



FASHION DESIGN AND MERCHANDISING

Davis College of Agriculture, Forestry, and Consumer Sciences

Students in the Davis College are offered fields of study that complement a wide variety of careers. Programs are constantly being updated to reflect industry trends, and student initiative is strongly encouraged. Advising is conducted by faculty members, promoting mentorship. Many current students and alumni comment on the small-school feel of the Davis College, citing the individual attention from faculty, substantial extracurricular opportunities, and hands-on learning that enhance our academic experience.

The Davis College has 22 undergraduate major fields of study and a growing number of minors in the academic divisions of animal and nutritional sciences, design and merchandising, forestry and natural resources, plant and soil sciences, and resource management. Our programs allow for considerable flexibility, as several offer individual academic tracks depending on student interests and goals.

Instructional facilities and unique settings offer varied learning opportunities for students. The majority of classrooms, laboratories, design studios and offices are located on WVU's Evansdale Campus. The College also maintains eight farms, a campus greenhouse, and more than 8,000 acres of forest land for teaching and research. Hands-on experiences, service learning, undergraduate research and study abroad are strongly encouraged for students in every program.

The Fashion Design and Merchandising Program focuses on the fashion industry, including how products and services are produced, distributed, and promoted to consumers. Students may tailor their program by choosing either *fashion design* or *fashion merchandising* as their area of emphasis.

Program Admission and Curriculum

Students who meet University admission requirements may be accepted directly into the Davis College as Fashion Design and Merchandising majors. To earn a bachelor's degree, all students must complete 128 credit hours, including the General Education Curriculum required by the University.

Core courses for this major include, but are not limited to, introduction to fashion business, introductory textiles, fashion, the body and culture, apparel production or product development, fashion and dress through history, and visual merchandising.

Students who choose an emphasis in *fashion design* must also complete courses in design concepts of dress, figure and fabric drawing, design and illustration, and flat pattern design. Complete course listings and descriptions can be found in the current *WVU Undergraduate Catalog*.

All *merchandising* students are required to complete a three-credit practicum course that allows them to apply knowledge gained from course work in a business setting. These students must also complete a six-credit internship. Fashion design students must complete a three-credit internship. Practicums and internships are only available during the fall and summer semesters. Opportunities also exist to spend time in New York on the Fashion Study Tour, as well as studying abroad as part of the WVU Design in Italy Program.

Employment Opportunities

Graduates find a variety of positions with retail, apparel, and textile firms. Retail opportunities typically begin with an executive training program and may lead to positions in store management, planning, buying, visual merchandising, and fashion promotion. Apparel firm positions include assistant designer, designer, design director, and sample coordinator. Entry-level positions range from \$30,000 to \$42,000. With experience, buyers earn an average of \$60,000 to \$80,000. Design directors can earn \$250,000.



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Majors in the Davis College of Agriculture, Forestry, and Consumer Sciences

Agribusiness Management & Rural Development:	B
Agricultural & Extension Education:	B, M
Agricultural & Resource Economics:	M
Agriculture, Forestry, & Consumer Sciences:	M
Agroecology:	B
Agronomy:	B, M
Animal & Food Science:	D
Animal & Nutritional Sciences:	B, M
Applied & Environmental Microbiology:	B
Biochemistry:	B
Design Studies:	B
Entomology:	M
Environmental & Natural Resource Economics:	B
Environmental Microbiology:	M
Environmental Protection:	B
Family & Consumer Sciences:	M
Fashion Design & Merchandising:	B
Forest Resources Management:	B
Forest Resources Science:	D
Forestry:	M
Genetics & Developmental Biology:	M, D
Horticulture:	B, M
Human and Community Development:	D
Human Nutrition & Foods:	B
Interior Design:	B
Landscape Architecture:	B
Multidisciplinary Studies:	B
Natural Resource Economics:	D
Plant & Soil Sciences:	D
Plant Pathology:	M
Recreation, Parks, & Tourism Resources:	B, M
Reproductive Physiology:	M, D
Resource Management:	D
Soil Science:	B
Wildlife & Fisheries Resources:	B, M
Wood Science & Technology:	B

B = Bachelor's; M = Master's; D = Doctorate

For more information, visit
www.design.wvu.edu

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