Fashion Merchandising and Design Advisory Board Meeting

Thursday, March 24, 2011 5:30pm to 7:00 pm
Building 19B Room 3

Minutes

X Ana Ramirez	**X** Donna Bright	Ilse Metchek	**X** Marina Tellez
X Arnita Champion	**X** Emelie Balencio	Jennifer Quesada	**X** Michael Cohen
X Bao Chen	**X** Gail Stratton	**X** Joumana McGowan	Moyet Maestri
X Carol Lee	**X** HB Barragan	**X** Margaret Tien	**X** Nancy Hahn
Dhameer Tashman	**X** Janet Wasilewski	**X** Maria Davis	**X** Omattie Neirenstein
X Muditha Senanayake or Peter Kilduff	**X** Sheila Espy	Tracy Gale	**X** Victoria Corless
X Terri Faraone	Tricia Ngo		

Welcome: Dean Joumana McGowan	
Introductions	
Why we are meeting:	
• Annual: CTE programs meditated by State	
• Any change that we make to disciplines must be approved by Industry, Department, Division, Academic Senate, and Chancellor's Office	
• All starts with you!!	
Overview of Fashion Merchandising and Design Program	
• 1239 Students were served during 2010.	
o Recognizing that many students take two or three courses a year, the Fashion program may have approximately 600 individual students	
• Handout provided of Degrees and Certificates	
• CAD software offered: Gerber patternmaking and Adobe Illustrator/Photoshop	
Arnita Champion: Gave overview of Mt. SAC placement office and how it can support both students and employers. Handout was passed.	

Topic	Discussion	Action Points

How to strengthen Program	1. Include Microsoft Office in classes. Most important programs are:
	  o Excel
	  o Word
	  o Outlook
	2. Relevance of pivotal tables was discussed
	3. Importance of FASH 21 Patternmaking for all Fashion students was discussed. Patternmaking was strongly
		• <u>Word</u>: is included in all classes where students write papers and complete homework. NO hand written work is accepted.
		• <u>Excel</u>: faculty task force will review all courses and determine where/how to integrate standardized Excel spreadsheets in both Design and Merchandising courses.
		  o Advisory board will be asked to review spreadsheets plans and make recommendations for refinement.
		  o Excel will be incrementally rolled out in the discipline
		  o Advanced Excel used for projects using data charts, pivotal charts and linked spread sheets will be included
		• <u>Outlook</u>: faculty task force will examine use in program

	recommended as an elective for Merchandising students.	• <u>FASH 21 Patternmaking I</u> for Fashion Merchandising majors needs further research. Precise clarification must be made before addition of FASH 21 for Merchandising is implemented.
		• This revision is highly unusual and not currently practiced in California Community Colleges or local transfer Universities.
		• The focus of the Mt. SAC program is store line management and buying. Patternmaking is a technical skill that is <u>not</u> currently required of store-line management or corporate buying retail employees.
		• Patternmaking <u>may</u> be relevant to retailers who are vertical and produce their own product. However, this is typically an 'inside' function and not store/merchant driven.
		     o All Fashion majors are required to take FASH 10 Clothing Construction I. This course provides students with a very basic understanding of garment construction.
		     o All Fashion students are required to take FASH 17 Textiles. This course provides students with a basic understanding of textile categories, integral properties, and appropriate use in garments.

Technical design/tech packs <u>Handout</u>	Draft format was passed out. Time constraints prevented discussion.	• Program needs to develop <u>standardized format</u> for technical design to be used in all relevant courses. • Advisory board will be asked to review tech pack format plans and make recommendations for refinement.
Design illustration verses technical scaled flats <u>Handout</u>	Although a few "high end" design businesses continue to produce artistic illustrations, 'quick sketch' and flats are the primary means of communicating with patternmakers, product developers, and retail clients	• The advisory board recommends the importance of "9 head" artistic illustration be diminished. The primary focus of FASH 20 Illustration needs to be quick sketch and technical flats. o This information will be communicated with faculty teaching FASH 20 and a test of "quick sketch" will be implemented for Spring 2011. Based on test outcome, curriculum will be revised for upcoming semesters.

Adobe Illustrator verses Adobe Photoshop	Product development is multifaceted and includes manual art illustration and CAD.
	• HB Barragan, Mt. SAC graduate and member of the *Lucky Brand* design team, indicated that 95% of her work is done on Illustrator
	• Omattie Neirenstein, member of the Technical design team at *Kellwood*, uses Photoshop to communicate garment production changes and more.
		• Clearly, depending on the stage of design and/or production, Adobe Illustrator and Photoshop are viable software programs. Proficiency in each will increase employment potential.
		• Curriculum for FASH 25 was developed for a Design program and therefore the majority of content was geared exclusively for students to gain proficiency is Illustrator. The Arts Division has approved our curriculum as not conflicting with their courses.
		     o Curriculum for FASH 25 needs to be updated to industry standards and include Adobe Photoshop.
		     o It is relevant to point out that FASH 20, manual art illustration, has started incorporating Photoshop in class assignments

Equipment: hardware and software o Must we teach AIMS, EDI, Gerber PDM	Gerber is the #1 provider of CAD technology in the So. Calif. and id very important in global industry. For this	• An informational survey will be sent to Advisory Board and other members of the local industry and Universities to determine need to add more CAD programs to the discipline.

	reason, Mt. SAC decided to work with Gerber verses other companies. Training on these programs will greatly benefit students looking for employment. Additional software programs were discussed. o Advisory Board concurred that Gerber patternmaking software is difficult and not intuitive for patternmakers skilled in manual work. o Cal Poly Pomona integrates AIMS in its Apparel Production Program Donna Bright, *from Heartbreak*, shared that they also use AIMS. Other advisory members have no knowledge of AIMS. o Gerber PDM was also discussed. Michael Cohen, from *Kellwood*, indicated that they use both Gerber patternmaking and Gerber PDM o EDI was not discussed	• At this time, the administrative team has determined that Fashion will not be adding additional CAD programs without appropriate curriculum in place and sufficient funds are available to cover initial expense and annual service packages. • Advisory Board strongly recommended adding Gerber PDM in the future • *Kellwood* and other board members recommended an addition of a Gerber marker-making and grading course. • Mt. SAC appreciates the generous offer of Advisory Board member Marina Tellez, from *StyleCAD*, to donate patternmaking software to the design program.
Brainstorming: sources of alternative funding	Potential budget cuts of 15-25% will impact supplies provided for student classroom and project use	• Solicit product donations from industry and develop web-store or other means of generating income for classroom supplies etc.
Needs of small companies verses large corporations	Ana Ramirez, from *Ink n Burn*, pointed out that the California industry is made up of many small design/manufacturing business	• Students need to be proficient in many areas to be viable employees. • *Kellwood,* a large multi brand corporation, pointed out that they also are looking for employees with a much broader skill base than previously required. • This stance will continue to be important as business downsize and move towards integrating more technology.
VTEA grant requests	VTEA/Perkins grant was overviewed. Board was requested to approve initiatives that will be sourced through grant during 2011-2012	• Board approved program funding request: travel and conference, library and research materials, lab assistants, classroom supplies and modernization of branding strategies.