASSOCIATE OF ARTS (A.A.)
(for students without a prior college degree)

DIGI 1550A	Motion Graphics I	3
GNST 1040	English Composition	3
GNST 1230	Color & Design Theory	3
GNST 1450	College Mathematics	3
GNST 1600	Effective Speaking	3
GNST 1650	Critical Thinking	3
GNST 1900	Professional Skills	0
GNST 2120	Ethics	3
GNST 2220	History of Design	3
GNST 2430	Perspectives in Diversity –or–	3
GNST 2960	American Political & Economic History	
GRPH 1000	Beginning Adobe	3
GRPH 1050	Digital Imaging	3
GRPH 1300	Computer Illustration	3
GRPH 2230	UX Design	3
GRPH 2780	Introduction to Digital Photography	3
MMKT 1650	Consumer Behavior & Research	3
MMKT 2080	Brand Management Strategies	3
MMKT 2780	Integrated Marketing Communications	3
MMKT 2880	Marketing Essentials	3
MRCH 1950	Excel for Business Applications	3
SMED 1100	Introduction to Social Media	3
SMED 1700	Writing for New Media	3
SMED 2100	New Media Strategy	3
SMED 2300	New Media Trends	3
SMED 2500	OnLine Video Production	3
SMED 2550	Intellectual Property & Media Law	3
SMED 2750	E-Commerce Marketing	3
SMED 2850	Marketing Analytics	3
SMED 2880	New Media Public Relations	3
SMED 2920	Social Media & Culture	3
SMED 2950	Internship	3
VCOM 2420	Design for Social Media Branding	3
	Total Units of Credit	90

REQUIRED CLASSES FOR
PROFESSIONAL DESIGNATION (A.A.)
(for students with a prior college degree)

GRPH 1050	Digital Imaging	3
GRPH 1300	Computer Illustration	3
GRPH 2230	UX Design	3
GRPH 2780	Introduction to Digital Photography	3
MMKT 1550	Marketing & Brand Development	3
MMKT 1650	Consumer Behavior & Research	3
MMKT 2780	Integrated Marketing Communications	3
MRCH 1950	Excel for Business Applications	3
SMED 1100	Introduction to Social Media	3
SMED 1700	Writing for New Media	3
SMED 2100	New Media Strategy	3
SMED 2300	New Media Trends	3
SMED 2500	OnLine Video Production	3
SMED 2550	Intellectual Property & Media Law	3
SMED 2750	E-Commerce Marketing	3
SMED 2850	Marketing Analytics	3
SMED 2880	New Media Public Relations	3
SMED 2920	Social Media & Culture	3
SMED 2950	Internship	3
VCOM 2420	Design for Social Media Branding	3
	Total Units of Credit	60

These programs are not accepting enrollments as of Winter 2024.



[top] Students create public relations campaigns;
Class: New Media Public Relations

[middle] Students work hands-on with technology;
Class: New Media Trends

[right] *Class:* Design for Social Media Branding

[bottom left] Students create and manage an e-commerce business;
Class: E-Commerce Marketing



Competitor Analysis:				Facebook	Instagram	Tumblr
Type	Local	Local	Local	Local	Local	Local
Engagement Rate	0.27%	0.20%	0.40%	0.20%	0.20%	
Content & Services	Local news and activities	Local news and activities	Local news and activities	Local news and activities	Local news and activities	
Customer and audience	Local residents	Local residents	Local residents	Local residents	Local residents	
Priority approach: social						
Brand	Local	Local	Local	Local	Local	Local
Engagement Rate	0.20%	0.20%	0.20%	0.20%	0.20%	0.20%
Content & Services	Local news and activities	Local news and activities	Local news and activities	Local news and activities	Local news and activities	Local news and activities



Floral wreath is in top trending items summer trends. Free media buy with email purchase.

No media buys (optional)

Additional influencer fee (optional) on both Instagram and Facebook photo contest.



Instagram: Tag your friends for giveaways, contest. To join Instagram photo contest.

\$20 - 2 day media buy





**Digital
Media**

*Digital Media
students learn sound
design techniques
from industry
professionals.*

ASSOCIATE OF ARTS

DIGITAL MEDIA

The Digital Media Program provides students with the opportunity to integrate imagination and technology.

The program teaches a synergistic approach to modern technologies. Students learn to blend sight, sound, and motion seamlessly. The Program is designed to build specific skill sets that provide a strong foundation of industry knowledge. Our graduates are digital artists that have learned their craft in the context of creative expression and are prepared for specialized careers in the industry.

What Our Students Learn In our program, students learn technical skills such as editing, motion graphics, visual effects, compositing, color grading, color correction, content creation, web design, and more. These core skills provide the necessary foundation for their careers as digital media professionals.

Why FIDM Digital Media students have the opportunity to work on many real-world projects collaborating with companies like Trailer Park, Create, Motive Creative, CBS, Amazon Studios, and Warner Bros.

Graduates of this program are qualified to take jobs classified under Department of Labor occupational codes 27-3000 and 27-4000, among others.

DIGITAL MEDIA

REQUIRED CLASSES FOR
ASSOCIATE OF ARTS (A.A.)
(for students without a prior college degree)

DIGI 1300	Editing I	3
DIGI 1350	Storytelling	3
DIGI 1550A	Motion Graphics I	3
DIGI 1550B	Motion Graphics II	3
DIGI 1700	Editing II	3
DIGI 2100	Editing III	3
DIGI 2430	Finishing Techniques	3
DIGI 2540	Sound Design	3
DIGI 2660	Content Creation	3
DIGI 2820	Intellectual Property & Law	3
DIGI 2950	Digital Media Portfolio	3
GNST 1040	English Composition	3
GNST 1230	Color & Design Theory	3
GNST 1600	Effective Speaking	3
GNST 1650	Critical Thinking	3
GNST 1900	Professional Skills	0
GNST 2020	Survey of Western Art I	3
GNST 2420	Survey of Western Art II	3
GNST 2430	Perspectives in Diversity	3
GNST 2960	American Political & Economic History	3
GNST 3410	History & Development for Film & Television	3
GRPH 1000	Beginning Adobe	3
GRPH 1050	Digital Imaging	3
GRPH 1300	Computer Illustration	3
GRPH 1420	Z-D Design	3
GRPH 1720	Typography	3
GRPH 2230	UX Design	3
GRPH 2630	Web Design	3
GRPH 2780	Introduction to Digital Photography	3
VCOM 1250	Survey of Visual Communications	3
VCOM 2220	Materials & Props (6 hours)*	3
	Total Units of Credit	90

DIGI 1300	Editing I	3
DIGI 1350	Storytelling	3
DIGI 1550A	Motion Graphics I	3
DIGI 1550B	Motion Graphics II	3
DIGI 1700	Editing II	3
DIGI 2100	Editing III	3
DIGI 2430	Finishing Techniques	3
DIGI 2540	Sound Design	3
DIGI 2660	Content Creation	3
DIGI 2820	Intellectual Property & Law	3
DIGI 2950	Digital Media Portfolio	3
GNST 1900	Professional Skills	0
GNST 2420	Survey of Western Art II	3
GNST 3410	History & Development for Film & Television	3
GRPH 1420	Z-D Design	3
GRPH 1720	Typography	3
GRPH 2230	UX Design	3
GRPH 2630	Web Design	3
GRPH 2780	Introduction to Digital Photography	3
VCOM 1250	Survey of Visual Communications	3
VCOM 2220	Materials & Props (6 hours)*	3
	Total Units of Credit	60

These programs are not accepting enrollments as of Summer 2023.



[top] Students study lighting techniques; *Class:* Content Creation
[middle] Students practice film production techniques and digital photography; *Classes:* Content Creation; Digital Photography for Digital Media
[bottom] Students learn about intellectual property in the industry; *Class:* Intellectual Property & Law



Creative Process

Students learn the techniques to transform their ideas into complete garments.

ASSOCIATE OF ARTS

FASHION DESIGN

The Fashion Design Program prepares students for careers in fashion design for the apparel industry. The curriculum stimulates creative expression in all aspects of fashion design, including fashion sketching, creative design, computer applications, draping, pattern drafting, and textile knowledge. Students will understand the importance of communication and critical reasoning and the effect they have on this diversified and global industry. The program is structured to challenge and inspire students by incorporating artistic, technical, and theoretical elements into a realistic approach to the fashion design industry.

What Our Students Learn In our program, students learn skills such as fashion sketching, draping, and pattern drafting through hands-on experience. They also learn programs such as Adobe Photoshop and Illustrator. Students gain an understanding of the theories of fashion and abstract and critical thinking.

Why FIDM FIDM showcases the diversity in design that makes Southern California the nucleus of style. With an emphasis on strong artistic and technical skills, FIDM teaches students to express their own unique vision through the clothes they design. Practical skill development is supported by the analysis of historical and cultural context, allowing the future designers of tomorrow the ability to harness their entrepreneurial spirit.

Graduates of this program are qualified to take jobs classified under Department of Labor occupational codes 51-6000, 27-1000, 41-1000, and 41-2000, among others.

ASSOCIATE OF ARTS

FASHION DESIGN

REQUIRED CLASSES FOR
ASSOCIATE OF ARTS (A.A.)
(for students without a prior college degree)

DESN 1150	Fashion Sketching for Design I	3
DESN 1250	Industry Sewing	3
DESN 1420	Applied Draping Techniques (6 hours)*	3
DESN 1550	Fashion Sketching for Design II	3
DESN 1760	Pattern Drafting I (6 hours)*	3
DESN 1850	The Business of Fashion	3
DESN 2160	Pattern Drafting II (6 hours)*	3
DESN 2280	Creative Design Applications	3
DESN 2530	Computer-Aided Fashion Design I	3
DESN 2540	Computer Pattern Drafting I	3
DESN 2560	Pattern Drafting III (6 hours)*	3
DESN 2680	Creative Design Analysis & Collection Development	3
DESN 2700	Collection Development (6 hours)*	3
DESN 2830	Computer-Aided Fashion Design II	3
DESN 2840	Computer Pattern Drafting II	3
DESN 2980	Portfolio Preparation & Presentation	3
GNST 1040	English Composition	3
GNST 1170	History of Costume	3
GNST 1230	Color & Design Theory	3
GNST 1450	College Mathematics	3
GNST 1600	Effective Speaking	3
GNST 1650	Critical Thinking	3
GNST 1900	Professional Skills	0
GNST 2020	Survey of Western Art I	3
GNST 2420	Survey of Western Art II	3
GNST 2430	Perspectives in Diversity –or–	3
GNST 2960	American Political & Economic History	3
MFTG 2330	Computer Grading, Marking, & Cutting	3
MPDV 1800	Fundamentals of Sketching	3
TECH 1100	Introduction to Adobe	3
TSCI 1440	Textile Science	3
TSCI 1800	Fabric Identification	3
	Total Units of Credit	90

REQUIRED CLASSES FOR
PROFESSIONAL DESIGNATION (A.A.)
(for students with a prior college degree)

DESN 1150	Fashion Sketching for Design I	3
DESN 1250	Industry Sewing	3
DESN 1420	Applied Draping Techniques (6 hours)*	3
DESN 1550	Fashion Sketching for Design II	3
DESN 1760	Pattern Drafting I (6 hours)*	3
DESN 1850	The Business of Fashion	3
DESN 2160	Pattern Drafting II (6 hours)*	3
DESN 2280	Creative Design Applications	3
DESN 2530	Computer-Aided Fashion Design I	3
DESN 2560	Pattern Drafting III (6 hours)*	3
DESN 2680	Creative Design Analysis & Collection Development	3
DESN 2700	Collection Development (6 hours)*	3
DESN 2830	Computer-Aided Fashion Design II	3
DESN 2980	Portfolio Preparation & Presentation	3
MFTG 2560	Computer Pattern Drafting, Grading & Marking	3
MPDV 1800	Fundamentals of Sketching	3
TSCI 1440	Textile Science	3
TSCI 1800	Fabric Identification	3
	Total Units of Credit	54

These programs are not accepting enrollments as of Summer 2023.

*Three (3)-hour lab included in 6 hours



[top, left] Students learn the fundamentals of creating a collection; *Class:* Creative Design Applications

[top, right] *Student in painted outfit:* Illeana Guzman; *Class:* Collection Development

[middle] *Student in white shirt & corset:* Jian Gao; *Class:* Pattern Drafting III

[bottom left] Streetwear fashion illustration; *Student:* Alex Novak; *Class:* Portfolio Preparation & Presentation

[bottom right] Flat sketches and portfolio fashion illustrations; *Student:* Yubin Min
Class: Portfolio Preparation & Presentation





**Presenting
Concepts**

*Projects are based in
real-world scenarios
challenging students
to think like a
professional.*

ASSOCIATE OF ARTS

GRAPHIC DESIGN

The Associate of Arts in Graphic Design Program prepares students for careers as graphic artists and designers. Students learn how to interpret, define, and solve client problems and create a distinct voice of communication to the target audience. Using a combination of technical skills and creative thinking, this comprehensive program teaches students about concept, design, typography, and motion graphics and how these elements are combined and used in graphic designs for the fashion and entertainment industries.

What Our Students Learn In our program, students learn how to create traditional editorial design and digital user experience design to communicate a brand's marketing message.

Why FIDM With a broad focus on digital and print design, our Graphic Design program aides students in developing a professional portfolio of their work.

Instructors are working professionals with exciting careers and industry connections. These industry execs from top advertising and marketing firms offer hands-on instruction and mentoring in the classroom.

Students learn how to concept, execute, and pitch ideas. They leave the program ready to design for every platform – from mobile and web to the printed page – with user experience a primary focus.

Graduates of this program are qualified to take jobs classified under Department of Labor occupational codes 27-1000, 27-3000, and 51-5100, among others.

ASSOCIATE OF ARTS

GRAPHIC DESIGN

REQUIRED CLASSES FOR ASSOCIATE OF ARTS (A.A.)
(for students without a prior college degree)

DIGI 1550A	Motion Graphics I	3
GNST 1040	English Composition	3
GNST 1230	Color & Design Theory	3
GNST 1600	Effective Speaking	3
GNST 1650	Critical Thinking	3
GNST 1900	Professional Skills	0
GNST 2020	Survey of Western Art I	3
GNST 2220	History of Design	3
GNST 2370	Applied Statistics	3
GNST 2420	Survey of Western Art II	3
GNST 2430	Perspectives in Diversity –or–	3
GNST 2960	American Political & Economic History	
GRPH 1000	Beginning Adobe	3
GRPH 1050	Digital Imaging	3
GRPH 1150	Type & Layout	3
GRPH 1300	Computer Illustration	3
GRPH 1420	2-D Design	3
GRPH 1720	Typography	3
GRPH 2050	Brand X	3
GRPH 2120	Publication Design	3
GRPH 2230	UX Design	3
GRPH 2400	Graphics/Licensing (6 hours)*	3
GRPH 2500	Logo/Symbol Design	3
GRPH 2630	Website Design	3
GRPH 2680	Graphic Design Portfolio	3
GRPH 2780	Introduction to Digital Photography	3
GRPH 2810	Data Visualization	3
GRPH 2930	Advanced Website Design	3
GRPH 2940	Packaging & Pre-Press Production	3
MMKT 1550	Marketing & Brand Development	3
SMED 1100	Introduction to Social Media	3
SMED 1700	Writing for New Media	3
	Total Units of Credit	90

REQUIRED CLASSES FOR PROFESSIONAL DESIGNATION (A.A.)
(for students with a prior college degree)

DIGI 1550A	Motion Graphics I	3
GNST 2220	History of Design	3
GNST 2370	Applied Statistics	3
GRPH 1050	Digital Imaging	3
GRPH 1150	Type & Layout	3
GRPH 1300	Computer Illustration	3
GRPH 1420	2-D Design	3
GRPH 1720	Typography	3
GRPH 2050	Brand X	3
GRPH 2120	Publication Design	3
GRPH 2230	UX Design	3
GRPH 2380	Packaging Design	3
GRPH 2400	Graphics/Licensing (6 hours)*	3
GRPH 2500	Logo/Symbol Design	3
GRPH 2630	Website Design	3
GRPH 2680	Graphic Design Portfolio	3
GRPH 2780	Introduction to Digital Photography	3
GRPH 2810	Data Visualization	3
GRPH 2930	Advanced Website Design	3
SMED 2550	Intellectual Property & Media Law	3
	Total Units of Credit	60

These programs are not accepting enrollments as of Summer 2023.

*Three (3)-hour lab included in 6 hours



(top left) Brand integration of The Incredibles with the AT&T Store; *Class:* Lifestyle Brand Strategies
 (middle right) Brand collateral package; *Class:* Brand X
 (bottom) Students discuss print layouts; *Class:* Publication Design
 (bottom left) Student photographers; *Class:* Introduction to Digital Photography





Final Projects

Interior Design thesis projects focus on mixed-use spaces in urban environments.

ASSOCIATE OF ARTS

INTERIOR DESIGN

The Interior Design Program combines theoretical elements of interior design with practical creative approaches to the solution of functional and aesthetic design problems in the living, working, and recreational human environment. Competencies developed by the program include architectural drafting, CAD illustration and graphic presentation skills, and design proficiency. Students will also develop a working knowledge of the materials, resources, and business procedures pertaining to the interior design profession.

Completion of the curriculum satisfies the educational requirement for professional membership in ASID (American Society of Interior Designers) and IIDA (International Interior Design Association) and enables students to qualify for the NCIDQ (National Council for Interior Design Qualification) examination.

What Our Students Learn In our program, students learn the fundamental creative and practical skills necessary to become a professional Interior Designer.

Why FIDM Design projects take Interior Design students into the community to foster relationships within a professional design setting. Students have created small dormitory common areas for Samueli Academy, the lobby design for Elleven Lofts, and presented design concepts to IPME/International Port Management Enterprise using shipping containers for customized residential and commercial projects.

Collaborations such as Chairing Styles allow students both multi-disciplinary design experiences and, in cooperation with major furniture and interior product manufacturers, foster new relationships between education and industry.

Graduates of this program are qualified to take jobs classified under Department of Labor occupational codes 27-1000, 51-6000, 41-2000, and 41-4000, among others.

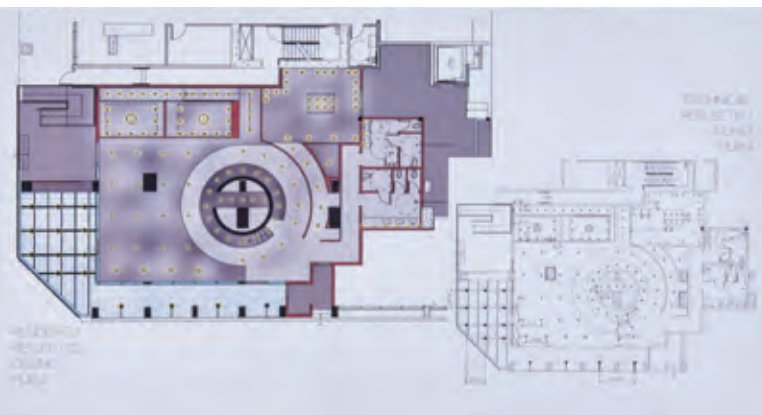
INTERIOR DESIGN

REQUIRED CLASSES FOR
ASSOCIATE OF ARTS (A.A.)
(for students without a prior college degree)

GNST 1040	English Composition	3
GNST 1230	Color & Design Theory	3
GNST 1450	College Mathematics	3
GNST 1600	Effective Speaking	3
GNST 1620	The Creative Process	3
GNST 1650	Critical Thinking	3
GNST 1900	Professional Skills	0
GNST 2430	Perspectives in Diversity –or–	3
GNST 2960	American Political & Economic History	
INTD 1000A	Sketching Techniques I	3
INTD 1000B	Sketching Techniques II	3
INTD 1090A	Technical Drawing I	3
INTD 1090B	Technical Drawing II	3
INTD 1090C	Technical Drawing III	3
INTD 1130	Digital Illustration	3
INTD 1220	Design Process	3
INTD 1350	Survey of Architecture & Interior Design I	3
INTD 1450	Residential Design Concepts	3
INTD 1520	Digital Modeling	3
INTD 1650	Survey of Architecture & Interior Design II	3
INTD 1750	Digital Presentation	3
INTD 1850	Commercial Design Concepts	3
INTD 2000	Lighting Design	3
INTD 2050	Materials for Interior Design	3
INTD 2460	Human Factors in Design	3
INTD 2830	Interior Design Thesis	6
INTD 2930	Business Practices for Interior Design	3
INTD 2980	Presentation & Portfolio	3
INTD	Elective: (1) three-unit course	3
TSCI 1420	Historic Textiles	3
TSCI 1750	Textile Science for Interior Design	3
	Total Units of Credit	90

GNST 1230	Color & Design Theory	3
GNST 1900	Professional Skills	0
INTD 1000A	Sketching Techniques I	3
INTD 1000B	Sketching Techniques II	3
INTD 1090A	Technical Drawing I	3
INTD 1090B	Technical Drawing II	3
INTD 1090C	Technical Drawing III	3
INTD 1130	Digital Illustration	3
INTD 1220	Design Process	3
INTD 1350	Survey of Architecture & Interior Design I	3
INTD 1450	Residential Design Concepts	3
INTD 1520	Digital Modeling	3
INTD 1650	Survey of Architecture & Interior Design II	3
INTD 1750	Digital Presentation	3
INTD 1850	Commercial Design Concepts	3
INTD 2000	Lighting Design	3
INTD 2050	Materials for Interior Design	3
INTD 2460	Human Factors in Design	3
INTD 2830	Interior Design Thesis	6
INTD 2930	Business Practices for Interior Design	3
INTD 2980	Presentation & Portfolio	3
TSCI 1750	Textile Science for Interior Design	3
	Total Units of Credit	66

These programs are not accepting enrollments as of Summer 2023.



[top] Student concept sketches; *Class:* Sketching Techniques I
[middle left] *Class:* Commercial Design Concepts
[middle right] Chairing Styles: a collaboration between interior, fashion, and textile design students. *Left chair designed by student:* Mind Pachimsawat, *Manufacturer:* Gregorius Pineo; *Right chair designed by student:* Angel Sabater, *Manufacturer:* The Portico Collection
[bottom] Technical Drawing; *Class:* Lighting Design



**Alumni
Connections**

*Instructor and alumna
Saloni Mahendro shares
product with Premier
Marketing Group
students.*

ASSOCIATE OF ARTS

MERCHANDISING & MARKETING

The Merchandising & Marketing Program prepares students for a wide range of careers in the global fields of fashion merchandising, marketing, and brand management. The curriculum emphasizes the development of creative, financial, technological, buying and promotional strategies that affect consumer behavior in the digital era. Core values of the program include critical thought, creative applications, teamwork, and effective communication.

CHOOSE BETWEEN TWO OPTIONS:

MERCHANDISING & BUYING

Students study how to identify trends, curate product assortments, manage supply chain, and understand what shapes and directs consumer behavior. They learn how to plan, develop, and present apparel lines for identified target markets with regard to styling, assortment, pricing, and timing.

FASHION MARKETING

Students are prepared for careers in creating and managing effective marketing strategies for fashion products. They learn how to build brand equity, acquire and retain customers, develop successful global marketing campaigns, and manage consumer expectations and experiences to drive sales.

What Our Students Learn In our program, students learn how to critically evaluate information and create effective business strategies and solutions regarding the marketing, buying, and management of merchandise with an emphasis in the retail industry.

Why FIDM As the retail industry evolves into a stronger digital landscape, the Merchandising & Marketing curriculum prepares students for a wide variety of business careers within the omni-channel environment. Alongside instructors with industry experience, frequent business professionals and alumni guest speakers bring the business of fashion into the classroom. Additionally, field trips into the marketplace enhance the education experience. These unique opportunities give the students inside perspectives and valuable networking connections. Students graduate from the program with the necessary skills that showcase their readiness to begin careers in merchandising, buying, fashion marketing, and brand management.

Graduates of this program are qualified to take jobs classified under Department of Labor occupational codes 13-1000, 41-1000, 41-2000, and 41-4000, among others.

MERCHANDISING & BUYING OPTION

REQUIRED CLASSES FOR
ASSOCIATE OF ARTS (A.A.)
(for students without a prior college degree)

GNST 1040	English Composition	3
GNST 1200	20th Century Designers	3
GNST 1230	Color & Design Theory	3
GNST 1450	College Mathematics	3
GNST 1600	Effective Speaking	3
GNST 1650	Critical Thinking	3
GNST 1900	Professional Skills	0
GNST 2430	Perspectives in Diversity –or–	3
GNST 2960	American Political & Economic History	
GRPH 1000	Beginning Adobe	3
MMKT 1650	Consumer Behavior & Research	3
MMKT 2080	Brand Management Strategies	3
MMKT 2420	Marketing Communications	3
MMKT 2780	Integrated Marketing Communications	3
MMKT 2880	Marketing Essentials	3
MPDV 2100	Fashion Merchandising & Assortment Planning	3
MRCH 1100	The Business of Fashion Merchandising	3
MRCH 1450	Concepts in Trend Forecasting	3
MRCH 1550	The Retail Environment	3
MRCH 1750	Merchandising Strategies	3
MRCH 1920	Applied Digital Communications	3
MRCH 1950	Excel for Business Applications	3
MRCH 2210	Merchandise Presentation Strategies	3
MRCH 2420	Global Supply Chain & Logistics	3
MRCH 2640	Buying	3
MRCH 2660	Data Insights & Fashion Analytics	3
MRCH 2760	Advanced Business Applications	3
MRCH 2770	Case Studies in Retail Strategies –or–	3
BUAD 2850	Entrepreneurship	
MRCH 2810	Sustainability & Social Responsibility	3
MRCH 2860	Merchandise Planning & Allocation – or –	3
MRCH 2690	Product Development	
SMED 2750	E-Commerce Marketing	3
TSCI 1500	Textiles & Product Analysis	3
	Total Units of Credit	90

MMKT 2080	Brand Management Strategies	3
MMKT 2420	Marketing Communications	3
MPDV 2100	Fashion Merchandising & Assortment Planning	3
MRCH 1450	Concepts in Trend Forecasting	3
MRCH 1750	Merchandising Strategies	3
MRCH 1950	Excel for Business Applications	3
MRCH 2420	Global Supply Chain & Logistics	3
MRCH 2640	Buying	3
MRCH 2660	Data Insights & Fashion Analytics	3
MRCH 2760	Advanced Business Applications	3
MRCH 2770	Case Studies in Retail Strategies –or–	3
BUAD 2850	Entrepreneurship	
MRCH 2810	Sustainability & Social Responsibility	3
MRCH 2860	Merchandise Planning & Allocation – or –	3
MRCH 2690	Product Development	
SMED 2750	E-Commerce Marketing	3
TSCI 1500	Textiles & Product Analysis	3
	Total Units of Credit	45

These programs are not accepting enrollments as of Winter 2024.



[top] Students review luxury fashion brand "look books";
Class: Trend Analysis and Styling Concepts

[right] Instructor Samantha Garcia teaches students how to evaluate their business with Microsoft Excel; *Class:* Excel for Business Applications

[left] Students simulate a buying trip by visiting local showrooms;
Class: Buying

FASHION MARKETING OPTION

REQUIRED CLASSES FOR
ASSOCIATE OF ARTS (A.A.)
(for students without a prior college degree)

GNST 1040	English Composition	3
GNST 1200	20th Century Designers	3
GNST 1230	Color & Design Theory	3
GNST 1450	College Mathematics	3
GNST 1600	Effective Speaking	3
GNST 1650	Critical Thinking	3
GNST 1900	Professional Skills	0
GNST 2430	Perspectives in Diversity –or–	3
GNST 2960	American Political & Economic History	
GRPH 1000	Beginning Adobe	3
MMKT 1650	Consumer Behavior & Research	3
MMKT 2080	Brand Management Strategies	3
MMKT 2420	Marketing Communications	3
MMKT 2460	Global Marketing	3
MMKT 2780	Integrated Marketing Communications	3
MMKT 2880	Marketing Essentials	3
MRCH 1100	The Business of Fashion Merchandising	3
MPDV 1250	Fashion Business Fundamentals	3
MRCH 1450	Concepts in Trend Forecasting	3
MRCH 1750	Merchandising Strategies	3
MRCH 1920	Applied Digital Communications	3
MRCH 1950	Excel for Business Applications	3
MRCH 2210	Merchandise Presentation Standards	3
MRCH 2760	Advanced Business Applications	3
MRCH 2770	Case Studies in Retail Strategies –or–	3
BUAD 2850	Entrepreneurship	
MRCH 2810	Sustainability & Social Responsibility	3
SMED 2100	New Media Strategies	3
SMED 2550	Intellectual Property & Media Law	3
SMED 2750	E-Commerce Marketing	3
SMED 2850	Marketing Analytics	3
SMED 2880	New Media Public Relations	3
TSCI 1500	Textiles & Product Analysis	3
	Total Units of Credit	90

MMKT 1650	Consumer Behavior & Research	3
MMKT 2080	Brand Management Strategies	3
MMKT 2420	Marketing Communications	3
MMKT 2460	Global Marketing	3
MMKT 2780	Integrated Marketing Communications	3
MRCH 1450	Concepts in Trend Forecasting	3
MRCH 1950	Excel for Business Applications	3
MRCH 2760	Advanced Business Applications	3
MRCH 2770	Case Studies in Retail Strategies –or–	3
BUAD 2850	Entrepreneurship	
MRCH 2810	Sustainability & Social Responsibility	3
SMED 2100	New Media Strategies	3
SMED 2750	E-Commerce Marketing	3
SMED 2850	Marketing Analytics	3
SMED 2880	New Media Public Relations	3
TSCI 1500	Textiles & Product Analysis	3
	Total Units of Credit	45

These programs are not accepting enrollments as of Winter 2024.



[top] Fashion Marketing students collaborate to develop creative strategies for sustainable fashion; *Class:* Sustainability & Social Responsibility
 (bottom left) Student analyzes data on consumer shopping habits to determine effective use of promotional spending; *Class:* Marketing Analytics
 (bottom right) Samples of media strategies and a style guide from a marketing campaign created by Kristen Vande Wydeven, Kendra Hudiburg, Jasmine Maldonado, Alex Cornwell; *Class:* Integrated Marketing Communications





**Product
Design**

*Students produce
a sample of one of their
original designs in the
Technical Design
course.*

ASSOCIATE OF ARTS

MERCHANDISE PRODUCT DEVELOPMENT

The Merchandise Product Development Program involves students in the process of conceptualizing, creating, producing, and delivering new products and services to consumers. The curriculum focuses on trend research, consumer and brand analysis, marketing, and product design and specifications. Students learn business and supply chain planning and gain practice creating new lines for established and start-up brands.

What Our Students Learn In our program, students learn how to analyze and apply trends in color, fabric, and style for design development, as well as the techniques to create specifications for how garments are made. They integrate cutting edge technology and software solutions into all phases of the product development process and decision making.

Why FIDM Students live and breathe a brand in the classroom to prepare them for their careers. Speakers from top companies (think Nike, Reformation, Savage X Fenty, Urban Outfitters, ModCloth, Revolve, and Louis Vuitton) come onsite for Q&A panels and lectures.

Our field trips give behind-the-scenes tours of trend offices, working factories, and showrooms.

Students graduate from the program having created a portfolio of work for a variety of companies, products, and brands.

Graduates of this program are qualified to take jobs classified under Department of Labor occupational codes 13-1000, 27-1000, 51-6000, and 41-1000, among others.

MERCHANDISE PRODUCT DEVELOPMENT

REQUIRED CLASSES FOR
ASSOCIATE OF ARTS (A.A.)
(for students without a prior college degree)

DESN 2530	Computer-Aided Fashion Design I	3
DESN 2830	Computer-Aided Fashion Design II	3
GNST 1040	English Composition	3
GNST 1200	20th Century Designers	3
GNST 1230	Color & Design Theory	3
GNST 1450	College Mathematics	3
GNST 1600	Effective Speaking	3
GNST 1650	Critical Thinking	3
GNST 1900	Professional Skills	0
GNST 2430	Perspectives in Diversity –or–	3
GNST 2960	American Political & Economic History	
MFTG 1400	Apparel Process I (6 hours)*	3
MFTG 1700	Apparel Process II (6 hours)*	3
MMKT 1550	Marketing & Brand Development	3
MPDV 1500	Product Development Fundamentals	3
MPDV 1800	Fundamentals of Sketching	3
MPDV 2100	Fashion Merchandising & Assortment Planning	3
MPDV 2250	3-D Apparel Design	3
MPDV 2300	Trend & Design Application	3
MPDV 2400	Preproduction for Apparel	3
MPDV 2700	Classification & Line Development	3
MPDV 2750	Production & Sourcing Strategies	3
MPDV 2780	Technical Design	3
MPDV 2800	Advanced Preproduction	3
MRCH 1450	Concepts in Trend Forecasting	3
BUAD 2850	Entrepreneurship –or–	3
MRCH 2810	Sustainability & Social Responsibility	
MPDV 2850	Brand Portfolio Development	3
MRCH 1950	Excel for Business Applications	3
TECH 1100	Introduction to Adobe	3
TSCI 1440	Textile Science	3
TSCI 1800	Fabric Identification	3
TSCI 2100	Textile Application & Color Management	3
	Total Units of Credit	90

DESN 2530	Computer-Aided Fashion Design I	3
DESN 2830	Computer-Aided Fashion Design II	3
MFTG 1400	Apparel Process I (6 hours)*	3
MFTG 1700	Apparel Process II (6 hours)*	3
MPDV 1800	Fundamentals of Sketching	3
MPDV 2100	Fashion Merchandising & Assortment Planning	3
MPDV 2250	3-D Apparel Design	3
MPDV 2400	Preproduction for Apparel	3
MPDV 2700	Classification & Line Development	3
MPDV 2750	Production & Sourcing Strategies	3
MPDV 2780	Technical Design –or–	3
MPDV 2800	Advanced Preproduction	
MPDV 2850	Brand Portfolio Development	3
BUAD 2850	Entrepreneurship –or–	3
MRCH 2810	Sustainability & Social Responsibility	
TECH 1100	Introduction to Adobe	3
TSCI 1440	Textile Science	3
TSCI 1800	Fabric Identification	3
TSCI 2100	Textile Application & Color Management	3
	Total Units of Credit	51

These programs are not accepting enrollments as of Summer 2023.

*Three (3)-hour lab included in 6 hours



[top left] Students do research to develop a seasonal merchandise plan; *Class:* Fashion Merchandising & Assortment Planning
 (top right) Students use state of the art software from CLO to design in 3-D; *Class:* 3-D Apparel Design; *Student:* Tooba Zahra Athar
 (middle) Students go behind the scenes at major fashion brands on biannual study tours
 (bottom right) Students develop a full line of apparel or accessories for a brand of their choice; *Class:* Brand Portfolio Development; *Student:* Victor Rodriguez





**Creative
Concepts**

*A team of Visual
Communications students
creates a window display
that they have rendered,
constructed, and
installed.*

ASSOCIATE OF ARTS

VISUAL COMMUNICATIONS

The Visual Communications Program offers students a diversified, creative business background in visual presentation, experiential design, retail and event marketing, and store planning, with an emphasis on the fashion and entertainment industries. Students benefit from exposure to practical and theoretical visual techniques. Courses include presentation design, color theory, concept visualization, trend forecasting, and computer graphics.

What Our Students Learn In our program, students learn the creative and technical skills to create visual and experiential design concepts for a variety of industries.

Why FIDM Students work on real-world projects with industry professionals from companies including Giant Spoon Agency, WindowsWear.com, DITA Luxury Eyewear, Living Spaces, Set + Stage Creative, and PAVE/Planning, Visual Education Partnership who partner with FIDM to create internships for students in the program.

Students leave the program proficient not only in their hard skills like quick sketching, InDesign, SketchUp, Illustrator, and Photoshop, but also confident in soft skills like collaboration and negotiation. They develop a full understanding of attention to detail, problem solving, and what goes on in the world of art and culture and how it applies to their work.

Graduates of this program are qualified to take jobs classified under Department of Labor occupational codes 13-1000, 27-3000, 39-3000, and 41-1000, among others.

VISUAL COMMUNICATIONS

REQUIRED CLASSES FOR
ASSOCIATE OF ARTS (A.A.)
(for students without a prior college degree)

DIGI 1550A	Motion Graphics I	3
GNST 1040	English Composition	3
GNST 1230	Color & Design Theory	3
GNST 1450	College Mathematics	3
GNST 1600	Effective Speaking	3
GNST 1900	Professional Skills	0
GNST 2020	Survey of Western Art I	3
GNST 2220	History of Design	3
GNST 2420	Survey of Western Art II	3
GNST 2430	Perspectives in Diversity –or–	3
GNST 2960	American Political & Economic History	
GRPH 1000	Beginning Adobe	3
GRPH 1050	Digital Imaging	3
GRPH 1150	Type & Layout	3
GRPH 1300	Computer Illustration	3
GRPH 2230	UX Design	3
GRPH 2780	Introduction to Digital Photography	3
INTD 1520	Digital Modeling I	3
MMKT 1550	Marketing & Brand Development	3
MRCH 1450	Concepts in Trend Forecasting	3
SMED 1100	Introduction to Social Media	3
SMED 2880	New Media Public Relations	3
VCOM 1250	Survey of Visual Communications	3
VCOM 1480	Perspective Sketching	3
VCOM 2080	Environment Styling: Commercials to Lifestyle	3
VCOM 2220	Materials & Props (6 hours)*	3
VCOM 2370	Design Strategies for E-Commerce & Visual Environments	3
VCOM 2460	Design Installation (6 hours)*	3
VCOM 2780	Portfolio Preparation & Presentation	3
VCOM 2810	Experiential Techniques in the Visual World	3
VCOM 2820	Fashion Styling & Coordination	3
VCOM 2840	Entrepreneurship for Visual Presentation	3
	Total Units of Credit	90

DIGI 1550A	Motion Graphics I	3
GNST 1230	Color & Design Theory	3
GRPH 2230	UX Design –or–	3
SMED 2880	New Media Public Relations	
GRPH 1000	Beginning Adobe	3
GRPH 1050	Digital Imaging	3
GRPH 1150	Type & Layout	3
GRPH 1300	Computer Illustration	3
GRPH 2780	Introduction to Digital Photography	3
INTD 1520	Digital Modeling I	3
MRCH 1450	Concepts in Trend Forecasting	3
SMED 1100	Introduction to Social Media	3
VCOM 1250	Survey of Visual Communications	3
VCOM 1480	Perspective Sketching	3
VCOM 2080	Environment Styling: Commercials to Lifestyles	3
VCOM 2220	Materials & Props (6 hours)*	3
VCOM 2370	Design Strategies for E-Commerce & Visual Environments	3
VCOM 2460	Design Installation (6 hours)*	3
VCOM 2780	Portfolio Preparation & Presentation	3
VCOM 2810	Experiential Techniques in the Visual World –or–	3
VCOM 2840	Entrepreneurship for Visual Presentation	
VCOM 2820	Fashion Styling & Coordination	3
	Total Units of Credit	60

These programs are not accepting enrollments as of Summer 2023.

*Three (3)-hour lab included in 6 hours



[left] design: retail magazine and Saks Fifth Avenue Window Design Challenge; Class: Design Installation

[top right] Theme: Graphics + Prints. Final touch-ups on graphic back wall before installing fashion prints and props; Class: Design Installation

[middle right] Theme: A World of Fashion. One in a set of windows that each celebrated architecture and fashion from places around the world; Class: Design Installations

[bottom right] Theme: Steampunk'd. 'Steampunk' used as a visual device for selling accessories; Class: Design Installations

[bottom left] Theme: Purple Reign. Students use strands of crystal beads by the hundreds, combined with dramatic lighting, to evoke a rain-like image celebrating this color trend, and wordplay with purple rain; Class: Design Installation





**Industry
Immersion**

Students learn all aspects of denim from fabric, fit, and sourcing to marketing.

THE BUSINESS OF DENIM

ADVANCED STUDY

The Advanced Study Program in The Business of Denim is designed to promote a unique education for students in the areas of denim design and development, product application, industry sustainability, and denim finishing and production.

Students are prepared to enter and succeed in the international world of denim from fiber origin through product life. Students are trained in certified industry facilities which immerse the student in the latest innovative techniques and processes from a global perspective. Study tours to agricultural sites, textile mills, production facilities, and finishing labs advance the students' ability to apply their knowledge to the ever-changing denim industry.

What Our Students Learn In our program, students follow the product cycle from field to collection. Graduates are prepared to enter and succeed in the international world of denim.

Why FIDM FIDM is ideally located in the heart of the denim industry with 90% of premium denim brands being represented

on the West Coast. Our unique industry-based program brings students into the facilities and offices of such global brands as GUESS?, Inc., AG, Wrangler, G-Star, Denham, Citizens of Humanity, and Uniqlo for a truly hands-on experience.

REQUIRED CLASSES FOR ADVANCED STUDY

DENM 3000	The History of Denim & Trends	3
DENM 3150	Denim Process I	6
DENM 3300	Sustainable Practices in the Product Lifecycle	3
DENM 3400	Fabric Development & Innovation	3
DENM 3500	Sourcing, Production & Compliance	3
DENM 3550A	Denim Construction: Fit & Cost I	3
DENM 3550B	Denim Construction: Fit & Cost II	3
DENM 3600	Denim Industry Seminar	9
DENM 3700	Denim Process II	3
DENM 3750	Denim Fit Analysis	3
DENM 3800	Negotiation & Communication	3
DENM 3850	Brand Entrepreneurship	3
DENM 3950	Denim Line Collection	3
	Total Units of Credit	48

This program is not accepting enrollments as of Summer 2023.

Prerequisite: FIDM degree in Apparel Industry Management, Fashion Design, Merchandising & Marketing (with additional courses), or Merchandise Product Development, or an external degree in a related field from an accredited college/university in which the language of instruction is English. Interview required.

One-on-one advisement is available to students from other FIDM Majors to consider eligibility for special admissions to this program. Contact the appropriate department chairperson.

Graduates of this program are qualified to take jobs classified under Department of Labor occupational codes 51-6000, 27-1000, 11-3000, and 13-1000, among others.



**Collection
Process**

Students immerse themselves in the creation of a fully realized fashion collection.

FASHION DESIGN ADVANCED STUDY

The Advanced Study Program in Fashion Design is a premiere fashion design program in which a select group of students are chosen to create a collection that is presented at FIDM's internationally renowned DEBUT Runway Show. Students get individualized guidance as they develop their draping and technical mastery, and take part in industry-level model fittings. In a design studio environment, students nurture their personal vision through inspiration research, allowing for a creative design process that enhances their design vocabulary and culminates in a thoughtfully designed collection.

What Our Students Learn In our program, students learn the skills needed to conceptualize, create, and present an entire fashion collection on the runway.

Why FIDM Southern California is the nucleus of fashion and style trends that reverberate around the world. From streetwear to activewear and even the

glamour of the red carpet, FIDM is at the heart of this ever-changing international fashion landscape.

Students in the Advanced Study of Fashion Design Program receive a once-in-a-lifetime opportunity to work closely with dedicated instructors in a specialized studio space to create a capsule collection using both the creative process and acquired technical knowledge to make their mark in the fashion world. By showcasing their collections during the DEBUT Runway Show, these select Fashion Design students are highlighted as the future of fashion.

REQUIRED CLASSES FOR ADVANCED STUDY (for students with a prior FIDM degree)

DESN 3000	Studio I	6
DESN 3060	Advanced Textiles for Fashion Design	3
DESN 3160	Historical Draping Techniques	3
DESN 3180	Applied Pattern Drafting Studio	6
DESN 3300	Studio II	6
DESN 3600	Studio III	6
DESN 3700	Studio Workshop	6
DESN 3750	Studio Lab	6
DESN 3930	Portfolio Development	3
	Total Units of Credit	45

This program is not accepting enrollments as of Summer 2023.

Prerequisites: FIDM degree in Fashion Design

One-on-one advisement is available to students from other FIDM Majors to consider eligibility for special admissions to this program. Contact the appropriate department chairperson.

Graduates of this program are qualified to take jobs classified under Department of Labor occupational codes 51-6000, 27-1000, 41-4000, and 41-1000, among others.



**Student
Design Project**

Students reimagine costumes inspired by iconic films. The designs are exhibited at the Costume Designers Guild.

FILM & TV COSTUME DESIGN ADVANCED STUDY

The Advanced Study Program in Film & TV Costume Design provides a comprehensive view of a field with its own distinct tradition and creative challenges. It offers students a chance to explore those qualities that make film and television an exceptional choice for the designer. The development of a broad frame of cinematic reference, the interaction with working professionals, and the opportunity to make practical and creative decisions within the time frame of a production, will provide the student with the knowledge and skill necessary to launch a career in the global entertainment field.

What Our Students Learn In our program, students learn all aspects of the craft, from cinematic history and script analysis to costume design and illustration.

Why FIDM FIDM is uniquely poised at the heart of the West Coast's entertainment and fashion industries to provide students with

specialized skills and opportunities for building a successful career in Costume Design. FIDM Film & TV Costume Design students design costumes for the Master's Thesis films in collaboration with American Film Institute, USC Lucas Film School, and Chapman University.

REQUIRED CLASSES FOR ADVANCED STUDY

DESN 4050	Costume Design for Film & TV I	3
DESN 4120	Television Then & Now	3
DESN 4180	Costume Illustration for Film & TV I	3
DESN 4350	History of Art, Costume & Culture I	3
DESN 4380	Costume Design for Film & TV II	3
DESN 4450	Costume Illustration for Film & TV II	3
DESN 4480	Costume Supervision for Film & TV	3
DESN 4620	History of Art, Costume & Culture II	3
DESN 4680	Studio Design Project I	3
DESN 4760	History of Film: An Eye on Costume Design	3
DESN 4820	Sourcing the Costume	3
DESN 4850	Studio Design Project II	3
DESN 4860	Advanced Styling for Costume Designers	3
DESN 4930	Professional Presentation for Costume Designers	3
DESN 4960	Production Practicum & Special Topics	3
	Total Units of Credit	45

This program is not accepting enrollments as of Summer 2023.

Prerequisite: FIDM degree in Fashion Design or an external degree in a related field from an accredited college/university in which the language of instruction is English. Interview required.

One-on-one advisement is available to students from other FIDM Majors to consider eligibility for special admissions to this program. Contact the appropriate department chairperson.

Graduates of this program are qualified to take jobs classified under Department of Labor occupational codes 51-6000, 27-1000, 41-4000, and 41-1000, among others.



***International
Field Trips***

*Students learn
global trends and
production strategies
first-hand.*

INTERNATIONAL MANUFACTURING & PRODUCT DEVELOPMENT ADVANCED STUDY

The Advanced Study Program in International Manufacturing & Product Development educates students to compete in the fast-paced, global community of manufacturing and product development. This comprehensive program involves the student in all phases of the product development cycle from the initial concept and design through technical design, global sourcing, costing, production, and marketing to the consumer. Communication and collaboration skills allow the students to function as effective team members and leaders. Students learn about the latest developments influencing the international marketplace from Europe and Asia.

What Our Students Learn In our program, students learn all facets of the product development cycle and gain a thorough understanding of the challenges and strategies necessary in developing globally manufactured products.

Why FIDM Students in this program collaborate with established brands—

Disney, Converse, Palladium, and NIKE are past mentors—as they learn the product development and production cycle first-hand. In-depth research in trends and global trade in both Europe and Asia deepen the learning experience.

REQUIRED CLASSES FOR ADVANCED STUDY

IMPD 3100	Strategies for Import/Export	3
IMPD 3120	Construction & Technical Product Applications	3
IMPD 3150	Global Relations & Negotiations	3
IMPD 3300	International Merchandising Strategies	9
IMPD 3350	Management Concepts & Global Entrepreneurship	3
IMPD 3420	Advanced Technology Applications	3
IMPD 3480	Garment Construction & Cost	3
IMPD 3580	Sourcing Textiles for Import/Export	3
IMPD 3650	Product Development Marketing Research Strategies	6
IMPD 3820	Consumer Fit & Sample Analysis	2
IMPD 3850	Merchandise Sourcing & Production	9
IMPD 3880	Global Finance & Business Planning	1
IMPD 3980	Internship (<i>Recommended</i>)	0
Total Units of Credit		48

This program is not accepting enrollments as of Summer 2023.

Prerequisite: FIDM degree in Apparel Industry Management, Fashion Design, or Merchandise Product Development, or an external degree in a related field from an accredited college/university in which the language of instruction is English. Interview required.

One-on-one advisement is available to students from other FIDM Majors to consider eligibility for special admissions to this program. Contact the appropriate department chairperson.

Graduates of this program are qualified to take jobs classified under Department of Labor occupational codes 51-6000, 27-1000, 11-3000, and 13-1000, among others.



Menswear Details

Menswear students in the Men's Fit Analysis class work on muslin samples to develop the correct fit for their pattern blocks for their collections.

MENSWEAR ADVANCED STUDY

The Advanced Study Program in Menswear provides students with a comprehensive understanding of the design, marketing, and operational functions of today's global menswear industry. Students apply their leadership skills to creating a concept through the process of designing and producing a collection for a targeted menswear market.

What Our Students Learn In our program, students learn the leadership skills to create, market, and merchandise a cohesive menswear collection for today's global apparel industry.

Why FIDM This is the only dedicated program in the US that teaches the design and global operations of menswear with a focus on sportswear, the fastest growing area of the category. The program focuses on innovations such as 3-D design, technology based knitting, wearable technology, and Environmental, Social, Governance (ESG). The Advisory Board for this unique program include heavy hitters Teddy von Ranson, Founder and President of Teddy von Ranson; Joe Knoerschild, founding partner of Billa-bong and Hurley; Tony Anzovino, Chief Sourcing & Merchandising Officer at Haggard Clothing; and Joseph Blumberg, Vice President of Grupo M in the Dominican Republic. The program, which is 70% design and 30% global operations, includes a Study Tour to the Americas where students experience actual sourcing and production.

REQUIRED CLASSES FOR ADVANCED STUDY

BUMT 4250	Supply Chain Management	3
MNWR 3050	Merchandising Menswear	3
MNWR 3080	Textiles for Menswear	3
MNWR 3120	Digital Design for Menswear	3
MNWR 3160	Men's Apparel Process (6 hours)*	3
MNWR 3250	History of Menswear	3
MNWR 3350	Men's Tailoring	3
MNWR 3400	Machine Knitwear Design for Menswear	3
MNWR 3450	Men's Fit Analysis	3
MNWR 3500	CAD for Menswear	3
MNWR 3550	Collection Design for Menswear	6
MNWR 3650	Designing Men's Accessories	3
MNWR 3700	Presentation & Analysis (6 hours)*	3
MNWR 3780	Marketing Communication for Menswear	3
MNWR 3820	Distribution Strategies for Menswear	3
	Total Units of Credit	48

This program is not accepting enrollments as of Summer 2023.

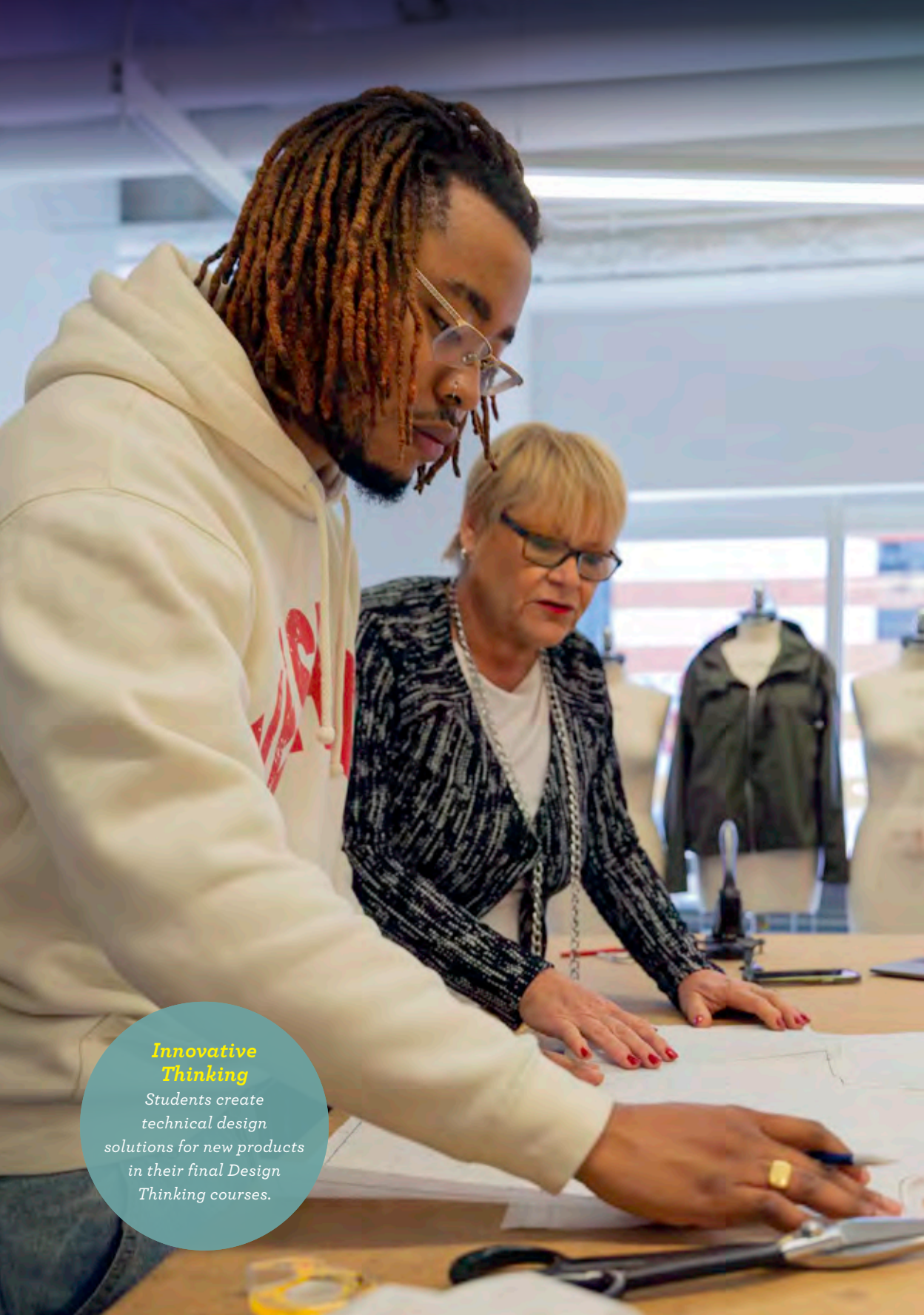
*Three (3)-hour lab included in 6 hours

Prerequisite: FIDM degree in Apparel Industry Management*, Fashion Design, or Merchandise Product Development*, or an external degree in a related field from an accredited college/university in which the language of instruction is English. Interview required.

*These majors require one additional course.

One-on-one advisement is available to students from other FIDM Majors to consider eligibility for special admissions to this program. Contact the appropriate department chairperson.

Graduates of this program are qualified to take jobs classified under Department of Labor occupational codes 51-6000, 27-1000, 11-3000, and 13-1000, among others.



***Innovative
Thinking***

*Students create
technical design
solutions for new products
in their final Design
Thinking courses.*

BACHELOR OF SCIENCE

APPAREL TECHNICAL DESIGN

The Bachelor of Science in Apparel Technical Design Program prepares students for a career in design engineering and product development for the global fashion industry. The program provides a sequential curriculum that fosters creativity, technical expertise, critical literacy, and knowledge of innovative technologies. Students gain practical experience through internships and industry-sponsored events, and become proficient in prototype development, fit analysis, and supply chain management.

What Our Students Learn In our program, students learn how to translate design concepts into production-ready prototype specifications that result in great fitting and performing products. Students master garment construction, fit, and fabric application, integrating technology into their decision-making as they collaborate on class projects.

Why FIDM A required internship, visits to production facilities, and interactions with local fashion companies give students networking opportunities. Students create working prototypes with the latest technology, and a senior portfolio project with a focus on sustainable solutions.

Graduates of this program are qualified to take jobs classified under Department of Labor occupational codes 51-6000, 11-3000, 13-1000, and 41-1000, among others.

REQUIRED CLASSES FOR BACHELOR OF SCIENCE (B.S.)

BUMT 4840	Studies in Leadership+	3
GNST 2530	Principles of Kinesiology+	3
GNST 2530L	Principles of Kinesiology Lab+	1
GNST 2570	Microeconomics+	3
GNST 2630	Principles of Chemistry+	3
GNST 2870	Macroeconomics+	3
GNST 3000	World Political History+	3
GNST 3050	Writing for Business Professionals+	3
GNST 3400	Social Psychology+	3
GNST 3500	Professional Presentation+	3
GNST 3900	Issues in Contemporary Society+	3
MPDV 3100	Garment Construction & Analysis	3
MPDV 3200	Pattern & Fit Analysis	6
MPDV 3250	Quality Assurance in Technical Design	3
MPDV 3450	Computerized Patternmaking Applications	3
MPDV 3600A	Advanced Technical Illustration I	3
MPDV 3600B	Advanced Technical Illustration II	3
MPDV 4100	Production Pattern Drafting	6
MPDV 4200	Trim Development & Application	3
MPDV 4250	Sustainable Practices in Design	3
MPDV 4400	Supply Chain & Lifecycle Planning	3
MPDV 4500	Internship	3
MPDV 4550	Prototype Development & Analysis I	3
MPDV 4600	Design Thinking: Research & Ideation	3
MPDV 4750	Prototype Development & Analysis II (6 hours)*	3
MPDV 4850	Design Thinking: Implementation	3
TSCI 3250	Technical & Performance Textiles	3
TSCI 3500	Denim Development & Finishing	3
TSCI 3600	Fabric Management	3
	Total Units of Credit	91

This program is not accepting enrollments as of Summer 2023.

+ Available as an online (distance learning) course.

*Three (3)-hour lab included in 6 hours

Prerequisite: FIDM degree in Apparel Industry Management, Fashion Design, or Merchandise Product Development or an external associate's degree in Fashion Design from an accredited college/university.

One-on-one advisement is available to students from other FIDM Majors to consider eligibility for special admissions to this program. Contact the appropriate department chairperson.



**Capstone
Presentation**

*Beauty Business
Management students
present to beauty executives
in NY at the end of their
capstone project.*

BACHELOR OF SCIENCE

BEAUTY BUSINESS MANAGEMENT

The Bachelor of Science in Beauty

Business Management is a comprehensive curriculum that prepares students to succeed in the highly competitive beauty industry, whether working for a corporation or undertaking an entrepreneurial venture. Students identify, implement, and solve business issues through theoretical and practical foundations. They are equipped with vital business management skills including management theory, analytics, legal and regulatory affairs, forecasting and analysis, financial literacy, sales, negotiation, merchandising, product innovation, and market research.

What Our Students Learn While still focusing on hands-on and practical knowledge, the students develop higher level critical thinking, management and analytical skills that ensure their success as business leaders and creators.

Why FIDM Students in the Bachelor's of Beauty Business Management program are directly exposed to the industry, from a mandatory industry internship to two quarter long real-world projects issued by leading beauty companies such as L'Oréal, LVMH/Dior, Victoria's Secret, Fresh, NARS, Indie Lee, and more. This culminates with a trip to New York to present the results to management at the brands they are assigned.

This program is not accepting enrollments as of Winter 2024.

One-on-one advisement is available to students from other FIDM Majors or transfers from outside of FIDM to consider eligibility for special admissions to this program. Contact the appropriate department chairperson.

Graduates of this program are qualified to take jobs classified under Department of Labor occupational codes 11-2000, 11-3000, 13-1000, and 27-3000, among others.

REQUIRED CLASSES FOR BACHELOR OF SCIENCE (B.S.)

BUMT 3230	Introduction to Business Management+	3
BUMT 3820	Business Law+	3
BUMT 4100	Small Business Management+	3
BUMT 4110	Micro & Macroeconomics+	3
BUMT 4130	Financial Literacy+	6
BUMT 4250	Supply Chain Management+	3
BUMT 4300	Global Management Strategies+	3
BUMT 4910	Creativity in Business+	3
COSM 3050	Influencing Beauty Consumer Behavior	3
COSM 3250	Beauty: Purchasing & Planning	3
COSM 3360	Beauty: Luxury Brand Development	3
COSM 3420	Beauty: Business Management & Finance	3
COSM 3450	Merchandising in the Beauty Environment	3
COSM 3600	Product Innovation	3
COSM 3660	Beauty: Regulatory Affairs & Import/Export Strategies	3
COSM 3820	Beauty Industry Market Research	3
COSM 3850	Beauty: Sales, Negotiation & Conflict Management	3
COSM 3950	Internship	3
COSM 4100	Beauty Market Influences	3
GNST 2370	Applied Statistics	3
GNST 3050	Writing for Business Professionals+	3
GNST 3350	Botany	3
GNST 3350L	Botany Lab	1
GNST 3800	Icons of Culture: The Context of Meaning	3
GNST 3900	Issues in Contemporary Society+	3
SMED 2850	Marketing Analytics	3
SMED 3700	International Strategies for New Media	3

In the final year, students also choose three electives (9 units) depending on their preferred industry focus:

ELECTIVE:

BUMT 4200	Financial Management+	3
BUMT 4840	Studies in Leadership+	3
GRPH 2230	UX Design	3
SMED 3100	Mobile Application Marketing	3
SMED 3750	PR Writing for Social Media	3
SMED 4200	Start-Ups & Entrepreneurship	3
	Total Units of Credit	91

+ Available as an online (distance learning) course

Prerequisite: FIDM degree in Beauty Marketing & Product Development, Merchandising & Marketing*, or Digital Marketing* or an external associate's degree in a related field from an accredited college/university. *These A.A. majors require a customized advisement sheet that incorporates key foundational courses.



**Business
Practices**

*Students
in a Professional
Presentation class
engage in a business
negotiation.*

BACHELOR OF SCIENCE

BUSINESS MANAGEMENT

The Bachelor of Science in Business Management Program prepares academically qualified students to compete in the global industries of Fashion, Interior Design, and Entertainment. Whether entering the corporate world or undertaking an entrepreneurial venture, the graduate is equipped with the analytical, planning and management tools, the ethical understanding, and leadership skills for success in business.

What Our Students Learn In our program, students learn business strategy, entrepreneurial creativity, financial management, and management skills.

Why FIDM Students learn the financial, analytic, and communication skills necessary to help run a global business or start their own companies. Working in small teams, students work like consultants creating business strategies and action plans, and presenting their recommendations in class. Internships have included Gucci, Smashbox, MTV, and Saks Fifth Avenue.

The entire Business Management program is available online so students can start or continue their careers while earning their Bachelor's degree.

Graduates of this program are qualified to take jobs classified under Department of Labor occupational codes 11-1000, 11-2000, 11-3000, and 11-9000, among others.

REQUIRED CLASSES FOR BACHELOR OF SCIENCE (B.S.)

BUMT 3050	Data Analytics for Business Applications	3
BUMT 3100	Ethics in Business	3
BUMT 3230	Introduction to Business Management	3
BUMT 3250	Introduction to Financial Accounting	3
BUMT 3420	Applied Financial Accounting	3
BUMT 3650	Human Resource Management	3
BUMT 3680	Global Marketing Communications	3
BUMT 3820	Business Law	3
BUMT 3950	Managerial Accounting	3
BUMT 4100	Small Business Management	3
BUMT 4230	Introduction to Financial Analysis & Control	3
BUMT 4250	Supply Chain Management	3
BUMT 4300	Global Management Strategies	3
BUMT 4460A	Case Studies in Business Management I: Analysis & Control	3
BUMT 4460B	Case Studies in Business Management II: Strategies for Growth	3
BUMT 4460C	Case Studies in Business Management III: Capstone Presentation	3
BUMT 4500	International Finance	3
BUMT 4600	Marketing Management	3
BUMT 4840	Studies in Leadership	3
BUMT 4910	Creativity in Business	3
GNST 2370	Applied Statistics	3
GNST 2530	Principles of Kinesiology	3
GNST 2530L	Principles of Kinesiology Lab	1
GNST 2570	Microeconomics	3
GNST 2630	Principles of Chemistry	3
GNST 2870	Macroeconomics	3
GNST 3000	World Political History	3
GNST 3050	Writing for Business Professionals	3
GNST 3400	Social Psychology	3
GNST 3500	Professional Presentation	3
GNST 3900	Issues in Contemporary Society	3
	Total Units of Credit	91

This program is not accepting enrollments as of Winter 2024.

Students who hold an Advanced Study degree in The Business of Denim, International Manufacturing & Product Development, or Menswear qualify for a special 9-month program leading to a B.S. in Business Management degree.

Prerequisites: FIDM Associate of Arts degree or an external associate's degree in business administration, marketing, entrepreneurship, or a related field from an accredited college/university.



FLY ME TO THE PAPER

***Creative
Industries***

*Students can
maximize their transfer
credits and graduate
in two years.*

BACHELOR OF ARTS

CREATIVE INDUSTRY STUDIES

The Bachelor of Arts in Creative Industry Studies Program offers transfer students an interdisciplinary curriculum emphasizing practical application within an industry-specific context. Students build skills in critical thinking and creative and quantitative literacy through research and problem-solving within their core area of focus. Through studying the contemporary business environment, students are encouraged to pursue their own areas of interest and to practice their understanding of civic responsibility, ethical decision-making, and leadership for career success.

[Students choose their individual core concentration from one of 10 areas of study:](#)

- Apparel Industry Management*
- Beauty Marketing & Product Development*
- Digital Marketing*
- Digital Media*
- Fashion Design*
- Graphic Design*
- Interior Design*
- Merchandising & Marketing
 - Fashion Marketing*
 - Merchandising & Buying*
- Merchandise Product Development*
- Visual Communications*

What Our Students Learn In this program, students learn to use college-level communication skills to complete a wide variety of oral, visual, and written career-related presentations. Students learn to apply research and critical thinking to problem-solving; exhibit an understanding of ethics, cultural diversity, and global influences; and demonstrate proficiency in the industry-standard computational, scientific, technical, and creative skills specific to their area of focus.

Why FIDM By transferring to FIDM, students have the opportunity to leap into their targeted area of career focus. FIDM's industry connections provide students with one-of-a-kind networking, mentoring, and classroom partner opportunities with top brands. In a capstone project, students apply skills to a specific problem in their chosen area of study. Students can graduate with a Bachelor's degree and a job-ready portfolio in two years.

REQUIRED CLASSES FOR BACHELOR OF ARTS (B.A.) Please see *FIDM.edu* for further details.

* Programs marked with an asterisk are not accepting enrollments.

Prerequisite: An existing associate's degree or 45-60 semester units (67-90 quarter units) of transferable lower division academic coursework. Students entering the Bachelor of Arts in Creative Industry Studies program with fewer than 60 semester units (90 quarter units) will have additional coursework to complete and may take more than two years to graduate.

Graduates of this program are qualified to take jobs classified under Department of Labor occupational codes 13-1000, 27-1000, 51-6000, and 44-4000, among others.



**Design
Solutions**

Students blend design theory and practical application at levels of increasing complexity and sophistication.

BACHELOR OF ARTS

DESIGN

The Bachelor of Arts in Design Program prepares students to think creatively, critically, and divergently about the design process. Students learn to appreciate the universality of design, contextualize design problems, and blend historical and global perspectives with evolving trends as the foundation for inspired design solutions. Students become design innovators by learning to balance conventional design approaches with new, emergent thinking.

What Our Students Learn In our comprehensive program, students apply advanced principles of design, articulate design concepts and solutions, and use global perspectives to develop effective design strategies for their area of specialization.

Why FIDM The Bachelor of Arts in Design Program incorporates advanced practices of design with historical, ethical, and social perspectives. Building upon skills from their A.A. degree, students develop a personal design thesis. During three intensive studio courses, students create a senior thesis project reflecting a creative design philosophy, personal and civic engagement, and an understanding of an existing business model.

Through capstone studio courses, students explore design strategies, trends, visual image, and identity, as they articulate design concepts for real-world application and target customers.

B.A. in Design Exhibition – FIDM Museum
Product & Package Design by Natasha Azurda
Fashion Designs by Daniel Lim & Sheila Sheila

BACHELOR OF ARTS

DESIGN: SPECIALIZATION IN GRAPHIC DESIGN OR TEXTILE DESIGN

REQUIRED CLASSES FOR
BACHELOR OF ARTS (B.A.)

BDSN 3100B	Advanced Theory in Color, Design & 3-D Form	3
BDSN 3200	Structural Drawing*	3
BDSN 3500	Human Dynamics	3
BDSN 3550A	Drawing for Spatial Communication	3
BDSN 3550B	Concepts for Spatial Communication	3
BDSN 3700	Digital Photographic Image	3
BDSN 3780	Prototyping 3-D Forms	6
BDSN 3800	Digital Asset Management	3
BDSN 3850	Theory & Context of Design	3
BDSN 4100	Visual Identity & Image	3
BDSN 4250E	The Studio I — Environment & Product	6
BDSN 4500E	The Studio II — Environment & Product	6
BDSN 4750E	The Studio III — Environment & Product	6
BDSN 4950	Design Thesis Presentation	3
BUMT 3100	Ethics in Business	3
GNST 2530	Principles of Kinesiology	3
GNST 2530L	Principles of Kinesiology Lab	1
GNST 2630	Principles of Chemistry	3
GNST 3000	World Political History	3
GNST 3700	Multicultural Perspectives Through the Short Story	3
GNST 3750	Mapping Your World: Introduction to Global Production	3
GNST 3800	Icons of Culture: The Context of Meaning	3
GNST 3900	Issues in Contemporary Society	3
	Elective	12
	Total Units of Credit	91

This program is not accepting enrollments as of Summer 2023.

*Three (3)-hour lab included in 6 hours

Prerequisite: FIDM degree in Graphic Design, Textile Design, or an external associate's degree from an accredited college/university.

One-on-one advisement is available to students from other FIDM Majors to consider eligibility for special admissions to this program. Contact the appropriate department chairperson.

Graduates of this program are qualified to take jobs classified under Department of Labor occupational codes 51-6000, 27-1000, 13-1000, and 27-3000, among others.



[top] Props & Video Manuscript; *Class:* Studio III; *Student:* Amber Curry

[bottom right] Branding and Product Design; *Class:* Studio III; *Student:* Laura Dunham

[bottom left] Children's Book Development Design Concept; *Class:* Studio III; *Student:* Tiani Hernandez

[middle left] Children's Book and Product Design; *Class:* Studio III; *Student:* Sheila Monica



PRODUCT DESIGNS - T SHIRTS



PRODUCT DESIGNS - T SHIRTS

BACHELOR OF ARTS

DESIGN: SPECIALIZATION IN INTERIOR DESIGN OR VISUAL COMMUNICATIONS

REQUIRED CLASSES FOR
BACHELOR OF ARTS (B.A.)

BDSN 3100B	Advanced Theory in Color, Design & 3-D Form	3
BDSN 3200	Structural Drawing*	3
BDSN 3500	Human Dynamics	3
BDSN 3550A	Drawing for Spatial Communication	3
BDSN 3550B	Concepts for Spatial Communication	3
BDSN 3700	Digital Photographic Image	3
BDSN 3780	Prototyping 3-D Forms	6
BDSN 3800	Digital Asset Management	3
BDSN 3850	Theory & Context of Design	3
BDSN 4100	Visual Identity & Image	3
BDSN 4250E	The Studio I — Environment & Product	6
BDSN 4500E	The Studio II — Environment & Product	6
BDSN 4750E	The Studio III — Environment & Product	6
BDSN 4950	Design Thesis Presentation	3
BUMT 3100	Ethics in Business	3
GNST 2530	Principles of Kinesiology	3
GNST 2530L	Principles of Kinesiology Lab	1
GNST 2630	Principles of Chemistry	3
GNST 3000	World Political History	3
GNST 3700	Multicultural Perspectives Through the Short Story	3
GNST 3750	Mapping Your World: Introduction to Global Production	3
GNST 3800	Icons of Culture: The Context of Meaning	3
GNST 3900	Issues in Contemporary Society	3
	Elective	12
	Total Units of Credit	91

This program is not accepting enrollments as of Summer 2023.

*Three (3)-hour lab included in 6 hours

Prerequisite: FIDM degree in Interior Design, Visual Communications or an external associate's degree from an accredited college/university.

One-on-one advisement is available to students from other FIDM Majors to consider eligibility for special admissions to this program. Contact the appropriate department chairperson.

Graduates of this program are qualified to take jobs classified under Department of Labor occupational codes 51-6000, 27-1000, 13-1000, and 27-3000, among others.



[top left] Travel Accessory Design; *Class:* Studio III; *Student:* Colin Mallory
 [top right] Concept Design; *Class:* Studio III; *Student:* Sigourney Chapman
 [middle right] Furniture & Upholstery Design; *Class:* Studio III; *Student:* Emily Wilken
 [bottom right] Printed Shoe Wedge; *Class:* Prototyping 3-D Forms; *Student:* Kathleen Chin
 [bottom left] Furniture Design; *Class:* Studio III; *Student:* Angela Abautista
 [middle left] Housing Concept Design; *Class:* Studio III; *Student:* Tara Tangie



BACHELOR OF ARTS

DESIGN: SPECIALIZATION IN FASHION DESIGN

REQUIRED CLASSES FOR BACHELOR OF ARTS (B.A.)

BDSN 3100B	Advanced Theory in Color, Design & 3-D Form	3
BDSN 3200	Structural Drawing*	3
BDSN 3400	Drawing the Figure in Context	6
BDSN 3500	Human Dynamics	3
BDSN 3700	Digital Photographic Image	3
BDSN 3750	Garment Construction & Detail	6
BDSN 3800	Digital Asset Management	3
BDSN 3850	Theory & Context of Design	3
BDSN 4100	Visual Identity & Image	3
BDSN 4250F	The Studio I — Fashion Apparel	6
BDSN 4500F	The Studio II — Fashion Apparel	6
BDSN 4750F	The Studio III — Fashion Apparel	6
BDSN 4950	Design Thesis Presentation	3
BUMT 3100	Ethics in Business	3
GNST 2530	Principles of Kinesiology	3
GNST 2530L	Principles of Kinesiology Lab	1
GNST 2630	Principles of Chemistry	3
GNST 3000	World Political History	3
GNST 3700	Multicultural Perspectives Through the Short Story	3
GNST 3750	Mapping Your World: Introduction to Global Production	3
GNST 3800	Icons of Culture: The Context of Meaning	3
GNST 3900	Issues in Contemporary Society	3
	Elective	12
	Total Units of Credit	91

This program is not accepting enrollments as of Summer 2023.

*Three (3)-hour lab included in 6 hours

Prerequisite: FIDM degree in one of the following majors:

- Apparel Industry Management
- Fashion Design
- Merchandise Product Development
- or an external associate's degree from an accredited college/university

One-on-one advisement is available to students from other FIDM Majors to consider eligibility for special admissions to this program. Contact the appropriate department chairperson.

Graduates of this program are qualified to take jobs classified under Department of Labor occupational codes 51-6000, 27-1000, 13-1000, and 27-3000, among others.



[top] B.A. in Design Exhibition in the FIDM Museum; Fashion Designers: Yen Hsi Chin, Daniel Lim, Sheila Sheila
 [bottom right] Fashion design; Class: Studio III; Student: Mariapaz Morales
 [bottom left] Fashion design; Class: Studio II; Student: Ally de Martini
 [middle left] Merchandise Design & Installations; Class: Studio III; Student: Sigourney Chapman
 Fashion Design; Class: Studio II; Student: Valarie Chiu
 [middle right] Fashion design; Class: Studio III; Student: Meiliani Tjia





**Future
Filmmakers**

*In Directing for
Film & TV, students
learn to shoot professional
projects using
industry-standard
equipment.*

BACHELOR OF ARTS

DIGITAL CINEMA

The Bachelor of Arts in Digital Cinema Program provides students with a hands-on education in the digital arts from technical, creative, and ethical perspectives. The curriculum imparts comprehensive technical knowledge of the pre-production, production, and post-production processes. Graduates are qualified for a wide range of specialized careers in digital media with a focus on the entertainment industry.

What Our Students Learn In this program, students explore the entire production workflow, from pre-production through post-production. The program's graduates are qualified for multiple positions in the entertainment industry.

Why FIDM Students learn the techniques of digital cinema within a framework of storytelling and teamwork. Networking begins in the classroom with instructors who are working professionals. Small classes, real world projects, and industry professionals as faculty and staff provide graduates with the resources and knowledge to confidently enter the industry.

Graduates of this program are qualified to take jobs classified under Department of Labor occupational codes 27-4000 and 27-3000, among others.

REQUIRED CLASSES FOR BACHELOR OF ARTS (B.A.)

DIGI 3010	Directing for Film & TV	3
DIGI 3110	Filmmaking: Context of Expression	3
DIGI 3120	Introduction to Script Analysis	3
DIGI 3150	Cinematography	3
DIGI 3400	Creative Writing	3
DIGI 3500	Visual Storytelling: Techniques & Technology	3
DIGI 3700A	Documentary Filmmaking I	3
DIGI 3700B	Documentary Filmmaking II	3
DIGI 3750	Editing for Documentaries	3
DIGI 3800	Lighting Techniques	3
DIGI 4100	Audio Techniques	3
DIGI 4200	Pre-Production	3
DIGI 4310	Introduction to Producing	3
DIGI 4350A	Master Class I	3
DIGI 4350B	Master Class II	3
DIGI 4450	Production Studio	6
DIGI 4800	Post-Production: Editorial of Final Project	3
DIGI 4810	Advanced Post-Production: Visual Effects	3
DIGI 4820	Advanced Post-Production: Audio Mix & Digital Output	3
DIGI 4830	World Cinema	3
GNST 1450	College Mathematics	3
GNST 2370	Applied Statistics	3
GNST 2530	Principles of Kinesiology+	3
GNST 2530L	Principles of Kinesiology Lab+	1
GNST 2570	Microeconomics+	3
GNST 2630	Principles of Chemistry+	3
GNST 3000	World Political History+	3
GNST 3050	Writing for Business Professionals+	3
GNST 3400	Social Psychology+	3
GNST 3900	Issues in Contemporary Society+	3
	Total Units of Credit	91

This program is not accepting enrollments as of Summer 2023.

+ Available as an online (distance learning) course

Prerequisite: FIDM degree in Digital Media or an external associate's degree in a related field from an accredited college/university

One-on-one advisement is available to students from other FIDM Majors to consider eligibility for special admissions to this program. Contact the appropriate department chairperson.



**Social
Consulting**

In the Social Media Sales & Consulting class, students learn management techniques to build a successful consulting business.

BACHELOR OF ARTS

DIGITAL MARKETING

The Bachelor of Arts in Digital Marketing Program prepares students for careers in digital marketing. Students learn how to identify, engage, and communicate with their target markets and online communities, build and maintain consumer loyalty, and develop techniques to maximize growth. Students use analytics and metrics to evaluate the effectiveness of methods for positioning people, products, organizations, and interest groups in digital contexts in order to develop media campaign strategies.

What Our Students Learn In our program, students learn to engage and manage online communities through a multitude of tools including public relations, experiential marketing, campaign management, and graphic design. They also learn the analytical tools to quantify the results of digital marketing campaigns and to make strategic decisions.

Why FIDM As one of the few Digital Marketing degree programs in the country, students participate in two required internships. They also collaborate with companies including BuzzFeed, JustFab, YouTube, Dollar Shave Club, Droga5, Tesla, Inc., PETA, The Metropolitan Museum of Art, and Alison & Partners, forging valuable industry connections and relevant work experience.

This program is not accepting enrollments as of Winter 2024.

Graduates of this program are qualified to take jobs classified under Department of Labor occupational codes 27-3000, 27-4000, 11-2000, and 41-3000, among others.

REQUIRED CLASSES FOR BACHELOR OF ARTS (B.A.)

BUMT 2680	Global Marketing	3
BUMT 2800	Accounting	3
BUMT 3600	Management Theory & Principles+	3
BUMT 3820	Business Law+	3
BUMT 4600	Marketing Management+	3
BUMT 4840	Studies in Leadership	3
GNST 2570	Microeconomics+	3
GNST 3000	World Political History+	3
GNST 3050	Writing for Business Professionals	3
GNST 3150	Research on Topics of Design History	3
GNST 3200	Consumer Social Behavior	3
GNST 3500	Professional Presentation	3
GNST 3600	Future Trends in Society	3
GNST 3700	Multicultural Perspectives through Short Story	3
GNST 3900	Issues in Contemporary Society+	3
GRPH 4150	Activated Marketing	3
SMED 3100	Mobile Application Marketing	3
SMED 3300	Search Engine Optimization & Analysis	3
SMED 3400	New Media Narrative Writing	3
SMED 3750	PR Writing for Social Media	3
SMED 3950	Internship	3
SMED 4100	Video Online Marketing	3
SMED 4100L	Video Online Marketing Lab	1
SMED 4200	Start-ups & Entrepreneurship	3
SMED 4500	Law & Ethics in Media	3
SMED 4600	New Media Community Management	3
SMED 4800	Digital Media Campaign Strategy	3
SMED 4850	Creative Business Management	3
SMED 4950	Internship	3

ELECTIVE: (Choose two)

GRPH 4780	Entertainment Licensing	3
SMED 4400	Social Media Sales & Consulting	3
SMED 4750	Strategies in Business Management	3
	Total Units of Credit	91

+ Available as an online (distance learning) course

Prerequisite: FIDM degree in Beauty Marketing & Product Development*, Digital Marketing, Graphic Design*, Merchandising & Marketing*, Merchandise Product Development*, Social Media*, Visual Communications*, or an external associate's degree in a related field from an accredited college/university. *These A.A. majors require a customized advisement sheet that incorporates key foundational courses.

One-on-one advisement is available to students from other FIDM Majors to consider eligibility for special admissions to this program. Contact the appropriate department chairperson.



Title Design

*In this class,
students explore imagery
with the power of title
and concept in an
ad campaign.*

BACHELOR OF ARTS

GRAPHIC DESIGN

The Bachelor of Arts in Graphic Design Program prepares students for careers as graphic artists and designers. Students learn how to interpret, define, and solve client problems and create a distinct voice of communication to the target audience. Using a combination of technical skills and creative thinking, this comprehensive program teaches students about concept, design, typography, and motion graphics and how these elements are combined and used in graphic designs for the fashion and entertainment industries.

What Our Students Learn In-depth design thinking is the foundation for good design. In our program, students learn to combine the tools of design thinking with the skills of graphic design to create visual messages for print and online.

Why FIDM With a focus on the technical skills of a graphic designer, the program brings a unique focus to the creation of targeted visual messages. This comprehensive program gives students the technical and communication tools to rise to leadership roles in marketing and advertising.

Graduates of this program are qualified to take jobs classified under Department of Labor occupational codes 27-1000, 11-2000, 27-3000, and 51-5100, among others.

REQUIRED CLASSES FOR
BACHELOR OF ARTS (B.A.)

BDSN 3100A	Advanced Practices in Color, Design and 3-D Form	3
BUMT 3100	Ethics in Business+	3
BUMT 4840	Studies in Leadership+	3
GNST 2370	Applied Statistics	3
GNST 2530	Principles of Kinesiology+	3
GNST 2530L	Principles of Kinesiology Lab+	1
GNST 2570	Microeconomics+	3
GNST 2630	Principles of Chemistry+	3
GNST 3000	World Political History+	3
GNST 3050	Writing for Business Professionals+	3
GNST 3150	Research on Topics of Design History	3
GNST 3200	Consumer Social Behavior	3
GNST 3400	Social Psychology+	3
GNST 3410	History & Development for Film & TV	3
GNST 3800	Icons of Culture: The Context of Meaning	3
GNST 3900	Issues in Contemporary Society+	3
GRPH 2420	Developing Assets	3
GRPH 2840	Title Design	3
GRPH 3150	Photo Direction	3
GRPH 3380	Key Art Design: Theatrical	3
GRPH 3550	Advanced Typography	3
GRPH 3800	Lifestyle Brand Strategies	3
GRPH 4080	Key Art Design: Home Entertainment	3
GRPH 4150	Activated Marketing	3
GRPH 4420	Graphic Design Internship	3
GRPH 4480	Motion Graphics I	3
GRPH 4780	Entertainment Licensing	3
GRPH 4880	Motion Graphics II	3
GRPH 4980	Industry Portfolio	3
SMED 3100	Mobile Application Marketing	3
VCOM 2220	Materials & Props	3
	Total Units of Credit	91

This program is not accepting enrollments as of Summer 2023.

+ Available as an online (distance learning) course

Prerequisite: FIDM degree in Digital Media, Graphic Design, or Visual Communications, or an external associate's degree in a related field from an accredited college/university

One-on-one advisement is available to students from other FIDM Majors to consider eligibility for special admissions to this program. Contact the appropriate department chairperson.



Engaged Learning

As a case study is presented, the students take notes preparing for a debate.

BACHELOR OF ARTS

PROFESSIONAL STUDIES

The Bachelor of Arts in Professional Studies Program prepares students for the demands of business and professional life by developing strong reasoning and communication skills. This program's broad curriculum encourages lifelong learning by providing students with a foundation upon which to build an understanding of the physical, cultural, and socio-economic environments in which they will live and work.

Bachelor of Arts in Professional Studies*
With a Specialization in:

- The Business of Denim*
- Entertainment Set Design & Decoration*
- Fashion Design*
- Film & TV Costume Design*
- International Manufacturing & Product Development*
- Menswear*
- Theatre Costume Design*

What Our Students Learn In our program, students learn how to integrate effective research, analytic thinking, and creative imagination. Students develop attributes that are highly valued and widely sought by employers—perspective, depth of insight, and skills in selecting useful information to support conclusions.

Why FIDM The Professional Studies Program allows third-year FIDM graduates to earn a Bachelor's degree quickly. This unique program teaches students to make thoughtful connections by adapting and transferring information—a vital skill in any industry. As a result, students have the opportunity to become more resourceful, adaptable, and promotable professionals. The availability of many courses online makes the program flexible for working students.

**REQUIRED CLASSES FOR
BACHELOR OF ARTS (B.A.)**

BUMT 3100	Ethics in Business+	3
GNST 2370	Applied Statistics+	3
GNST 2530	Principles of Kinesiology+	3
GNST 2530L	Principles of Kinesiology Lab+	1
GNST 2570	Microeconomics+	3
GNST 2630	Principles of Chemistry+	3
GNST 2870	Macroeconomics+	3
GNST 3000	World Political History+	3
GNST 3050	Writing for Business Professionals+	3
GNST 3150	Research on Topics of Design History+	3
GNST 3400	Social Psychology+	3
GNST 3500	Professional Presentation+	3
GNST 3600	Future Trends in Society	3
GNST 3700	Multicultural Perspectives Through the Short Story++	3
GNST 3800	Icons of Culture: The Context of Meaning++	3
GNST 3900	Issues in Contemporary Society+	3
	Total Units of Credit	46

This program (all specializations) is not accepting enrollments as of Winter 2024.

- + Available as an online (distance learning) course
- ++ Periodically offered as an online (distance learning) course

Prerequisite: FIDM Associate of Arts Advanced Study degree

Graduates of this program are qualified to take jobs classified under Department of Labor occupational codes 41-1000, 41-2000, 41-3000, and 27-4000, among others.



**Real
World Business**

*FIDM MBA Students
use diagnostic forensics
in their final capstone
experience.*

MASTER OF BUSINESS ADMINISTRATION

The Master of Business Administration degree at FIDM offers a professionally oriented curriculum combining theory and practical application incorporating a broad range of integrated interdisciplinary areas of study. The program involves a strong and distinctive emphasis on innovative business development design concepts with broad global consideration and the enhancement of entrepreneurial creativity. The FIDM MBA Program prepares the graduate to enter, compete, and be successful in the global business areas of Fashion, Interior Design, and Entertainment. Whether entering the corporate world or undertaking an entrepreneurial venture, the FIDM graduate will be equipped with the necessary business analytical, planning, and management tools; ethical understanding; and leadership skills to be successful.

What Our Students Learn In our program, students analyze, develop, and deliver innovative solutions to real-world business scenarios and entrepreneurial proposals. With a focus on profitability, business students are challenged to think and plan strategically, preparing them to compete in the current global business environment.

Why FIDM With FIDM's industry focus and locations in California's most concentrated business centers, students gain the leadership skills necessary to be competitive in the global design industries. Our MBA

program has a strong and distinctive emphasis on innovative business concepts, design, and creativity.

REQUIRED CLASSES FOR MASTER OF BUSINESS ADMINISTRATION (MBA)

BUMT 3720	Management Strategy++	3
BUMT 4110	Micro/Macro Economics++	3
BUMT 4130	Financial Literacy++	6
BUMT 4600	Marketing Management++	3
BUMT 5010	The Global Economy	3
BUMT 5080	Tools for Analytics+	1
BUMT 5150	Web Analytics+	3
BUMT 5180	Predictive Analytics for Business Strategy+	3
BUMT 5250	Financial Analysis & Control	3
BUMT 5260	Global Financial Strategy	3
BUMT 5280	Human Resource Management: People, Practices & Profitability+	3
BUMT 5300	Logistics Management	3
BUMT 5350	Digital Marketing+	3
BUMT 5400	Advanced Strategic Planning & Implementation	3
BUMT 5500	Strategic Marketing Management	3
BUMT 5550	Global Marketing	3
BUMT 5650	Creativity, Innovation & Design in Business	3
BUMT 5750	Luxury Brand Management	3
BUMT 5800	Entrepreneurial Ergonomics	3
BUMT 5950	Capstone Seminar	3
	Total Units of Credit	61

This program is not accepting enrollments as of Winter 2024.

+ Only offered as an online (distance learning) course

++ MBA Foundation Quarter courses

Prerequisite: Bachelor's degree from an accredited college/university in which the language of instruction is English.

Graduates from a non-business degree program who wish to apply to the FIDM MBA Program must enroll in the MBA Foundation Quarter. Contact the Chairperson of the Business Management Department for further information.

Graduates of this program are qualified to take jobs classified under Department of Labor occupational codes 11-1000, 11-2000, 11-3000, and 11-9000, among others.