



# FASHION INSTITUTE OF TECHNOLOGY

Short, affordable seminars and training programs for fashion and related industries

# hot topics

## WINTER 2011

### In-Person Registration: D130

#### WINTER NONCREDIT COURSES

Winter 2011 short-term, noncredit seminars and workshops provide concise learning packages on a variety of topics. For information about these or additional seminars call The Center for Professional Studies 212.217.7715 or call The Enterprise Center 212.217.7250 Quick registration fax: 212.217.7176

HOW TO READ THE COURSE LISTINGS				
4223	15A	MW	6:20 pm-9:10 pm	D530
CRN:	section	day*	time	classroom
Course registration number				
*Monday - M Tuesday - T Wednesday - W Thursday - R Friday - F Saturday - S Sunday - U				

### PROFESSIONAL CERTIFICATE PROGRAMS\*

#### BRAND MANAGEMENT EXPERIENCE

##### SXB 100 Increase Sales and Performance through Brand Management \$295 1.5 CEU

Everyone's touting the "new normal" approach to revving up fashion sales. How about trying a different and proven approach guaranteed to generate sale of product and an opportunity to enhance your job performance. Learn the practice of brand management as it is so successfully practiced by consumer goods companies and beauty businesses to drive planned sales figures into reality. These five intensive sessions cover every aspect of branding, what it is and how to use it profitably. As you progress you learn how a "brand persona" is created, how to measure brand equity and success, and how to cultivate a consumer base. Communication style and outreach programs, including social and viral networking to insure customer loyalty is examined and pricing strategies and ROI calculations, as well as other pertinent measurements are taught by this internationally recognized marketing and branding expert.

Instructor: Bill D'Arienzo, founder and CEO, WDA Associates, Inc.

5 sessions: (55A) January 6, 13, 20, 27, February 3  
3214 55A R 6:00pm-9:00pm TBA

##### SXB 250 New World Branding: Social Media Applications and Impact \$205 .9 CEU

Social media is the new buzz. Are you with a company rushing to get into it or afraid not to? Have you seen or experienced well crafted and heavily financed marketing strategies negatively impacted by a lone stealth blogger? This program lays out all the phases of social media, what it is and how to use it logically and effectively. Whether you have started or need to get going, get direction on how to implement and leverage popular social media to foster brand awareness and acquire and retain customers. Learn how to produce content relevant to stimulating your customer relationships. Program features how to integrate social media marketing with offline strategies and traditional media plans. Information on brand risk management and the skill sets necessary to building social media initiatives and staff are included.

Instructor: Theodore Schachter, assistant professor, Advertising Marketing Communications, Social Media Certification, University of San Francisco, and former advertising industry executive.

3 sessions: January 11, 18, 25  
3229 55A T 6:00pm-9:00pm TBA

##### SXR 050 Introduction to Branding: The Art of Customer Bonding \$225 1.2 CEU

Learn to bond with target customer groups to reinvigorate customer loyalty and reinforce the store-as-brand. This interactive lab concentrates on new outreach methods in customer communications, including special programs and publications, promotions, and in-store events. Learn how to become proficient at consumer-centric retail marketing and use in-store and in-class case studies, work to produce branding strategies that enhance the shopping experience.

Seminar leaders: Dr. Arthur A. Winters, professor emeritus, Advertising and Marketing Communications and Peggy Fincher Winters partners, TFI Geomarketing, Inc.; co-authors, The Power of Retail Branding and Brandstand: Strategies for Retail Brand Building.

4 sessions: (55A) January 5, 12, 19, 26  
3142 55A W 6:00pm-9:00pm TBA

#### COLOR SPECIALIST

##### SXC 100 Color Theory & Culture \$270 1.2 CEU

No matter what type of work you do or career you pursue the ability to harness color's powers can be your success factor. Discover the degree to which color crosses all market boundaries and impacts point of sale and consumer satisfaction. Learn to use color effectively as an extraordinary visual and sensual stimulus. Find out how to pick colors that affect moods, product sales and home environments and learn how color theory usage impacts culture and social issues. Progress into forecasting seasonal color themes and see how customized color ranges are developed for different products, consumers and markets. Participate in a color trends workshop and create a presentation reflecting your own unique color theme. A \$10 materials fee will be collected at the second session. An art supply and a required text list will be available prior to the class by calling 212 217.7715 or visiting www.fitnyc.edu/colorspecialistcourses

Instructors: Barbara Arlen, owner, Barbara Arlen Design & Associates; textile and product design, color, trend forecasting, and sourcing consultant; creator of home fashion products and Neville Bean, owner, Neville Bean Design, a trends based design studio, along with professional guest speakers in related color fields.

2 sessions: (55A) January 7, 8  
3215 55A F S 9:30am-4:30pm TBA

#### CREATIVE ENTERPRISE OWNERSHIP

##### CEO 001 Setting a Course for Your Business \$145

Starting a business requires clear conceptions about your product or service, and about yourself. Examine your strengths, weaknesses, desires, and definition of success in order to develop a business description that will guide you through the planning process. Find the perfect name for your business; learn how to obtain licenses, permits, and tax identification numbers; and set up your business as a legal entity.

4 sessions: (55A) January 3, 5, 10, 12  
2678 55A M W 6:20pm-9:10pm SR5

##### CEO 005 Legal Basics for Business Start-ups \$185

A straight-talking guide to staying out of trouble and knowing your rights. Learn how to set up your business, form contracts and agreements, examine leases, and obtain trademarks and copyrights. This course covers the basics, from collections to liability to intellectual property law.

6 sessions: (55A) January 4, 6, 11, 13, 18, 20  
2865 55A T R 6:20pm-9:10pm SR4

#### FASHION EVENTS PLANNING

##### SXE 100 Introduction to Fashion Publicity and Events Planning \$255 1.2 CEU

Are you a freelance specialist or an executive responsible for promotional events? This intensive program teaches you how to formulate media plans for topnotch participatory experiences to promote products, services, and events. Learn how the tools of publicity are used in experiential marketing. Program includes budgets and tips on how to formulate and direct promotional needs in order to coordinate special events for yourself or your clients.

Instructor: Barbara Berman, wardrobe and show coordinator with guests from the field.

3 sessions: (55A) January 4, 18, 25  
2798 55A T 5:30pm-9:30pm TBA

##### SXE 310 Events III: Fashion Publicity and Events Planning Workshop \$250 1.2 CEU

Prerequisites: SXE 100, SXE 210, SXE 215 and SXM 440

Learn real-world teamwork and formulate a professional media plan to promote products, services, and events. Go through the steps of submitting material to the media. Each team creates a theme, campaign, and kit. Program includes how to work within budgets, interact with clients, and produce winning events. Attendees must be prepared to complete a team-formulated project, presented in class.

Instructor: Edgar Trinidad, vice president, Client Relations, Fineberg Publicity Inc., fashion-related public relations and events specialist.

5 sessions: (55A) January 10, 24, 31, February 7, 14  
3046 55A M 6:00pm-9:00pm TBA

#### FASHION STYLING

##### SXS 100 Introduction to Fashion Styling \$295 1.8 CEU

If you have a strong visual sense and an aptitude for working with color and proportion, consider becoming a fashion stylist, creating visual solutions for publications, media, and entertainment events. This course provides an in-depth study of the stylist's role in print and interactive media, with an emphasis on fashion and home fashion. The actual work and responsibilities of the assistant stylist and stylist, from shopping and prepping merchandise to working with models and layouts, are covered. The specifics of styling professionalism are taught. Program is highly interactive, with work assignments. *Some additional expenses required. Text assigned at first class.*

Instructor: Emma Sosa, professional stylist; Nancy Alusick, professional stylist; Sadia Seymour, professional stylist.

3 or 6 sessions: (55A) January 5, 12, 19, 26, February 2, 9; (55B) January 6, 7, 10  
2795 55A W 6:00 pm-9:00 pm TBA  
2968 55B R F M 9:30 am-4:30 pm TBA

##### SXS 200 Fashion Styling II: Fashion Styling for Media \$330 1.8 CEU

Prerequisite: SXS 100, SXM 100, and SXM 220

This program provides a step-by-step education in the basics of styling for advertising, print layouts, television commercials, and video assignments. Course includes how to shop the market, work with costume designers, and pick models and actors. The professionalism necessary for both large and small assignments is stressed. Program includes a mock photo shoot. *Students receive email of their digital images. Some additional expenses required.*

Instructors: Nancy Alusick, professional stylist; and Emmanuel Faure, commercial photographer.

6 sessions: (55A) January 9, 16, 23, 30, February 6, 13  
2796 55A U 1:00pm-4:00pm TBA

##### SXS 300 Fashion Styling III: Launching Your Career \$340 2.1 CEU

Prerequisites: SXM 100, SXM 120, SXM 220, SXS 100, and SXS 200

Learn tips on the practical side of styling to enhance success and monetary rewards. Topics covered include how to conduct business and market your talents properly, and an exploration of personal management vs. agent representation. Financial management is stressed, and practices common to the field are explained. Program stresses the use of the portfolio as a vital instrument in securing assignments in various media, and students develop their own professional portfolios to showcase their marketability and creativity.

Instructors: Cynthia Raffa, professional stylist; and Joseph Schuffe, small business specialist.

7 sessions: January 18, 25, February 1, 8, 15, 22, March 1  
3154 55A T 6:00pm-9:00pm TBA

#### IMAGE CONSULTING

##### SXI 100 Introduction to Image Consulting \$295 1.8 CEU

Capitalize on your fashion industry experience and education by learning the basics of image consulting in this in-depth technical program. Course of study includes color, line, and visual principles. Analyzing the human figure and face is stressed. Hair, makeup, and skin care information is covered. The class is highly interactive and attendees complete reading and work assignments.

Bring the following textbooks to first class: Color Me Confident, by Henderson and Henshaw; The Triumph of Individual Style, by Mathis and Conner; and third textbook to be announced at the first day of class (available at Barnes & Noble at FIT).

Instructors: Carol Davidson AICI, CIP, image consultant.

6 sessions: (55A) January 11, 18, 25, February 1, 8, 15  
2799 55A T 6:00pm-9:00pm TBA

##### SXI 200 Image Consulting II: Wardrobe and Style \$295 1.8 CEU

Prerequisite: SXI 100

This program provides a step-by-step education in the basics of women's and men's fashion styles, including fabric identification, garment details, and silhouettes. Wardrobe and accessory analysis is included, and personal shopping and image consulting business methods are explored. This class is highly interactive and attendees complete reading and work assignments.

Instructor: MaryAnne Kokidis, AICI, CIP image consultant; Beryl Wing, AICI, CIP, image consultant.

6 sessions: (55A) January 6, 13, 20, 27, February 3, 10  
2800 55A R 6:00pm-9:00pm TBA

##### SXI 300 Image Consulting III: Business Essentials for Success

\$325 2.1 CEU  
Prerequisite: SXI 100 and SXI 200

Learn the practical side of freelancing and entrepreneurship in this exciting field as you develop the skills necessary for the business of image. Lectures explain how to set up and market your own business and develop a mission statement and business plan. Also discussed is how to attract new clients and cater to the ones you already have. Workshop includes class projects, home assignments, and role-play situations that emphasize client service development.

Instructor: Dominique Isbecque, AICI, CIP, image consultant.

7 sessions: (55A) January 4, 11, 18, 25, February 1, 8, 15  
2801 55A T 6:00pm-9:00pm TBA

#### PET PRODUCT DESIGN AND MARKETING

##### SXD 640 How to Get Your Pet Apparel and Product Concepts to Market \$210 1.2 CEUs

Do you have great ideas for pet apparel, accessories, and products? This program concentrates on the steps necessary to getting your products manufactured, promoted, and placed into retail stores. Learn designing, licensing, sourcing, and how to get into this hot market. How to price products, research, evaluate, and choose retail distribution is explained, from low-end stores such as supermarkets and drug chains to middle-tier chain stores and high-end specialty stores and boutiques. Program information is "real world," covering both pitfalls and best practices with emphasis on turning your ideas into real products and profits.

Excellent follow-up or prelude to SXD 625 and SXD 630.

Workshop leader: Kris Lynch, president, Ruff-Puppy Ruff-Doggie, a vertical pet product company, former toy industry executive.

4 sessions: (55A) January 12, 19, 26, February 2  
3083 55A W 6:00pm-9:00pm TBA

#### PRODUCT DEVELOPMENT ESSENTIALS

##### SXP 300 The Ultimate Guide to Fit Approval Process Success \$295 1.2 CEU

Learn the fit approval process from start to finish. Program stresses the correct approach to reviewing an apparel sample, including measuring an approval sample and checking and establishing proper fit construction and workmanship. How to analyze comfort, range of motion, and other fit elements is included. In-depth discussion revolves around overcoming common fit problems, formulating corrections, and factory notes. Course exercises are designed to reinforce methods that solve real-life fit challenges.

Instructor: Irene Mak, director of technical services at Victoria Secret's PINK and former vice president of technical design at American Eagle Outfitters.

4 sessions: (55A) January 3, 10, 24, 31  
2992 55A M 6:00pm-9:00pm TBA

##### SXP 400 The Product Developer's Guide to Effective Managing: Communication, Organization, Integration \$220 .9 CEU

Are you ready for a promotion but haven't developed a strong management style? Do you struggle when you need to get your peers and partners to adhere to your time and action calendar? Do you find your employees grumbling about miscommunication or having to waste time doing the same tasks more than once? This unique program combines the best of business management theory with the specifics of working with fashion-related product manufacturing and sourcing and teaches you to use techniques vital to managing the product development process. Gain respect from those around you and improve your career advancement opportunities by learning to develop clear concise communications, simplified organization, and use of cross functional team integration for effectiveness and efficiency. How to apply a holographic approach to managing your product lifecycle is stressed along, with developing a stronger image for yourself through lecture and role-play.

Workshop leader: Robin Bowyer, Merchandising and Product Development Executive with a multi-market experience.

4 sessions: (55A) January 5, 12, 19, 26  
3222 55A W 6:00pm-9:00pm TBA

#### ROOM ASSIGNMENTS

Check room postings in the A, B, C, and D building lobbies, or call day of class for locations: for CEO, CT and TOT courses call 212.217.7250 for SX courses call 212.217.8741

## RETAIL EXPERIENCE MANAGEMENT

**SXR 005 Introduction to Today's Retail Arena**  
\$205 .9 CEU

Why have some retail organizations really struggled lately and yet others are able to beat the odds in a down economy? When is a department store not a department store? What makes Kohl's different from Target? These questions are answered in this overview of today's competitive retail environment, which also provides insight on business and career advancement. Gain an understanding of the nuances that define differing kinds of retail operations. A brief history of retail evolution is provided as a backdrop for examining the organizational charts of market leaders. Learn how merchandise is bought, managed and sold, and to what particular segments the current leading retailers sell.

Instructor: Renee Hunter, president, Sequoyah Fashion Planning, former fashion director, Saks Fifth Avenue.

3 sessions: (55A) January 4, 11, 18  
2988 55A T 6:00pm-9:00pm TBA

**SXR 010 Retail Math: Merchandising, Planning, and Gross Margin**  
\$205 .9 CEU

Learn how retailers calculate gross margin while participating in a roundtable discussion on the buying and selling methods characteristic of today's accounting-driven market. Learn what gross margin is and how it is derived. Program includes mark-up calculation, merchandise planning, and a review of operating expenses as they affect gross margin. Sessions feature hands-on exercises based on typical retail/wholesale partnership case studies. Recommended for showroom sales account executives and entry-level retail executives.

Instructor: Neal Leavitt, adjunct instructor, Fashion Merchandising Management; president, The Lavender Sachet; former senior retail and manufacturing executive.

3 sessions: (55A) January 12, 19, 26  
2870 55A W 6:00pm-9:00pm TBA

## WARDROBE TECHNICIAN/ COSTUME DESIGN SPECIALIST

**SXG 100 Wardrobing for Theatre, Film and TV**  
\$260 1.2 CEU

This intensive program fully explains the costume and wardrobe world- the roles of costume and stylist shoppers, designers, wardrobe supervisors, and more. If you are artistic, organized, and interested in working with clothing, discover your own niche. Get information about this exciting business, including how to get started and your earnings potential. Meet specialists working in costume/ styling-related positions in theater, film, and TV in New York City, where there are hundreds of entertainment productions taking place seven days a week, all of which offer opportunities for professionals in the costume and wardrobe field. *Textbook recommendation given at first class.*

Workshop leader: Anita Ellis, Costume Designer and Wardrobe Supervisor for Theater, Film and Television.

4 sessions: (55A) January 3, 10, 24, 31  
3141 55A M 6:30pm-9:30pm TBA

## COMPUTER TECHNOLOGY

**CTB 001 Computers Made Easy as 1-2-3**  
\$135

Is the computer age stalling your professional advancement? This course will conquer any fears and prepare you to use a computer effectively. Learn the meaning of computer terminology in simple English and work hands-on in an environment offering a taste of word processing, spreadsheets, and presentation graphics. Highly recommended for non-users before intensive computer training.

1 session: (55A) January 8  
2980 55A S 10:00am-5:00pm TBA

**CTB 002 Introduction to the Macintosh**  
\$135

Learn the basics of Mac hardware and operating system. Get acquainted with the mouse, menus, and windows, and learn how to use the Mac when working with text and graphics. Program also provides an opportunity to practice what you've learned at your own pace in a supervised environment. Recommended for those planning to take courses in design software.

1 session: (55A) January 8  
2981 55A S 10:00am-4:00pm CC153

**CTB 006 QuickBooks – Quick!**  
\$150

This simple accounting and bookkeeping software is designed to help manage finances easily and efficiently. Learn how to set up a company, inventory, create invoices and track cash sales, process payments, work with bank accounts and enter and pay bills, all with QuickBooks. *Bring a flash drive or CD to save your work.*

1 session: (55A) January 14  
3208 55A F 10:00am-5:00pm TBA

**CTB 010 Microsoft Excel**  
\$285

Impressive spreadsheets and charts are easy to make with this premier spreadsheet program. Learn how to create, save, and retrieve a worksheet. Work with ranges, movement techniques, formatting techniques, and formula creation. Learn to display budgets, make projections, and create graphs. Bring a flash drive or CD to class to save your work.

4 sessions: (55A) January 11, 13, 18, 20  
3075 55A T R 6:20pm-9:10pm TBA

**CTD 100 Adobe Illustrator I**  
\$285  
Prerequisite: CTB 002 or equivalent for Mac sections

Adobe Illustrator is a must for any design professional. Learn to set up a document, create basic illustrations with lines and points, and edit your artwork. Program includes spacing, scaling, rotating graphics, and importing and auto-tracing objects. Creating text paths and aligning text to a circle are also covered. Bring a flash drive or CD to class

to save your work.

2 or 4 sessions: (55A) January 11, 13, 18, 20;  
(55B) January 15, 22  
3022 55A MAC T R 6:20pm-9:10pm CC153  
3076 55B PC S 10:00am-5:00pm CC154

**CTD 111 Adobe Illustrator II: Graphic Design**  
\$285  
Prerequisite: CTD 100 or equivalent experience

Expands upon and develops the skills learned in Adobe Illustrator I. Create dynamic graphics using advanced editing and drawing tools, path editing techniques, filter effects, and masks. Explore the transparency palette, live effects, and the appearance palette. Bring a flash drive or CD to class to save your work.

2 sessions: (55A) January 15, 22  
3074 55A MAC S 10:00am-5:00pm CC153

**CTD 112 Adobe Illustrator II: Textile and Product Development**  
\$285

Adobe Illustrator is widely used in the textile industry. This hands-on workshop teaches you to apply your Illustrator skills to textile design and product development. Generate drawings for surface and structural design. Create color combinations and colorways for specific target markets. Bring a flash drive or CD to class to save your work.

4 sessions: (55A) January 3, 5, 10, 12  
3213 55A PC M W 6:20pm-9:10pm CC154

**CTD 200 Adobe Photoshop I**  
\$285

Prerequisite: CTB 002 or equivalent for Mac sections

This hands-on workshop teaches you how to apply Adobe Photoshop to your photography or print media-related business. Functions and controls of each of the program's major tools are introduced as well as layers, scanning, adjustments, and the principles of file size. Bring a flash drive or CD to class to save your work.

4 sessions: (55A) January 3, 5, 10, 12; (55B) January 9, 16  
3042 55A MAC M W 6:20pm-9:10pm CC153  
3207 55B PC U 10:00am-5:00pm CC154

**CTD 260 What's New in CS5?**  
\$45

This is a seminar; not in computer lab.

Are you working with one of the first four versions of the Adobe Creative Suite? If so, this class is the ideal way to explore and quickly learn the new features available in CS 5 to work. Just a taste: InDesign now supports multiple page sizes. A new tool quickly adjusts the gap between two or more items on a page. Forget about the worrisome bother of balancing columns—the Balance Columns setting in Text Frame Options makes this task a breeze. Illustrator now has automatic perspective drawing and a Variable Widths Tool allowing for different size strokes on the same path. Always wished your drawing could have a more artistic look? You'll love the new Bristle Brush! And we haven't even started on Photoshop!

1 session: (55A) January 19  
3209 55A W 6:20-9:10pm SR9

**CTD 430 3D Modeling: Rhino I**  
\$285

Prerequisite: CTD 429 or equivalent experience

Rhinoceros is one of the foremost applications used to create three-dimensional models for prototyping, in jewelry design and other industries, and to create mechanical drawings and layouts. This first course will cover two-dimensional digital drawing and drafting. Class exercises will include jewelry-related material. Bring a flash drive or CD to class to save your work. Required text: Rhino for Jewelry, by Dana Buscaglia — available at FIT bookstore.

4 sessions: (55A) January 11, 13, 18, 20  
2995 55A PC T R 6:20pm-9:10pm CC154

**CTD 612 Web Design: JavaScript**  
\$285

Many of today's "Web 2.0" applications rely on JavaScript to create rich and dynamic user interfaces. In this course students will learn the fundamentals of the JavaScript programming language along with the Document Object Model, the key component to producing interactive web pages. From there, students will use jQuery, a third party JS library to make JS programming easy and fun. Learn simple patterns for creating reusable widgets, such as dynamic tabs, accordions, and image galleries.

2 sessions: (55A) January 9, 16  
3150 55A MAC U 10:00am-5:00pm CC153

**CTP 231 PAD System**  
\$395

PAD's Master Pattern Design, invented by a Pattern Maker; can be learned by anyone making manual patterns for precise fittings Fashion from drapings, muslins & rub downs. Learn how to Transfer PAD files to other CAD Systems. PAD software operates on MAC and Windows platforms. This course will include how to use PAD with other Software (Excel, Adobe Illustrator, Gerber, Lectra, Optitex, etc.) Subjects include: A)Computer Pattern-making, Grading, Marking, B)PAD File Transfer to & from GERBER, LECTRA, OPTITEX, C)Printing PAD Patterns @ Kinko's via ADOBE ILLUSTRATOR, and D)Printing PAD Patterns to GERBER or LECTRA Plotter. Visit [www.padsystem.com](http://www.padsystem.com) for more information about PAD System used in 40 Countries and shipped in 10 languages.

3 sessions: (55A) January 7, 14, 21  
3223 55A PC F 10:00am-5:00pm CC154

## FASHION BUSINESS

**SXN 010 Hands on Writing for FIT Admission: Essay and Application Submission**  
\$85

Are you an adult who has progressed beyond high school graduation and is looking for FIT acceptance? Are you removed from guidance counselor advice and critiques? Does the thought of writing an essay send you into panic mode? Whether you're new to college or returning, FIT's Writing Studio experts can help you formulate a winning essay to sell yourself, while eliminating common writing mistakes. The first session covers the essay formula; how to make an essay lively, interesting, and persuasive; and editing techniques to streamline your points and get them across. Special attention is also given to the pitfalls

common to filling out college application forms. Work with a team of writing experts who also give tips on writing associated with portfolio submission and on the final assembly of a professional level admissions package.

Workshop leader: Brian Fallon, director, The Writing Studio, FIT; and additional staff members.

2 sessions: (55A) January 12, 19  
3106 55A W 6:00pm-9:00pm TBA

**SXN 130 How to Think Like Your CFO: A Behind-the-Scenes look at Fashion's Bottom line with Lawrence De Paris- Master Class**  
\$205

Spend the day participating in a reality-based enactment, coached by a veteran fashion CFO to strengthen your knowledge of the business side of fashion. *First learn about Cashuall, Ltd. a multi-channel fashion company is up for sale and it could be a great acquisition! It's a hot line and there's continuous celeb-related buzz in the fashion press. Do you run for it or run the other way?* Then learn how to put all of the number pieces together, talk the finance talk with confidence and make decisions that are fiscally sound. Work in teams learning how to assess Cashuall's health, identify risk factors and brainstorm about the important measurements necessary to deciding if you should buy the company. Participants gain a proper appreciation for financial elements such as balance sheets, cash flow, key performance indicators and inventory management plus, much more. Transform your ability to make decisions in your own work whether you are on the creative side or business side through this custom designed FIT seminar. *Box lunch included.*

Instructor: Lawrence De Paris, president and CEO Nat Nast Luxury Originals, former CEO/President, CFO, Escada and SVP & CFO, Calvin Klein.

1 session: (55A) January 8  
3230 55A S 9:00am-4:00pm TBA

**SXN 300 Fashion Design Studio with Caroline Simonelli- Master Class**  
\$365

Professional fashion designers elevate your technical skills to couture level. Start with mood boards, customer muse profiling and progress through the entire creative process employed by creator designers - the croquis book, final sketches, and swatch selection. Go from moulage making to muslins, and toiles to show a worthy garment. Fit techniques, luxury fabric sewing and couture finishing is stressed. Final segment covers how to define a recognizable label and build a brand. More advanced students make toiles and more than one garment.

Enrollment is limited to 16, professional designers only. Portfolios and/or sample work must be brought to first session. Some additional expense for necessary materials. Request supply list by calling 212.217.7715 or visit [www.fitnyc.edu/masterclass](http://www.fitnyc.edu/masterclass)

Instructor: Caroline Simonelli, adjunct instructor, Fashion Design apparel, couture designer and critic.

6 sessions: (55A) January 15, 22, 29, February 5, 12, 19  
3166 55A S 9:30am-5:00pm TBA

**SXF 020 Costing: How to Win the Garment Game**  
\$160

You'll never have to say "sales were great, but we lost money" after completing this basic costing program. Reduce the gambles in apparel and related accessories manufacturing by learning how to cost out a product correctly. Course emphasizes the importance of establishing prices that customers are willing to pay while reducing financial risks, achieving return on investments, and increasing net profitability. Reviews accounting theory applicable to the fashion business.

Workshop leader: Bernard N. Kahn, adjunct assistant professor, Production Management: Fashion and Related Industries; manufacturing consultant.

4 sessions: (55A) January 6, 13, 20, 27  
3227 55A R 6:00pm-9:00pm TBA

**SXF 118 Maximize Your Fashion Skills and Supersize Your Career**  
\$110

Do you want to advance your career in design, marketing, event planning, or promotion? Do you want to break into a new area of the industry or into a new field such as entertainment? Identify career possibilities that capitalize on your talents and create an action plan to brand yourself, network, and pitch your projects. Learn to package your expertise and uniqueness for a career reinvention.

Seminar leader: Jim Arnoff, The Arnoff Company, Inc., certified life coach, and entertainment attorney and television packaging agent.

2 sessions: (55A) January 12, 19  
3073 55A W 6:00pm-9:00pm TBA

**SXF 200 How to Style, Plan and Merchandise an Apparel Line**  
\$230

If you are a manufacturer, designer, or product developer, this course will help you create a cohesive and saleable line. Start with the merchandising function, which stresses how to plan, fashion, and implement customer targeting for regional markets. The design process and color, fabric, and silhouette selection are demonstrated and sourcing is discussed. Includes information on the first sample and the control steps vital to the production phase, both domestic and foreign. Learn how to present your collection and receive tips on resources throughout the world.

Workshop leader: Tina Shoulders, social media strategist, graphic and textile designer; creative director, Laidback Home, with industry experienced guest speaker.

2 sessions: (55A) January 7, 14  
2960 55A F 9:15am-3:45pm TBA

**SXF 250 How to Write Garment Specs that Really Count**  
\$215

Upgrade the quality and consistency of your samples and production by improving your ability to write comprehensive, accurate specifications. This hands-on workshop explains how to measure and set up a spec sheet to communicate in any market and at any price point, whether you are sourcing abroad or at home. Review the techniques necessary to

analyze the particular specs for cut-and-sew knits, sweater knits, and wovens. Learn how to change the specifications of an existing garment and develop a new one. Excellent prerequisite to SXP 356.

Bring to session a knit (T-shirt fabric) and a woven top and bottom, tape measure, 2" x 18" clear plastic ruler, and straight pins.

Workshop leader: Eileen Karp, Assistant Professor, Fashion Design - Apparel, creative designer, and apparel technical design director.

4 sessions: (55A) January 3, 6, 10, 13  
2825 55A M R 6:30pm-9:30pm TBA

**SXF 400 Fashionspeak: How to Get What You Want, When You Need It**  
\$215

In the fast-changing fashion business, having the right vocabulary to describe trends, garments, and modern production techniques increases your professionalism and improves your ability to get the look and quality you expect. This program will teach you how to use correct terminology. Learn to describe silhouettes, details, production steps, and computer applications through visits to sites such as a design and color forecasting service, a private label manufacturer, a computer design service, and The Museum at FIT. Highly recommended for fashion, media, or finance personnel in need of trade lingo.

First class meets in Room E226. Subsequent locations discussed at first class. Class limited to 15.

Instructor: Jaye G. Edelstein, adjunct assistant professor, Fashion Design-Apparel, and professional designer/product developer.

4 sessions: (55A) January 5, 12, 19, 26  
2882 55A W 5:45pm-9:00pm TBA

**SXF 500 Fabrication: Everything You Need to Know**  
\$235

This intensive workshop is for anyone in the fashion and related industries who works with fabrics or fabric terminology. Whether you are in retailing, manufacturing, a textile entry position, or copywriting, you can increase your skill, vocabulary, and knowledge of everything fabric-related, from fibers to finished product. Course teaches fiber properties, effective end-use information, and methods of yarn and cloth manufacturing through lecture, demonstration, and hands-on analysis. *Workbook included.*

Workshop leader: Theodore Hoffman, adjunct assistant professor, Textile Development and Marketing, and Wallace Filler, adjunct assistant professor, Textile Development and Marketing; textile converter.

2 sessions: (55A) January 5, 12, 19, 26;  
(55B) January 29, February 5  
2806 55A W 6:00pm-9:00pm TBA  
3070 55B S 9:30am-4:00pm TBA

**SXF 501 Fabrication Dyeing, Printing, and Finishing Essentials**  
\$160

Would your career benefit from a more complete knowledge of textile and garment dyeing, printing, and finishing techniques? This intensive workshop covers styling fundamentals and selecting fabric in response to the demands of the apparel or domestics mark.Patterns, colors, and finishes are stressed. Program considers dyestuff properties and their applications; screen, roller, and heat transfer printing; and chemical and mechanical finishing processes. Excellent follow-up to SXF 500.

Workshop leader: Theodore Hoffman, adjunct assistant professor, Textile Development and Marketing.

1 session: (55A) January 22  
2807 55A S 9:30am-4:30pm TBA

**SXF 600 Quick Sketching for the Fashion Business**  
\$160

Learn how to present fashion design ideas or adaptations through simple fashion sketching using effective shortcuts. Illustrate fashion details and draw fashion figures, apparel, and flat sketches. Learn to enhance your fashion communications skills, particularly in areas related to private-label product development or translating ideas gathered at the market. Although no professional art training is required, basic creative abilities are helpful.

Instructor: Diane De Mers, associate professor, Fashion Design-Art.

3 sessions: (55A) January 8, 15, 22; (55B) January 11, 18, 25  
2804 55A R 6:00pm-9:00pm TBA  
3071 55B T 6:00pm-9:00pm TBA

## HOME FASHION MARKET

**SXH 010 Fashion Styling: Home Fashion Business**  
\$165

Get in-depth exposure to the growing world of home fashion styling, including opportunities in media, entertainment, and retailing. Program presents the fundamentals of styling from project conception through prop selection and stresses the art of visual presentation with home products. Guests from the field give additional perspectives on the many options available for a home styling career.

Seminar leader: Gregory Wegweiser, designer, stylist, and visual merchandising expert.

3 sessions: (55A) January 3, 10, 24  
2827 55A M 6:30pm-8:30pm TBA

## MEDIA EVENTS AND PHOTOGRAPHY

**SXM 100 Styling Tricks of the Trade: Pinning, Taping, and Clothing Care**  
\$165

Prerequisite: SXS 100 or professional wardrobing and styling experience.

This hands-on workshop reveals secret techniques used by highly regarded stylists and wardrobe coordinators to help you succeed in businesses that require garments and accessories to be photographed or worn on stage. Learn master-level ironing and steaming iron maintenance. Proper hangers are reviewed and professional pinning techniques are practiced. Course includes tips and hints, only known in

