

# 2020 Annual Program Review

**Program Name: Fashion Design | Merchandising**

**Program Review Author: Lorrie Ivas | Wynn Armstrong**

**I. PROGRAM DESCRIPTION:** In one or two paragraphs, provide a description of the primary goals of your program or service area. Attach an appendix to describe your program or service area in more detail, if needed.

*Note: If no changes have occurred, feel free to copy and paste from your last review. If it exists, feel free to copy the brief description of your program from the college catalog: <http://www.smc.edu/CollegeCatalog/Pages/default.aspx>*

Fashion design students develop skills in design communication, including preliminary sketching, technical flat sketching, illustration, and usage of Adobe Photoshop, Illustrator and CAD software. Skills in draping, pattern drafting from draping and body measurements, and basic sewing skills to advanced construction are developed in order to create sample garments for production and sales.

Fashion merchandisers select, purchase, promote, and sell clothing and accessories. They study fashion trends and visit manufacturers and merchandise markets. They work as part of a team and consult with managers and buyers, advise the advertising and display departments, and organize and coordinate promotional activities such as fashion shows. They may advance to become buyers and purchasing agents, sales representatives, and managers. Clothes designers create new apparel and accessory designs. They may sketch the garment, cut the pattern, select the fabric and materials, and in some cases construct the sample garment. They may arrange for the showing of a line at sales meetings or fashion shows.

Upon completion of the program, students will demonstrate the ability to channel their creativity into marketable fashion and lifestyle product lines, understanding the various design challenges, fit, textile fabrications, cost, sizing, design editing, and aesthetics for various target markets; understand production in wholesale and retail in order to meet consumer needs while creating forward trend directions. Program electives bridge communication with fashion merchandising concepts, ensuring creativity and marketability. Students develop an awareness of art, visual communication, global culture, computer technology, and business in the design process. Additionally, students will have skills pertinent to successfully enter third-year college fashion design programs, translate their internship experiences into positions at small to large-scale design firms, or create their own design line.

## II. PROGRESS SINCE LAST REVIEW (LAST YEAR’S OBJECTIVES)

Identify the original objectives from your last review, as well as any objectives that emerged during the year (if applicable). For each objective, determine status and explanation for status.

Objective	Status (Check one)	Status Explanation
Hiring full-time FD studio/ fashion show prod/tech faculty	<input checked="" type="checkbox"/> Not Completed <input type="checkbox"/> In Progress <input type="checkbox"/> Completed	Due to COVID-19, process at standstill- committee already selected candidates to be interviewed by President
Adjustment of FM Degree/Certificate requirement: F9B Advanced Illustration required	<input type="checkbox"/> Not Completed <input checked="" type="checkbox"/> In Progress <input type="checkbox"/> Completed	Required to improve rendering skills for stronger exit portfolio presentation for employment and/or candidacy to upper-level college or university degree
Photo 1 class included in FD/FM elective option	<input type="checkbox"/> Not Completed <input type="checkbox"/> In Progress <input checked="" type="checkbox"/> Completed	Photo 1 class skills utilized by fashion stylists, PR, designer look book compilation, e-commerce + instagram promotion; multi-discipline aspect of fashion education meeting current industry’s needs

New curriculum submissions: Fashion Tech Pack, History of Fashion Photography + .5 credit Workshop class format for specialization/focused skills coursework	<input type="checkbox"/> Not Completed <input checked="" type="checkbox"/> In Progress <input type="checkbox"/> Completed	Due to COVID-19, progress in submitting new curriculum offerings was stalled; goal is to begin process in Fall 2020/Spring 2021
Need for Design Studio Room B107 updated (electrical/cutting tables installed/shelving assembled)	<input checked="" type="checkbox"/> Not Completed <input type="checkbox"/> In Progress <input type="checkbox"/> Completed	Initially due to short-staffing in operations 2018/2019, then COVID-19, work has not begun, but equipment in storage

### III. ACHIEVEMENTS

**(Optional)** List any notable achievements your program accomplished in the last year.

Our Department is recognized as a viable creative center for upcycling/recycling, with LA sustainable fashion brands now contacting us re interns as well as donating materials. Lucky Brand X Chop Shop Collaboration has developed and grown, with their design/merchandising team visiting campus to witness, firsthand, the work of students to develop a long-term relationship and source future designers due to the outstanding student work.

Participation in September 2019 *LA Fashion Festival* (sponsored by Kulturspace.com) was attended by an international audience and brought attention to our Chop Shop Collab with Lucky Brand, with media and sustainability experts amazed that SMC Fashion Program was only a two-year - not a four-year program - as the work was so advanced. Industry trade magazine *California Apparel News* retail editor Andrew Asch actually wrote up a special article on SMC's exhibit, agreeing with *LA Fashion Festival* organizer Justin Merino that our presentation was the best.

National connections and speaking engagements continue to be made with sustainability leaders on the east and west coast including Julie Gilhart, former senior VP -fashion director of Barneys New York, now consultant for building sustainable fashion businesses/supply chain transparency; Kate Black, Author, FIT Educator, founder of Manifeco.com, recent Harvard ALM in Sustainability & Environmental Mgt and Dana Thomas, NYT Best Selling Author, journalist on Fashion + Sustainability. They are interested in contributing to future sustainability classroom content, with the latter two already having spoken at SMC.

Building a Speaker Forum with nationally-known (and LA-centric) professionals in the photo/fashion industry began with renown Matthew Rolston presenting 3-hour presentation November 2019. Due to Covid and the inability to create a physical "community audience," we will pursue noteworthy designers, stylists, fashion photographers on Zoom in Fall 2020, as an effective start was already made in Spring 2020, with the California Fashion Association President, Sustainable Indie Source Production Company Founder, International Trend Forecaster/Author, and nationally successful celebrity stylist/SMC Alum all speaking to students live on Zoom.

### IV. CURRENT PLANNING AND RESOURCE NEEDS

#### Part 1: Narrative

Broadly discuss issues or needs impacting program effectiveness for which institutional support or resources will be needed for the next academic/fiscal year.

The much-needed renovation of the main Sewing Design Lab (upgrades re electrical power, assemblage of already-purchased ULINE vertical wall storage structures to maximize space for safety/ADA) has been, and is, the main challenge. We currently have additional commercial sewing machines to trade out with several older ones in use (prior to Covid), a new grommet machine, new professional steamer and new dress forms all in storage, as well as structural shelving to increase vertical space in B107; but due to electrical challenges in B107 as well as short-staffing of campus electricians and painters, all items and shelving have been in storage since June of 2018. Besides staff personnel

shortage, scheduling when B107 was not in use (only August between semesters) was the only time workers would be able to get in safely to fully complete the project. With students off campus until Spring 2021, this August 2020 through mid-February 2021 would be the optimum time to install.

Our current singular space (B107) for actual design (necessary equipment/cutting tables/materials storage) is too small, especially with the cap of students being 25. Optimum student number would be 20. ADA concerns would definitely occur if/when students with wheelchair needs would occur. That is the reason for the purchase of the ULINE vertical shelving: to get materials/equipment off the floor space, creating ample/safe walk-space.

Bus 105 now is used by only Photo|Fashion, which has helped, and hoping flat design tables could be moved in (suggestion by Advisory Board member who supplies lab equipment) to support photo and fashion lecture classes as well as design classes (additional space to design/cut patterns when lecture classes not booked). This will also assist in student equity, where students cannot work from home properly.

The answer to our space challenges would be to have Photo|Fashion be primary users of B101 (so all rooms would be able to be utilized for Photo|Fashion. B101 would be primary lecture (with storage file cabinets for lecture-related materials), B105 as design+lecture room (with two or so computer stations in rear/north area) able to handle Tukatech as well as Photography software. B107 would be restructured with already-purchased ULINE shelving to relieve back room/wall area space for placement of a Textile Printer – as well as additional one or two computer stations.

**Part 2: List of Resources Needed**

Itemize the specific resources you will need to improve the effectiveness of your program, including resources and support you will need to accomplish your objectives for next year.

*While this information will be reviewed and considered in institutional planning, the information does not supplant the need to request support or resources through established channels and processes.*

Resource Category	Resource Description/Item	Rationale for Resource Need (Including Link to Objective)
<b>Human Resources</b>	Click or tap here to enter text.	Click or tap here to enter text.
<b>Facilities</b> ( <i>info inputted here will be given to DPAC Facilitates Comm.</i> )	Installation of already-purchased ULINE vertical shelving + cutting tables, specialty equipment	Space issues; safety issues necessitating more proficient floor plan with clear walk space/effective storage + cutting table space
<b>Equipment, Technology, Supplies</b> ( <i>tech inputted here will be given to Technology Planning Committee</i> )	Textile Printer; computer stations with capability of TukaTech 3D Capability	Goal to enhance employment skills for students: technology in pattern drafting, textile printing, production/PLM software, etc are becoming skill sets needed to compete in job market
<b>Professional Development</b>	Digital technology + PLM training for instructors appropriate to their area specialty; continued training for online delivery in case of continued COVID-19	Fashion tech pack class is needed addition for not only for students but for faculty who know traditional, but not digital tech packs; continued specific online Canvas brush-up training

## **V. CHALLENGES RELATED TO SPRING 2020 COVID-19 CRISIS AND RESPONSE:**

List significant challenges your program faced in Spring 2020 due to COVID-19. Please also include your responses and solutions to this crisis.

**STUDIO DESIGN CLASSES:** Due to students not having access to sewing and overlock machines, professional irons, muslin, dot paper, studio and illustration instructors and our admin, David Mendoza, arranged to mail supplies, printed patterns, markers, etc. directly to students, as physical retail stores were closed from mid-March through semester.

The design studio faculty stepped up by creating demonstrations and adapting assignments reinforcing the principles of construction, drafting and draping thru step-by-step Web-cam/Zoom instruction, directive Canvas document uploads, as well as photos of works in progress sent back and forth in order to assimilate the usual one-on-one guidance critiques. Where sewing machines were not available to students, demonstrations and assignments were created for hand-work to be utilized, which actually reinforced these needed skills, as couture work can be 70% hand processes.

**ILLUSTRATION CLASSES:** The same process held true for illustration classes, with step-by-step Web-cam/Zoom instruction, directive document uploads on Canvas, and work sent to instructors with returned critiques, assimilating one-on-one guidance.

**LECTURE CLASSES:** Lecture classes had the least negative impact, where PowerPoints were uploaded as usual, and pre-recorded and recorded live Zooms enabled seamless content. Utilizing Zoom for multiple guest speakers also allowed for student and industry professional interaction..

**TECHNOLOGY CLASS:** Wynn Armstrong, an expert in online procedures, was able to translate the usual live interaction in the FASHN18 Photoshop + Illustrator class to pretaped, detailed lectures, recorded live Zoom lectures, as well as many hours handling one-on-one sessions with students (who are less familiar with computers and needed extra help no matter on ground or online).

**ANNUAL FASHION SHOW:** The LA Mode Fashion Show – consistently held in theatre-like surroundings – was cancelled, along with the ancillary campus activities including model casting, fund-raising projects, etc. In order to provide these students with a version of a fashion show, as well as exposure to industry specialists who would critique and elect outstanding work, adjunct professor La Tanya Louis (FASHN12 – Fashion Show Production) along with full-time professors Wynn Armstrong and Lorrie Ivas created a “virtual runway show zoom presentation.” Photo professor Ed Mangus provided the annual emcee personality, and show is now available on Department website as well as on YouTube, creating additional support to students’ portfolio.

Industry prejudices (Advisory Board members, media and successful SMC alum) were sent “packaged PDFs” of each student designer concept mood board, branding strategy, and actual photographed construction process. Awards for outstanding work in Creativity, Marketability, Sustainability, and Best Collection were announced at live zoom. The work of these students, under such limited conditions, was exemplary and was the consistent comment from all the judges. The emotional as well as physical challenges of quarantine did not diminish students’ efforts. Adjunct professor Jan Ardell’s design students (FASHN17) had no industrial equipment (only their home sewing machines), varied crowded working conditions at home, isolation due to quarantine regulations, inability to access additional supplies and fabric in traditional retail outlets, etc., etc., all the more proving their resolve in a successful presentation of their work.

Ram Sareen (LA Mode judge, Advisory Board member and owner/founder of TukaTech -Digital Production Software), was so impressed with student work that he offered a special one-year award of Professional TukaTech Pattern/3D Software to one student, and the offer of continued involvement/special competition with for future students this Fall.

**SUSTAINABILITY PROJECTS:** The SMC Chop-Shop X Lucky Brand and LA Beyond the Label’s Tent Couture competition and related Sustainable activities (up cycle/recycling fabric donations, etc) had to be suspended due to the donated materials and needed equipment restricted on campus. They will extend through to Spring 2021 when the traditional

ground access and fashion show event can present and celebrate students' work. Numerous other sustainable companies have approached our department with requests to offer materials as the campus reopens.

COMMUNITY PROJECT: The Career Closet (in coordination with Fashion and Business Dept) was closed with no donations taken. The building of the professional apparel inventory for students to access – and keep - will resume as the campus reopens.

FULL-TIME FACULTY HIRE: The dire need for an additional faculty member was made ever so much more evident/necessary as the need to help with the technology, design studio and merchandising segments of the department escalated, all while the two full time faculty members had to maintain 5 classes each plus admin responsibilities (curriculum/distance ed/internships/etc), on top of working with instructor team with various content or technical assistance.

The full-time position was OK-ed for a Fall 2020 hire, with interview candidates already selected by hiring committee, but process put on hold due to Covid. The needs for Fall 2020 assistance will only escalate, as different classes will need to be transferred to online.

**VI. THE NEXT SECTION IS FOR CTE PROGRAMS ONLY**

**PARTNERSHIPS:**

**Part 1: Industry advisory meeting dates and attendance for 2019-2020.**

<b>Date of Meeting</b>	<b># of SMC Attendees</b>	<b># of Non-SMC Attendees</b>
5/13/2020	8 fashion faculty: 2 full-time/6 adjunct	6 Advisory Board Members: Ilse Metchek/Brenda Cooper/Marta Miller/John Barle /Wendy Bondoni - discussed the COVID-effect on production + retail+ future jobs
6/26/2020	2 - Lorrie Ivas + Wynn Armstrong	Advisory Board members: Ram Sareen; online evaluation of Designers – skill sets needed for industry discussed
6/24/2020	1 – Lorrie Ivas	1 Advisory Board member – Marta Miller re Production changes due to COVID- Internship & hiring adjustments until Fall
7/8/2020	2 – Wynn Armstrong + Lorrie Ivas	1- Mike Vizcarra of TukaTech – meeting representing Ram Sareen to continue TukaTech project with SMC
7/10/2020	2 – Wynn Armstrong + Lorrie Ivas	2- Ram Sareen + Chris Walia re Denim DeConstruction Project for Fall 2020 (involving SMC + area colleges/universities); plan for Fall meeting with entire participants

**Part 2: Employer partnerships/collaborations for 2019-2020. Identify the most salient partnerships or collaborations.**

Employer Name	Type of partnership or Collaboration <ul style="list-style-type: none"> <li>• Advisory attendance</li> <li>• Internship site</li> <li>• Donations</li> <li>• Job placement</li> <li>• Other</li> </ul>	Optional: Additional information about partnership or collaboration
TukaTech	Advisory Board Member; Donation; future planning denim sustainability collab	TukaTech offering yearly scholarship/gift of software to winning student designers; offering cloud software reduced costs to students; forming projects for Fall 2020
Lefty Production Co	Internship Host + Job Placement + Advisory Board Member	Consistent internship sponsor; hires students; offers tours of production facility
Lucky Brand Co.	Internship Host + Donation;	Work with Allison Charalambous- Sr. Sustainability/Social Responsibility Mgr re ongoing Sustainability contest/ collab; offers job placement + constant materials donation; sponsored SMC participation in Sustainable LA Fashion Festival Sept 2019
Sita Couture	Internship Site	Offers internship + part-time work at Sita Thompson’s design studio (sustainable brand)
Velvet Heart	Internship Site	Continued internship + Job Placement with Multi-line Women’s Apparel production company

**CONGRATULATIONS – that’s it! Please save your document with your program’s name and forward it to your area Vice President for review. Please CC or send a copy to Stephanie Amerian and Erica LeBlanc.**

**The following section will be completed by your program’s area VP**

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**Vice Presidents:**

First, please let us know who you are by checking your name:

- Christopher Bonvenuto, Vice President, Business and Administration
- Don Girard, Senior Director, Government Relations & Institutional Communications
- Sherri Lee-Lewis, Vice President, Human Resources
- Jennifer Merlic, Vice President, Academic Affairs
- Teresita Rodriguez, Vice President, Enrollment Development
- Michael Tuitasi, Vice President, Student Affairs

Next, please check this box to indicate that you have reviewed the program’s annualreport Provide any feedback and comments for the program here:

Click or tap here to enter text; the box will expand when you enter text.

Finally, please **save the document** and email it to both Stephanie Amerian ([amerian\\_stephanie@smc.edu](mailto:amerian_stephanie@smc.edu)) and Erica LeBlanc ([leblanc\\_eric@smc.edu](mailto:leblanc_eric@smc.edu)). If you have any questions, please contact us!

Thank you for your input!