



FASHION INSTITUTE OF TECHNOLOGY

VOLUME 9: ISSUE 5

PROFESSIONAL DEVELOPMENT

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

TALK AND TOURS



Fall 2011

Course Catalogue

MASTER CLASS SERIES CERTIFICATE PROGRAMS ENTREPRENEURSHIP

FASHION BUSINESS

ONLINE COURSES
MEDIA AND EVENTS



HOME FASHION
COMPUTER ESSENTIALS
BRANDING



RETAIL
WHOLESALE

hot topics



DESIGN



Attendees and friends:

Is the global economy affecting your company? Are you looking to make career moves within your industry or switch career directions? Do you own a business and need additional professional development? Then FIT's Hot Topics courses are for you.

Hot Topics programs, offered through FIT's School of Continuing and Professional Studies, have been specially formulated for busy industry professionals like you.

Hot Topics features more than 200 intensive noncredit programs, from single classes to certificate programs to customized corporate training sessions. You'll find courses for entrepreneurs, corporate managers, and designers of all levels, along with computer workshops for every skill level. And if your need is creative, Hot Topics provides hands-on courses in fashion, photography, jewelry, and the decorative arts.

Take a look, take a course, earn a certificate: advance your career or pursue your passion at FIT.

Joan Volpe, managing coordinator
Center for Professional Studies
212 217.7715

Christine Helm, coordinator
Enterprise Center
212 217.7250

Dr. Lisa Braverman, dean,
School of Continuing and Professional Studies
212 217.3334

School of Continuing and Professional Studies

CREDIT AND NONCREDIT ADVISEMENT AND REGISTRATION

For students to explore course options, speak to an advisor, or register for available credit or noncredit courses.

August 22-23

5-7 pm

John E. Reeves Great Hall

December 8

5-7 pm

John E. Reeves Great Hall

CREDIT AND NONCREDIT INFORMATION SESSION

November 15

5-7 pm

John E. Reeves Great Hall

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	Home Fashion Market
	Image Consulting
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Noncredit Professional Development Certificate Program Orientation

TUESDAY, SEPTEMBER 20
5:45–7 pm

**John E. Reeves Great Hall,
Conference Center at FIT**

Call to RSVP: 212 217.7715

Brand Management Experience
Color: Fashion Products/Color: Image
and Style
Computer Essentials for
Fashion Design, Graphic Design,
or Web Design
Creative Enterprise Ownership
Fashion Events Planning
Fashion Styling
Image Consulting
Pet Product Design and Marketing
Product Development Manager/Certified
Technical Designer
Retailing: Customer Experience Management/
Retailing: E-Commerce and Social Media
Sustainable Design Entrepreneurs
Video Production for the Web
Wardrobe Technician and
Costume Design Specialist





4 CONTINUING AND PROFESSIONAL STUDIES CENTERS

Center for Professional Studies

The Center for Professional Studies offers a vast selection of topical, substantive programs. Short courses and certificate programs give companies and their employees an advantage in today's competitive business world—whether their need is for training or retraining. Other courses provide artists and designers with a wide variety of skills. And for those who want to enrich their lives by turning a talent into a moneymaker, there are offerings that concentrate on creating unique, handmade items.

CONTACTS

Joan Volpe: managing coordinator, marketing, and management

Andrea Adkins-Miller: enrollment, certificates, and attendee services

Radmila Gurkovsky: certificate services

Sandra Coleman: registration and seat availability

Arthur Dunn: company training options and program operations

Anne Elshalakany: registration and seat availability

Niurka Jimenez-Jailall: marketing and publications

Maria Montalvo: accounts payable and instructor payments

Paige Smith: program operations/materials

Camille Aderley: program services

Center for Professional Studies
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New York, NY 10001-5992

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prof_studies@fitnyc.edu
fitnyc.edu/professionalstudies
<http://blog.fitnyc.edu/hottopicsinsider/>

Office Hours:
Monday–Thursday, 9 am–6:15 pm
Friday, 9 am–5 pm
Saturday and Sunday, closed

Room Assignment Hotline: 212.217.8741

PROGRAM OFFERINGS

Professional Development Certificate Programs:

For credentialed training or career alternatives.

College/Career Prep: Practical skills for adults applying to

FIT or entering the job market.

Fashion Business: Training programs pertinent to the latest

changes in fashion business methods and business issues, presented by industry experts.

Cool New York Talk and Tours: Provide trend-tracking

opportunities throughout the city's most vibrant districts that influence culture, fashion, and lifestyle shifts.

Home Fashion Market: Opportunities in home-product and

service marketing.

Master Class Series: Industry experts teach intensive,

one-day master classes on topics related to their fields.

Media Events and Photography: Training and information

by expert practitioners in special events, photography, entertainment, and media-related businesses.

Wearable and Decorative Arts: Hands-on workshops

for personal enrichment and the exploration of professional alternatives.

COMPANY TRAINING OPTIONS

Do your employees or trade members need training?

Industry training programs are available through the following services offered by the Center for Professional Studies:

Hot Topics To Go: Private on-campus or on-site Hot Topics

sections for companies with 12–14 employees in need of specific program training.

Professional Studies Customized Training: Hot Topics

and regular college courses customized to fit the training needs of your company or trade membership group.

Thinklab: Private roundtable sessions for company leaders to

interact with a panel of industry experts chosen to complement specific business interests. In-depth discussions revolve around strategies applicable to competitive problem-solving. Sessions can be arranged on site or on FIT's campus.

Online Training: Hot Topics programs and professional

training services can also be arranged with FIT faculty in conjunction with the SUNY Learning Network.

For more information, contact the Center for Professional Studies at 212.217.8707 and ask for assistance.

You can also contact us by fax at 212.217.7176 or email prof_studies@fitnyc.edu.



Enterprise Center

Enterprising New Yorkers turn to FIT for the practical know-how and support to build successful businesses and to upgrade the technical skills indispensable in today's business and design environments. For more than two decades, the Enterprise Center has served those at the intersection of art and commerce with credit and noncredit classes, conferences, roundtable discussions, and other special programs.

CONTACTS

Christine Helm: coordinator
Alice Rydel: administrative coordinator

Enterprise Center
 Seventh Avenue at 27 Street, Room D130
 New York, NY 10001-5992

Phone 212 217.7250
 Fax 212 217.7853
enterprise@fitnyc.edu
fitnyc.edu/enterprisecenter

Office Hours:
 Monday-Thursday, 9 am-6:15 pm
 Friday, 9 am-5:30 pm
 Saturday and Sunday, closed

To be added to our mailing list for special events, email or call the Enterprise Center.

Communicate with Us

Check out our blog and talk with us at
blog.fitnyc.edu/hottopicsinsider

PROGRAM OFFERINGS

Professional Development Certificate Programs:
 For credentialed training or career alternatives.

Computer Essentials for:

- Business Applications
- Fashion Design
- Graphic Design
- Web Design
- Jewelry Design
- Patternmaking
- Video

Creative Enterprise Ownership: Courses that develop skills to start, maintain, or grow businesses.

Sustainable Design Entrepreneurs: Courses on creating a sustainable business and helping clients achieve sustainability goals.

Tools of the Trade for Photographers: Organize and edit your images, make them print and web ready and learn online photo sharing with Adobe Lightroom 3.

Tools of the Trade for Fashion Design: Seminars and workshops on business operation for the fashion design entrepreneurs.

CORPORATE TRAINING

Customized Corporate Computer Training:
 Customized computer training is available to companies that need to upgrade their employees' computer skills.

Credit and Degree Programs

The School of Continuing and Professional Studies also offers credit courses and evening/weekend degree programs.

For more information or a course catalogue, visit fitnyc.edu/continuinged.

Innovation Management Programs

The School of Continuing and Professional Studies offers customized training in innovation and high-performance management for organizations. We can tailor a seminar to suit your business' needs and deliver it on site at your location.

For more information, call 212 217.3334.

NEW HOT TOPICS FOR FALL

Center for Professional Studies

SXD 628	Patternmaking for Dog Garments
SXF 216	Ultimate Guide to Jeans from Design to Product Development
SXF 802	Color Lab Basics, Practices, and Approvals
SXF 820	Color Psychology
SXH 500	Professional Design Techniques for Custom Window Treatments
SXH 525	Professional Design Techniques for Area Rugs
SXR 006	Intro to Fashion and Luxury Retail
SXR 008	Global Retailing: The New Reality
SXR 045	The Art of Clienteling and Customer Relationship Management
SXR 065	How Logistics and Fulfillment Pilot E-Tail Success
SXT 130	Designer and Dressmaker's Garment Center Resource Guide
SXT 320	Trend Track Alert: Greenpoint, Brooklyn
SXT 510	The Out-Of-Towner's Online Guide to Vintage Shopping
SXT 810	"Going Green" and Staying Fashion-Right—Earth-Friendly Fashion Stores

Enterprise Center

SUS 001	Introduction to Sustainability Online
SUS 014	Sustainable Textiles: Sourcing and Direct Application
SUS 030	Materials and Eco-Labels/Accessories
SUS 031	Responsible Manufacturing and Product Lifecycle/Accessories
CEO 075	Business Strategy: Plan for Success
CTB 005	QuickBooks for the Mac
CTD 112	Illustrator II: Textiles and Product Development
CTD 320	Fashion Studio Suite/NedGraphics
CTD 440	Maya I
CTD 525	E-Publish
CTD 606	HTML 5 and CSS 3
CTD 613	WordPress for Web Design
CTD 800	Final Cut Pro
CTD 860	After Effects
CTD 910	Comics, Cartooning, and the Computer

PROFESSIONAL DEVELOPMENT

Certificate Programs

The Center for Professional Studies and the Enterprise Center offer Professional Development certificate programs for industry-experienced individuals who are seeking a career boost or new possibilities.

All certificate programs have been specially crafted by recognized professionals in their respective fields to provide sound business theory with a real-world perspective. Each program provides Continuing Education Units (CEUs), a nationally recognized standard measure of attainment in noncredit education. One CEU represents ten contact hours of participation in an organized learning experience. After completing a program, attendees are provided with a transcript and a certificate of completion.

Program completion requirements vary based on each professional-development curriculum. Most curricula can be accomplished within one year on a part-time basis. In order to receive a certificate of completion, attendees must complete the entire program within two years.

Students interested in a certificate of completion must file an affidavit form after completing the foundation courses in the certificate program.

Certificate program course description listings begin on page 16. Not all certificate program courses are offered each semester.

For more information about certificate programs offered by the Center for Professional Studies, visit fitnyc.edu or call 212 217.7715.

For more information about certificate programs offered by the Enterprise Center, visit fitnyc.edu or call 212 217.7250.

Noncredit Professional Development Certificate Program Orientation

TUESDAY, SEPTEMBER 20

5:45-7 PM

JOHN E. REEVES GREAT HALL

Call to RSVP: 212 217.7715

Required for prospective and new certificate program students.



From In-Store to Online Real-World Retail Training

Our faculty bring their industry experience in both in-store service and online retail into the classroom. Take your retailing skills to a new level with one of the courses below, or take advantage of our full curriculum and earn one or two certificates in retailing.

22 EXPERTS + 21 TOPICS = 2 CERTIFICATES

Cheryl Beall
Elizabeth Burpoe
Barry M. Cohen
Christopher Enright
Debbie Friedman
Holly Henderson
Renee Hunter
Claude Johnson
Alan P. Kelman
Neal Leavitt
Lloyd Lippman
William Lynch
Nancy Marino
Melissa McGraw
Jeannette Monaco
Vincent Quan
Michael H. Ratner
Robert Salerno
Theodore Schachter
Dalia Strum
Arthur Winters
Peggy Winters

SXR 005 Intro to Today's Multi Channel Retailing
SXR 006 Intro to Fashion and Luxury Retail
SXR 008 Global Retailing: The New Reality
SXR 010 Retail Math: Merchandising, Planning and Gross Margin
SXR 012 Strategic Thinking Skills for Retail Performance
SXR 025 Retail Information Technology: Sales and Planning
SXR 028 Introduction to the Planning and Allocation Function
SXR 030 The Shopping Environment: Developing the "Wow" Experience
SXR 035 Real World Retailing: Operations and Management
SXR 040 Who Are Your Best Customers and How to Motivate Them to Buy
SXR 045 The Art of Clienteling and Customer Loyalty
SXR 050 Introduction to Branding: The Art of Customer Bonding
SXR 055 Online Retailing: Career Facts and Market Impact
SXR 058 Advanced E-tail and Social Commerce
SXR 065 How Logistics and Fulfillment Pilot E-tail Success
SXR 117 Blogging Smarts for Business
SXR 120 Advance and Manage Your Retail Career Potential
SXB 250 New World Branding: Social Media Applications and Impact
SXM 500 From Real Life Color to Digital Color Hands-on Workshop
SXM 500 Wardrobe Versatility Techniques
SXM 550 Store Design: Constructing Great Customer Experience and Retail Growth



Take a Course or Earn a Certificate.

Retailing classes begin September 7



10 CERTIFICATE PROGRAMS

Enterprise Center

COMPUTER ESSENTIALS

All designers are expected to be proficient in Adobe Illustrator and Photoshop. Fashion designers must be able to use Microsoft Excel for their specifications. Graphic designers must know Adobe InDesign and can no longer ignore the web. If your computer skills have not caught up with the times, these certificate programs are for you.

All courses listed in each track are required in order to complete these certificate programs, unless otherwise noted.

Computer Essentials for Fashion Design

CTB 010	Excel
CTB 012	Excel II: Fashion Design
CTD 100	Illustrator I
CTD 110	Illustrator II: Fashion Design
CTD 120	Illustrator III: Fashion Design
CTD 131	Creating Complete Tech Packs in Illustrator
CTD 200	Photoshop I
CTD 212	Photoshop II: Textiles and Product Development

Computer Essentials for Fashion Design II

Choose four of the courses listed below:

CTD 310	CAD: Colour Matters I
CTD 311	CAD: Colour Matters II
CTD 320	Fashion Studio Suite/NedGraphics
CTD 340	CAD: U4ia I
CTD 341	CAD: U4ia II
CTD 350	Kaledo I
CTD 351	Kaledo II

Computer Essentials for Graphic Design

CTB 002	Introduction to the Macintosh (or similar experience)
CTB 040	Managing the Design Process
CTD 100	Illustrator I
CTD 111	Illustrator II: Graphic Design
CTD 121	Illustrator III: Graphic Design
CTD 200	Photoshop I
CTD 211	Photoshop II: Graphic Design
CTD 250	Power User
CTD 520	InDesign I
CTD 525	E-Publish

Computer Essentials for Web Design

CTB 002	Introduction to the Macintosh (or similar experience)
CTD 600	XHTML
CTD 605	Cascading Style Sheets
CTD 610	Dreamweaver I
CTD 611	Dreamweaver II
CTD 613	WordPress for Web Design
CTD 615	GUI
CTD 620	Flash I
CTD 621	Flash II
CTD 641	Search Engine Optimization

Video Production for the Web

Online video delivered by YouTube, Facebook, and other social media platforms encourage a high level of interactivity and improve the richness of the user experience. Demand has been explosive. Are you leveraging this growing form of content? Learn how to create and publish online video to promote your business, get your message out, or distribute original digital shorts.

The Video Production for the Web certificate program is designed to teach you the essential steps to cost-effective video production and web delivery.

- Examine current trends.
- Cultivate strategic thinking about the current and future impact of video.
- Learn the entire creative process from conceptualization to delivery of your video on the web.
- Develop the capacity to analyze your work critically and work collaboratively.
- Gain the technical skills necessary to shoot effectively with HD camcorders and edit with Final Cut Pro.

CTD 800	Final Cut Pro
CTD 810	Video on the Web
CTD 820	Planning Web Video
CTD 830	Shooting Web Video
CTD 840	Editing Web Video
CTD 850	Web Video Distribution

CREATIVE ENTERPRISE OWNERSHIP

This program gives you business knowledge just where you need it. Each course provides focused information in a particular area of business management and will help you write a business plan as well as run your business efficiently and profitably.

A total of eight courses is required to complete this program.

Required courses:

CEO 001	Setting a Course for Your Business
CEO 003	Formulating Your Financial Strategy
CEO 008	Marketing Techniques for Promoting Business
CEO 075	Business Strategy: Plan for Success

Recommended courses:

CEO 004	Managing Money in a Small Enterprise
CEO 005	Legal Basics for Business Start-ups

Free-choice courses:

CEO 002	Knowing Your Market
CEO 006	Personal Selling: Communicating Your Vision
CEO 009	Building Your Business Brand
CEO 010	Putting Up a Business-Ready Website
CEO 011	Fundamentals of Online Retailing
CEO 012	Selling Your Products and Services
CEO 013	Getting Press and Publicity
CEO 014	Marketing Your Product to Boutiques
CEO 015	The Power of Negotiation
CEO 017	Getting Press and Publicity II
CEO 019	Creative Business Plans for Consulting Success
CEO 020	Opening Your Own Boutique
CEO 021	How to Present a Winning Portfolio
CEO 027	Communicating Your Brand
CEO 029	Practical Strategies for Managing Risk
CEO 030	Web 2.0 and Your Business
CEO 031	Building a Vintage Business
CEO 033	How to Plan, Produce, and Market a Pop-up Shop
CEO 034	Time Management
CEO 035	Licensing
CEO 036	Introduction to Exporting
CTB 005	QuickBooks
CTB 011	Excel II
CTD 641	Search Engine Optimization



SUSTAINABLE DESIGN ENTREPRENEURS

This program gives design entrepreneurs the knowledge, tools, and access to resources they need to build a viable business based on sustainable design practices.

Complete all four core courses in Part I and any two specialization courses in Part II to earn the Sustainable Design Entrepreneurs certificate.

Part I: required courses:

- SUS 001 Introduction to Sustainability
- SUS 002 The Sustainable Organization
- SUS 003 Sustainable Marketing
- SUS 004 Sustainable Design Thinking

Part II: free-choice courses (choose at least two):

Fashion

- SUS 010 Materials and Eco-Labels
- SUS 011 Responsible Manufacturing and Product Lifecycle
- SUS 012 Ethical Fashion I
- SUS 013 Ethical Fashion II
- SUS 014 Sustainable Textiles: Sourcing and Direct Application

Interior Design

- SUS 020 Materials and Eco-Labels
- SUS 021 Rehabs, Renovations, New Construction

Accessories

- SUS 030 Materials and Eco-Labels
- SUS 031 Responsible Manufacturing and Product Lifecycle

TOOLS OF THE TRADE

You're a designer. Creativity and vision provide the groundwork for your new endeavor, but you'll need more. Ultimately, success will depend not only on your talent, but on manufacturing, marketing, and your control of business operations. See page 48 for course descriptions.

For information on Tools of the Trade, contact the Enterprise Center at 212.217.7250.





12 CERTIFICATE PROGRAMS

Center for Professional Studies

BUSINESS CERTIFICATES

Brand Management Experience

In-depth strategic courses featuring cutting-edge instruction on how to cultivate customer emotional bonding for fashion products to foster increased sales, product recognition, and market dominance.

*(Certificate students—courses to be taken in sequence listed)
A total of 8 courses is required to complete this certificate.*

Required courses in the foundation modules:

- SXB 100 Increase Sales and Performance Through Brand Management (previously SXN 140)
 - SXR 050 Intro to Branding: The Art of Customer Bonding
 - SXN 130 How to Think Like a CFO: A Behind-the-Scenes Look at Fashion's Bottom Line with Lawrence De Paris
 - SXR 040 Who Are Your Best Customers and How to Motivate Them to Buy
 - SXB 200 Brand Marketing Communications for Image and Meaning
 - SXB 250 New World Branding: Social Media Applications and Impact
 - SXB 300 Brand Management Analytics: Maximizing the Value of Your Brand
 - SXB 400 Brand Lab: Practicum in Brand Test Launching
- Facilitator: William D'Arienzo*

Product Development Manager

Cutting-edge fit, quality, and logistics training for experienced designers, technical designers, and product developers involved in sourcing.

A minimum of ten courses is required to complete this program.

SXR 105 is the recommended first course and the recommended sequence is as follows:

Required courses:

- SXP 105 Quality Fashion: How to Make It, How to Deliver It
- SXP 110 How to Master Global Security and Social Compliance
- SXP 320 How to Reduce the Lead Time in Garment Preproduction
- SXP 400 Product Developers Guide to Effective Managing: Communication, Organization, Integration
- SXF 725 Expert Fashion Trend Online Research for Line Planning

Related courses (choose four):

- SXF 020 Costing: How to Win the Garment Game
- SXF 500 Fabrication: Everything You Need to Know
- SXP 100 Design and Product Development Technology Made Easy
- SXP 120 How to Build a Better Garment: Stitches, Seams, and Finishing
- SXP 305 Technical Design from Product Analysis to Fit Approval
- SXP 510 Sourcing Success—Domestic to International
- CTD 131 Creating Complete Tech Packs in Illustrator

Free-choice courses (choose one):

- CTB 012 Excel II: Fashion Design
- CTB 051 WebPDM
- CTD 100 Illustrator I
- CTD 110 Illustrator II: Fashion Design
- CTD 120 Illustrator III: Fashion Design
- SXF 501 Fabrication Dyeing, Printing, and Finishing Essentials
- SXP 351 Expert Fit, Patterns, Grading, and Specifications

Facilitator: Bernard Kahn

Certified Technical Designer

Technical training for experienced designers and product developers looking to develop a specialty in technical design and for technical designers looking to improve performance.

A minimum of nine courses is required to complete this program.

SXP 105 is the recommended first course and the recommended sequence is as follows:

Required courses:

- SXP 105 Quality Fashion: How to Make it, How to Deliver it
- SXP 100 Design and Product Development Technology Made Easy
- SXP 305 Technical Design from Product Analysis to Fit Approval
- SXF 500 Fabrication: Everything You Need to Know
- SXF 501 Fabrication Dyeing, Printing, and Finishing Essentials
- SXP 351 Expert Fit, Patterns, Grading, and Specifications

Free-choice courses (choose three):

- CTB 051 WebPDM
- CTB 052 Product Development with PLM
- CTB 012 Excel II: Fashion Design
- CTD 120 Illustrator III: Fashion Design
- CTD 212 Photoshop II: Textiles and Product Development
- SXF 216 Ultimate Guide to Jeans from Design to Product Development
- SXF 725 Expert Fashion Trend Online Research for Line Planning (*online*)
- SXP 120 How to Build a Better Garment: Stitches, Seams, and Finishing
- SXP 400 The Product Developer's Guide to Effective Managing: Communication, Organization, Integration
- *SXP 600 Fundamentals to Technical Design for Apparel Development (*online*) (*Recommended first course for those new to the field*)

Facilitator: Bernard Kahn

Retailing: Customer Experience Management

For career development in brick-and-mortar retailing, this program provides training to improve sales figures, customer satisfaction, the shopping experience, and to foster customer loyalty.

A total of 14 courses is required to complete this program.

SXR 005 is the recommended first course and the recommended sequence is as follows:

- SXR 005 Intro to Today's Multi-Channel Retailing
- SXR 006 Intro to Fashion and Luxury Retail
- SXR 008 Global Retailing: The New Reality
- SXR 010 Retail Math: Merchandising, Planning, and Gross Margin
- SXR 012 Strategic Thinking Skills for Retail Performance
- SXR 025 Retail Information Technology: Sales and Planning
- SXR 028 Introduction to the Planning and Allocation Function
- SXR 030 The Shopping Environment: Developing the "Wow" Experience
- SXR 035 Real World Retailing: Operations and Management
- SXR 040 Who Are Your Best Customers and How to Motivate Them to Buy



- SXR 045 The Art of Clienteling and Customer Loyalty
 SXR 050 Intro to Branding: The Art of Customer Bonding
 SXR 120 Advance and Manage Your Retail Career Potential

Free-choice courses (choose one):

- SXN 500 Wardrobe Versatility Techniques with Elizabeth Burpoe
 SXN 550 Store Design: Constructing Great Customer Experience and Retail Growth with Michael Ratner
 SXR 055 Online Retailing: Career Facts and Market Impact
Facilitator: Robert Salerno

Retailing: E-Commerce and Social Media

For career development in e-tailing and fashion web-based businesses, this program provides in-depth study of the dotcom and social media world and focuses on how to build sales and customer loyalty in an e-commerce channel.

A total of 14 courses are required to complete this track.

SXR 005 is the recommended first course and the recommended sequence is as follows:

- SXR 005 Intro to Today's Multi-Channel Retailing
 SXR 010 Retail Math: Merchandising, Planning, and Gross Margin
 SXR 055 Online Retailing: Career Facts and Market Impact
 SXR 008 Global Retailing: The New Reality
 SXR 012 Strategic Thinking Skills for Retail Performance
 SXB 250 New World Branding: Social Media Applications and Impact
 SXR 025 Retail Information Technology: Sales and Planning
 SXR 058 Advanced E-tail and Social Commerce
 SXR 040 Who Are Your Best Customers and How to Motivate Them to Buy
 SXR 050 Intro to Branding: The Art of Customer Bonding
 SXR 065 How to Pilot E-tail Success: Logistics and Fulfillment
 SXM 500 From Real-Life Color to Digital Color Hands-on Workshop
 SXR 120 Advance and Manage Your Retail Career Potential
 SXF 117 Blogging Smarts for Business
Facilitator: Robert Salerno

BUSINESS AND DESIGN CERTIFICATES

Color: Fashion Products

Intensive study in color usage for design and manufacturing of apparel, accessories, and home products emphasizing color as the primary customer motivator.

A minimum of 13 courses is required to complete this program.

SXC 010 is the recommended first course and the recommended sequence is as follows:

Required courses:

- SXC 010 Experience the Power of Color: Life, Business, and Career
 SXC 100 Color Theory and Culture
 SXF 500 Fabrication: Everything You Need to Know
 SXF 501 Fabrication Dyeing, Printing, and Finishing Essentials
 SXC 210 Color Basics: Moving from Art to Science
 SXC 260 Color Painting Studio

*Choose one from free-choice courses**

- SXC 800 Color Intensive for the Fashion Professional
 SXF 802 Color Lab Basics, Practices, and Approvals
*Choose one from free-choice courses **
 SXC 300 Color Through the Eyes of the Modern Artist
 SXH 300 Color Intensive Workshop for the Home Fashion Market
 SXF 840 Career Opportunities for Working with Color

Free-choice courses:*

- SXF 810 Color for Wardrobe Planning
 SXF 700 Demystifying Fashion Forecasting
 SXF 710 13 Ways to Get Smart About Fashion Trends
 SXF 725 Expert Fashion Trend Online Research for Line Planning (*online*)

- CTD 350 CAD: Kaledo I
 SXF 820 Color Psychology

Facilitator: Barbara Arlen

Color: Image and Style

Intensive study of color usage for enhancement of people in life and in media and creative product placement.

A minimum of 13 courses is required to complete this program.

SXC 010 is the recommended first course and the recommended sequence is as follows:

Required courses:

- SXC 010 Experience the Power of Color: Life, Business, and Career
 SXC 100 Color Theory and Culture
 SXF 500 Fabrication: Everything You Need to Know
 SXC 210 Color Basics: Moving from Art to Science
 SXC 260 Color Painting Studio

*Choose one from free-choice courses**

- SXF 800 Color Intensive for the Fashion Professional
 SXC 300 Color Through the Eyes of the Modern Artist
 SXF 810 Color for Wardrobe Planning
 SXF 820 Color Psychology
*Choose one from free-choice courses**
 SXM 110 Media Makeup Knowledge for Designers, Stylists, and Consultants
 SXF 840 Career Opportunities for Working with Color

Free-choice courses:*

- SXG 130 Fashion in Film and Media
 SXF 610 The Great Designers

- SXH 100 Learn the Top Ten Design Motifs of All Time
 SXF 710 13 Ways to Get Smart About Fashion Trends
 SXF 725 Expert Fashion Trend Online Research for Line Planning (*online*)
 SXN 515 Makeup Artistry: The Master Class with Lindsay Ebbin

Facilitator: Barbara Arlen

Pet Product Design and Marketing

Comprehensive training in design, marketing, and branding of apparel, accessories, and pet lifestyle products for developing a line or starting a business.

A total of seven courses is required to complete this program.

Begin with SXD 625. Courses to be taken in the sequence listed.

Required courses:

- SXD 625 Pet Apparel Fashion and Design
 SXD 630 Pet Accessories and Lifestyle Product Design
 SXD 635 Quick Sketching for the Pet-Product Business
 SXD 640 How to Get Your Pet Apparel and Product Concepts to Market
 SXD 650 Introduction to Pet Product Branding

Free-choice courses (choose two) should be taken after SXD 635 or SXD 640:

- SXD 628 Patternmaking for Dog Garments
 SXD 645 Pet Accessory Design Studio
 SXF 020 Costing: How to Win the Garment Game
 SXF 115 Social Media and Viral Marketing: How to Generate a Buzz for Your Brand
 SXF 820 Color Psychology
 CEO 005 Legal Basics for Business Start-ups

Facilitator: Janet Brav and Deborah David

CREATIVE SOLUTIONS CERTIFICATES

Fashion Events Planning

Training in the planning, coordination, and implementation of all phases of promotion-related events common to fashion and the related industries.

A total of 139.5 hours is needed to complete this program.

SXE 100 is the recommended first course and the recommended sequence is as follows:

Required courses in the foundation modules (51.5 hours):

- SXE 100 Introduction to Fashion Publicity and Events Planning
 SXE 210 Events II: Publicity Writing Workshop

Begin to take related modules listed below

- SXE 215 How to Present Yourself to Anyone and Win Clients
 SXE 310 Events III: Fashion Publicity and Events Team Building Workshop



14 CERTIFICATE PROGRAMS

Required courses in the related modules (54 hours) should be taken after SXE 210:

- SXM 345 How to Go from Planning to Staging a Winning Event
- SXM 400 Everything You Need to Know About Fashion Shows, from Start-up to Runway
- SXM 420 Everything You Need to Know About Trade Shows, from Set-up to Shopping
- SXM 440 Everything You Need to Know About Venues, from Editors' Previews to Afterparties
- SXM 480 How to Plan and Execute Top-Notch In-store Events

Free-choice courses (minimum of 34 hours):

- CEO 019 Creative Business Plans for Consulting Success
- SXH 100 Learn the Top Ten Design Motifs of All Time
- SXH 300 Color Intensive Workshop for the Home Fashion Market

Facilitator: Barbara Berman

Fashion Styling

Courses and workshops focus on how to create characters and set solutions utilizing merchandise and props, while working with photographers and camera professionals for fashion photography, publication layouts, and media assignments.

A total of 165 hours is required to complete this program.

SXS 100 is the recommended first course and the recommended sequence is as follows:

Required courses in the foundation modules (57 hours):

- SXS 100 Introduction to Fashion Styling
Should be followed by SXM 100, SXM 220, SXF 610, and SXM 010 in this order.
- SXS 200 Fashion Styling II: Fashion Styling for Media
- SXM 125 Still-life Fundamentals for Fashion Stylists
Should be followed by SXM 120, SXM 220, and SXW 425.
- SXS 300 Fashion Styling III: Launching Your Career

Required courses in the related modules (99 hours):

- SXM 100 Styling Tricks of the Trade: Pinning, Taping, and Clothing Care
- SXF 610 The Great Designers
- SXH 100 Learn the Top Ten Design Motifs of All Time
- SXM 010 Styling: Fit Fundamentals
- SXM 120 Successful Styling for Photography: Fashion Biz and Beyond
- SXM 220 Introduction to Fashion Photography
- SXW 425 Hand Sewing, Mending, and Alteration Essentials

Free-choice courses (minimum of nine hours):

- SXH 010 Fashion Styling: Home Fashion Business
- SXM 103 Styling Career Options: Still Life and Soft Goods
- SXM 105 Advanced Styling: Tricks of the Trade
- SXM 110 Media Makeup Knowledge for Designers, Stylists, and Consultants
- SXM 130 Fashion Styling for Celebrity Images
- SXM 400 Everything You Need to Know About Fashion Shows, from Start-up to Runway
- SXG 100 Wardrobing for Theatre, Film, and TV
- SXT 500 Star-Quality Vintage Shopping

Facilitator: Emma Sosa

Image Consulting

Training in how to advise clients to enhance physical attributes, minimize physical weaknesses, and project in a more positive manner.

After taking SXI 100 in-class or online, students must opt for getting the certificate on-campus or online. There can be no mixing at this time.

Image Consulting—In-class Version

A total of 136 hours is required to complete this program.

SXI 100 is the recommended first course and the recommended sequence is as follows:

Required courses in the foundation modules (57 hours):

- SXI 100 Introduction to Image Consulting (*in-class or online*)
Should be followed by SXF 400, SXF 500, and SXF 610 in this order.
- SXI 200 Image Consulting II: Wardrobe and Style
Should be followed by CEO 019, SXE 100, and SXF 800 in this order.
- SXI 300 Image Consulting III: Business Essentials for Success

Required courses in the related modules (65 hours) should be taken after SXI 100 and SXI 200:

- SXF 400 Fashionspeak: How to Get What You Want, When You Need It
- SXF 500 Fabrication: Everything You Need to Know
- SXF 610 The Great Designers (*in-class or online*)
- CEO 019 Creative Business Plans for Consulting Success
- SXE 100 Introduction to Fashion Publicity and Events Planning
- SXF 800 Color Intensive for the Fashion Professional

Free-choice courses (minimum of 14 hours):

- SXF 300 Secrets from a Professional Shopper
- SXF 700 Demystifying Fashion Forecasting
- SXF 710 13 Ways to Get Smart About Fashion Trends
- SXF 810 Color for Wardrobe Planning
- SXM 130 Fashion Styling for Celebrity Images
- SXM 400 Everything You Need to Know About Fashion Shows, from Start-up to Runway

Image Consulting—Online Version

A total of 136 hours is required to complete this program.

SXI 100 may be taken online or in the classroom. All other courses must be taken online. CEUs are awarded for all SXI programs.

SXI 100 is the recommended first course and the recommended sequence is as follows:

Required courses:

- SXI 100 Introduction to Image Consulting (*18 hours*)
- SXF 610 The Great Designers (*9 hours*)
- SXF 300 Secrets from a Professional Shopper (*9 hours*)
- SXI 200 Image Consulting II: Wardrobe and Style (*18 hours*)
- SXI 500 Fashion Essentials for Image Consultants* (*10 hours*)
- SXF 725 Expert Fashion Trend Online Research for Line Planning (*18 hours*)
- SXF 810 Color for Wardrobe Planning (*9 hours*)
- SXE 100 Introduction to Fashion Publicity and Events Planning (*12 hours*)

CEO 001 Setting a Course for Your Business (*12 hours*)

SXI 300 Image Consulting III: Business Essentials for Success (*21 hours*)

*SXI 500 has been specially formatted to replace the information imparted in SXF 400, SXF 500, and SXF 710. It is only available online. It is open to anyone interested in Image and can be taken as a stand-alone program. SXE 100 OL is recommended for Image online certificate students.
Facilitator: Dominique Isbecque

Wardrobe Technician and Costume Design Specialist

Specialized training for wardrobe creation, maintenance, and supervision for theatre, film, video, and broadcast and cable television productions. Recommended for working stylists or as additional study for Fashion Styling certificate students looking to increase their versatility.

A minimum of 14 courses is required to complete this program.

Required courses are listed in suggested order:

- SXG 100 Wardrobing for Theatre, Film, and TV
- SXM 100 Styling Tricks of the Trade: Pinning, Taping, and Clothing Care
- SXG 120 Costume Design Theory and Practice
- SXM 105 Advanced Styling: Tricks of the Trade
- SXG 130 Fashion in Film and Media
- SXM 010 Styling: Fit Fundamentals
- SXW 425 Hand-Sewing, Mending, and Alteration Essentials
- SXF 610 The Great Designers
- SXH 100 Learn the Top Ten Design Motifs of All Time
- SXG 610 The Great Costume Designers
- SXG 140 Storyboard and Rendering for Costume Design
- SXN 530 The Role of the Costume Designer with Rosemary Ponzio
- SXG 325 Wardrobe and Costume Career Start-up

Free-choice courses (choose one) to be taken before SXG 325:

- SXF 500 Fabrication: Everything You Need to Know
- SXW 400 Learn to Sew Like a Pro I
- SXM 110 Media Make-up Knowledge for Designers, Stylists, and Consultants
- SXF 325 Men's Image Consulting with Style

All Center for Professional Studies certificate programs should be started with the first program listed. Order of study is discussed in first program or visit Room D130.



FOR CORPORATE CLIENTS!

**FIT**

CENTER FOR INNOVATION MANAGEMENT

2-Day Intensive Program in Innovation Management

The Center for Innovation Management assists organizations in achieving high performance and competitive advantage. CIM's customized, world-class corporate education programs train managers to solve their most challenging problems creatively. CIM helps companies develop leaders that can manage ideas successfully and create environments that drive innovation and change.

PROGRAM GOALS:

The CIM aims to provide managers in organizations with the knowledge and tools needed improve creativity and innovation in their workplace and implement high-performance idea systems. Employee ideas are a critical resource to most organizations today; they save money and time, increase revenue, improve customer service and responsiveness, and help organizations meet critical strategic goals.

Attendees will acquire valuable skills in managing creativity and ideas that will allow them to drive continuous improvement and rapid innovation in their organizations and to respond more effectively to the problems and opportunities they face. A certificate from the Center for Innovation Management will be awarded upon completion of the program.

CORE COMPETENCIES:

- **How to set up and launch an effective idea system**
- **Basic principles of managing creativity and ideas**
- **How to focus employee ideas on issues of critical importance**
- **How to make ideas part of the job for everyone**
- **The six elements of corporate creativity and how to implement them**

For more information on upcoming programs, visit www.fitnyc.edu/innovationmanagement or call 212 217.4606.



Course Descriptions

HOT TOPICS AREAS OF STUDY

- 17 College/Career Prep
- 17 Master Class Series
- 19 Brand Management Experience
- 20 Color: Fashion Products/Color: Image and Style
- 21 Computer Technology: Business
- 22 Computer Technology: Design
- 27 Computer Technology: Patternmaking
- 28 Cool New York Talk and Tours
- 30 Creative Enterprise Ownership
- 32 Fashion Business
- 36 Fashion Events Planning
- 37 Fashion Styling
- 38 Home Fashion Market
- 39 Image Consulting
- 39 Media Events and Photography
- 42 Pet Product Design and Marketing
- 43 Product Development Manager/Certified Technical Designer
- 44 Retailing: Customer Experience Management/Retailing:
E-Commerce and Social Media
- 47 Sustainable Design Entrepreneurs
- 48 Tools of the Trade
- 49 Wardrobe Technician and Costume Design Specialist
- 50 Wearable and Decorative Arts

Courses are listed by area of study. All courses are available for open enrollment. Courses in a series must be taken in sequential order according to pre- or co-requisite requirements.

Course offering dates are listed with each course. If a course offers multiple sections, dates for each section are listed.

For information on Professional Development Certificate program offerings, see page 7.

For information on courses beginning with CEO, CT, or TOT, call the Enterprise Center at 212 217.7250.

For information on courses beginning with SX, call the Center for Professional Studies at 212 217.7715.

HOW TO READ THE COURSE LISTINGS

4223	15A	M W	6:20 pm-9:10 pm	D530
CRN:	section	day(s)*	time	classroom
course registration number				

*Monday - M Tuesday - T Wednesday - W Thursday - R
Friday - F Saturday - S Sunday - U

**SXF 900****ESL: Speaking Skills for Fashion Professionals**

\$225

If you are a non-native speaker of English working in the fashion business or looking for a fashion career start-up? Learn to speak better English, sound more informed, and be more persuasive in the workplace through strategies formulated by FIT's acclaimed ESL faculty. Gain tools for planning and organizing your thoughts and words in advance. Perfect for getting an assignment, job, or getting ahead. Learn how to make use of materials such as PowerPoint to enhance your words. Practice oral presentation skills in class.

Instructor: Joseph Frick, ESL/Fashion Business.

6 sessions: (55A) October 4, 11, 18, 25, November 1, 8
27002 55A T 6:00 pm-9:00 pm TBA

**SXN 010****Hands-on Writing for FIT College Admissions: Essays and Applications**

\$80

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. Students are asked to develop a draft essay and complete sample forms to bring to the second session where a team of writing experts guide with the polishing of each person's work. The essays are constructively reviewed and students get tips on the final assembly of a professional level admissions package.

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

2 sessions: (55A) September 7, 14;
(55B) October 19, 26

26570 55A W 6:00 pm-9:00 pm TBA
27024 55B W 6:00 pm-9:00 pm TBA

Online Courses

The following courses are offered online:

CEO 001	Setting a Course for Your Business
CEO 002	Knowing Your Market
CEO 003	Formulating Your Financial Strategy
CTD 600	Web Design: XHTML
SUS 001	Introduction to Sustainability
SXC 100	Color Theory and Culture
SXE 100	Introduction to Fashion Publicity and Events Planning
SXF 300	Secrets from a Professional Shopper
SXF 610	The Great Designers
SXF 725	Expert Fashion Trend Online Research for Line Planning
SXF 810	Color for Wardrobe Planning
SXI 100	Introduction to Image Consulting
SXI 200	Image Consulting II: Wardrobe and Style
SXI 300	Image Consulting III: Business Essentials for Success
SXI 500	Fashion Essentials for Image Consultants
SXP 600	Fundamentals of Technical Design for Apparel Development
SXR 011	Retail Math: Gross Margin Analysis
SXS 100	Introduction to Fashion Styling
SXT 510	The Out of Towners Online Guide to Vintage Shopping

SXN 118**Harness Your Dreams and Beat Today's Career Challenges**

\$125

If the economy has wrecked havoc on your career, if what you thought you'd love to do turned into just collecting a paycheck, or if you still can't figure out what you want to be, taking this specially crafted FIT Master Class can help make your dreams happen. Two leading NYC career coaches have teamed up to aid you in determining work that is aligned with who you are and formulate a plan to land a position you are passionate about. Business may be tough, but there is no need to waste your education, training, and experience. Get professional specific steps to re-think and retrofit your career path. Session includes self assessment, strategy, attitude, environment, relationships, and superstar network development. How would it feel to find a job you love so much that it doesn't feel like work at all? This highly focused session cuts to the chase so you can make it possible.

Box lunch included.

Instructor: Alan Cohen, president, Acts of Balance Coaching, certified professional career coach; and Allan Fried, president, Career Intervention, certified executive career coach, two of NYC's leading career coaching experts.

1 session: (55A) October 21
26470 55A F 9:00 am-4:00 pm TBA

New Easy Online Registration!

For online registration go to fitnyc.edu/noncreditregister





18 COURSE DESCRIPTIONS

SXN 130

How to Think Like Your CFO: A Behind the Scenes Look at Fashion's Bottom Line with Lawrence De Paris

\$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 Cashual, 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? Spend the day participating in this reality-based enactment, coached by a veteran fashion biz CFO to enhance your knowledge of the business side of fashion. 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 Cashual'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; SVP and CFO, Calvin Klein.

1 session: (55A) November 11

27032	55A	F	9:00 am-4:00 pm	TBA
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SXN 300

Fashion Design Studio with Caroline Simonelli

\$365

Professional fashion designers elevate artistry and technical skills to couture level. Start with mood boards and customer muse profiling and progress through the entire creative process employed by creator designers.

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 fitnyc.edu/masterclass.

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

6 sessions: (55A) October 15, 22, 29, November 5, 12, 19

27508	55A	S	9:30 am-5:00 pm	TBA
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SXN 322

Beginning Fashion Drawing Studio with Steven Broadway

\$85

Don't let lack of training hold back your fashion ideas. Learn the basics of drawing the fashion figure using photo references in this studio designed to teach novices line drawing and progress from drawing real life body proportions, both male and female, into stylized fashion figures. Figure proportion, poses, faces, hands, feet, and basic garment shapes and details will be covered with simple exercises. Includes some live model drawing. Excellent for portfolio development and as preparation for SXN 324 and 325.

Bring to first session: 14"X17" semitransparent marker pad, 4h drawing pencil, assorted double tipped Prismacolor brand magic markers, Prismacolor brand color pencils, Xtra-fine and medium tipped black Sharpie brand markers, folder with favorite magazine images to draw from (Poses, faces, clothing and accessories), fabric swatches to render in your designs, any previous fashion artwork for critique. Class limited to 15.

Instructor: Steven Broadway, adjunct assistant professor, Fashion Design-Art; figurative artist; fashion and costume illustrator.

3 sessions: (55A) September 11, 18, 25;

(55B) October 9, 16, 23;

(55C) November 6, 13, 20

27033	55A	U	12:00 pm-4:00 pm	TBA
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27034	55B	U	12:00 pm-4:00 pm	TBA
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27035	55C	U	12:00 pm-4:00 pm	TBA
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SXN 324

Fashion Drawing Studio II with Steven Broadway

\$85

Experienced artists rediscover your passion for drawing, or if you have completed SXN 322, draw male and female fashion models in a variety of media. Explore and further develop your personal artistic expression and your enthusiasm for fashion. Experience plenty of live demos and visual references to stimulate your creativity, particularly if you are in the fashion biz and working in CAD most of the time. This course is not for beginners.

Bring to first session: 14"X17" semitransparent marker pad, assorted markers and color pencils, and gouache, should you want to paint. Bring any recent work for evaluation. Additional materials expenses approximately \$25.

Instructor: Steven Broadway, adjunct assistant professor, Fashion Design-Art; figurative artist; fashion and costume illustrator.

3 sessions: (55A) December 4, 11, 18

25433	55A	U	12:00 pm-4:00 pm	TBA
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SXN 550

Store Design: Constructing Great Customer Experience and Retail Growth with Michael Ratner

\$205

Learn about the location, design, and construction process in creating a successful and engaging shopping experience from one of the world's leading retail construction companies. Richter+Ratner—with an A-list client base including Barneys, Bulgari, Coach, Prada, Ralph Lauren, and Uniqlo—has won numerous awards for its construction expertise. Go from learning how store concepts are executed to understanding who is responsible for what in store planning and construction. Get a look at several highly successful, globally branded retail-store projects accompanied by commentary and analysis of each enterprise's challenges, failures, and successes.

Box lunch included.

Instructor: Michael H. Ratner, CEO, Richter+Ratner; retail store construction expert, with guest speakers.

1 session: (55A) October 14

25945	55A	F	9:00 am-4:00 pm	TBA
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Ready to Register?

For online registration go to fitnyc.edu/noncreditregister

"As a professional fashion designer, it has been over 15 years since I've drawn from a live model. I am loving the experience and Steven is a fabulous inspirational teacher and artist."

—Karen Korle, fashion designer

Master Class Special Seminar

SXN 118

Harness Your Dreams and Beat Today's Career Challenges

Friday, October 21, 9 am-4 pm

Don't miss this opportunity to join one of New York City's leading career coaching experts as he guides you in the right direction for landing work in line with your passion.

Information on page 17.



**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, 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 of Wm. D'Arienzo Associates, Inc.; CEO, ProductsPreferred™.

5 sessions: (55A) September 22, October 6, 13, 20, 27
26994 55A R 6:00 pm-9:00 pm TBA

HOW TO READ THE COURSE LISTINGS

4223	15A	M W	6:20 pm-9:10 pm	D530
CRN:	section	day(s)*	time	classroom
<small>course registration number</small>				

*Monday - M Tuesday - T Wednesday - W Thursday - R
Friday - F Saturday - S Sunday - U

SXB 200**Brand Marketing Communications for Image and Meaning**

\$295 1.5 CEU

Increasing and sustaining brand power and brand equity is vital for corporations, retailers, and designers. Learn to develop the necessary brand management skills to create new ideas for product and process positioning to advance your brand's image and meaning. Experience how integrated marketing communications (IMC) is used to invent new brand strategies and creative executions incorporating a mix of advertising, public relations, publicity, sales promotion, special events, interactive/direct marketing, and viral marketing. Discover how to keep the positive buzz going, via word-of-mouth and viral media. Special emphasis is placed on the growing influence of social media that necessitates use of customer relationship management (CRM) to execute better relationships and brand loyalty. Examples of IMC campaigns are discussed and analyzed in preparation for each participant's own brand marketing communications plan.

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

5 sessions: (55A) November 1, 8, 15, 22, 29
27043 55A T 6:00 pm-9:00 pm TBA

SXB 250**New World Branding: Social Media Applications and Impact**

\$180 1.2 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. Excellent follow up to SXF 115.

Instructor: Theodore Schachter, assistant professor, Advertising and Marketing Communications; former advertising industry executive.

4 sessions: (55A) September 14, 21, October 5, 12
27616 55A W 6:30 pm-9:30 pm TBA

SXB 300**Brand Management Analytics: Maximizing the Value of Your Brand**

\$295 1.5 CEU

Prerequisite: SXB 100 and SXB 200

How much is your brand worth? What is its equity and what's the value of your brand's most loyal customers? If you think of branding as largely psychographic and image-driven, this intensive workshop will show you that branding's best practices are fundamentally numbers driven. Learn to analyze a brand's worth quantitatively to insure strong management and future growth. Discover how brand equity translates into premium pricing and then examine the effects of social media consequences on sales, ROI, and the bottom line.

Instructor: Bill D'Arienzo, founder and CEO of Wm. D'Arienzo Associates, Inc.; CEO ProductsPreferred™.

5 sessions: (55A) November 3, 10, 17, December 1, 8
27037 55A R 6:00 pm-9:00 pm TBA

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- Center news
- New programs
- Program date changes
- Faculty bios and websites
- Special events



20 COURSE DESCRIPTIONS

**SXC 010****Experience the Power of Color: Life, Business, and Career**

\$180 .6 CEU

This course will introduce students to the fundamentals, nuances, and the importance of knowing about color and color choices and how they are made. If you are a professional in the fashion industry, in retail, apparel, cosmetics, accessories, or home fashions, this course will open up a world of color validations and effectiveness that you can use in industry. This course is the introduction in a series of required courses to achieve a Color Certificate. Course materials are included.

Instructor: Ben Gomes, adjunct assistant professor, Textile/Surface Design; creative director, the Style Center, division of overseas publishers representatives.

2 sessions: (55A) September 14, 21
27509 55A W 6:30 pm-9:30 pm TBA

SXC 100**Color Theory and Culture**

\$270 (\$285 for online section) 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. When class is taken on campus participate in a color trends workshop and create a presentation reflecting your own unique color themes. Campus class section also has a \$10 materials fee that will be collected at the second session.

An art supply list will be available prior to class by emailing barbara_arnen@fitnyc.edu.

Required text: The New Munsell Student Color Set 3rd Edition by Jim Long.

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

4 sessions: (55A) October 6, 13, 20, 27;
(OL1) November 7 - December 6
24109 55A R 6:30 pm-9:30 pm TBA
27510 OL1 ONLINE COURSE

SXC 210**Color Basics: Moving from Art to Science**

\$255 1.2 CEU

Prerequisite: SXF 500 (for Color Certificate students) or textile related industry experience.

As a professional who works with color, do you know all the catchy names but need help communicating color attributes effectively? Learn to avoid mistakes by fostering an understanding and usage of color vocabulary that will ensure that the colors you specify are the colors you receive. Aspects of professional-level color technology are introduced, including lighting, illuminants, and color measurement instruments. Industry-accepted color notation is emphasized, along with color technology software. Learn to develop and implement a cohesive color management program through both lecture and hands-on work.

Instructor: David C. Albrecht, senior partner, DCD Advanced Technologies.

4 sessions: (55A) November 1, 8, 15, 22
25354 55A T 6:00 pm-9:00 pm TBA

SXC 260**Color Painting Studio**

\$255 1.2 CEU

Paint with color as a professional by learning how to mix, paint, and create your own color chips and color schemes through this hands-on study of the use of mixing colors for fashion, accessories, home, branding, cosmetics, personal image, graphics, and painting. Begin by mixing your own color wheel in Winsor & Newton gouache. Strengthen your ability to visualize the appearance of basic hues and their variant tints and shades, exploring the potential intensity and/or muted effects of color combinations, lighter and darker. Use Josef Albers' juxtaposition and harmony of color and get tips on color mixing, matching, and selection.

Most studio supplies included in course fee and basic supplies available in the classroom. Some additional supplies necessary, approximately \$50 recommended at first session.

Purchase for second class Winsor Newton Gouaches - two tubes each of primary blue, primary red, primary yellow; one tube each—ivory black and white. Bring a smock or cover-up to all sessions.

Workshop leader: Barbara Arlen, owner, Barbara Arlen Design & Associates; textile and product design, color, trend forecasting, and sourcing consultant; creator of home fashions products.

4 sessions: (55A) November 10, 17, December 1, 8
26444 55A R 6:30 pm-9:30 pm TBA

SXC 300**Color Through the Eyes of the Modern Artist**

\$295 1.8 CEU

Broaden your color abilities for more inspired application and visual impact by examining the work of great colorists from Impressionism to the present day. Learn about artists' techniques, what motivated their color choices, and how the colors they chose create a variety of moods. Artists' writings about color will also be discussed, as will the color theories of their times. The course covers the work of the Impressionists, Neo-Impressionists, van Gogh, Gauguin, Fauves, German Expressionists, Matisse and Picasso, Kandinsky and Mondrian, Abstract Expressionists, Color Field painters, and Op artists, among others.

Recommended reading: Gage, Color, and Meaning: Art, Science and Symbolism. *Two Friday sessions are held at the Metropolitan Museum of Art and the Museum of Modern Art.*

Instructor: Dr. Trudie Grace, adjunct assistant professor, History of Art.

6 sessions: (55A) October 26, November 2, 4, 9, 11, 16
27511 55A W F 6:00 pm-9:00 pm TBA

Communicate with Us

Check out our blog at blog.fitnyc.edu/hottopicinsider

**HOT TOPICS COURSES ARE TAUGHT
BY INDUSTRY PROFESSIONALS**

Computer TECHNOLOGY: Business

CTB 001

Computers Made Easy as 1-2-3

\$135 .6 CEU

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.

Instructor: Alton Brown, microcomputer support specialist, FIT.

1 session: (55A) September 10

26744 55A PC S 10:00 am-5:00 pm TBA

CTB 002

Introduction to the Macintosh

\$135 .6 CEU

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.

Instructor: Paul Reyman, Macintosh user support supervisor.

1 session: (55A) September 3;
(55B) September 17

24532 55A Mac S 10:00 am-4:00 pm CC153

24533 55B Mac S 10:00 am-4:00 pm CC153

CTB 005

QuickBooks

\$285 1.2 CEU

This simple accounting and bookkeeping software is designed to help manage finances easily and efficiently. You will 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. QuickBooks can also help you see the big picture through customized reports and graphs and help you manage payroll, create job estimates, and track time and costs.

Bring a flash drive or CD to class to save your work.

Instructor: Bill Fauth, PEAK Advisors, Inc.

4 sessions: (55A) November 1, 8, 10, 17

27636 55A MAC T R 6:20 pm-9:10 pm CC153

CTB 010

Excel

\$285 1.2 CEU

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.

Instructor: Noreen Kentish, PMP, IT-Software and Information Access, FIT.

4 sessions: (55A) September 12, 19, 26, October 3

24536 55A PC M 6:20 pm-9:10 pm CC154

CTB 012

Excel II: Fashion Design

\$285 1.2 CEU

Prerequisite: CTB 010

Learn how the fashion industry uses Microsoft Excel to create forms for sample making, fitting production, and costing. Learn how to manage style data and minimize communication and production problems.

Bring a flash drive or CD to class to save your work.

4 sessions: (55A) October 18, 25, November 1, 8

24572 55A PC T 6:20 pm-9:10 pm CC154

CTB 020

PowerPoint Essentials

\$150 .6 CEU

Practical PowerPoint skills will be yours in a day. Learn how to design creative, effective presentations through examples and interactive exercises, using templates, creating tables, and preparing presentations for printing.

Bring a flash drive or CD to class to save your work.

Instructor: Alton Brown, microcomputer support specialist, FIT.

2 sessions: (55A) October 14, 21

24576 55A PC F 6:20 pm-9:10 pm SR2

CTB 040

Managing the Design Process

\$285 1.2 CEU

Successful design is a team endeavor. This class explains how to manage input and complete projects in a timely and effective fashion. Questions considered include how the design process is integrated with other management areas such as marketing and production, and which strategies expedite the design process without sacrificing quality.

Bring a flash drive or CD to class to save your work.

Instructor: Tania Frey, principal, Stone Designworks.

4 sessions: (55A) October 14, 21, 28, November 4

24542 55A PC F 6:20 pm-9:10 pm CC154

CTB 051

WebPDM

\$285 1.2 CEU

Learn how to navigate through WebPDM and manage data including style information, measurements, fit evaluations, construction, and more. In this course you will learn how to create tech packs and use the line assortment tool within WebPDM to facilitate communication and product development activities.

Bring a flash drive or CD to class to save your work.

Instructor: Karen Robb.

2 sessions: (55A) October 2, 9;

(55B) December 4, 11

25910 55A U 10:00 am-5:00 pm CC16

26033 55B U 10:00 am-5:00 pm CC16

CTB 052

Product Development with PLM

\$285 1.2 CEU

Product Lifecycle Management (PLM) has rapidly become one of the hottest technology applications in apparel, accessories, footwear, textiles, and other fashion-related industries. Learn how PLM software can accelerate your product development process with digital asset (image) management, tech pack management, quotation and bid management, sample and production planning and tracking, pre-concept line management, and materials management. In this hands-on course, you will develop, manage, and edit a technically accurate, complete mini-collection in PImOn.

4 sessions: (55A) September 2, 9, 16, 23

27275 55A F 6:20 pm-9:10 pm CC20A

Register Early

The program of your choice could fill early or be canceled because of enrollment requirements.



22 COURSE DESCRIPTIONS



CTD 100

Illustrator I

\$285 1.2 CEU

Prerequisite: CTB 002 or Mac experience 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.

Instructors: Paul Tomzak, consultant/trainer and winner, International Award for Design; Chris Papas, certified Adobe expert and production/multimedia artist; and Joong Park, freelance graphic designer, Adobe trainer, and founder, SMPLE.org.

2 or 4 sessions: (55A) September 1, 8, 15, 22;
(55B) September 6, 13, 20, 27;
(55C) October 2, 9;
(55D) October 16, 23;
(55E) October 4, 11, 18, 25;
(55F) December 3, 10;
(55G) November 13, 20;
(55H) November 7, 9, 14, 16;
(55J) December 17, 18

24545	55A PC	R	6:20 pm-9:10 pm	CC154
24546	55B MAC	T	6:20 pm-9:10 pm	CC153
24547	55C PC	U	10:00 am-5:00 pm	CC154
24548	55D PC	U	10:00 am-5:00 pm	CC154
24549	55E MAC	T	9:30 am-12:30 pm	CC153
24833	55F MAC	S	10:00 am-5:00 pm	CC153
26018	55G MAC	U	10:00 am-5:00 pm	CC153
26019	55H MAC	M W	2:10 pm-5:00 pm	CC153
26020	55J MAC	U S	10:00 am-5:00 pm	CC153

CTD 110

Illustrator II: Fashion Design

\$285 1.2 CEU

Prerequisite: CTD 100

Adobe Illustrator is a great software tool for drawing fashion designs and illustrations. Learn to use this popular vector-based package to create flats and patterns and to incorporate garment details.

Bring a flash drive or CD to class to save your work.

2 or 4 sessions: (55A) October 13, 20, 27, November 3;
(55B) October 30, November 6;
(55C) November 23, 30, December 7, 14

24557	55A MAC	R	6:20 pm-9:10 pm	CC153
24558	55B PC	U	10:00 am-5:00 pm	CC154
24559	55C PC	W	6:20 pm-9:10 pm	CC154

CTD 111

Illustrator II: Graphic Design

\$285 1.2 CEU

Prerequisite: CTD 100

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.

Instructor: Paul Tomzak, consultant/trainer and winner, International Award for Design; and Chris Papas, certified Adobe expert and production/multimedia artist.

2 or 4 sessions: (55A) October 22, 29;
(55B) November 7, 14, 21, 28

24573	55A	S	10:00 am-5:00 pm	TBA
24931	55B CC153	M	6:20 pm-9:10 pm	CC153

CTD 112

Illustrator II: Textiles and Product Development

\$285 1.2 CEU

Prerequisite: CTD 100

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.

Instructor: Joong Park, freelance graphic designer, Adobe trainer, and founder, SMPLE.org.

4 sessions: (55A) August 31, September 7, 14, 21
27620 55A PC W 6:30 pm-9:10 pm CC154

CTD 120

Illustrator III: Fashion Design

\$285 1.2 CEU

Prerequisite: CTD 110

Students will build on the skills learned in Adobe Illustrator II for Fashion Design. Industry techniques used to illustrate garments, work with licensed images, and create original artwork are covered. Students learn to work back and forth between Adobe Illustrator and Photoshop. Bring your fashion book/portfolio to the first class.

Bring a flash drive or CD to class to save your work.

2 sessions: (55A) December 4, 11

24567	55A MAC	U	10:00 am-5:00 pm	CC153
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CTD 121

Illustrator III: Graphic Design

\$285 1.2 CEU

Prerequisite: CTD 111

This course builds on the topics covered in Illustrator levels I and II. Program features that will be covered include live trace and live paint; recoloring art to change color; custom graphics; working with vectors and pixels; converting raster images to vector using live trace; using the appearance panel and live effects together; creating, editing, and experimenting with color groups; working with opacity masks; and isolated blending.

Bring a flash drive or CD to class to save your work.

Instructor: Paul Tomzak, consultant/trainer and winner, International Award for Design.

4 sessions: (55A) December 12, 16, 19, 23

26376	55A Mac	M F	6:20 pm-9:10 pm	CC153
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CTD 131

Creating Complete Tech Packs in Illustrator

\$285 1.2 CEU

Prerequisite: CTD 100

This course demonstrates how to make sample tech packs that effectively communicate with sample makers and factories to assure accuracy in the sample making process. Using Adobe Illustrator, you will create custom branded templates and learn how to efficiently convey all the information needed to make a sample. Save time and money by minimizing first sample errors.

Bring a flash drive or CD to class to save your work.

4 sessions: (55A) October 5, 12, 19, 26

26339	55A PC	W	6:20 pm-9:10 pm	CC154
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CTD 133

Designing Apparel Graphics with Illustrator

\$285 1.2 CEU

Prerequisite: CTD 100

Learn the design and production process used in creating graphics for T-shirts. Adobe Illustrator and Photoshop are essential tools. Learn how professionals use the two together to create exciting graphics for apparel especially the ever-popular T-shirt.

Instructor: Joong Park, freelance graphic designer, Adobe trainer, and founder, SMPLE.org.

2 sessions: (55A) November 13, 20

26341	55A PC	U	10:00 am-5:00 pm	TBA
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CTD 200**Photoshop I**

\$285 1.2 CEU

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.

Instructors: Paul Tomzak, consultant/trainer and winner, International Award for Design; Chris Papas, certified Adobe expert and production/multimedia artist; and Joong Park, freelance graphic designer, Adobe trainer, and founder, SMPLE.org.

2 or 4 sessions: (55A) September 4, 11;

(55B) September 24, October 1;

(55C) October 6, 13, 20, 27;

(55D) October 15, 22;

(55E) November 11, 18, December 2, 9

24550 55A PC U 10:00 am-5:00 pm CC154

24552 55B MAC S 10:00 am-5:00 pm CC153

24551 55C PC R 6:20 pm-9:10 pm CC154

24553 55D MAC S 10:00 am-5:00 pm CC153

24554 55E MAC F 6:20 pm-9:10 pm CC153

CTD 211**Photoshop II: Graphic Design**

\$285 1.2 CEU

Prerequisite: CTD 200

This program gives in-depth exposure to Adobe Photoshop software technology. Hands-on approach concentrates on scanning images and using Photoshop tools to achieve optimal results. Layering masks and analyzing visual problems are covered.

Bring a flash drive or CD to class to save your work. Bring to the first session an image to scan and magazine pictures or ads you believe have been manipulated in some way.

Instructor: Chris Papas, certified Adobe expert and production/multimedia artist.

2 or 4 sessions: (55A) November 22, 29, December 6, 13;

(55B) October 29, November 5

24555 55A T 6:20 pm-9:10 pm TBA

24556 55B MAC S 10:00 am-5:00 pm CC153

CTD 212**Photoshop II: Textiles and Product Development**

\$285 1.2 CEU

Prerequisite: CTD 200

Adobe Photoshop is the most widely used design software in the textile industry. This hands-on workshop teaches you to apply your Photoshop skills to textile design and product development. Scan images and generate drawings for surface and structural design. Create color combinations, repeats, and colorways for specific target markets.

Bring a flash drive or CD to class to save your work.

Instructor: Joong Park, freelance graphic designer, Adobe trainer, and founder, SMPLE.org.

2 sessions: (55A) December 3, 10;

(55B) September 18, 25

24574 55A PC S 10:00 am-5:00 pm CC154

27637 55B PC U 10:00 am-5:00 pm CC154

CTD 213**Photoshop II: Fashion Design**

\$285 1.2 CEU

Prerequisite: CTD 200

Photoshop has become an important fashion tool. Learn how it is currently being used by fashion professionals for textiles, silhouette design and presentation. Work with custom brushes and patterns, brush techniques, and color techniques; use smart objects and masks; retouch photographs and other images; and learn realistic manipulation techniques for more professional looking work.

Instructor: Joanne Sherrow, artist, consultant and author of *Vector+Raster: Fun with Fashion Design*.

2 sessions: (55A) December 4, 11

26344 55A PC U 10:00 am-5:00 pm TBA

CTD 230**Path to the Pen**

\$285 1.8 CEU

Knowledge of Illustrator and Photoshop essential.

Of all the digital drawing tools, the Pen Tool is the most difficult to master, yet it's the most powerful for creating completely scalable digital graphics. Whether drawing corporate logos, fashion illustrations, designing typefaces, or creating motion graphics for web and video, the Pen Tool is indispensable. Using Adobe Illustrator, Photoshop, InDesign, and Flash, students will study exercises and techniques specifically designed to attain mastery of the Pen and related Path tools, while exploring the different uses for Paths throughout four of the Creative Suite applications.

2 sessions: (55A) November 13, 20

27649 55A U 10:00 am-5:00 pm TBA

CTD 250**Power User**

\$395 1.8 CEU

Co-requisite: CTD 100, CTD 520, and CTD 200

Optimizing the four most popular Adobe publishing tools—InDesign, Illustrator, Photoshop, and Acrobat—for maximum results is the goal of this course. Explore how all these programs can be used together and separately to obtain the best results. Learn to make effective tool choices, reformat text and graphics, and utilize materials from one application in another.

Bring a flash drive or CD to class to save your work.

Instructor: Paul Tomzak, consultant/trainer and winner, International Award for Design.

6 sessions: (55A) November 15, 22, 29, December 6, 13, 20

25600 55A MAC T 6:20 pm-9:10 pm CC153

CTD 310**CAD: Colour Matters I**

\$285 1.2 CEU

Don't be left behind professionally. Learn to use a computer as a creative design tool. Get started by using the popular Colour Matters CM32 software package. Learn to create sketches, illustrations, textile prints, and patterns on a computer. Program covers computer color principles, fabric design repeats, and preparations for production and presentations. Marry your creativity to the computer and improve your design skills and your chances for job advancement.

Bring a flash drive or CD to class to save your work.

Instructor: Jane Beard, adjunct instructor, Fashion Design-Art; professional sportswear designer.

4 sessions: (55A) September 13, 15, 20, 22

27274 55A PC T R 6:00 pm-9:00 pm SR2

CTD 320**Fashion Studio Suite/NedGraphics**

\$285 1.2 CEU

Own a fashion company? Freelance fashion or textile designer? A converter? This introductory course will give you a hands-on overview of textile design development using the popular CAD software, Fashion Studio Suite by NedGraphics. We will cover textile design collection development, including product concept and color development, color reduction and cleaning of scanned artwork, design and textile print repeats, and introduce the CAD weaving tools. No technical knowledge is needed.

Bring a USB drive for file storage to the first session.

4 sessions: (55A) October 14, 21, 28, November 4

27003 55A F 6:20 pm-9:10 pm TBA

Company Training Options

Do your employees or trade members need training? Industry training programs are available through the Center for Professional Studies. For more information, see page 4.



24 COURSE DESCRIPTIONS

CTD 340

CAD: U4ia I

\$395 1.8 CEU

Add the fundamentals of U4ia for apparel product development to your computer design arsenal. As the first steps to apparel design, begin creating color palettes and color matching as well as print development, perfect repeats, resizing, and colorways. Practice scanning, image cleaning, and color reduction.

Bring a flash drive or CD to class to save your work.

Instructor: Jane Beard, adjunct instructor, Fashion Design-Art; professional sportswear designer.

6 sessions: (55A) October 11, 13, 18, 20, 25, 27
24601 55A PC T R 6:00 pm-9:00 pm SR2

CTD 350

Kaledo I

\$395 1.8 CEU

Successful designers are always aware of the latest trends. Kaledo is in the next generation of professional design solutions dedicated specifically to the textile and fashion industry. Translate your ideas into creative textiles and, in just a few hours, build the first level of your collection assortment. Create color palettes (via Pantone, measured colors, or specified RGB) and use "palette data" to generate all related technical information. Create innovative wovens and knits and see them, three-dimensionally, onscreen. Combine with sketches to visualize final products with their colorways.

Bring a flash drive or CD to class to save your work.

6 sessions: (55A) November 7, 9, 14, 16, 21, 23
25908 55A M W 6:20 pm-9:10 pm SR2

CTD 351

Kaledo II

\$395 1.8 CEU

Prerequisite: CTD 350

Further develop your skills in Kaledo Textile and master Kaledo Collection. Build elaborate textile combinations (print/weave, knit/print) and apply effects. Learn how to make use of Kaledo Collection's four main studios: Style Creation, Product Creation, Colorway Creation, and Board Creation. Apply fabrics, set the scale and positioning, make product changes, and update the board. Transform your design project into a professional presentation package and enhance your career opportunities.

Bring a flash drive or CD to class to save your work.

6 sessions: (55A) November 28, 30, December 5, 7, 12, 14
25909 55A PC M W 6:20 pm-9:10 pm SR2

CTD 361

AutoCAD I

\$395 1.2 CEU

This course moves quickly through the basics of AutoCAD and explores the more advanced commands for the creation of professional two-dimensional construction and presentation drawings.

Bring a flash drive or CD to class to save your work.

3 sessions: (55A) September 17, 24, October 1
26353 55A S 10:00 am-5:00 pm C229

CTD 362

AutoCAD II

\$395 1.2 CEU

Co-requisite: CTD 361

Use your own project to brush up your skills and implement the commands learned in Part I. Use AutoCAD efficiently to create, view, manage, plot, share, and reuse accurate, information-rich drawings.

Bring a flash drive or CD to class to save your work.

3 sessions: (55A) October 15, 22, 29
26791 55A S 10:00 am-5:00 pm C229

CTD 429

Introduction to Rhino for the CAD Novice

\$175 .6 CEU

Rhinoceros is one of the foremost applications used, in jewelry design and other industries, for the creation of three-dimensional models for prototyping, mechanical drawings, and layouts. This course is designed for those students who are new to computer-aided design, helping them better determine if they are ready to move on to Rhino I, or should instead gain further experience with less demanding computer graphics applications.

2 sessions: (55A) August 30, September 6
24948 55A PC T 6:20 pm-9:10 pm CC154

CTD 430

Rhino I

\$285 1.2 CEU

Prerequisite: CTD 429

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) September 13, 20, 27, October 4
24577 55A PC T 6:20 pm-9:10 pm CC154

CTD 431

Rhino II

\$285 1.2 CEU

Prerequisite: CTD 430

This course will build on Rhino modeling fundamentals, with students progressing on to three-dimensional surface and solid modeling. 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.*

Instructor: Dana Buscaglia, digital designer and model maker, certified Rhino instructor.

4 sessions: (55A) October 17, 24, 31, November 7
24578 55A PC M 6:20 pm-9:10 pm CC154

CTD 432

Rhino III

\$285 1.2 CEU

Prerequisite: CTD 431

This course continues to focus on the creation of three-dimensional surfaces and solids. Students learn how to create, manipulate, and edit three-dimensional objects for the making of models. Class exercises 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.

Instructor: Dana Buscaglia, digital designer and model maker, certified Rhino instructor.

4 sessions: (55A) November 14, 21, 28, December 5
24607 55A PC M 6:20 pm-9:10 pm CC154

CTD 440

Maya I

\$395 1.8 CEU

Maya is extremely powerful Oscar-winning three-dimensional animation software. It has been used to create movies such as *Avatar*, *Harry Potter*, *Star Wars*, *Shrek*, *Spiderman*, and *Lord of the Rings*, and games such as *Madden Football*, *Gears of War*, *F.E.A.R.*, and *U.S. Navy Seals*. Maya is also suitable for architecture, advertising, marketing, graphic arts, interior design, and visual display. This hands-on introductory class focuses on polygon and basic NURBS modeling and texturing. Students learn the basics of the entire Maya user interface in order to create projects and scenes, and as well as basic lighting, rendering, and camera techniques. Techniques will be developed for transforming, texturing, and editing objects. In addition, students create a scene with an animated camera fly through.

3 sessions: (55A) September 11, 18, 25
27476 55A MAC U 10:00 am-5:00 pm CC153

CTD 520

InDesign I

\$285 1.2 CEU

Prerequisite: CTB 002 or Mac experience

InDesign, Adobe's full-featured page layout program, allows you to work seamlessly with other Adobe programs such as Photoshop, Illustrator, LiveMotion, and Acrobat, giving you unprecedented control over the printed piece. This course introduces you to the InDesign interface, including the tools and palettes, and explains how to create and navigate a document, work with text and objects, use pen tools, add color, import and manipulate graphics, and manage long documents and styles. *Bring a flash drive or CD to class to save your work.*

Instructor: Paul Tomzak, consultant/trainer and winner, International Award for Design.

4 sessions: (55A) August 31, September 7, 14, 21
24565 55A MAC W 6:20 pm-9:10 pm CC153



CTD 522**InDesign II**

\$285 1.2 CEU

Prerequisite: CTD 520

This course builds on the topics covered in CTD 520 with an emphasis on new and advanced features of the Adobe InDesign II program. Learn how to use compound paths, tables, place images and snippets into a cell, assemble a book, synchronize styles, and create a table of contents. Discover the value of using the story editor, quick apply, new object style, mixed ink swatches, and more. Create transparencies and avoid their pitfalls.

Bring a flash drive or CD to class to save your work.

Instructor: Paul Tomzak, consultant/trainer and winner, International Award for Design.

4 sessions: (55A) October 10, 17, 24, 31

24582 55A MAC M 6:20 pm-9:10 pm CC153

CTD 525**E-Publish**

\$285 1.2 CEU

This hands-on workshop demonstrates how to effectively create content for e-publishing platforms (iPad, iTunes, and Amazon Kindle). Utilizing the tools of the Adobe Creative Suite, you'll learn to size and create interactive content for the new media. This is a great course for anyone looking to independently publish or find employment in this new publishing area.

2 sessions: (55A) November 12, 19

27029 55A MAC S 10:00 am-5:00 pm CC153

CTD 600**XHTML**

\$295 1.2 CEU

Given the high-level website development tools available to create web content today, does it make any sense to learn how to make websites "by hand," the old-fashioned way, using nothing but a text editor? Yes it does. Learn the system of tags (syntax) needed to make a web page and you will be able to use programs like Dreamweaver more effectively, create pages with any text editor, and build sites that are easy to update quickly.

Instructor: Bud Kraus, founder, joyofcode.com.

(OL1) August 29 - October 2;

(OL2) October 10 - November 6

24949 OL1 ONLINE COURSE

24950 OL2 ONLINE COURSE

CTD 605**Cascading Style Sheets**

\$395 1.8 CEU

Prerequisite: CTD 600

This course will thoroughly cover all aspects of the cascade in CSS and its most widely supported style properties in today's web browsers. Learn how to use CSS specifications to create style rules that best leverage the elements of the cascade. Hands-on exercises will demonstrate how to create effective typography, rollover links, and floating images; make layouts without the use of HTML tables; and use CSS to print web pages as designed.

Instructor: Bud Kraus, founder, joyofcode.com.

6 or 3 sessions: (55A) October 5, 12, 19, 26, November 2, 9;

(55B) November 5, 12, 19

24954 55A MAC W 6:20 pm-9:10 pm CC153

25523 55B PC S 10:00 am-5:00 pm CC154

CTD 606**HTML 5 and CSS 3**

\$285 1.2 CEU

Take your web design and development skills to the next level with HTML 5 and CSS 3. In this class you will learn the new features of HTML 5 and CSS 3 that make creating web pages easier. Some of the topics covered: Add new semantic elements to your pages. Embed multimedia files natively. Add stunning visual effects with CSS 3.

4 sessions: (55A) September 1, 8, 15, 22

27500 55A MAC R 6:30 pm-9:20 pm CC153

CTD 610**Dreamweaver I**

\$285 1.2 CEU

Prerequisite: CTD 600 or equivalent; for Mac section, Mac experience required or CTB 002

What are the components of a successful website? This seminar takes you through the process of web design from the beginning of design to launch. Learn the basics of Dreamweaver, how to optimize graphics and photos for reliable color and quick downloading, and how to create easy animations. Explore the web with guidance, looking for the sites that work and those that don't. Develop an eye for effective design and graphic communications in cyberspace.

Bring a flash drive or CD to class to save your work.

Instructor: Daniel C. Russo, broadcast media art director; and

Olufemi Ariyo, web designer, instructional IT expert.

2 sessions: (55A) October 2, 9;

(55B) October 15, 22

24538 55A MAC U 10:00 am-5:00 pm CC153

24539 55B PC S 10:00 am-5:00 pm CC154

CTD 611**Dreamweaver II**

\$285 1.2 CEU

Prerequisite: CTD 610

Build on the basics and become a pro with Dreamweaver. This course will expand your understanding of this cutting-edge web development software and show you how to use Photoshop, QuickTime, and Fireworks to enhance your design without sacrificing usability. Learn how to register a domain, select a web host, and configure FTP, email, and more.

Bring a flash drive or CD to class to save your work.

Instructors: Daniel C. Russo, broadcast media art director; and

Olufemi Ariyo, web designer, instructional IT expert.

2 or 4 sessions: (55A) October 30, November 6;

(55B) December 1, 8, 15, 22

24932 55A MAC U 10:00 am-5:00 pm CC153

24544 55B PC R 6:20 pm-9:10 pm CC154

CTD 612**JavaScript**

\$285 1.2 CEU

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) December 4, 11

27030 55A U 10:00 am-5:00 pm CC20A

CTD 613**WordPress for Web Design**

\$285 1.2 CEU

WordPress is the world's leading blogging/content management system because anyone can make any kind of web site with it. In this class you'll be learning the fundamental things you need to know to make your web site. This course will cover:

- WordPress dashboard overview
 - How to create pages and posts
 - How to work with the visual editor to add images, videos, and links within pages or posts
 - Managing site links and working with permalinks
 - Working with themes
 - Using plugins
 - Hooking your WP site into the social networks
 - Some advanced topics, such as how to change a themes appearance, how to add templates, and the file structure of WP
- You will be make a small website for the class project.

5 sessions: (55A) November 3, 9, 10, 16, 17

27612 55A WR 6:20 pm-9:10 pm CC154

New Easy Online Registration!

For online registration go to fitnyc.edu/noncreditregister



26 COURSE DESCRIPTIONS

CTD 615

GUI

\$285 1.2 CEU

What makes a person click one item and not another? What is the best way to structure an interface? Do you, for example, select an aggressive linear approach, or instead choose a multiple-option approach allowing viewers to use their judgement? It all depends on what you as the designer (and your clients) are trying to accomplish. In this class you will learn what differentiates one "graphical user interface" from another, explore examples of good and bad GUIs, learn how to build the all important sitemap or functionality outline, and design your own website interface.

4 sessions: (55A) October 4, 11, 18, 25

26346 55A MAC T 6:20 pm-9:10 pm CC153

CTD 620

Flash I

\$285 1.2 CEU

Prerequisite: CTD 002 or Mac experience

This is an introductory level Flash class. Upon completing this course, students will be familiar with the Flash development environment, the tool menu, drawing tools, and the Flash timeline. They will know how to create basic tween animations, create symbols, and understand how to customize SWF settings. Students will be able to create simple animated banner ads.

4 sessions: (55A) September 12, 19, 26, October 3;

(55B) October 14, 21, 28, November 4

24562 55A MAC M 6:20 pm-9:10 pm CC153

24563 55B MAC F 6:20 pm-9:10 pm CC153

CTD 621

Flash II

\$285 1.2 CEU

Prerequisite: CTD 620

This is an intermediate Flash class. Upon completing this course, students will be familiar with importing external images and video, working with Flash's built-in components, and structuring a simple website with minimal action script. Basic web design best practices will also be explored.

2 sessions: (55A) October 16, 23

24566 55A MAC U 10:00 am-5:00 pm CC153

CTD 622

Flash III

\$285 1.2 CEU

Prerequisite: CTD 621

This course is designed for those who want to learn basic and intermediate actionscript techniques to create dynamic flash websites and modules. This class will focus primarily on Actionscript 3 programming fundamentals.

4 sessions: (55A) November 23, 30, December 7, 14

26792 55A MAC W 6:20 pm-9:10 pm CC153

CTD 630

Introduction to PHP

\$285 1.2 CEU

Flash and Dreamweaver pros can't get by on great design and animation or eye-popping interfaces alone. Today, the designer must also understand the back-end components that connect databases, screen-based applications, and live users. Learn the basics of the popular, free, and easy to learn server-side scripting language, PHP.

2 sessions: (55A) December 17, 18

24938 55A PC U S 10:00 am-5:00 pm CC154

CTD 641

Search Engine Optimization

\$285 1.2 CEU

This hands-on course will show you how to help people find the websites you design or manage. Learn how you can successfully adjust your site to be both human and search-engine friendly (and how to keep it that way in a rapidly evolving industry). Develop a key phrase strategy, create a link building campaign, learn to use free tools, and become crawl-able, index-able, and well-ranked.

Instructor: Melea Seward, marketing director, Performance of a Lifetime.

4 sessions: (55A) November 11, 18, December 2, 9

24951 55A PC F 6:20 pm-9:10 pm CC154

CTD 650

Launching A Website

\$285 1.8 CEU

Prerequisite: Adobe Photoshop, Adobe Illustrator, HTML, Dreamweaver, and Flash experience

This class reviews everything you need to know to launch a web-site successfully.

4 sessions: (55A) December 1, 8, 15, 22

27031 55A MAC R 6:20 pm-9:10 pm CC153

CTD 800

Final Cut Pro

\$395 1.8 CEU

This hands-on Apple certified course introduces the primary feature set and basic interface of Final Cut Pro. In this course you will learn to perform basic editing functions while familiarizing yourself with the user interface. Topics include basic setup; adjusting and customizing preferences and settings; capturing video and audio; various editing and trimming techniques; ripple, roll, and slip and slide tools; audio editing and audio creation; and finishing and final output.

3 sessions: (55A) September 17, 24, October 1;

(55B) November 5, 12, 19

26358 55A S 10:00 am-5:00 pm TBA

26359 55B S 10:00 am-5:00 pm TBA

CTD 810

Video on the Web

\$285 1.2 CEU

With the advent of YouTube, video has become a staple in the online marketing world. While video is the ultimate means of communicating your brand, product, or message on the internet, there are effective videos and not so effective videos. This is a new medium—video is not television. Learn the basics in developing an online video marketing campaign and analyze various video campaigns for their effectiveness or lack thereof. Learn what constitutes a successful campaign and discover new measurement tactics. Also included are new trends in online video; tips, tricks, and secrets to make your video stand out; and new technologies that will allow you to do more with less.

2 sessions: (55A) October 16, 23

26756 55A U 10:00 am-5:00 pm C230

CTD 820

Planning Web Video

\$285 1.2 CEU

Prerequisite: CTD 800

Study successful digital short films created for the web and develop your own concept into a treatment for a one minute film. Create a viable shooting script. Test shoot hard drive, secure digital card and mini-DV video camcorders addressing image and sound acquisition, as well as basic lighting concepts. Shoot your own footage and transfer with any additional media to Final Cut Pro and learn the basics—how to organize your footage, create basic cuts, and compose them on the production and post-production processes.

2 sessions: (55A) October 30, November 6

26757 55A U 10:00 am-5:00 pm C230

Room Assignments

Check room postings in the Fred P. Pomerantz Art & Design Center lobby, by security, or call the day of class for locations: For CEO, CT, and TOT courses, call 212.217.7250. For SX courses, call 212.217.8741.

SR rooms are located on the lower level of the Conference Center at FIT.

CC rooms are located on the lower level of the Marvin Feldman Center.



CTD 830**Shooting Web Video**

\$285 1.2 CEU

Prerequisite: CTD 800

In this course you will start with the footage shot in CTD 820 and your new skills in using the workflow and picture editing capabilities of Final Cut Pro and move on to the basic aesthetic concepts of picture editing. After digitizing and organizing your media, you will create a rough cut of your film. All students will screen their films for the class and get feedback and critique before fine cutting and locking the picture.

2 sessions: (55A) November 19, 20

27502 55A U S 10:00 am-5:00 pm TBA

CTD 840**Editing Web Video**

\$285 1.2 CEU

Prerequisite: CTD 800

Using this cut and incorporating the knowledge of sound editing and mixing capabilities of Final Cut Pro, students learn basic aesthetic concepts of sound editing and the use of special sound effects and music, and then combine these into a final sound mix that they apply to their picture-locked fine cuts, ending the third week with a finished one-minute film. In the final week of this course and program, students learn how to output their finished films to web-friendly formats and upload them to the Internet.

Students enter class with a picture locked fine cut of the film they created in CTD 830.

2 sessions: (55A) December 3, 4

27503 55A U S 10:00 am-5:00 pm TBA

CTD 850**Web Video Distribution**

\$285 1.2 CEU

Now that you have a video what do you do with it? Explore the different online video sharing sites and the tools you can leverage to maximize their value. Discuss emerging technologies and services that can greatly enhance your video, monetize your work, and build overall engagement. We'll look at exciting topics such as the convergence of television and internet, video and video games, mobile with video, and more. Finally, we will look at ways to position yourself with these new-found skills in today and tomorrow's video world.

2 sessions: (55A) December 10, 11

27504 55A U S 10:00 am-5:00 pm TBA

CTD 860**After Effects I**

\$285 1.2 CEU

Animation is the attempt to inspire, heighten, or intensify the visual experience. An animated sequence seeks to move beyond a static representation of text or imagery and convey the illusion of life. In the task of animation, there are few tools more powerful than Adobe After Effects. It is the industry-standard tool for creating engaging motion graphics and broadcast animation, and can be seen in use in nearly every television and post production facility in the world. This course will focus on the use of After Effects as a broadcast animation tool. Topics will include timeline based animation, applying and animating effects, working with imported Photoshop and Illustrator content, and an introduction to using Expressions to automate animation.

Knowledge of Photoshop recommended prior to taking this course.

4 sessions: (55A) September 2, 9, 16, 23

27505 55A F 6:20 pm-9:10 pm CC153

CTD 861**After Effects II**

\$285 1.2 CEU

Compositing and advanced animation in After Effects Compositing is the process of combining visual images from different sources into a single, unified image. It is often, though not always used to give the impression that the different source images are all a part of the same scene. This may involve combining different pieces of live action footage or combining live action footage with two-dimensional or three-dimensional elements. This course will focus on elements of compositing techniques such as Chroma Keying, as well as advanced animation topics such as a more detailed use of expressions, plugins, scripts, camera tracking, and planar mapping.

4 sessions: (55A) October 14, 21, 28, November 4

27506 55A F 6:20 pm-9:10 pm C305

CTD 910**Comics, Cartooning, and the Computer**

\$395 1.8 CEU

Prerequisite: CTD 200

In this class you will create a 24-page mini comic from start to finish. Develop characters and story lines and create artwork for story boards and splash pages. Learn different inking techniques and skills from pre-production using Photoshop and InDesign. *Bring pencil, eraser, and 11"x18" Bristol board to the first class. Computers will be provided for the last two sessions.*

Instructor: Joanne Sherrow, artist, consultant, and author of *Vector+Raster: Fun with Fashion Design*.

3 sessions: (55A) October 15, 22, 29

27621 55A PC S 10:00 am-5:00 pm CC154
10:00 am-5:00 pm D503

Computer TECHNOLOGY: Patternmaking

GTP 110**Patternmaking: Gerber I**

\$395 1.8 CEU

Prerequisite: basic computer knowledge

If you are a trained patternmaker, adding computerized patternmaking to your skills is vital to compete in today's market. Whether you work in children's, men's, or women's wear, this program will provide you with hands-on computer experience applicable to your company's designs and specifications. The basics of system management, digitizing, plotting, and pattern development are introduced using Gerber's Accumark System, PDS 2000 Silhouette.

Instructor: Karen Robb.

3 sessions: (55A) October 16, 23, 30

24568 55A U 10:00 am-5:00 pm CC40

GTP 111**Patternmaking: Gerber II**

\$395 1.8 CEU

Prerequisite: GTP 110

This follow-up program continues instruction in computerized patternmaking using the Gerber system. Gain advanced experience with the Accumark functions of data management, grading, and marker-making, and progress into the patternmaking functions. Patterns are developed and plotted with full attention to individual needs.

Instructor: Karen Robb.

3 sessions: (55A) November 6, 13, 20

24569 55A U 10:00 am-5:00 pm CC40

28 COURSE DESCRIPTIONS

**SXT 100****Insider's Guide to Tracking Trends in NYC**

\$105

This program examines what is cool today through questions such as: Where do trends come from? What embodies a cutting edge image and lifestyle? The art of discovering the new and fabulous at different price points is emphasized as you explore how the economy, political climate, and real estate affect trends. The course includes walks and talks to locations that depict new trends, and participants receive a comprehensive tracking guide plus a resource list of retailers, restaurants, nightlife, and salons for future investigation. Recommended for both professionals and the personal trend tracker.

Lunch and subway costs not included in course fee. No same-day registration.

Seminar leader: Troy Witter, visual merchandiser, designer, and contributing writer to BetterLivingThroughDesign.com.

2 sessions: (55A) October 15, 22

23576 55A S 12:00 pm-5:00 pm TBA

SXT 125**Fashion Design Up Front and Personal: From Creating Designs to Running a Business**

\$125

You've seen it on TV, now experience firsthand what it's really like to be a fashion designer, creating, producing, and running a business. Taught by a fashion entrepreneur/NYC designer, the journey begins in the classroom with an overview of the fashion designer's process from inspiration to target customer. Learn about the disciplined planning that turns creative ideas into actual garments. Find out how fabrics and trim are sourced, how sketches turn into patterns, and how multiple sizes are planned and executed. Then participate in a guided tour of local resources used by top designers. This exclusive insider peek behind the scenes includes key industry fabric suppliers, trim resources, and little-known stores that are treasure troves of inspiration for designers from around the world, all located in NYC's Garment District. The final stop is the design studio/showroom of the designer/instructor where you discuss the ins and outs of getting product to market, including selling, PR, and networking.

Instructor: Kathlin Argiro, fashion designer, couture and day, evening, and special occasion apparel.

2 sessions: (55A) October 15, 22

27120 55A S 10:00 am-4:00 pm TBA

SXT 130**Designer and Dressmaker's Garment Center Resource Guide**

\$105

Are you an established dressmaker or young designer in need of high caliber professional fabric and trim? Then this is the opportunity of your dreams. Get the inside scoop on the places used by experienced NYC-based designers for producing samples and even full collections. Discover Garment Center-based resources for sewing, trims, and specialty decorations such as beads, braids, feathers, and flowers. Tour businesses that feature breathtaking fabrication at wholesale prices and learn the how-to's of using jobbers correctly. Program includes specialty resources for silk, a staple for all top design houses, and sources to get prints made domestically.

To maximize your experience email kat@kathlinargiro.com (no later than 11/4), our industry vet instructor, with your specific needs prior to attending class so that everyone's goals for the day will be met! Program starts with an overview at FIT and proceeds up 7th Avenue on foot.

Seminar leader: Kathlin Argiro, fashion designer, couture, day, evening, and special occasion apparel.

1 session: (55A) November 5

27638 55A S 10:00 am-4:00 pm TBA

SXT 310**DUMBO: Brooklyn's Latest Hipster Haven**

\$55

If you haven't been to DUMBO (Down Under the Manhattan Bridge Overpass) or aren't going regularly, you are missing one of the most important trend hot spots for art, furnishings, food, and culture. Nestled between two bridges and flanked by the illustrious Brooklyn Navy Yard, this re-emerging Brooklyn neighborhood has become a critical destination for fashion professionals and exudes a culture and atmosphere all its own. Program introduces you to boutiques, beauty spots, art galleries, lifestyle brand stores, and sources for great food, all in an architectural setting with fabulous views of the Eastside skyline. *After a brief introduction at FIT, attendees travel by subway to DUMBO. Food and subway cost not included in course fee. No same-day registration.*

Seminar leader: Trina Morris, publicist, Style Root PR.

1 session: (55A) October 22

27617 55A S 12:00 pm-5:00 pm TBA

SXT 320**Trend Track Alert: Greenpoint, Brooklyn**

\$55

Is being in the know about NY's latest hot spots important to you? Professional or personal—this Brooklyn neighborhood is the place to experience now. Greenpoint offers a unique enclave of modern fashion, culture, indie music, and easy laid-back living, co-mingled with traces of old world Polish roots. See cutting-edge boutiques, bars, and restaurants nestled on tree-lined streets bordering the East River waterfront. You'll find the reasonable prices for hip fun clothing, accessories, and home goods amazing, and the scene, free of ubiquitous chain stores, refreshing. Learn about local design support, hear neighborly greetings and say "Dzien Dobry" as you indulge yourself in a visit to the iconic Peter Pan Donut and Pastry shop.

After a brief introduction at FIT, attendees travel by subway. Food and subway cost not included in course fee. No same day registration.

Workshop leader: Trina Morris, publicist, Style Root PR.

1 session: (55A) October 15

27635 55A S 12:00 pm-5:00 pm TBA

New Easy Online Registration!

For online registration go to fitnyc.edu/noncreditregister

Talk and Tour Information

All Talk and Tours are held rain or shine and start at FIT.
Call 212.217.8741 the Friday before the tour for updates.

SXT 500**Star-Quality Vintage Shopping**

\$105

Whether your interest is personal or professional, find out how to acquire exciting clothes and accessories for unbelievable prices at the hottest, most reliable vintage and thrift shops in town. Program starts with the ins and outs of this bargain-hunting specialty, including where to go and how to shop for and evaluate goods. Part of both sessions is spent out in the field, strengthening your critical eye and discovery skills, and introducing you to prime shops. Stop at a coffee bar for a show-and-tell wrap-up.

Class limited to 16. Highly recommended for stylists, designers, or shoppers with a passion for vintage fashion. (Food and subway costs not included in course fee). No same-day registration.

Seminar leader: Emma Sosa, professional stylist.

2 sessions: (55A) September 24, October 1;
(55B) October 16, 23

23510	55A	S	11:00 am-3:00 pm	TBA
27070	55B	U	11:00 am-3:00 pm	TBA

SXT 510**The Out-of-Towner's Online Guide to Vintage Shopping**

\$115

Do you have a passion and longing for vintage but find getting to NYC is difficult? With a little FIT guidance you can take advantage of your local vintage and re-sale shops, flea markets, and online resources with confidence. Program begins with a quick historical guide to enable you to date and identify the age of apparel and accessory items, and recognize designer and label names from bygone eras. Find out how to negotiate on price. Get an introduction to internet shopping from vintage e-tailers and resources. Participate electronically in examining clothes, accessories, and collectibles. Shop a local store of your choice with your new found information and report back on your experiences in online discussions. Program requires use of a digital camera.

Instructor: Emma Sosa, professional stylist and owner of EmmasVintage.etsy.com and VintageFitforStyle.artfire.com.

(OL1) October 3 - 21

27639 OL1 ONLINE COURSE

SXT 600**The Lower East Side: Mecca for Fashion**

\$55

Did you know the Lower East Side actually pioneered discounted shopping? The pushcarts may be gone, but the bargains are better than ever. Let a professional stylist take you through LES, a burgeoning fashion mecca offering everything from tony tailoring to glamour and glitz and home fashion finds. In addition to visiting the very best emporiums for true buys, including vintage, you get to see the businesses of cutting-edge designers who are the vanguards of cool innovation and discover sources for hip trends.

Tour includes lunch at the landmark Katz's Delicatessen (site of the famous deli scene in When Harry Met Sally). Lunch and subway costs not included in course fee. No same-day registration.

Seminar leader: Trina Morris, publicist, Style Root PR.

1 session: (55A) October 16

26448	55A	U	11:00 am-5:00 pm	TBA
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SXT 800**Shop, Cook, and Eat: The Best of New York**

\$55

Channel your creativity into yummy yet simple cooking to improve your lifestyle and wow friends and family. Learn to shop the Big Apple's markets as you sample fabulous cheeses, artisanal breads, farm-fresh veggies, and irresistible desserts. Discover ethnic neighborhoods for spicing up your meals. Start by having a real food expert answer all your questions, from purchasing cookware to food sources to prep. Tour several city markets and ethnic purveyors as you learn about quality, price, and seasonal variety. Go from the Chelsea Market to Union Square to areas like Bleeker Street and Chinatown, meeting growers, vendors, and chefs. Pick up professional tips and goodies. Program culminates with a fun and informative lunch in Chinatown. Both kitchen novices and the more experienced cook are welcome.

Lunch approximately \$15, and subway cost not included in course fee. No same-day registration. Bringing an insulated shopping bag is highly recommended.

Instructor: Michael Cokkinos, associate professor, Advertising and Marketing Communications; culinary arts instructor, food writer, and former executive chef.

1 session: (55A) October 1

25358	55A	S	10:00 am-4:00 pm	TBA
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SXT 806**Foodie's Paradise: Astoria**

\$55

Join Astoria native and chef Michael Cokkinos on a tasting tour of one of NYC's most vibrant food paradises: from Greek and Italian to Mexican and Indian. Visit local ethnic specialty stores, fresh fish mongers, quality butchers, old school bakers, and bustling produce markets. Sample artisan cheeses, olives, and other mouthwatering delicacies, while learning how to shop and prepare a meal around the freshest ingredients. Culminate the experience with a hands-on demonstration and sampling of some Greek signature dishes and a tasting of small production wines at a local boutique wine store.

Attendees should expect a modest food consumption expense, and subway cost not included in course fee. No same-day registration. Bringing an insulated shopping bag is highly recommended.

Instructor: Michael Cokkinos, associate professor, Advertising and Marketing Communications; culinary arts instructor, food writer, and former executive chef.

1 session: (55A) October 15

27515	55A	S	10:00 am-4:00 pm	TBA
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SXT 810**'Going Green' and Staying Fashion-Right—Earth-Friendly Fashion Stores**

\$55

It is absolutely possible to be fashion forward with minimal environmental impact. Knowing all we do about world conditions, isn't it time to incorporate eco-friendly products into your wardrobe and lifestyle? Whether your need is professional or personal, here's an opportunity to visit green stores featuring great fashion including clothing, accessories, high quality organic cosmetics, and skin care items. Learn which designers are organic and sustainable using recycled fabrics and or employing fair trade practices. Gain valuable information about products and fabrics that are better for your health and the environment. Discover how to go green on a budget by investing in vintage collectibles. Tour eco-friendly fashion stores and ethical home shops.

After an introduction at FIT, group travels by subway and foot. Food and subway cost not included in course fee. No same day registration.

Instructor: Emma Sosa, professional stylist.

1 session: (55A) October 29

27640	55A	S	11:00 am-4:00 pm	TBA
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Room Assignments

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SR rooms are located on the lower level of the Conference Center at FIT.

CC rooms are located on the lower level of the Marvin Feldman Center.



30 COURSE DESCRIPTIONS



CEO 001

Setting a Course for Your Business

\$145 (\$160 for online section) 1.2 CEU

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.

Instructors: Robert Levy, Robert B. Levy Consulting; and Margo Moore, faculty, Polytechnic University Graduate School, business owner.

4 sessions: (55A) August 30, September 6, 13, 20;
(55B) November 8, 15, 22, 29;
(OL1) September 6 - October 3

5354	55A	T	6:20 pm-9:10 pm	SR9
21547	55B	T	6:20 pm-9:10 pm	TBA
22578	OL1	ONLINE COURSE		

CEO 002

Knowing Your Market

\$145 (\$160 for online section) 1.2 CEU

Who are your customers? How will you get them to buy your product or service and come back for more? Who are your competitors, and how will you differentiate your business from theirs? In this course, you'll find viable answers to these questions, using the array of market research sources available to New Yorkers. You'll use the elements and artistry of pricing, promotion, and location to develop a marketing plan appropriate to your business idea and budget constraints.

Instructors: Margo Moore, faculty, Polytechnic University Graduate School, business owner; and Dean Gamanos, president, The Retele Company.

4 sessions: (55A) October 4, 11, 18, 25;
(OL1) October 4 - 31

5355	55A	T	6:20 pm-9:10 pm	SR8
22579	OL1	ONLINE COURSE		

CEO 003

Formulating Your Financial Strategy

\$145 (\$160 for online section) 1.2 CEU

Forecasting sales for a new business is probably the hardest and most important element of financial planning. This course will guide you through the soundest methods for making sales projections and help you find the critical break-even point. Get the real stories behind banks, loans, grants, private investors, and credit.

Required reading: Steps to Small Business Start-Ups, *Pinson & Jinett*

Instructor: Margo Moore, faculty, Polytechnic University Graduate School; business owner.

4 sessions: (55A) October 27, November 3, 10, 17;
(OL1) November 8 - December 5

5356	55A	R	6:20 pm-9:10 pm	SR8
22580	OL1	ONLINE COURSE		

CEO 004

Managing Money in a Small Enterprise

\$145 1.2 CEU

Cash flow management and tax planning are the foundations of this course. Make the most of your money through budgeting, smart credit policies, and legitimate business deductions. Learn to make business decisions that minimize your taxes and set up record and documentation systems to back it all up.

Instructor: Bill Fauth, PEAK Advisors, Inc.

4 sessions: (55A) November 21, 28, December 5, 12

27123	55A	M	6:20 pm-9:10 pm	SR7
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CEO 005

Legal Basics for Business Start-ups

\$185 1.8 CEU

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.

Instructor: David L. Colby, attorney representing start-up ventures.

6 sessions: (55A) September 6, 13, 20, 27, October 4, 11

5358	55A	T	6:20 pm-9:10 pm	SR5
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CEO 006

Personal Selling: Communicating Your Vision

\$145 1.2 CEU

Practice techniques for connecting personally, emotionally, and intellectually with potential customers. This highly interactive workshop will help you relax, be yourself, and communicate your vision with clarity and confidence.

Instructor: Ann Margaret Pinkman, editor, consultant, and award-winning artist.

4 sessions: (55A) October 17, 24, 31, November 7

26335	55A	M	6:20 pm-9:10 pm	SR7
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CEO 008

Marketing Techniques for Promoting Business

\$145 1.2 CEU

Marketing techniques that shadow those of larger businesses can put a tremendous strain on your business' chief resource—you. In this course, creative entrepreneurs learn manageable and affordable techniques for generating business by attracting new prospects and building customer loyalty.

Instructor: Jill Youngerman, founder and president, Noble Marketing Associates.

4 sessions: (55A) October 12, 19, 26, November 2

20619	55A	W	6:20 pm-9:10 pm	SR4
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CEO 009

Building Your Business Brand

\$145 1.2 CEU

Building a competitive edge in an overcrowded marketplace is essential to survive in this economy. This class will show you how to develop the basics of your brand whether you already have a business or will start a new one. We will focus on building a strong identity, naming, finding your differentiator, pricing, positioning, archetype selection, developing your USP and marketing strategies that will enhance your position in the market.

Instructor: W.R. Mann, president, Quickborne.

4 sessions: (55A) September 1, 8, 15, 22

22733	55A	R	6:20 pm-9:10 pm	TBA
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Communicate with Us

Check out our blog at blog.fitnyc.edu/hottopicinsider



CEO 010**Putting Up a Business-Ready Website**

\$145 1.2 CEU

You have decided a web presence is essential for business success. Now what? This class will take you step-by-step from registering a domain name to publishing your site. The many options available to you will be covered in detail so that you can determine the best route for your business, customers, and budget.

4 sessions: (55A) September 10, 17, 24, October 1
23460 55A S 1:10 pm-4:00 pm TBA

CEO 011**Fundamentals of Online Retailing**

\$145 1.2 CEU

Learn successful strategies for selling online—from the traditional rules of retailing to the specifics of merchandising a product online and optimizing a website for the best sales performance. Course includes evaluation of e-commerce business models.

Instructor: Eileen Shulock, internet retail strategist.

4 sessions: (55A) October 29, November 5, 12, 19
22694 55A S 1:10 pm-4:00 pm TBA

CEO 012**Selling Your Products and Services**

\$145 1.2 CEU

The most important sales person in your business is you. So, if selling is your least favorite activity, your business is probably not reaching its full potential. Understanding what your business has to offer, developing a vocabulary to describe your work, and learning how your creations or services can fill the needs of potential clients will cast selling in a whole new light. Learn how to ask for the price you deserve, negotiate when appropriate, and close the deal.

Instructor: Nick Papadopoulos, founder, Sky's The Limit Corporation, skysthelimitcorp.com.

4 sessions: (55A) November 9, 16, 30, December 7
20620 55A W 6:20 pm-9:10 pm SR4

CEO 013**Getting Press and Publicity**

\$145 1.2 CEU

What's the difference between an acknowledged artist and an unknown artist? A mention in *The New York Times*. Learn to put yourself in the loop for free publicity from newspapers, magazines, and trade publications. This class helps you put together a public relations plan covering everything from press releases and press kits to low-cost promotional events. Develop your special angle for attracting the media's interest in your business.

Instructor: Carolyn Nurnberg Spungin, Rubenstein Communications, Inc.

4 sessions: (55A) August 31, September 7, 14, 21;
(55B) November 14, 21, 28, December 5
24177 55A W 6:20 pm-9:10 pm SR6
26743 55B M 6:20 pm-9:10 pm SR6

CEO 014**Marketing Your Product to Boutiques**

\$145 1.2 CEU

Boutiques and specialty department stores want unique pieces to sell. This course helps you develop a plan to perfect your product, set a price, and start to publicize. Learn how to find buyers and sell your product effectively.

Instructor: Mary Beth Budd, Owner, MBA Productions, Inc./Trienawear.

4 sessions: (55A) September 14, 21, October 5, 12
21950 55A W 6:20 pm-9:10 pm SR5

CEO 015**The Power of Negotiation**

\$145 1.2 CEU

Your negotiating skill may be the determining factor in how successful you will be in business. Whether it's setting a price, ironing out the terms of a contract, resolving conflicts, or just getting someone to agree on a meeting time, entrepreneurs must negotiate every day. This course will introduce you to a wide array of negotiating techniques and provide you with the tools you need to negotiate in various situations.

Instructor: David L. Colby, attorney representing start-up ventures.

4 sessions: (55A) November 22, 29, December 6, 13
23725 55A T 6:20 pm-9:10 pm TBA

CEO 017**Getting Press and Publicity II**

\$145 1.2 CEU

Prerequisite: CEO 013

You understand the value of publicity and its impact on your product or service, and you've drafted a basic press release, but how do you make it happen? How do you approach the media via pitch letters, phone calls, and email? And once you've achieved your first media mention, what do you do for a follow-up? This course covers the "how to" aspects of the press and publicity process.

4 sessions: (55A) October 19, 26, November 2, 9
27004 55A W 6:20 pm-9:10 pm SR3

CEO 019**Creative Business Plans for Consulting Success**

\$145 1.2 CEU

Whether you are planning to launch a freelance service or are already out on your own, learn how to establish a proper business foundation for your consulting enterprise. This course focuses on the role of the consultant and reviews the special aspects of a service provider business. Legal and financial aspects are analyzed, including tips on how to select and work with a lawyer, accountant, banker, and insurance broker. Class participation is encouraged.

Instructor: Joseph Schufle, small business specialist.

4 sessions: (55A) September 1, 8, 15, 22;
(55B) October 26, November 2, 9, 16
23462 55A R 6:00 pm-9:00 pm SR9
24825 55B W 6:00 pm-9:00 pm SR9

CEO 020**Opening Your Own Boutique**

\$145 1.2 CEU

What could be better than having your own store? Having a successful store. This exciting course will teach you the basics of small-store retailing success—dedicated customer service that keeps them coming back. Topics covered include display and merchandising; tracking and pricing inventory for optimum profitability; setting policies for refunds, credits, and layaways; and effective advertising and marketing tools.

Instructor: Princess Jenkins, owner of the award winning boutique, The Brownstone.

4 sessions: (55A) October 18, 25, November 1, 8
23470 55A T 6:20 pm-9:10 pm SR9

CEO 027**Communicating Your Brand**

\$145 1.2 CEU

You have a great idea for a product or service but the chief obstacle is now how to get the news out there in a cost effective way. Eighty percent of your efforts should be directed towards technology driven marketing that is building up your inbound marketing resources which includes your website, blog, social media, analytics/tracking, SEO as well as supportive outbound marketing strategies. This class will show you how to establish Brand-driven marketing strategies that work.

Instructor: W.R. Mann, president, Quickborne.

4 sessions: (55A) October 13, 20, 27, November 3
24955 55A R 6:20 pm-9:10 pm TBA

Company Training Options

Do your employees or trade members need training? Industry training programs are available through the Center for Professional Studies. For more information, see page 4.



32 COURSE DESCRIPTIONS

CEO 030

Web 2.0 and Your Business

\$145 1.2 CEU

Is Web 2.0 mandatory for staying “with it” or are they just time wasters? How do you use it to grow your business? What is the relationship between your website and your marketing efforts? Your email list? Your social networking sites? This web 2.0 for entrepreneurs class will help you cut through the clutter and build real connections, online and off, using social media, storytelling, and the ever-changing web.

Instructor: Melea Seward, marketing director, Performance of a Lifetime.

4 sessions: (55A) November 14, 21, 28, December 5
26336 55A M 6:20 pm–9:10 pm TBA

CEO 031

Building a Vintage Business

\$145 1.2 CEU

Vintage has stood the test of time. Find out if it's right for you. Led by Bridgett Artise, designer of original Born-Again Vintage items and the vintage-inspired Before There Were line, this class will focus on starting and building a vintage business. See exactly what it entails, from the discovery of vintage clothing to cleaning and repair to the resale value. Learn the tricks of finding vintage, what customers want from vintage, and how to keep vintage in good condition. Whether you want to run a vintage boutique, use vintage clothing in your own designs, or create a clothing line inspired by vintage, Artise, author of *25 Ways to Deconstruct, Reinvent, and Recycle Your Wardrobe*, and invited guests will show you how.

4 sessions: (55A) November 28, December 5, 12, 19
26985 55A M 6:20 pm–9:10 pm TBA

CEO 033

How to Plan, Produce, and Market a Pop-up Shop

\$145 1.2 CEU

This workshop is for designers, artists, marketing executives, and entrepreneurs looking for innovative ways to create awareness of their brand/product and generate revenue without the overhead and time commitment of running a full-time retail business. In this class we will look at brands that have successfully executed pop-up shops, go through the steps of planning a pop-up shop, and discuss ways to secure press and sponsors for your pop-up shop. At the end of class you will have a basic outline that will enable you to plan your own pop-up shop.

4 sessions: (55A) October 6, 13, 20, 27
27008 55A R 6:20 pm–9:10 pm TBA

CEO 034

Time Management

\$145 1.2 CEU

In this highly interactive course, you will evaluate your current time management skills and get busy creating a more time-effective approach to professional and personal goal achievement. Explore your commitment to accomplishing each of your goals and prioritize accordingly.

4 sessions: (55A) September 10, 17, 24, October 1
27027 55A S 2:00 pm–5:00 pm SR4

CEO 035

Licensing

\$145 1.2 CEU

Thinking about licensing? This class provides a comprehensive overview of the process. Learn what can be licensed and how this lucrative business tool could work for you. Understand what goes into a licensing agreement and what is important about each component. Learn how to negotiate a licensing deal and protect your ideas with copyrights, patents, or trademarks.

4 sessions: (55A) October 6, 13, 20, 27
27028 55A R 6:20 pm–9:10 pm TBA

CEO 036

Introduction to Exporting

0 credits \$145

This course will teach you how to minimize the risk associated with selling your products in the international arena. Lectures explore the reasons to go global, the best market conditions for international expansion, the benefits and risks, and how to hedge against them. You'll be given the tools to create a feasibility study that outlines the steps you need to take to grow your company internationally. The series includes a guest speaker from the U.S. Department of Commerce.

4 sessions: (55A) September 12, 19, 26, October 3
27647 55A M 6:20 pm–9:10 pm SR4

CEO 075

Business Strategy: Plan for Success

\$185 1.8 CEU

Create and present a business plan that is focused, professional and designed to analyze your business venture's strengths, weaknesses, opportunities, and threats. Various business plan formats and outlines will be reviewed with regard to the purpose of the plan, audience and overall strategy.

Instructor: David L. Colby, attorney representing start-up ventures.

6 sessions: (55A) November 14, 21, 28, December 5, 12, 19
27128 55A M 6:20 pm–9:10 pm SR9



SXF 020

Costing: How to Win the Garment Game

\$180

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.

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

4 sessions: (55A) October 19, 26, November 2, 9
23562 55A W 6:00 pm–9:00 pm TBA

Ready to Register?

For complete registration information go to page 54.

Register Early

The program of your choice could fill early or be canceled because of enrollment requirements.



SXF 030**Key Finance Fundamentals for Every Fashion Professional**

\$150

Is your work measured by the bottom line but your passion is for product and not numbers? Are you on the creative side of the business? Let this industry-recognized planning authority, who has been quoted in the Wall Street Journal and Women's Wear Daily, to name a few sources, make you the most finance-savvy you have ever been. Learn how interpreting numbers correctly will improve your decision-making, budgeting, and expenditure justifications. See how speaking in numbers gives you the ability to prove your team or department's performance to higher-ups. Included are critical concepts such as net sales, cost of goods sold, gross profit, operating income, net income, and earnings per share. The meanings of assets, liabilities, and key ratios are explained. Benchmarking and financial report timing are discussed, and the components of vendor and retailer profitability are stressed.

Bring a small calculator to the first session.

Seminar leader: Vincent Quan, associate professor, Fashion Merchandising Management; former retail and manufacturing planning and inventory control vice president.

2 sessions: (55A) November 2, 9
24026 55A W 6:00 pm-9:00 pm TBA

SXF 115**Social Media and Viral Marketing: How to Generate a Buzz for Your Brand**

\$160

Learn to use the newest forms of web communications to attract customers, store buyers, and press to your product lines or business. This program features unconventional yet proven marketing tactics that incorporate the use of blogs, YouTube, Facebook, Stylehive, Craigslist, and other social interacting websites for marketing and promotion. Also included are tips on bartering for PR help, web design, and graphics. Large or small, learn to harness the power of electronic networking and in-person events to create demand for your products by a broader audience.

Instructor: Tina Shoulders, social media strategist, graphic and textile designer; creative director, Laidback Home.

3 sessions: (55A) October 24, 31, November 7
25947 55A M 6:30 pm-9:30 pm 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.

4 sessions: (55A) September 19, 26, October 3, 10
23497 55A M 6:15 pm-9:00 pm TBA

SXF 201**Advanced Style, Plan, and Merchandise: From Concept to Production**

\$200

Learn all the phases of the production process to bring a fashion-related product line to market. Program introduces a step-by-step analysis of the pre-production process and production requirements, including prototype fitting modifications, vendor communications, garment costing, and price negotiations. Delivery negotiations are discussed, fabric and garment lab testing are covered, and garment labeling is explained. Learn how to set up time and action calendars, meet social compliance and custom requirements, and establish specifications for quality control.

Workshop leader: Svetlana Zakharina, product developer/consultant; founder of yogacarashop.com and comfortinstylemag.com.

4 sessions: (55A) October 3, 10, 17, 24
27138 55A M 6:15 pm-9:15 pm TBA

SXF 210**How You Can Build Your Fashion Business in Today's Market Climate**

\$180

Are you looking to take your apparel or accessory business to the next level? This course explains the process used to secure investors, make cohesive business plans, and ultimately transform a small- to medium-sized business into a large enterprise. The steps necessary to creating a brand—as opposed to a label—and presenting to potential investors or strategic partners are covered. How to build product assortments for target customer groups, appropriate channels of distribution to support projected sales, including an up to the minute segment on integrating corporate social responsibility (CSR) as you move forward, are covered. Design and modern business models, cash flow projections, preparations of samples, and steps prior to production are included, and infrastructure control and sales force development are stressed.

Seminar leader: Nathan Fleisig, social responsibility and production manager, Outerstuff Apparel manufacturing expert.

3 sessions: (55A) October 10, 17, 24
27045 55A M 6:00 pm-9:00 pm TBA

SXF 215**Ultimate Merchandising: How to Build a Salable Garment Collection**

\$230

Get a complete workout in the merchandising process and strengthen your ability to take a design concept or best seller forward. Shape up your skills for satisfying customer and retailer needs and learn to produce 50-piece-minimum collections productively within the framework of the merchandising calendar. This hands-on Seventh Ave. "real world" workshop concentrates on the formulas for using color and fabrication, reworking best performers, introducing newness, and developing promotional pieces. How to group styles, adjust for special account demands, and monitor success at point of sale are included.

Seminar leader: Christine Snow, merchandiser and designer of Dana Kay and Le Bos divisions.

5 sessions: (55A) November 2, 9, 16, 30, December 7
26467 55A W 6:00 pm-9:00 pm TBA

Fashion Finance

**Numbers got you down and out for the count?
Our fashion finance-related programs can make
you a champ!**

SXN 130 How to Think Like Your CFO: A Behind-the-Scenes Look at Fashion's Bottom Line

SXF 020 Costing: How to Win the Garment Game

SXF 030 Key Finance Fundamentals for Every Fashion Professional

SXR 010 Retail Math: Merchandising, Planning, and Gross Margin

SXR 028 Intro to the Planning and Allocation Functions

Communicate with Us

Check out our blog at blog.fitnyc.edu/hottopicsinsider



34 COURSE DESCRIPTIONS

SXF 216

Ultimate Guide to Jeans from Design to Product Development

\$190

Jeans are everywhere, yet the customer claims that the perfect fit is almost impossible to find; and once they do find a pair it's a challenge to get them to try a new brand. This program concentrates on how to make a jean that fits and flatters, regardless of figure type. Begin by learning the properties of denim fabric including washes, weaves, weights, and quality. The importance of working with a superior pattern in relation to the final product is stressed, and the process of pattern corrections is taught. Proper construction methods are examined in relation to comfort, price, and sourcing options. Whether you are looking to get into the jeans business or looking to improve an existing line, this interactive program gives you proven techniques for great denim jeans design and manufacture and ultimate customer satisfaction.

Seminar leader: Deborah Beard, associate chairperson, Technical Design; technical designer.

4 sessions: (55A) October 18, 25, November 1, 8
27512 55A T 6:00 pm-9:00 pm TBA

SXF 218

How to Style, Plan, and Merchandise an Accessory Line

\$230

Learn to create a cohesive and saleable accessory collection, merchandised to a specific brand that targets the right customers. Program includes information on all the elements of a cohesive line, the right colors, trims, materials, and silhouettes. Price points for materials and finished goods are discussed as well as price-range positioning in the market. The pre-production process and production requirement, including prototype fitting modifications and vendor communications, are covered. Industry professionals and store owner speakers give business tips and advice on presenting a bag, shoe, and small leather goods collection.

Instructor: Aneta Genova, accessories designer and creative director for major brands, with industry-experienced guest speakers.

4 sessions: (55A) November 1, 8, 15, 22
27632 55A T 6:00 pm-9:00 pm TBA

Room Assignments

Check room postings in the Fred P. Pomerantz Art and Design Center lobby, by security, or call the day of class for locations: For CEO, CT, and TOT courses, call 212.217.7250. For SX courses, call 212.217.8741.

SR rooms are located on the lower level of the Conference Center at FIT.
CC rooms are located on the lower level of the Marvin Feldman Center.

SXF 220

The Professional's Guide to Making a Career in Showroom Sales

\$190

Get great insight, advice, and training on how to jump-start a fashion selling career. Learn about the wide range of opportunities in the field and the tools necessary to maximize performance and sales. Experience how to show a line, how to negotiate, fundamentals of store profitability, and how to ask for the order. Learn up-to-the-minute marketing techniques and methods appropriate for today's market challenges, including how to respond to vendor analysis and communicate effectively with large chain executives, fashion directors, buyers, and independent specialty store owners. Recommended for sales novices and career seekers.

Workshop leader: Louise Conner, president, The Showroom, a multi-sales organization.

4 sessions: (55A) October 18, 25, November 1, 8
27633 55A T 6:30 pm-9:30 pm TBA

SXF 240

The Complete Guide to Global Sourcing

\$180

If you've recently begun a career in private label or product development, this workshop can strengthen your sourcing decision-making, plus give you an up-to-the-minute understanding of the world marketplace. Program covers all variables to be considered in relation to the bottom line, such as costing, tracking, and quality control for both the manufacture of textiles and finished products. The key issues of speed-to-market, codes of conduct and compliance, and quick response are covered, as well as how to analyze which factories to use. Thinking proactively to solve problems is reviewed and creating realistic plans for on-time, well-made goods is stressed.

Workshop leaders: Svetlana Zakharina, product developer/consultant, founder of yogacarashop.com and comfortinstylemag.com; and Bhawna Singh, design and international sourcing expert, with guest speakers.

3 sessions: (55A) November 7, 14, 21
23628 55A M 6:15 pm-9:15 pm TBA

SXF 250

How to Write Garment Specs That Really Count

\$220

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. Highly recommended for technical designers.

Bring to the first session a knit (T-shirt fabric) and a woven top and bottom, tape measure, 2"x18" 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) October 6, 13, 20, 27
27513 55A R 6:30 pm-9:30 pm TBA

SXF 300

Secrets from a Professional Shopper

\$180 (\$195 for online section)

Do you have a closet full of clothes, but nothing to wear and no time to shop? This practical workshop teaches professional techniques to manage your wardrobe. Learn to develop a varied, self-enhancing way to dress that fits your budget and lifestyle. Eliminate shopper's anxiety and costly mistakes by getting inside tips on how and where to shop for the best values. Discover how you can look like a million without spending a fortune. Highly beneficial for consultants, as well as for personal planning.

Seminar leader: Emma Sosa, president, Fashion and Image International.

3 sessions: (55A) November 7, 14, 21;
(OLI) October 3 - 21
23566 55A M 6:30 pm-9:30 pm TBA
26907 OLI ONLINE COURSE

SXF 325

Men's Image Consulting with Style

\$180

Does your work require you to advise, sell, or dress male customers and clients? Increase your professional know-how and gain multiple tips from this menswear expert, a.k.a. "The Tailor." This highly interactive workshop covers how to nurture personalized style, guide career dressing, and help with grooming and shopping. Special attention is given to interviews and assembling a career-appropriate wardrobe. See how to dress casually and still look great, and learn the specifics of fit balance and proportion, demonstrated on a live model. Highly recommended for image consultants, menswear industry professionals, or people who shop for the men in their lives.

Instructor: Michele Savoia, menswear designer, master tailor, wardrobe consultant, and fashion stylist.

4 sessions: (55A) October 12, 19, 26, November 2
26466 55A W 6:00 pm-9:00 pm TBA

Register Early

The program of your choice could fill early or be canceled because of enrollment requirements.



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

\$220

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 for product development, and computer applications through visits to The Museum at FIT, a private label manufacturer, a computer design service, and exploring design and color forecasting Industry websites. Highly recommended for fashion, media, or finance personnel in need of reading a fashion photo or sketch to communicate correct product terminology and trade lingo.

First class meets in Room E226, with subsequent locations discussed at first class. Class limited to 15.

Seminar leaders: Jaye G. Edelstein, adjunct assistant professor, Fashion Design-Apparel; professional designer/product developer; Camille Block, designer, merchandiser, and product developer.

4 sessions: (55A) September 22, October 6, 13, 20;
(55B) November 7, 14, 21, 28

23499	55A	R	5:45 pm-9:00 pm	TBA
23500	55B	M	5:45 pm-9:00 pm	TBA

SXF 500**Fabrication: Everything You Need to Know**

\$240

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.

Seminar leaders: Theodore Hoffman, adjunct assistant professor, Textile Development and Marketing; Wallace J. Filler, adjunct assistant professor, Textile Development and Marketing, textile converter.

2 sessions: (55A) September 24, October 1;
(55B) October 14, 21;

(55C) November 5, 12;
(55D) December 3, 10

23502	55A	S	9:30 am-4:00 pm	TBA
23567	55B	F	9:30 am-4:00 pm	TBA
24107	55C	S	9:30 am-4:00 pm	TBA
27634	55D	S	9:30 am-4:00 pm	TBA

SXF 501**Fabrication Dyeing, Printing, and Finishing Essentials**

\$170

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 domestic markets. 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.

Seminar leaders: Theodore Hoffman, adjunct assistant professor, Textile Development and Marketing; Wallace J. Filler, adjunct assistant professor, Textile Development and Marketing, textile converter.

1 session: (55A) October 15;
(55B) November 4;
(55C) November 19

27514	55A	S	9:30 am-4:30 pm	TBA
24027	55B	F	9:30 am-4:30 pm	TBA
24752	55C	S	9:30 am-4:30 pm	TBA

SXF 610**The Great Designers**

\$180 (\$195 for online sections)

What better way to gain insight into key designers than through a combination of lectures and examinations of actual garments from the costume collection of The Museum at FIT? Discover how important fashion trends influence lifestyle and dress. Gain a greater understanding of fashion influences and important designer trademarks.

Seminar leader: Gary Osbourne, design director, Aster & Ivy, China; previous experience includes Hartmarx Sportswear, Perry Ellis, and Ports 1961 China.

3 sessions: (55A) October 18, 25, November 1;

(OL1) October 3 - 21;
(OL2) November 7 - 29

23568	55A	T	6:00 pm-9:00 pm	TBA
24686	OL1	ONLINE COURSE		
24687	OL2	ONLINE COURSE		

SXF 700**Demystifying Fashion Forecasting**

\$155

Does figuring out where fashion is going seem shrouded in mystery and apparent only to those with a magic eye? Find out how trends are tracked from an actual forecaster. Whether you are in design or retailing, properly train your eyes to recognize fashion cycles, and see how silhouettes and colors evolve seasonally and annually. Be a market leader by learning to gather, evaluate, and use substantive phenomena to create or select your own exciting and timely products. Program includes making your own forecast presentation boards in a stimulating workshop environment.

Separate \$10 materials fee payable at first session.

Seminar leader: Neville Bean, owner, Neville Bean Design, a trend-based design studio.

3 sessions: (55A) November 21, 28, December 5

23571	55A	M	6:15 pm-8:30 pm	TBA
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SXF 710**13 Ways to Get Smart About Fashion Trends**

\$155

This provocative workshop will strengthen your ability to design, plan, and buy fashion products. Learn to spot trends for new product opportunities by gaining insight into customer attitudes and lifestyles. Develop your sensitivity to the ups and downs of fashion and learn how to distinguish what is right for your customer. Learn how styles gain popularity, how forecasters work, and how to anticipate future fashions in time for market impact.

Workshop leader: Robert H. Shultz, assistant professor, Fashion Merchandising Management; product development and international merchandising expert.

2 or 1 sessions: (55A) October 4, 11;

(55B) November 11

23507	55A	T	6:15 pm-8:45 pm	TBA
23572	55B	F	9:30 am-3:30 pm	TBA

SXF 725**Expert Fashion Trend Online Research for Line Planning**

\$210

Fashion trend research is available and affordable on the internet if you know how to find it and how to focus your searches. If you are navigating through a sea of images and sorting through myriads of reports and articles, learn to get just what you need fast! See tools like the forecast timeline, runway color tracker, forecasting, trend watch, webinar, and others. Find out how to construct your own mood boards and story boards using the latest online tools. Experience what virtual shopping is like in cities around the world, as well as fashion market events, all without leaving your desk chair.

Class limited to 14.

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

(OL1) November 7 - December 21

26900	OL1	ONLINE COURSE		
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New Easy Online Registration!

For online registration go to fitnyc.edu/noncreditregister



36 COURSE DESCRIPTIONS

SXF 800

Color Intensive for the Fashion Professional

\$195

Whether you freelance or work in retail, manufacturing, or media, your sense of color can make or break your projects. Learn to use color creatively in apparel, accessories, and home projects. Strengthen your ability to express yourself using correct color terminology in design and market assignments. Learn how the experts research and develop color by visiting a primary industry color and trend resource. Experience the reality of working with color through hands-on assignments guided by a color professional.

Course includes a field trip. Course materials included.

Workshop leader: Ben Gomes, adjunct assistant professor, Textile/Surface Design; creative director, the Style Center, division of overseas publishers representatives.

4 sessions: (55A) October 4, 11, 18, 25;
(55B) November 1, 8, 15, 22

23573	55A	T	6:30 pm-9:00 pm	TBA
27067	55B	T	6:30 pm-9:00 pm	TBA

SXF 802

Color Lab Basics, Practice, and Approvals

\$160 .9 CEU

Certificate students take this course after SXC 210 and SXF 500

Designers, product developers, or anyone responsible for textile design and buying elevate your color and dye decision-making by improving your ability to evaluate lab dips and strike-offs. This practical program utilizes FIT's special facilities for textile testing. See first-hand how fabrication is evaluated for performance and learn to cut down the time it takes for color approval with dyers and printers, as well as minimize costly mistakes.

**Attendees must have a working fabrication knowledge or have taken SXF 500.*

Workshop leader: Margaret Bishop, adjunct professor, Textile Development and Marketing; international consultant, textile development.

2 sessions: (55A) October 22, 29

27118	55A	S	9:30 am-2:30 pm	TBA
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SXF 810

Color for Wardrobe Planning

\$160 (\$175 for online sections)

Whether your need is professional or personal, this practical color intensive leads you down the path to professional wardrobe planning. Experience how working image consultants, personal shoppers, and designers use color to express concepts and build cohesive garment groupings. Learn to use the essentials of color harmony and fabrication usage as the building blocks of an effective wardrobe. Explore the messages sent of various color harmonies, and the emotional and social responses color choices evoke. Complete a wardrobe plan for a prototype client or customer incorporating personal style, personality, comfort, and goals.

Seminar leader: Carol Davidson, AICI, CIP, image consultant.

3 sessions: (55A) November 30, December 7, 14;

(OL1) October 3 - 21;

(OL2) November 7 - 29

23574	55A	W	6:00 pm-9:00 pm	TBA
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26904 OL1 ONLINE COURSE

27068 OL2 ONLINE COURSE

SXF 820

Color Psychology

\$125

Learn how the psychology of color is a provocative and powerful influence in purchasing choices and get insight into how color psychology determines consumer emotions, behavior, thinking, and even health. The meanings and symbolism of colors based on both individual and group experiences, along with color perceptions by age, gender, and other associations are discussed in this vibrant program. The role that color plays in designing with warm and cool palettes, hues, variations, and color combinations are featured in hands-on exercises that give you the opportunity to apply these concepts to professional and personal lifestyle needs.

Supplies: 12-color wheel with gray scale to be purchased in advance of first class. Supplies to be brought to second class include felt-tip pens and glue sticks.

Seminar leader: Susan Slotkis, adjunct assistant professor, Interior Design; interior designer, Allied Member, ASID; associate member, IDEC; author, *Foundations of Interior Design*.

2 sessions: (55A) November 2, 9

25955	55A	W	6:00 pm-9:00 pm	TBA
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SXE 100

Introduction to Fashion Publicity and Events Planning

\$260 (\$275 for online section) 1.2 CEU

Online section is only for students in the Image Consulting online certificate who have successfully completed SXI 100.

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.

4 sessions: (55A) October 6, 13, 20, 27;

(55B) October 31, November 7, 14, 21;

(OL1) November 7 - December 6

23478	55A	R	6:30 pm-9:30 pm	TBA
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23479	55B	M	6:30 pm-9:30 pm	TBA
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26905 OL1 ONLINE COURSE

Room Assignments

Check room postings in the Fred P. Pomerantz Art and Design Center lobby, by security, or call the day of class for locations: For CEO, CT, and TOT courses, call 212 217.7250. For SX courses, call 212 217.8741.

SR rooms are located on the lower level of the Conference Center at FIT.

CC rooms are located on the lower level of the Marvin Feldman Center.

Register Early

The program of your choice could fill early or be canceled because of enrollment requirements.



SXE 210**Events II: Publicity Writing Workshop**

\$275 1.25 CEU

Prerequisite: SXE 100 or PR and events planning experience

If you are going to be taken seriously in the world of eventing, your written materials have to reflect not only your creativity but also your attention to detail and professionalism. This workshop covers every aspect of winning communications, from eye-catching save-the-date cards and invitations to compelling pitch letters, properly formatted press releases, and when and how to use email effectively. Special attention is given to making press kits, the all important tool for attracting media support. Memos and agendas for effective team project directives and client communications are included.

Instructors: Loretta Volpe, professor, Advertising and Marketing Communications; president and CEO, Media Marketing Solutions; Lisa Miller, public relations specialist, with guest lecturers from the field.

5 sessions: (55A) November 3, 10, 17, December 1, 8
25355 55A R 6:30 pm-9:00 pm TBA

SXE 215**How to Present Yourself to Anyone and Win Clients**

\$245 1.2 CEU

Possessing events know-how is part of the game, but getting assignments and working is what gets you to the goal line. This interactive program teaches you how to successfully market yourself and your skills and how to initiate and maintain client relationships. Learn to upgrade your personal presentations, whether it's for high-level CEOs, celebrities, or local entrepreneurs. Selling, pitching, and delivering are emphasized, including how to solicit for goodie bags and other favors. Diminish nervousness and shyness through class practice sessions. Included are tips for creating a lasting well-respected reputation, how not to get fired, how to find your passions and turn them into "passive" income.

Recommended text discussed at first session. Bring to first session three favorite magazines and the Wall Street Journal to the first session. Additional materials: approximately \$20.

Instructor: Jane Ubell-Meyer, president and editor-in-chief, Madison & Mulholland; product placement and gift bag specialist.

4 sessions: (55A) November 15, 22, 29, December 6
25356 55A T 6:30 pm-9:30 pm TBA

**SXS 100****Introduction to Fashion Styling**

\$295 (\$310 for online sections) 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.

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

6 or 3 sessions: (55A) September 14, 21, October 5, 12, 19, 26;

(55B) October 1, 15, 22, 29, November 5, 12;

(55C) November 3, 10, 17, December 1, 8, 15;

(55D) November 4, 11, 18;

(55E) November 6, 13, 20, December 4, 11, 18;

(OL1) October 3 - November 11;

(OL2) November 7 - December 20

23482 55A W 6:00 pm-9:00 pm TBA

23483 55B S 9:30 am-12:30 pm TBA

24030 55C R 6:30 pm-9:30 pm TBA

23485 55D F 9:30 am-4:30 pm TBA

26010 55E U 1:00 pm-4:00 pm TBA

24688 OL1 ONLINE COURSE

24689 OL2 ONLINE COURSE

"The Fashion Styling certificate program not only reinvigorated my career in the entertainment industry but it brought me up to date and provided great networking opportunities."

—Jennifer Bartok, fashion show producer, ICM

SXS 200**Fashion Styling II: Fashion Styling for Media**

\$330 1.8 CEU

Prerequisites: 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) October 10, 17, 24, 31, November 7, 14
23486 55A M 6:00 pm-9:00 pm TBA

Online Courses

The following courses are offered online:

CEO 001 Setting a Course for Your Business

CEO 002 Knowing Your Market

CEO 003 Formulating Your Financial Strategy

CTD 600 Web Design: XHTML

SUS 001 Introduction to Sustainability

SXC 100 Color Theory and Culture

SXE 100 Introduction to Fashion Publicity and Events Planning

SXF 300 Secrets from a Professional Shopper

SXF 610 The Great Designers

SXF 725 Expert Fashion Trend Online Research for Line Planning

SXF 810 Color for Wardrobe Planning

SXI 100 Introduction to Image Consulting

SXI 200 Image Consulting II: Wardrobe and Style

SXI 300 Image Consulting III: Business Essentials for Success

SXI 500 Fashion Essentials for Image Consultants

SXP 600 Fundamentals of Technical Design for Apparel Development

SXR 011 Retail Math: Gross Margin Analysis

SXS 100 Introduction to Fashion Styling

SXT 510 The Out of Towners Online Guide to Vintage Shopping



38 COURSE DESCRIPTIONS



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: Reginald Keith Rogers, adjunct assistant professor, Visual Presentation and Exhibit Design; display and visual merchandising designer.

3 sessions: (55A) November 21, 28, December 5
23578 55A M 6:30 pm-9:30 pm TBA

SXH 100

Learn the Top Ten Design Motifs of All Time

\$215

Do your Roman concepts turn out Greek? Have you suggested Art Deco when you meant Art Nouveau? Can you never keep Biedermeier and Bauhaus straight? It doesn't matter whether you're in the home- or apparel-related markets or the media; being able to recall and utilize historical design elements correctly is a professional skill. Program features important stylistic periods demonstrated through slides and discussion. Sharpen your ability to instantly recognize historical motifs and design elements and strengthen your design vocabulary and interpretive abilities. *Certificate students meet the last night.*

Seminar leader: Susan Slotkis, adjunct assistant professor, Interior Design; interior designer, Allied Member, ASID; associate member, IDEC; author, *Foundations of Interior Design*.

5 sessions: (55A) September 27, October 4, 11, 18, 25;
(55B) October 6, 20, 27, November 3, 10
23513 55A T 6:00 pm-9:00 pm TBA
23514 55B R 6:00 pm-9:00 pm TBA

SXH 200

How to Style, Plan, and Merchandise Home Fashion Products

\$225

Whether your industry experience is design, wholesale, or retail, the home advantage could be yours by expanding into home fashion products. The program starts with merchandising as it relates to a variety of home classifications and covers the importance of timing and planning. The design process, inspiration, color, materials, and style selection are all explored, and sourcing is discussed in depth. Includes information on licenses, first samples, and the pros and cons of domestic and foreign production. Learn how to market your products, and receive valuable tips on resources throughout the world.

Seminar leader: Tina Shoulders, social media strategist, graphic and textile designer; creative director, Laidback Home.

4 sessions: (55A) October 5, 12, 19, 26
26997 55A W 6:15 pm-9:00 pm TBA

SXH 300

Color Intensive Workshop for the Home Fashion Market

\$215

To get ahead or get started in home fashion, maximizing your color performance skills is a must. Strengthen your ability to create harmonious color combinations, one of the most vitally important tools used in merchandising products for the home. Utilizing the key color palettes of Western history, this course will teach you how interior design, art, and antiques become color scheme resources. Learn to use correct color terminology and develop your eye for matching textures and surfaces, from nubby fabrics to glossy ceramics. Work with a home furnishings color professional on in-class assignments.

Workshop leader: Susan Slotkis, adjunct assistant professor, Interior Design; interior designer, allied member, ASID; associate member, IDEC; author, *Foundations of Interior Design*.

4 sessions: (55A) October 3, 10, 17, 24
23516 55A M 6:00 pm-9:00 pm TBA

Fashion Finance

**Numbers got you down and out for the count?
Our fashion finance-related programs can make
you a champ!**

- SXN 130 How to Think Like Your CFO: A Behind-the-Scenes Look at Fashion's Bottom Line
- SXF 020 Costing: How to Win the Garment Game
- SXF 030 Key Finance Fundamentals for Every Fashion Professional
- SXR 010 Retail Math: Merchandising, Planning, and Gross Margin
- SXR 028 Intro to the Planning and Allocation Functions

SXH 500

Professional Design Techniques for Custom Window Treatments

\$215

Are you a professional designer or home market specialist providing custom window services? Improve your own abilities and client satisfaction by learning how to properly suggest window solutions that complement decor and overcome architectural challenges. This workshop concentrates on correct measurement techniques for production and increases your fabric, trim, and yardage calculation know-how and professional terminology usage. Whether concepts call for drapes, curtains, blinds, shades, or a combination, a wide variety of window treatments is covered, including design, hardware, and final installation. Instruction utilizes lecture, demo, and a window layout design and style project that reinforces yardage and fabric selection.

Supply list provided at first session. Some additional expenses required.

Workshop leader: Corinne DiAngelo, owner, HOME Couture, LLC, custom window treatment services.

4 sessions: (55A) August 31, September 7, 14, 21
27517 55A W 6:30 pm-9:30 pm TBA

SXH 525

Professional Design Techniques for Area Rugs

\$215

Interior designers, home market professionals, and stylists learn to provide first class floor-related design solutions with gorgeous rugs that will raise sales and customer satisfaction. Program concentrates on how the perfect rug can be the foundation of a room by providing just the right pop of color or subtle background pattern. Find out the latest news about surface techniques and industry terminology. Learn about the steps in custom rug and carpeting solutions and how to direct producers to create rugs to your specifications. Workshop focuses on design, layout, scale, fibers, palettes, and color placement. Included is a showroom visit and shopping trip. Also helpful for fashion designers looking to expand into new markets.

Seminar leader: Deborah Hernandez, adjunct instructor, Textile/Surface Design; carpet designer, owner, The Rug Designer's Studio; member, CAUS.

4 sessions: (55A) November 3, 10, 17, December 1
27516 55A R 6:30 pm-9:30 pm TBA

Image Consulting

**Image Consulting Professional Development
Certificate Program is also available online.**

See page 39, call 212 217.7715, or visit
fitnyc.edu/professionalstudies.



Image CONSULTING

SXI 100

Introduction to Image Consulting

\$295 (\$310 for online sections) 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: Dominique Isbecque, AICI, CIP, image consultant; Carol Davidson, AICI, CIP, image consultant; Beryl Wing, AICI, CIP, image consultant.

6 or 3 sessions: (55A) September 13, 20, 27, October 11, 18, 25; (55B) September 17, 24, October 1, 15, 22, 29; (55C) November 4, 11, 18; (55D) October 24, 31, November 7, 14, 21, 28; (OL1) October 3 - November 11; (OL2) November 7 - December 20

23488	55A	T	6:00 pm-9:00 pm	TBA
23489	55B	S	9:30 am-12:30 pm	TBA
23490	55C	F	9:30 am-3:30 pm	TBA
26012	55D	M	6:00 pm-9:00 pm	TBA
24691	OL1	ONLINE COURSE		
26896	OL2	ONLINE COURSE		

SXI 200

Image Consulting II: Wardrobe and Style

\$295 (\$310 for online sections) 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) October 13, 20, 27, November 3, 10, 17; (55B) November 5, 12, 19, December 3, 10, 17; (OL1) October 3 - November 11

23492	55A	R	6:00 pm-9:00 pm	TBA
23493	55B	S	9:30 am-12:30 pm	TBA
26897	OL1	ONLINE COURSE		

SXI 300

Image Consulting III: Business Essentials for Success

\$325 (\$340 for online section) 2.1 CEU

Prerequisites: 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) October 4, 11, 18, 25, November 1, 8, 15; (OL1) October 24 - December 13

23957	55A	T	6:00 pm-9:00 pm	TBA
27518	OL1	ONLINE COURSE		

SXI 500

Fashion Essentials for Image Consultants

\$175 1 CEU

Specially formatted for students working toward earning an Image Consulting certificate online, this program concentrates on fashion industry know-how, vocabulary, and correct terminology. Begin with how fashion functions from the role of the designer and manufacturer to the world of retail. Learn to discover clothing details and give fabrication advice correctly. Use your new found language and knowledge to instill client confidence. For online Image Consulting certificate students or anyone in need of an introduction to trade lingo.

Instructor: Joan O. Volpe, managing coordinator, The Center for Professional Studies; adjunct associate professor, Fashion Merchandising Management.

(OLI) November 7 - December 6
26899 OLI ONLINE COURSE

Media Events AND PHOTOGRAPHY

SXM 010

Styling: Fit Fundamentals

\$160

Prerequisite: SXS 100

If you're on the styling career path or oversee the need for clothing to look perfect in the media, learn professional fit techniques. This practical workshop covers pinning for fit, taping hems, keeping plunging necklines in place, working with clips, and more. Attendees develop their own proficiency at solving realistic styling challenges, working hands-on in each class meeting. *Bring to first class a basic styling kit including safety pins, topstick, stitch witchery, scissors, double-sided masking tape, and clips or clamps. Some additional items may be required after first session.*

Seminar leader: Sadia Seymour, professional stylist.

3 sessions: (55A) October 10, 17, 24; (55B) October 31, November 7, 14

25428	55A	M	6:30 pm-9:30 pm	TBA
27069	55B	M	6:00 pm-9:00 pm	TBA

New Easy Online Registration!

For online registration go to fitnyc.edu/noncreditregister



40 COURSE DESCRIPTIONS

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 the trade about stain removal, taping, and building a styling kit.

A professional resource guide is included. Bring to first class a tape measure, press cloth, and a men's cotton dress shirt. Punctual arrival and full attendance is required due to the abundance of material covered.

Workshop leader: Pattie Barbosa, professional wardrobe costumer, stylist, and star dresser.

3 sessions: (55A) October 15, 22, 29

23517	55A	S	9:00 am-12:00 pm	TBA
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SXM 110

Media Makeup Knowledge for Designers, Stylists, and Consultants

\$130

Do your clients seek your advice as a design expert, stylist, or image consultant on what to wear for special events or media moments? Why not stretch your service and offer them makeup advice, too? This course teaches you the dos and don'ts of makeup for media events. Whether the event is a corporate training seminar, an awards ceremony, or a debut on CNN, makeup is the main ingredient to a polished performance. This hands-on course will show you how makeup is applied for television and film. See which colors are camera-friendly and which aren't, and learn about foundations that look natural, yet withstand bright lights and heat. Learn how to evaluate expertise to assemble project crews. Come prepared to make yourself up and experience makeup magic for the media.

Separate \$35 materials fee for professional makeup kit payable at first session.

Workshop leader: Judith Ann Graham, professional makeup for media expert; author, *My Bride Guide*.

2 sessions: (55A) October 17, 24

23580	55A	M	6:30 pm-9:15 pm	TBA
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SXM 120

Successful Styling for Photography: Fashion Biz and Beyond

\$235

Whether you're in advertising, magazine publishing, or freelance styling, this seminar will teach you the insider photo shoot and styling tips necessary for success. On-and-off figure, beauty, home, tabletop, and still-life vignettes are all included. Let working professionals show you how perfect looks are created from concept to finished image using the right resources, cast, and props. Attend an actual shooting assignment and participate in the decision making while furthering your knowledge of photo session planning and production, and how to work effectively with a crew. Program includes a mock photo shoot. Students receive email of their digital images.

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

2 sessions: (55A) November 5, 6

23581	55A	S U	10:00 am-4:00 pm	TBA
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SXM 125

Still-life Fundamentals for Fashion Stylists

\$225

Expand your styling skills into the growing and lucrative still-life styling field. Learn to position products and soft-goods in visually stimulating ways that do not require use of models. Hear a panel of professionals cover on-set, still-life photo styling dos and don'ts and share process secrets. Participate in an actual photo shoot and receive an email of your digital images.

Instructors: Nancy Alusick, professional stylist; and Maria Vullo, photographer.

2 sessions: (55A) October 15, 16

25968	55A	S U	10:00 am-4:00 pm	TBA
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SXM 130

Fashion Styling for Celebrity Images

\$180

Learn the basics of styling celebrities and music groups for various events and how to create the perfect public persona or image for an in-the-media client. The processes of borrowing samples, conducting fittings, and working along with hair and makeup artists to develop a complete look are emphasized. Learn to successfully assess a potential client's actual identity in order to formulate his or her public persona—be it for TV, video, or other media-driven events. Course includes how to acquire experience and solicit your own clients.

Workshop leader: Pamela Macklin, celebrity stylist and creative director.

4 sessions: (55A) October 12, 19, 26, November 2; (55B) November 7, 14, 21, 28

24756	55A	W	6:30 pm-9:30 pm	TBA
25969	55B	M	6:30 pm-9:30 pm	TBA

SXM 200

Photography: For Self-Expression or Profit

\$180

If your photos aren't capturing important moments the way you hoped they would, this introductory photography course is for you. Learn the techniques, step by step, for turning ordinary pictures into works of art. Become knowledgeable about cameras, lenses, and the elements that go into creating a great photograph. Using either film or digital capture, you will be better able to understand what you can realistically accomplish with the equipment you own. Learn how to upgrade and use photographic equipment professionally. Through actual photo shoots and critiquing, improve composition while maximizing light and texture. Includes tips on selling your images.

Attendees must bring their own camera to all sessions.

Instructor: Ken Chan, professional photographer.

5 sessions: (55A) October 1, 15, 22, 29, November 5; (55B) November 12, 19, December 3, 10, 17

23520	55A	S	9:30 am-12:30 pm	TBA
23521	55B	S	9:30 am-12:30 pm	TBA

SXM 210

Photography: Beyond the Basics

\$180

Knowing how to compose a photograph is one of the most important building blocks in creative photography. Go beyond the basics of camera usage, such as f-stops and shutter speeds, and further develop your ability to create exciting photographs. Class explores the use of color filters to create moods and will help you make striking photographs using both color and black-and-white film. Course emphasizes how to improve your composition and add more interest to your pictures. Learn basic lighting that you can do inexpensively at home, for both still-life and portrait photography.

Instructor: Ken Chan, professional photographer.

5 sessions: (55A) November 12, 19, December 3, 10, 17

23522	55A	S	1:00 pm-4:00 pm	TBA
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SXM 220

Introduction to Fashion Photography

\$255

Let industry professionals teach you the basics of fashion and beauty photography, including lighting techniques. By the second session, spend the entire day participating in a mock photo shoot with digital equipment and live models. Program provides tips on selecting and working with support staff and equipment, followed by a critique and professional portfolio-development class. Includes discussions about the demands of the European, South American, and U.S. markets. Excellent for stylists and photographers who are looking to broaden their freelance options.

Attendees must bring a camera to all sessions.

Workshop leader: Lars Niki, 423A, LLC, fashion and beauty photographer.

3 sessions: (55A) September 24, October 1, 15; (55B) November 12, 19, December 3

23523	55A	S	9:30 am-4:00 pm	TBA
23524	55B	S	9:30 am-4:00 pm	TBA

Register Early

The program of your choice could fill early or be canceled because of enrollment requirements.



SXM 230**Beginning Digital Photography**

\$195

If you are a recreational photographer using either a 35 mm or digital camera and looking to develop your digital skills, this program can help. Learn the what and where of buying a digital photography set-up. Program information includes camera functions, depth of field, motion control, and zoom lens differences. Working hands-on, attendees are taught to take pictures, download images onto a computer, and scan 35 mm images. Basic image editing is included.

Workshop leader: Ken Chan, professional photographer.

5 sessions: (55A) October 1, 15, 22, 29, November 5
24702 55A S 1:00 pm–4:00 pm TBA

SXM 345**How to Go From Planning to Staging a Winning Event**

\$175

Get a thorough grounding in how to take an event from planning through execution, be it a private party, corporate event, trade show, or charity social. All of the components necessary for a successful event are examined, from sponsorships to promotional integration. Special emphasis is placed on atmosphere, including backdrops, lighting, music, special effects, and tables. Establishing a preferred vendor contact list is included. Gain insight into setting and meeting event objectives, allocating resources, working as a team, and making realistic budget projections.

Workshop leader: Ahysa Donaldson, events specialist and brand strategist.

4 sessions: (55A) October 10, 17, 24, 31
23585 55A M 6:30 pm–9:30 pm TBA

SXM 400**Everything You Need to Know About Fashion Shows, from Start-up to Runway**

\$165

Get a firsthand education about the ins and outs of fashion show production and learn the tricks used in planning and promoting highly successful shows. Program gives you the inside track on finding and hiring the best talent (models, stylists, dressers, and production and music professionals). Learn to identify and work with savvy public relations firms. Go behind the scenes with top industry pros on a unique tour through the fashion show business.

Seminar leader: Barbara Berman, wardrobe and show coordinator.

2 or 3 sessions: (55A) October 17, 24;
(55B) November 3, 10, 17

24757 55A M 5:00 pm–9:30 pm TBA
24069 55B R 6:30 pm–9:30 pm TBA

SXM 410**Bridal Consulting and Wedding Planning**

\$165

If you have events planning and image consulting know-how, why not consider bridal consulting and wedding planning as a career? This dynamic program starts by defining the roles, duties, and services required to dress and assist the bride and bridal party and coordinate services and receptions. Whether it's getting the perfect dress and fit; keeping the bride calm, beautiful, and on track; or recommending and getting along with caterers, bakers, florists, and photographers, every aspect of assisting with a wedding is included. Proper wedding etiquette is reviewed, and various wedding styles and their resulting budgets are covered. Handling sticky situations with ease and grace is discussed, and how to set fees and charge for your services is stressed.

The book for this class, My Bride Guide, by Judith Ann Graham, will be available for purchase during first session for a \$20 fee.

Seminar leader: Judith Ann Graham, professional makeup for media expert; author, *My Bride Guide*.

3 sessions: (55A) October 12, 19, 26
23586 55A W 6:30 pm–9:30 pm TBA

SXM 420**Everything You Need to Know About Trade Shows, from Set-up to Shopping**

\$165

No matter which end of the business you're in—be it wholesale or retail in accessories, apparel, or home—being in the know about industry trade shows will save you valuable time, trouble, and lots of money. Get a hands-on education on the many kinds of exclusive, fashion-based shows nationwide. Go behind the scenes to learn about the business of exhibiting, including finding the right show, registration, and set-up and display tips. Merchandising to both buyers and the press is covered. Get the tricks of the trade shows, including trendspotting and sizing up the best items to move your business forward.

Seminar leader: Millie Clark-Lewis, fashion trade show account executive, Advanstar Communications, Inc.

3 sessions: (55A) October 24, 31, November 7
27624 55A M 6:15 pm–8:45 pm TBA

SXM 440**Everything You Need to Know About Venues: from Editor's Previews to Afterparties**

\$170

Location, location, location! This exciting course will help the event planner guide their client to the very best event spaces—both traditional and alternative. Learn how to create a venue checklist, match your event to the space, conduct a venue walk-through, and hold productive meetings with venue management. The first session will be held at FIT, while the following two sessions will be held in the field, meeting with venue managers, banquet coordinators, and industry professionals. Students will be responsible for transportation to various venues, therefore additional expenses may be incurred.

Workshop leader: Paula Lauriano, Macy's Parade and Entertainment- Group National Events; freelance stylist and events planner.

4 sessions: (55A) October 5, 12, 19, 26
27618 55A W 6:30 pm–9:30 pm TBA

SXM 480**How to Plan and Execute Top Notch In-store Events**

\$170

Learn to orchestrate appearances, trunk shows, parties, and in-store fashion shows vital to today's retail promotional strategy. Program covers how to respond to a retailer's needs with the correct level theme and event type, including how to incorporate and secure celebrities for appearances. Class discussion and work emphasizes how to develop a concept and stresses the criteria for success, including venue choices, models, music, clothes, accessories, stylists, dressers, and staging. Budgets and allocation are reviewed. Important for freelance eventers and image consultants or in-store personnel.

Workshop leader: Terance Coffee, event planner and stylist.

4 sessions: (55A) November 7, 14, 21, 28
26450 55A M 6:15 pm–9:15 pm TBA

Company Training Options

Do your employees or trade members need training? Industry training programs are available through the Center for Professional Studies. For more information, see page 4.

Video Production for the Web

Learn how to create and publish online video. This program is designed to teach you the essential steps to cost-effective video production and web delivery.

GTD 875 Video Production for the Web



42 COURSE DESCRIPTIONS

SXM 500

From Real Life Color to Digital Color Hands-on Workshop

\$220

Choosing the right color for a product, fashion, home or cosmetic presentation, website, croque, matching a swatch, or building a brand identity may all seem difficult when you go from real life color to digital color. Color is one of the most powerful selling tools that one has to work with. Knowing how to translate real life color into digital color spaces such as RGB, CMYK, HSV, or LAB are most important if you are working in any industry or as an artist. Through digital color exercises and practices, students will gain the understanding of color strategies and how to use color digitally for color forecasting, packaging, creating textile color combinations, trending, and doing artistic work based on ideas introduced in this class. Held in FIT's School of Continuing and Professional Studies computer laboratory.

Required to bring a USB drive to your first class.

Instructor: Holly Henderson, adjunct assistant professor, Textile/Surface Design; apparel/textile design and manufacturing hardware and software consultant.

4 sessions: (55A) October 4, 11, 18, 25
27623 55A T 6:30 pm-9:30 pm TBA



SXD 625

Pet Apparel Fashion and Design

\$245 1.2 CEU

Redirect your design and sewing skills into one of today's fastest growing markets—fashion-inspired pet clothing. From bulldogs to American bobtails, pets are strutting designer stuff and owners are vying for best-dressed awards for their four-legged family members. This hands-on workshop starts with an introduction to body forms, functional needs, and a seasonal fabric guide. Ease of dressing and safety tips are considered in relation to T-shirts, winter coats, and couture ensembles. Learn how to create your own garments using sketches and get tips for developing a line and prospering in this exciting field.

Instructor: Kris Lynch, president, Ruff-Puppy Ruff-Doggie, a vertical pet product company; former toy industry executive; Paul Longo, senior designer, New York Dog, LLC.

4 sessions: (55A) September 6, 13, 27, October 4;
(55B) October 20, 27, November 3, 10
25951 55A T 6:00 pm-9:00 pm TBA
26451 55B R 6:30 pm-9:30 pm TBA

SXD 628

Patternmaking for Dog Garments

\$210

Learn to make patterns to take dog and pet-related design concepts from sketches to reality in this hands-on workshop. Instruction starts with the fundamentals of proper measuring on the "doggie dress form" to get the correct specifications for the needed pattern, including slopers for size variety. Learn to work with various dog body types to produce pattern pieces for garments, collars, and sleeves. Make patterns in creative muslin for dresses, coats, and collars.

Bring to first class a 2"x18" clear plastic ruler, french curve #17, measuring tape, patternmaking paper, and sharp #2 pencils. Some additional expense for muslin, straight pins, etc. explained at first class.

Instructor: Katie Lewis, designer; professional pet fashion product patternmaker.

4 sessions: (55A) November 14, 21, 28, December 5
27625 55A M 6:00 pm-9:00 pm TBA

SXD 630

Pet Accessories and Lifestyle Product Design

\$200 1.2 CEU

There's a \$41 billion and growing pet care and comfort industry, with products that include accessory items like leashes, collars, and boots, and lifestyle products ranging from toys to gym equipment to beds. This exciting program gives you insight into the challenges of using fashion and industrial design concepts to create both soft and hard goods for the pet products market. Emphasis is on creating products that meet today's consumer demand for more upscale, fashionable items. Great for portfolio expansion or as a prelude to a career move.

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

4 sessions: (55A) October 6, 13, 27, November 3
25952 55A R 6:00 pm-9:00 pm TBA

SXD 635

Quick Sketching for the Pet Product Business

\$155 .9 CEU

Learn to capture your pet apparel and lifestyle design concepts through simple sketching techniques. Draw basic dog or cat figures and add your pet fashions complete with illustrated details in flat sketches. Proceed to drawing accessories and lifestyle items like beds, play stations, and feeding dishes. If you have your own line or plan to launch one, enhance your ability to communicate your ideas to samplemakers, patternmakers, and contractors. Although no professional art training is required, basic creative abilities and familiarity with the pet product arena are helpful.

Bring to first session: A drawing paper pad, a velum paper pad (any size you are comfortable working with), and materials to render in color with (pens, markers, pencils, or watercolor).

Instructor: Joan Chiverton, advertising art director, illustrator, and pet portraitist.

3 sessions: (55A) November 2, 9, 16
27626 55A W 6:30 pm-9:30 pm TBA

Online Courses

The following courses are offered online:

CEO 001	Setting a Course for Your Business
CEO 002	Knowing Your Market
CEO 003	Formulating Your Financial Strategy
CTD 600	Web Design: XHTML
SUS 001	Introduction to Sustainability
SXC 100	Color Theory and Culture
SXE 100	Introduction to Fashion Publicity and Events Planning
SXF 300	Secrets from a Professional Shopper
SXF 610	The Great Designers
SXF 725	Expert Fashion Trend Online Research for Line Planning
SXF 810	Color for Wardrobe Planning
SXI 100	Introduction to Image Consulting
SXI 200	Image Consulting II: Wardrobe and Style
SXI 300	Image Consulting III: Business Essentials for Success
SXI 500	Fashion Essentials for Image Consultants
SXP 600	Fundamentals of Technical Design for Apparel Development
SXR 011	Retail Math: Gross Margin Analysis
SXS 100	Introduction to Fashion Styling
SXT 510	The Out of Towners Online Guide to Vintage Shopping



**SXP 100****Design and Product Development Technology Made Easy**

\$235 1.2 CEU

Get up-to-date knowledge on the evolving computer solutions for designing, developing, and producing fashion products to achieve speed-to-market. Program covers CAD, color management, design research, and technical design technology used in fashion and textile product development and manufacturing, both popular and innovative. Make yourself more valuable in the marketplace as you improve your ability to strategically analyze software integration efficiency and investment.

Workshop leader: Holly Henderson, adjunct assistant professor, Textile/Surface Design; apparel/textile design and manufacturing hardware and software consultant.

4 sessions: (55A) October 5, 12, 19, 26
25919 55A W 6:00 pm–9:00 pm TBA

Room Assignments

Check room postings in the Fred P. Pomerantz Art and Design Center lobby, by security, or call the day of class for locations: For CEO, CT, and TOT courses, call 212.217.7250. For SX courses, call 212.217.8741.

SR rooms are located on the lower level of the Conference Center at FIT.
CC rooms are located on the lower level of the Marvin Feldman Center.

SXP 105**Quality Fashion: How to Make It, How to Deliver It**

\$245 1.2 CEU

Overcome retailer RTVs and customer dissatisfaction by instituting a profit building quality assurance program. Don't just concentrate on inspecting goods only after they're finished—learn how to construct quality programs by building on a foundation of proper specifications correctly communicated when and where they are needed. Techniques stressed are applicable to manufacturing anywhere. Auditing methods, total quality management, AQL, and ISO9000 certification are covered, and discussion includes independent auditing for continuous improvement.

Recommended as the first course for beginning the Product Development Manager or Certified Technical Designer certificate programs.

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

4 sessions: (55A) September 15, 22, October 6, 13
26388 55A R 6:00 pm–9:00 pm TBA

SXP 110**How to Master Global Security and Social Compliance**

\$245 1.2 CEU

Learn how to navigate national and international security requirements that challenge the manufacturing of private label and branded goods. Successful strategies to gain approval from even the most stringent social compliance programs are emphasized. Special attention is paid to dealing with the compliance requirements of multiple retailers. Current Homeland Security regulations, C-TPAT, WRAP, and other initiatives are included. Highly recommended for supply chain managers and sourcing professionals.

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

4 sessions: (55A) October 20, 27, November 3, 10
26999 55A R 6:00 pm–9:00 pm TBA

SXP 120**How to Build a Better Garment: Stitches, Seams, and Finishing**

\$245 1.2 CEU

Whether you are a sourcing or production manager, technical designer, or product development professional, you must be a master of garment construction in order to produce superior products. Learn about best practices in garment construction and detail writing. Learn about universal stitch and seam terminology so that your specs can be understood in any language. Topics covered include the secrets of proper finishing, to ensure that your products grab the customers' attention at retail.

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

4 sessions: (55A) November 17, December 1, 8, 15
24747 55A R 6:00 pm–9:00 pm TBA

SXP 305**Technical Design from Product Analysis to Fit Approval**

\$295 1.8 CEU

Learn how to fix sample problems prior to line production for ultimate customer satisfaction with your label. Begin by learning the steps in the fit approval process including sample measuring, construction and workmanship, as well as comfort and range of motion. Formulating corrections and fixing problems is stressed. Experience the role of the technical designer in examining visual appearance, utilizing patternmaking and grading know-how. Program stresses using proper language to communicate changes to develop a superior garment.

Instructor: Irene Mak, design manager at Anthropologie; former director of technical services, Victoria's Secret PINK; former VP of technical design, American Eagle Outfitters.

3 sessions: (55A) November 5, 12, 19
27628 55A S 9:30 am–4:00 pm TBA

SXP 320**How to Reduce the Lead Time in Garment Preproduction**

\$175 .9 CEU

Are you caught up in the revolving door of resampling and late deliveries at the expense of delivering hot new looks on time? Learn how to reduce multiple sample requests and develop accurate diagrams that clarify and illustrate problems of fit and finish. Learn effective sketching and illustrating techniques that communicate your corrections in any language. Program includes sharing methodologies to reduce development time. Enable yourself to minimize costly resampling, saving time and money.

Instructor: Irene Mak, design manager at Anthropologie; former director of technical services, Victoria's Secret PINK; former VP of technical design, American Eagle Outfitters.

2 sessions: (55A) December 3, 10
25413 55A S 9:30 am–2:30 pm TBA

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44 COURSE DESCRIPTIONS

SXP 351

Expert Fit, Patterns, Grading, and Specifications

\$300

Your ability to communicate, construct, or evaluate garment specifications and manufacturing directions is essential to product sell through at retail. Upgrade your understanding and execution of the components that comprise a quality spec pack, whether you design, analyze garment fit, oversee production quality or work in technical design. Start with how superior shape and form is created when flat patterns are done correctly, including how draping is employed for fit analysis. Discover proper grading methods to adjust armholes, sleeves, lengths, seats, torso, and waist fit. Increase your ability to communicate clearly with better measurements and written specifications to get garment you need from contractors and factories, no matter where you source. Learn to control final product outcome and avoid costly mistakes. Highly recommended as a follow-up to SXF 250.

Bring to first session: 60" tape measure, 2' plastic ruler, three lead pencils, three colored pencils, one paper cutting scissors, 1 1/2 scale L-square, and one yard muslin.

Instructor: Les Francis, product development and patternmaking specialist.

7 sessions: (55A) October 10, 17, 24, 31, November 7, 14, 21
27519 55A M 6:30 pm-9:30 pm TBA

SXP 400

The Product Developer's Guide to Effective Managing: Communication, Organization, Integration

\$220 1.2 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.

Instructor: Robin Bowyer, merchandising and product development executive with a multi-market experience.

4 sessions: (55A) November 30, December 7, 14, 21
27619 55A W 6:00 pm-9:00 pm TBA

SXP 600

Fundamentals of Technical Design for Apparel Development

\$235 1.2 CEU

If you're a professional in apparel development for your success depends on correct communications to factories for sell-through garments that fit and satisfy the customer. Perfecting your hands-on technical skills is easy. Learn what to look for measuring, constructing, fitting, and determining quality standards and expectations for garments. Through this easy to follow program, you can gain practical experience in the use of succinct industry terms, technical sketches/photos, and the recording of accurate specifications that clearly communicate your garment details. Learn how to make tech packs and ask for prototypes with heightened accuracy so you can reduce costs and lead time. Recommended for patternmakers, designers, and product developers who are new to the field or looking to develop more effective work methods.

Instructor: Eileen Karp, assistant professor, Fashion Design-Apparel; creative designer, and apparel technical design director.

(OL1) November 7 - December 6
26391 OL1 ONLINE COURSE



SXR 005

Introduction to Today's Multi-Channel Retailing

\$205 .9 CEU

Retailing represents more than 40 percent of the U.S. economy and has enormous global financial importance. Understanding who the top performers are and why is an important part of starting and thriving in a retail career, or in selling product and services to the retail sector. Find out about today's retail climate by hearing a brief history of retail evolution culminating in today's winning strategies. Included are explanations of retail formats such as what is a department store—i.e., Macy's, JCPenney, or Bloomingdale's? What makes WalMart different from Target and what is meant by a true multi-channel player? Current market changes such as the manufacturer as retailer phenomena, growth of e-commerce, the ongoing battle of who owns the customer, and financial strategies that lead to success are addressed in this provocative updated overview.

Instructor: Robert E. Salerno, retail consultant; board member of Bon-Ton Stores; former retail executive.

3 sessions: (55A) October 4, 11, 18
24698 55A T 6:00 pm-9:00 pm TBA

Online Courses

The following courses are offered online:

- CEO 001 Setting a Course for Your Business
- CEO 002 Knowing Your Market
- CEO 003 Formulating Your Financial Strategy
- CTD 600 Web Design: XHTML
- SUS 001 Introduction to Sustainability
- SXC 100 Color Theory and Culture
- SXE 100 Introduction to Fashion Publicity and Events Planning
- SXF 300 Secrets from a Professional Shopper
- SXF 610 The Great Designers
- SXF 725 Expert Fashion Trend Online Research for Line Planning
- SXF 810 Color for Wardrobe Planning
- SXI 100 Introduction to Image Consulting
- SXI 200 Image Consulting II: Wardrobe and Style
- SXI 300 Image Consulting III: Business Essentials for Success
- SXI 500 Fashion Essentials for Image Consultants
- SXP 600 Fundamentals of Technical Design for Apparel Development
- SXR 011 Retail Math: Gross Margin Analysis
- SXS 100 Introduction to Fashion Styling
- SXT 510 The Out of Towners' Online Guide to Vintage Shopping



SXR 006**Intro to Fashion and Luxury Retail**

\$205 .9 CEU

What's the best way to meet the needs of the better fashion customer? Discover how the customer for fashion and luxury products drives the large, chain, and smaller specialty store business. Start by discussing who the customer is in relation to how market buying decisions, merchandising assortments, and service differentiation concepts are decided. Take a look at how the most successful fashion retailers function from shopping the market, to merchandising strategies and selling floor impact. The blurring of the roles of wholesalers and retailers is examined, and why some brands always come up as winners and some stores always triumph, in spite of the economy and world affairs is highlighted.

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

3 sessions: (55A) October 25, November 1, 8
27520 55A T 6:00 pm-9:00 pm TBA

SXR 008**Global Retailing: The New Reality**

\$205 .9 CEU

Gain a proper understanding of how the most fit industry players are strategically attempting to conquer worldwide recognition and markets for survival and profits. Whether its retail—the Middle East anyone? or brands—5th Avenue, Prada? you name the place, today's fashion is global with companies competing for new market share. This provocative program taught by an industry internationalist offers insight into what is happening, including what is working and what is not, and why. European concepts taking root here are examined, along with global entry barriers for domestic retailers expanding out of the U.S. The initiatives necessary for all businesses from executing a global supply chain to meeting global retail challenges is covered. The key drivers of effective management and the perils of bad strategy are stressed, all with real world references.

Instructor: Nancy Marino, president, Nancy Marino Associates; former retail, wholesale, and textile senior executive; international fashion business and retail consultant.

3 sessions: (55A) November 9, 16, 30
27641 55A W 6:30 pm-9:30 pm 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; former senior retail and manufacturing executive.

3 or 2 sessions: (55A) September 7, 14, 21;
(55B) October 15, 22;
(55C) October 19, 26, November 2;
(55D) November 12, 19
23475 55A W 6:00 pm-9:00 pm TBA
23556 55B S 10:00 am-3:00 pm TBA
23611 55C W 6:00 pm-9:00 pm TBA
26478 55D S 10:00 am-3:00 pm TBA

SXR 011**Retail Math: Gross Margin Analysis**

\$220 .9 CEU

This online program provides an in-depth study of the most important measurement in any retail operation: gross margin. Gain a thorough understanding of the financial tools used in making gross margin calculations. Learn ways to analyze, improve, and negotiate gross margin through discussion and market-relevant problem solving. Program content is useful for both retail and manufacturing executives.

Class limited to 14.

Seminar leader: Debbie Friedman, adjunct assistant professor, Fashion Merchandising Management, and former major retail buying executive.

(OL1) October 3 - 24
25922 OL1 ONLINE COURSE

SXR 012**Strategic Thinking Skills for Retail Performance**

\$220 1.2 CEU

This dynamic program teaches you how to recognize retail strengths and weaknesses. In-class discussion revolves around retail marketing strategy and the visual components of a healthy retail business through the eyes of the consumer. Assigned store visits provide an opportunity to put newly learned theory and a more enhanced critical eye to the test as you measure store performance. Information includes e-commerce sites and catalogues for a true multi-channel education. Gain a greater understanding of current successful retail companies and learn to recognize and analyze innovation and strategic planning that leads to sell through. Attention is also given to retail "don'ts" and failure modes to avoid.

Optional: certificate students only are introduced to the Retail Readiness Profile requirements.

Seminar leader: Barry Cohen, director of new business development, eFashion Solutions, LLC; former retail senior vice president, GMM; and manufacturing executive.

4 sessions: (55A) October 25, November 1, 8, 15
25414 55A T 6:00 pm-9:00 pm TBA

SXR 025**Retail Information Technology: Sales and Planning**

\$205 .9 CEU

Gain insight into how today's technology drives inventory control and merchandising decision making important to sales to stock ratio. Develop a greater appreciation for how computer-achieved data is used to effectively impact marketing and sales management planning, from sales to stock ratio, forecasting to merchandise distribution. A review of the popular systems in place at major retail organizations is provided, along with tips for techno-solutions and important information on future retail tech directions.

Instructor: Christopher Enright, chief technology officer, Icon Nicholson.

3 sessions: (55A) November 22, 29, December 6
23606 55A T 6:30 pm-9:30 pm TBA

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Video Production for the Web

Learn how to create and publish online video. This program is designed to teach you the essential steps to cost-effective video production and web delivery.

GTD 875 Video Production for the Web



46 COURSE DESCRIPTIONS

SXR 028

Introduction to the Planning and Allocation Function

\$220 1.2 CEU

Career opportunities in planning and allocation are not only plentiful but maintaining lean inventory is a significant focus for retailers during this economic downturn. Learn the terminology used to discuss inventory management and the hands-on skill needed to effectively and efficiently manage product. This course focuses on the application of inventory management skills in an Excel spreadsheet environment. Included are introduction to the terminology of planning and allocation, the calculations used to effectively and efficiently manage inventory and use of Excel as an inventory management application. How to apply calculations in various scenarios using Excel spreadsheets is demonstrated and results are evaluated and discussed in a round table format.

Instructor: Vincent Quan, associate professor, Fashion Merchandising Management; former retail and manufacturing planning and inventory control vice president.

4 sessions: (55A) November 3, 10, 17, December 1
27117 55A R 6:30 pm-9:30 pm TBA

SXR 030

The Shopping Environment: Developing the “Wow” Experience

\$205 .9 CEU

Retail success depends entirely on a customer-centric strategy. This course examines the five “rights” of merchandising—having the “right” product, in the “right” place, at the “right” time, “right” price, and “right” quantity. Learn how to utilize space, aesthetics, and employees to foster increased sales and repeat patronage. The course concludes with a focus on a store’s best asset—the staff. Methods to achieve top sales and premium customer service are reviewed. Get a blueprint for creating the “wow” factor for your customer.

Instructor: William Lynch, assistant professor, Fashion Merchandising Management, former major retail management executive.

3 sessions: (55A) October 5, 12, 19
23607 55A W 6:30 pm-9:30 pm TBA

SXR 035

Real World Retailing: Operations and Management

\$220 .9 CEU

Whether you work or want to work in product development, retail buying and merchandising, stores, or even wholesale, understanding operational aspects of the retail business is essential to your success. This program covers store and non-store aspects of retail operations, including the functions of sales support, real estate and construction, logistics and supply chain management, and customer service. Through a critical look at real world situations and materials, the impact on the customer, the brand, and financial results are considered.

Instructor: Robert E. Salerno, retail consultant, board member of Bon-Ton Stores, former retail executive.

5 sessions: (55A) November 7, 14, 21, 28, December 5
23608 55A M 6:00 pm-7:50 pm TBA

SXR 040

Who Are Your Best Customers and How to Motivate Them to Buy

\$205 .9 CEU

A store is most likely to attract all of its repeat customers in its first 1,000 days. This program teaches you how to capitalize on this maxim. Learn to expand sales by identifying and catering to this limited target group defined by the 20/80 rule of retailing: 20 percent of your customers will account for 80 percent of your profits. Discover methods for uncovering who your best customers are, how they behave and think, and what will keep them loyal. Methods of patronage stimulation are incorporated, with guidance on developing strong, targeted communications programs to increase individual spending and customer satisfaction.

Instructor: Alan P. Kelman, president, Alan P. Kelman and Associates; former principal and retail practice leader, Booz Allen and Hamilton.

3 sessions: (55A) October 17, 24, 31
23609 55A M 6:00 pm-9:00 pm TBA

SXR 045

The Art of Clienteling and Customer Relationship Management

\$205 .9 CEU

Get up to the minute info from industry pros on the most important initiatives for fostering repeat sales and retail customer satisfaction. Increase your understanding of how customer information when efficiently gathered and synthesized through Customer Relationship Management (CRM) programs is used to further emotional connection with customers. The techniques for evaluating, implementing, and maximizing CRM programs are featured. Also discover out how clienteling, once exclusive to luxury retail but now in practice across retail segments, helps to win the customer’s mind and heart for a long-term relationship. Information covers how to implement clienteling programs whether, a retail business is class or mass, and how to make the correct choices to effectively combine sales personnel and technological solutions for maximum customer loyalty.

Instructor: Cheryl Beall, president, Retail 101, former luxury retail executive; and Claude Johnson, president KWI-CRM, former marketing senior vice president.

3 sessions: (55A) October 3, 10, 17
27642 55A M 6:30 pm-9:30 pm TBA

SXR 055

Online Retailing: Career Facts and Market Impact

\$205 .9 CEU

Gain a thorough knowledge of online retail from the e-commerce business channel from electronic storefronts to malls including career opportunities. What constitutes a profitable business model, how these companies function, and how product is bought and sold is stressed. Learn about online customer characteristics and how e-tailers market and maintain customer relationships. Information includes support services such as online security, electronic payment systems, fulfillment, and eCRM. Participate in research and evaluation of popular sites learning who the most successful merchants are and why.

Instructor: Jeannette Monaco, adjunct instructor, Fashion Buying and Merchandising Management, electronic retailing specialist.

3 sessions: (55A) October 18, 25, November 1
27073 55A T 6:30 pm-9:30 pm TBA

SXR 058

Advanced E-Tail and Social Commerce

\$205 .9 CEU

Gain a practical hands-on education in using the power of the Internet and new interactive marketing strategies to grow a retail business profitably. Explore how blogs, Facebook, Twitter, mobile, and online marketing should be coordinated for a successful multi-channel marketing program, destined to increase sales as well as company and brand profile. Find out why hits are great, but full carts are better. Learn about innovative strategies that bring new prospects to a website, converting them into loyal customers. Find out the latest trends in where these new formats are headed and explore what is needed to secure a career opportunity in the growing e-tail field.

Instructor: Jeannette Monaco, adjunct instructor, Fashion Buying and Merchandising Management, electronic retailing specialist.

3 sessions: (55A) November 28, December 5, 12
27629 55A M 6:00 pm-9:00 pm TBA

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SXR 065**How to Pilot E-tail Success: Logistics and Fulfillment**

\$220 1.2 CEU

Sure, site navigation and eye candy products create sizzle and e-tail sales, but it's the supporting logistics and fulfillment that make e-commerce a success, or a fizzle. Learn what you need for e-tail achievement in this fast paced discourse by an experienced fashionista turned distribution wizard. Program emphasizes a variety of product classifications and their fulfillment requirements for warehousing, shipping, and the solutions available for good delivery and customer service. Get a handle on individual retail channel needs, new technologies, and fulfillment trends as you participate in case study discussions to strengthen your ability to judge for yourself effective logistical strategies for varied business models.

Instructor: Melissa McGraw, former 7th Avenue fashion apparel executive; fashion website founder and e-tailing executive.

4 sessions: (55A) November 10, 17, December 1, 8
27643 55A R 6:30 pm-9:30 pm TBA

SXR 120**Advance and Manage Your Retail Career Potential**

\$205 .9 CEU

In today's retail arena the career opportunities are exciting and the positions are highly competitive. Find out what retail management positions entail and compensate, and what the leadership traits garner upper management's support. Learn methods for getting started and advancing yourself as you train, motivate, and manage others. Program stresses developing techniques to shape you into a candidate for ongoing promotion and career growth. This program also includes retail and e-commerce executives as guest speakers who will discuss how they grew up in retail and what they look for in candidates to hire or promote.

Instructor: Lloyd Lippman, president, Career Management, Inc.; executive recruiting and coaching specialist.

3 sessions: (55A) November 7, 14, 21
27540 55A M 6:00 pm-9:00 pm TBA

**SUS 001****Introduction to Sustainability**

0 credits \$109 1.2 CEU

Students leave this class with in-depth knowledge of the history of sustainability and the most current sustainability thinking (including the understanding that such knowledge is ever-evolving). Both practical and conceptual issues are discussed with the goal of developing sustainable practices in our daily and professional lives. Absorb the vocabulary, bust the myths, and learn how your design skills and creativity can contribute to a sustainable future.

4 sessions: (55A) September 13, 20, 27, October 4
27527 55A T 6:00 pm-9:00 pm SR4
27449 OL1 October 24-November 20

SUS 002**The Sustainable Organization**

0 credits \$109 1.2 CEU

More and more businesses, non-profits, and governmental agencies are announcing that they are "going green." What does this mean? Should a sustainable organization be held to some set of standards? What certifications have been established? Are there guiding principles to help you develop sustainable business structures and processes? To be "green" must we keep an eye on our vendors and make demands on our customers or our landlords? Can we afford it? So many questions! Get some answers.

2 sessions: (55A) October 15, 16
27528 55A S U 10:00 am-5:00 pm SR4

SUS 003**Sustainable Marketing**

0 credits \$109 1.2 CEU

"Green" is one of the most overused words in popular culture. While an interest in all things green bodes well for the planet, it is becoming difficult to distinguish between a marketing ploy and a serious sustainability effort. In this class we will look at marketing trends, consumer perceptions, and efforts to regulate claims such as the Federal Trade Commission's Environmental Marketing Guidelines. Learn how companies and professionals can get beyond the green buzz, stay clear of greenwashing, and use marketing to both sell and educate.

4 sessions: (55A) October 11, 18, 25, November 1
27529 55A T 6:00 pm-9:00 pm SR4

SUS 004**Sustainable Design Thinking**

\$109 1.2 CEU

What environmental issues can be tackled by design? What are the success stories? What are the most pressing issues? Sustainable design holds the promise of changing the world from the site of human wrought ecological calamity to the home of people living in harmony with nature—and it begins with you.

4 sessions: (55A) October 13, 20, 27, November 3
27530 55A R 6:00-9:00pm SR4

SUS 010**Materials and Eco-Labels—Fashion**

0 credits \$109 1.2 CEU

The journey from raw material through processing, dyeing, and finishing is complex. Sourcing raw materials, chemicals used in processing, energy and water use, and finishing products and processes are just some of the considerations in developing sustainable textiles. This course explores all the components and considerations of sustainable materials for fashion. It covers the eco-labels that pertain to materials in the United States and as applicable, worldwide markets and teach you how to evaluate these labels' pros and cons. We also touch on eco-labels that apply to the packaging and labeling necessary for the retail environment.

4 sessions: (55A) November 7, 14, 21, 28
27531 55A M 6:00 pm-9:00 pm SR4

Ready to Register?

For complete registration information go to page 54.

What Makes Hot Topics Hot?

Our industry experienced faculty are recognized for their real-world perspectives.



48 COURSE DESCRIPTIONS

SUS 011

Responsible Manufacturing and Product Lifecycle—Fashion

\$109 1.2 CEU

What options does the designer have in fashion manufacturing? While societal customs, environmental regulations, and cost of living may vary, no matter where in the world you manufacture there is a standard of basic worker rights, environmental good citizen practices, and fair wages. Those who set these standards and monitor the factories are often thousands of miles away from your office. Learn the tool of product lifecycle analysis used to trace garments or accessories from raw material through transportation, manufacture, into the retail marketplace, on to the consumer and finally to end-of-life handling of the product. Learn how to take responsibility for the social and environmental implications at each step.

4 sessions: (55A) November 10, 17, December 1, 8
27532 55A R 6:00-9:00pm SR4

SUS 014

Sustainable Textiles: Sourcing and Direct Application

\$109 1.2 CEU

Sourcing sustainable fabrics and finding the right eco-dyes/finishes to work with textiles is a multifaceted endeavor. During this course, you will gain sound fundamentals on both historical, current, and future sustainable textiles, how to source for eco-textiles, as well as hands-on demonstrations including direct color application such natural dyeing and printing pastes, as well as how to set up an environmentally friendly dye/print studio. This class will be a combination of lectures, group discussion, and hands-on demonstrations.

2 sessions: (55A) December 17, 18
27613 55A S U 10:00 am-5:00 pm SR9

SUS 020

Materials and Eco-Labels—Interior Design

\$109 1.2 CEU

This course delves into sustainable materials and relevant eco labels for interiors. We consider the impact of materials used on the environment, the designed spaces, and the people who inhabit them. We cover many examples of new eco-materials and look into all the factors that impact a material choice from sourcing, location, and processing through finishing and end-of-life disposal. Learn the part materials play in the LEED rating system for projects/buildings.

4 sessions: (55A) November 8, 15, 22, 29
27533 55A T 6:00-9:00pm SR6

SUS 021

Rehabs, Renovations, and New Construction—Interior Design

\$109 1.2 CEU

Sustainable interiors are integrally tied to a building's characteristics. This course explores goals and methods of green design for buildings, from rehabs and renovations to new construction. Students learn the key tenets of ecodesign and how they impact considerations and decisions for interiors, including material selection, finishes, indoor air quality, lighting, and plumbing, as well as LEED criteria.

4 sessions: (55A) November 10, 17, December 1, 8
27534 55A R 6:00-9:00pm SR6

SUS 030

Materials and Eco-Labels—Accessories

\$109 1.2 CEU

Tracing the story of an accessory back to the source is the goal of this class. Labels for textiles and jewelry are explored in light of challenges and options available. The journey covers the entire life cycle and all the labels that document the different stories for the consumer.

4 sessions: (55A) November 8, 15, 22, 29
27535 55A T 6:00-9:00pm SR3

SUS 031

Responsible Manufacturing and Product Lifecycle—Accessories

\$109 1.2 CEU

The diverse world of accessories presents challenges and opportunities for sourcing responsible materials and transform them in sustainable, creative and culturally sound ways. This course explores the cultural, social, and ecological considerations that should be the starting point of any design process. A special focus will be placed on jewelry.

4 sessions: (55A) November 10, 17, December 1, 8
27536 55A R 6:00-9:00pm SR3



TOT 102

Assessing Your Market

\$35 0 CEU

The most important research that designers can do is assessing their potential market. Whether you are looking for your perfect product niche or analyzing competing collections, the market research you do positions your business for success.

1 session: (55A) October 6
26367 55A R 6:00 pm-9:00 pm TBA

TOT 103

Fabrics, Patterns, and Sampling

\$35 0 CEU

Finding fabrics, trims, and accessories for samples is difficult. Chasing these down for production often determines a designer's ability to ship what they have sold. This seminar will give you a thorough understanding of the material side of fashion and will help you plan material purchases, from sampling through production.

1 session: (55A) October 13
26368 55A R 6:00 pm-9:00 pm TBA

TOT 104

Line Sheets, Look Books, and Sales Collateral

\$35 0 CEU

The most important aspect of establishing your brand is providing sales materials that convey the image you are trying to create. From line sheets to look books, this seminar will present strategies to increase sales while preventing unnecessary duplication of your valuable design concepts. From models and photographers to stylists and printers, we will provide an overview of the tools you need to create the branded image you want to achieve.

1 session: (55A) October 20
26369 55A R 6:00 pm-9:00 pm TBA

Communicate with Us

Check out our blog at blog.fitnyc.edu/hottopicsinsider

What Makes Hot Topics Hot?

Our industry experienced faculty are recognized for their real-world perspectives.



TOT 105**Finding the Right Supplier**

\$35 0 CEU

Take advantage of all the new opportunities in sourcing and supply chain management available to the small designer. Representatives from the Garment Industry Development Corporation will review manufacturing opportunities and resources available from sampling through production. Global opportunities the internet has made available to the small designer will be discussed.

1 session: (55A) October 27

26370 55A R 6:00 pm-9:00 pm TBA

TOT 106**Sales, Marketing, and PR**

\$35 0 CEU

Score free publicity and get your product in the spotlight. From fashion editorials and the "what's hot" pages to morning television spots and celebrity endorsements, this seminar will show you where these opportunities are and how your company can benefit. Industry experts will teach you how to write press releases and how to send your product to editors.

1 session: (55A) November 3

26371 55A R 6:00 pm-9:00 pm TBA

TOT 107**A View from a Retail Buyer and Sales Rep**

\$35 1.2 CEU

This seminar gives you the opportunity to hear about the fashion business from a buyer's and sales rep's perspective. A discussion on how your product will be received at the two levels, insight into getting your product into a boutique, and how to properly merchandise your line to get maximum sales using a sales rep.

1 session: (55A) November 10

26372 55A R 6:00 pm-9:00 pm TBA

TOT 108**Selling and Marketing Your Product Online**

\$35 1.2 CEU

Today's fashion market strongly relies on the Internet. This seminar discusses the advantages of having your product available online and shows you how to get it there.

1 session: (55A) November 17

26373 55A R 6:00 pm-9:00 pm TBA

TOT 109**The Inside Scoop from Pattern Makers, Graders, and Sample Makers**

\$35 1.2 CEU

What really goes into the process of making a pattern, a sample, and marking and grading? Get first hand advice from industry professionals to fully understand the steps to make your product come to life.

1 session: (55A) December 1

26374 55A R 6:00 pm-9:00 pm TBA

**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 theatre, 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: Pattie Barbosa, professional wardrobe costumer, stylist, and star dresser.

4 sessions: (55A) October 3, 10, 17, 24

26392 55A M 6:00 pm-9:00 pm TBA

SXG 120**Costume Design Theory and Practice**

\$260 1.2 CEU

Ranging from theory to the practical, this exciting program provides an understanding of the inner workings of the costume designer in an overall creative process. Learn different methods for bringing a character to life through color, style, fabrics, and accessories, while maintaining the continuity of the period, location, and season. Discover the practical differences of design used in film, television, and print mediums. The entertainment industry is a very fast paced environment where things are constantly changing, and our specialists from the field will give you first hand information on how they approach assignments. Highly recommended for stylists, designers, and wardrobe technicians.

Some additional expense for supplies discussed at first session.

Instructor: Rosemary Ponzo, film, TV, and theatrical costume designer; celebrity stylist.

4 sessions: (55A) October 24, 31, November 7, 14

26393 55A M 6:00 pm-9:00 pm TBA

SXG 130**Fashion in Film and Media**

\$260 1.2 CEU

View iconic films, television shows, and music videos that have impacted style of dress in recent decades in this energetic and captivating program. Join with professionals of the entertainment world to discuss and critique the wardrobe style and theme of each movie, show, and music video featured. Costume designers, stylists, and wardrobe technicians expand creative perspectives and professional know-how. Fashion and film enthusiasts get a behind-the-scenes look at how some of the most influential characters have been created through wardrobe design, selection, and depiction.

Recommended book for this class: The Astoria Studio and its Fabulous Films by Richard Koszarski (available at Barnes & Noble at FIT).

Instructor: Rosemary Ponzo, film, TV, and theatrical costume designer; celebrity stylist.

4 sessions: (55A) November 21, 28, December 5, 12

26462 55A M 6:00 pm-9:00 pm TBA

Video Production for the Web

Learn how to create and publish online video. This program is designed to teach you the essential steps to cost-effective video production and web delivery.

GTD 875 Video Production for the Web

Image Consulting

Image Consulting Professional Development Certificate Program is also available online.

See page 39, call 212.217.7715, or visit fitnyc.edu/professionalstudies.



50 COURSE DESCRIPTIONS

SXG 140

Storyboard and Rendering for Costume Design

\$160 1.2 CEU

This exciting workshop teaches you the fundamentals of drawing and painting your own costume designs in a studio format. You are guided through the basic techniques of sketching and painting costumes for film, TV, and theatre specifically as preparation for presenting your costume renderings in storyboard style for work in the entertainment industry. Highly recommended for student or novice costume designers and stylists, or working professionals who need a portfolio update. Can be taken in advance of SXG 310 or as a co-requisite.

Bring to first session: 9"x12" watercolor pad (strathmore), 9"x12" or larger tracing pad. A watercolor set or gouache (mid price set), two sable brushes, pencil and kneaded eraser, and fine Faber-Castell black ink pen.

Seminar leader: Joan Chiverton, advertising art director, illustrator, and pet portraitist.

4 sessions: (55A) October 18, 25, November 1, 8
27630 55A T 6:00 pm-9:00 pm TBA

SXG 142

Costume Design Storyboards and Rendering II

\$155

This studio workshop continues teaching drawing and painting costume designs for film, TV, and theatre. Recommended for students who have taken SXG 140 and want to progress to a higher level of execution or costume designers and stylists in need of updated material for portfolios and books.

Bring to first session: 9"x12" watercolor pad (strathmore), 9"x12" or larger tracing pad. A watercolor set or gouache (mid price set), two sable brushes, pencil and kneaded eraser, and fine Faber-Castell black ink pen.

Seminar leader: Joan Chiverton, advertising art director, illustrator, and pet portraitist.

3 sessions: (55A) November 15, 22, 29
27644 55A T 6:00 pm-9:00 pm TBA

SXG 610

The Great Costume Designers

\$205 1.2 CEU

It is an undisputed fact that the costume designer's role is the key to character recognition and definition as portrayed on film or on stage within a few minutes of viewing. What would Annie Hall, Holly Golightly, Eliza Dolittle, Gordan Gekko, or the Sugar Plum Fairy be without their clothes? Just as there are great fashion designers, there are great costume designers whose work is celebrated for its contributions to the movies, theatre, and dance. Gain an appreciation for who these geniuses are and the wonderful characters they've brought to life. Explore the impact of costume artists such as Edith Head, William Ivy Long, Cecil Beaton, Colleen Atwood, Catherine Zuber, and Sandy Powell, to name a few, in this enlightening and entertaining workshop.

Instructor: Isabel Rubio, costume designer and wardrobe supervisor for film, TV, opera, theatre, ballet, and print.

4 sessions: (55A) October 5, 12, 19, November 2
27645 55A W 6:30 pm-9:30 pm TBA



SXW 005

Crafts/Design: The Fine Art of Business

\$130

Does everyone say you should sell your work, but no one tells you how to do it? Learn how to market and sell your art from experts affiliated with trade and craft fairs, shops, galleries, and showrooms. Discuss policies, fees and costs, pricing concepts, and promotional techniques, including booth and exhibit arrangements. Meet successful guest speakers, including professionals from the commercial art and craft world, along with artists who will share their experiences, emphasizing what's worked well and what to avoid. Program includes advice on resource development, salesmanship, and time management.

Instructor: Alice Melzer, professional commercial artist, photographer, award-winning exhibitor, and art educator with arts and crafts expertise.

3 sessions: (55A) October 12, 19, 26
23589 55A W 6:15 pm-8:45 pm TBA

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Visit these web pages for up-to-the-minute info on:

- Center news
- New programs
- Program date changes
- Faculty bios and websites
- Special events

SXW 010

Bauble, Bangle, and Bead Stringing I

\$130

Learn to design jewelry through this foundation course in the ancient art of bead stringing. Each session introduces an elegant and unique jewelry project, including a pair of wire and bead earrings. Pearl knotting and other beadwork stitches are included. Tools, resources, and the range and quality of beads and clasps are discussed within the context of design guidelines and finishing techniques. Produce quality pieces, get a foundation to continue on to more advanced techniques, and be a more savvy consumer when shopping for costume jewelry.

No previous experience necessary. Stringing basics for novices. Separate materials fee varies from \$12 to \$15 per session. Class limited to 20.

Workshop leaders: Sumako Barnes, jewelry designer; Esther Esses, jewelry designer; Leah Becker, jewelry designer.

3 sessions: (55A) September 17, 24, October 1;
(55B) October 13, 20, 27;
(55C) October 29, November 5, 12
23529 55A S 9:30 am-1:00 pm TBA
27622 55B R 6:30 pm-9:30 pm TBA
23531 55C S 9:30 am-1:00 pm TBA

SXW 011

Beadweaving for Novices

\$140

Learn the foundational bead weaving stitches necessary to developing beaded jewelry pieces. Workshops concentrate on peyote stitch, square stitch, herringbone, tubular herringbone, and right-angle basic weaves. Excellent follow-up to SXW 010 and recommended prior to SXW 012 and SXW 013.

Class limited to 15. Optional materials fee varies up to \$50. Materials are available at each session.

Workshop leader: Jeri Schatz, jewelry designer.

3 sessions: (55A) September 24, October 1, 15
26465 55A S 10:00 am-2:30 pm TBA

SXW 012

Bauble, Bangle, and Beadweaving Techniques

\$140

Prerequisite: SXW 011

Use a variety of bead-weaving techniques to make unique bracelets, brooches, earrings, necklaces, and rings. Each hands-on session introduces stitches such as brick, herringbone, netting, and peyote. Be prepared to finish at least three projects. *Class limited to 15. Optional materials fee varies up to \$50. Materials are available at each session.*

Workshop leader: Jeri Schatz, jewelry designer.

5 sessions: (55A) October 5, 12, 19, 26, November 2
24759 55A W 6:00 pm-9:00 pm TBA



SXW 013**Intermediate Beadweaving Workshop**

\$140

Prerequisite: SXW 012

Students in Bauble, Bangle, and Beadweaving Techniques continue to work in a higher level with an emphasis on taking what you've learned in SXW011 and SXW012 to begin designing your own projects. This is accomplished with the teacher's guidance. For those who prefer not to design their own, projects will be provided.

Workshop leader: Jeri Schatz, jewelry designer.

5 sessions: (55A) November 9, 16, 30, December 7, 14
26452 55A W 6:00 pm-9:00 pm TBA

SXW 016**Wire-wrap Jewelry Workshop**

\$140

Learn the ancient art of wire-wrapping glass, semiprecious stones, and beads to make one-of-a-kind bracelets, earrings, and necklaces. This program introduces you to a variety of wrapping techniques. Start with free-form wrapping to create a pendant using wire and sea glass. As your skills advance, learn to make various styles of earrings and stone wrapped rings.

Class limited to 16. Bring to first class 5" round nose pliers, 5" chain nose pliers both are allcraft brand, Italian side cutters, and a steel ring mandrel (no grooves). The first three tools are needed for every class; the ring mandrel will be used in the fourth week. Tools can be purchased at All Craft, 135 West 29th Street, second floor. Separate materials fee payable for the first project is \$10. Additional supplies will be needed to complete later projects.

Workshop leader: Isolina Perez, jewelry designer.

4 sessions: (55A) October 6, 13, 20, 27
26552 55A R 6:00 pm-9:00 pm TBA

Fashion Finance

**Numbers got you down and out for the count?
Our fashion finance-related programs can make
you a champ!**

- SXN 130 How to Think Like Your CFO: A Behind-the-Scenes Look at Fashion's Bottom Line
- SXF 020 Costing: How to Win the Garment Game
- SXF 030 Key Finance Fundamentals for Every Fashion Professional
- SXR 010 Retail Math: Merchandising, Planning, and Gross Margin
- SXR 028 Intro to the Planning and Allocation Functions

SXW 018**Advanced Wire Techniques and Cold Connections:
Working with Metal without Heat**

\$180

Prerequisite: SXW 016 or wire wrapping experience.

This workshop offers you the ability to master advanced techniques in wire wrapping; how to create your own ear wires, head pins, pendants, cuff bracelets. Emphasis is placed on using different techniques employing fine and/or argentium silver. Cold connections is the art of combining metals, found objects, and unique elements and connecting them all together by creating a folded join, stitching, rivets, eyelets, nails, and screws to create various jeweled ornaments. You're limited only by your imagination.

Bring to first session tools purchased for SXW 016 (5" round and chain nose pliers, cutters) 4mm crystals, wire (20 gauge). Additional supply list for class available by calling 212 217.7715 or visiting us at fitnyc.edu/wearable_decorative_arts.

Instructor: Isolina Perez, jewelry designer.

5 sessions: (55A) November 3, 10, 17, December 1, 8
26454 55A R 6:00 pm-9:00 pm TBA

SXW 100**Collectible Jewelry I**

\$135

Learn to produce elegant, finished pieces through European techniques of knotting, weaving, and stringing with pearls, crystals, and semiprecious stones. This program stresses the principles of style, design, and color as well as custom fitting methods. Tricks of the trade are revealed, including where to obtain materials and tools. Classic larger bead pieces are emphasized. Start by making a bracelet from materials provided in the first class and progress to creating your own necklace torsade and a complex woven necklace in subsequent classes. Techniques for both beginning and experienced beaders are taught.

Bring to class a small white terrycloth towel, curved cuticle scissors, one small non-serrated knife, and a compact-size hand mirror. Separate \$30 materials fee payable at first session. Class limited to 16.

Workshop leader: Marian Fay Levitt, jewelry designer.

4 sessions: (55A) September 13, 20, 27, October 4;
(55B) November 22, 29, December 6, 13
23590 55A T 6:00 pm-9:00 pm TBA
23591 55B T 6:00 pm-9:00 pm TBA

SXW 110**Collectible Jewelry II and Beaded Wire Earrings**

\$135

Recommended Prerequisite: SXW 100

Continue to develop your jewelry skills as you create more complex designs. Learn how to attach pendants, make jeweled tassels, and design elegant multiple weaves and graduated multi-stranded necklaces. Principles of good design, color, and proper fit are discussed. Make necklaces and earrings working with wire and chain.

Separate \$30 materials fee payable at first session. Bring to first session a small white hand towel, curved cuticle scissors, one small non-serrated knife, and a compact-sized hand mirror. Class limited to 16.

Workshop leader: Marian Fay Levitt, jewelry designer.

4 sessions: (55A) October 18, 25, November 1, 8
25963 55A T 6:00 pm-9:00 pm TBA

SXW 125**Handcrafted Costume Jewelry I: From Design to Creation**

\$215

Graduate beyond making beaded jewelry to designing and creating unique pieces in brass, copper, or a combination of both. Start with a pendant that becomes a necklace that turns into a brooch. Create your own design or adapt a historic or ethnic prototype. Work hands-on in a specially equipped lab, learning important metal techniques such as cutting, forming, filing, polishing, and assembling. You'll be amazed at how a simple piece of metal transforms into a treasure as you develop proficiencies shared by working jewelry designers.

Bring to first session The Handmade Costume Jewelry Kit, at a discounted price of \$170 at All Craft, 135 West 29th Street, Suite 205. Additional tools, equipment, and materials provided.

Instructor: Vladimir Deming, MA in decorative art; decorative jewelry designer; antiques restorer.

6 sessions: (55A) September 15, 22, October 6, 13, 20, 27
24748 55A R 6:00 pm-9:00 pm AC08A

Ready to Register?

For complete registration information go to page 54.



52 COURSE DESCRIPTIONS

SXW 130

Make Your Own Buttons, Bands, Buckles, and Bangles

\$215

Design and make your own buttons, headbands, buckles, and bangles. Work with Plexiglas, a highly malleable, easy-to-use plastic, to create fun, colorful, retro pieces, hot in today's fashion market. The program starts with design coaching and teaches you how to cut, file, shape, carve, drill, polish, color, and finish your pieces. Once you master the basics, you can begin execution on a matching set. Skills learned can be performed at home with a minimum of tools, equipment, and inexpensive materials.

Some additional expense for materials and tools. Bring to first session the kit for this course at a discounted price of \$172 at All Craft, 135 West 29th Street, Suite 205. Additional tools, equipment, and materials provided.

Instructor: Vladimir Deming, MA in decorative art; decorative jewelry designer; antiques restorer.

6 sessions: (55A) November 7, 14, 21, 28, December 5, 12
25965 55A M 6:00 pm-9:00 pm AC08A

SXW 200

Knitting for Pleasure

\$155

Learn to make hand-knit, designer inspired sweaters from start to finish. Workshop teaches you to write your own instructions and to measure and convert properly. Assembly and blocking are demonstrated. Recommended for people with basic knitting skills who are interested in producing beautiful sweaters at a fraction of the normal cost. Advanced instruction in more challenging designs and stitches available to experienced knitters.

Bring two sets of straight knitting needles, size 8 and size 9, and two balls of worsted-weight yarn (same color). Some additional supplies required. Knowledge of basic hand knit stitches required. Class limited to 16.

Workshop leader: Arnetta Kenney, adjunct assistant professor, Textile/Surface Design; boutique knitwear designer.

6 sessions: (55A) October 19, 26, November 2, 9, 16, 30;
(55B) October 17, 24, 31, November 7, 14, 21
23534 55A W 6:00 pm-9:00 pm TBA
27075 55B M 6:00 pm-9:00 pm TBA

SXW 201

Knitting for Novices

\$155

If you long to take SXW 200, but don't knit or haven't in a long time, learn or reacquaint yourself with the basic hand-knit stitches, fabrics, and techniques in this knitting start-up program. Learn knit and purl combinations, how to measure and fit properly, intarsia color knitting, basic cable stitches, seams, and finishing. A small seasonal project is completed. If you are new to knitting, take this program prior to SXW 200.

Bring two sets of straight knitting needles, sizes 8 and 9, and two balls of worsted-weight yarn (same color). Some additional supplies required. Class limited to 16.

Workshop leader: Arnetta Kenney, adjunct assistant professor, Textile/Surface Design; boutique knitwear designer.

6 sessions: (55A) September 6, 13, 20, 27, October 4, 11
24694 55A T 6:00 pm-9:00 pm TBA

SXW 220

Beginners' Machine Knitting

\$245

Learn to produce garments with a hand-knit look through introductory machine knitting. Whether or not you own a machine, the basic techniques covered enable you to pursue knit production. Attendees start by making a sweater at their own pace and can advance to additional garments in SXW 230.

Workshop leaders: Marian Grealish, adjunct assistant professor, Textile Development and Marketing, and Kathryn Malik, technologist, Textile Development and Marketing.

3 sessions: (55A) September 10, 11, 18
23535 55A S U 9:30 am-4:30 pm TBA

SXW 230

Machine Knitting II

\$245

Prerequisite: SXW 220

Continue to develop machine-knitting skills learned in SXW 220 using your own standard gauge tools. Program stresses sophisticated stitches and additional garment construction at the intermediate and advanced levels.

Workshop leaders: Marian Grealish, adjunct assistant professor, Textile Development and Marketing; Kathryn Malik, technologist, Textile Development and Marketing.

3 sessions: (55A) September 24, 25, October 2
23536 55A S U 9:30 am-4:00 pm TBA

SXW 400

Learn to Sew Like a Pro I

\$240

This basic sewing workshop teaches professional techniques employed in the fashion business. Utilizing the college's industrial equipment, learn how to sew and produce correctly finished, professional looking pieces. The program includes layout, cutting, construction, and finishing of garments. Attendees use a commercial pattern to sew a pajama-style bottom—long, cropped, or capri—working in cotton or cotton-type fabrics. Appropriate sewing techniques for a variety of fabrics and fabric resources are covered.

Separate \$10 materials fee payable at first session.

Workshop leader: Joan Endres, professional designer.

5 sessions: (55A) September 18, 25, October 2, 9, 16;
(55B) September 18, 25, October 2, 9, 16;
(55C) October 23, 30, November 6, 13, 20;
(55D) October 23, 30, November 6, 13, 20

23603	55A	U	9:30 am-1:00 pm	TBA
23604	55B	U	1:30 pm-5:00 pm	TBA
23629	55C	U	9:30 am-1:30 pm	TBA
23630	55D	U	1:30 pm-5:00 pm	TBA

SXW 425

Hand Sewing, Mending, and Alteration Essentials

\$210 1.5 CEU

Learn professional hand-sewing techniques that can save time and money. Lessons include how to do a proper hem for dresses, pants, and skirts, and how to shorten sleeves on tailored jackets. Repairs such as buttons, eyes, hooks, snaps, and zippers are taught. Also included are basting and stitch-style techniques. These skills complement careers in styling, image, events, and wardrobing, and will banish costly alteration fees from your life.

Bring to first session 12" ruler, marking chalk or pencil, embroidery scissors, assorted buttons, hooks and eyes, snaps, 1' of cotton cloth, one yard of plain muslin or cotton, needle, and thread. Additional supplies discussed at first class.

Workshop leader: Ruth Katz, professional wardrobe costumer, stylist; and Pattie Barbosa, professional wardrobe costumer, stylist, and star dresser.

4 sessions: (55A) October 2, 9, 16, 23;
(55B) November 5, 12, 19, December 3;
(55C) November 6, 13, 20, December 4

24766	55A	U	9:45 am-1:30 pm	TBA
24767	55B	S	9:30 am-1:15 pm	TBA
27077	55C	U	9:45 am-1:30 pm	TBA

New Easy Online Registration!

For online registration go to fitnyc.edu/ceregistration and click on Noncredit Online Course Registration.



What makes Hot Topics hot? Our industry experienced faculty are recognized for their real world perspectives.

Now's the time. Focus on a new direction.

Earn a Certificate in Brand Management Experience at FIT.

SXB 100 Increase Sales and Performance Through Brand Management

SXR 050 Intro to Branding: The Art of Customer Bonding

SXN 130 How to Think Like a CFO: A Behind-the-Scenes Look at Fashion's Bottom Line

SXR 040 Who Are Your Best Customers and How to Motivate Them to Buy

SXB 200 Brand Marketing Communications for Image and Meaning

SXB 250 New World Branding: Social Media Applications and Impact

SXB 300 Brand Management Analytics: Maximizing the Value of Your Brand

SXB 400 Brand Lab: Practicum in Brand Test Launching

Registration Details

CREDIT AND NONCREDIT INFORMATION SESSIONS

Are you unsure about which continuing education path is right for you? Come learn about our various study options.

- noncredit and credit courses
- part-time degree programs
- evening/weekend degree programs

November 15

5-7 pm

John E. Reeves Great Hall

CREDIT AND NONCREDIT ADVISEMENT AND REGISTRATION

To explore course options, speak to an advisor, or register for available courses.

August 22-23

December 8

5-7 pm

John E. Reeves Great Hall

Noncredit Calendar

FALL 2011

Registration

Noncredit course registration is ongoing through the first day of class for the specific course or until the course is full.

Course Calendar

Dates for noncredit courses are listed with the course in the Noncredit Course Descriptions and Schedules sections of this catalogue.

Academic Advisement and Registration	Monday-Tuesday, August 22-23
John E. Reeves Great Hall	5-7 pm
Labor Day—college closed	Monday, September 5
Professional Development Certificate Program Orientation	Tuesday, September 20
John E. Reeves Great Hall	5:45-7 pm
Rosh Hashanah—college closed	Thursday-Friday, September 29-30
No evening classes on Wednesday, September 28	
Yom Kippur—college closed	Saturday, October 8
No evening classes on Friday, October 7	
Information Session	Tuesday, November 15
John E. Reeves Great Hall	5-7 pm
Thanksgiving recess—college closed	Thursday-Sunday, November 24-27
Academic Advisement and Registration	Thursday, December 8
John E. Reeves Great Hall	5-7 pm

Noncredit Registration

REGISTRATION AT A GLANCE

Registration is ongoing through the first day of class for the specific course or until the course is full.

Register early because the program of your choice could fill early or be cancelled due to low enrollment.

Except for online, all registrants must complete the Registration Form at the back of this catalogue. Note that if you do not pay at the time of registration, you risk deregistration.

Online

Go to fitnyc.edu/noncreditregister to register for all Hot Topics noncredit courses, professional development certificates, special programs/events, and ESL programs

In Person

For courses beginning with CEO, CT, SX, and TOT, bring your completed Registration Form to Room D130.
Hours: Monday-Friday, 9 am-6:45 pm

Fax

For courses beginning with CEO, CT, SX, and TOT, fax your completed registration form with credit card information to 212.217.7176. Registration form is located at the back of this catalogue.

REGISTRATION FOR ONLINE COURSES AND HOW TO ACCESS YOUR COURSE

Registration

The registration process for online courses is the same as for on campus courses. Note that online course sections begin with OL.

Access Your Course

You will be taking your course using ANGEL, FIT's online course system. One week before the course begins, go to fitnyc.edu/onlinelearning for information on how to access your course. For more information on online learning at FIT, visit the Office of Online Learning website at fitnyc.edu/onlinelearning.

Technical Requirements for Online Courses

To take an online course at an FIT, you must first have access to a computer that has a reliable connection to the internet. Your system should also meet the following minimum requirements:

- Microsoft Internet Explorer 7 or higher, or Mozilla Firefox 3.0 or higher (preferred). Chrome and Safari are not supported.
- Word-processing software that can create and share documents with faculty and other students, and Adobe Reader.

Some instructors require students to use special software related to their course. This information will be provided to you after you have registered and have access to your course.

The SUNY Learning Network Helpdesk is available to answer your technical questions at 1.800.875.6269 or slsupport@itec.suny.edu.

CONFIRMATION

Registrations are only processed if there are seats available. Where indicated in course descriptions, attendance is limited. If the course you registered for is full, you will be contacted. (Include a daytime phone number on your registration form.) Otherwise, report to FIT for your scheduled class. To verify payment, contact your credit card or banking institution. The college reserves the right to cancel a program.

NONCREDIT REGISTRATION INFORMATION

ADVISEMENT

If you need noncredit advisement, visit the Center for Professional Studies and the Enterprise Center in Room D130 or call the center sponsoring your program. Use the course prefix to locate the appropriate phone number:

CEO, CT, TOT—Enterprise Center, 212.217.7250

SX—Center for Professional Studies, 212.217.7715

NONCREDIT COURSE FEE

The cost for noncredit courses is as stated in this brochure, regardless of state of residence.

COURSE WITHDRAWAL/REFUND OF TUITION

Beginning the first day of class, full refunds are not available.

Noncredit Withdrawal/Refund Policy

Requests for course withdrawal/refund of tuition must be made in writing to Andrea Adkins-Miller (Andrea_AdkinsMiller@fitnyc.edu) 24 business hours prior to the start of a program for a full refund. Requests received after a course's completion cannot be fulfilled. The policy for partial refund is in accordance with the following schedule:

Courses that have 2 sessions:	25% after first session
Courses that have 3 sessions:	50% after first session No refund after second session
Courses that have 4 sessions:	50% after first session 25% after second session No refund after third session
Courses that have 5 or more sessions:	75% after first session 50% after second session 25% after third session No refund after fourth session

Guest speaker changes are not accepted as a reason for refund requests.

CERTIFICATES/CEUS

To earn a Professional Development Certificate or CEUs, in addition to attendance, required course work must be completed as specified by each course instructor to advance to a higher foundation module.





Registration Details

REGISTRATION AND PAYMENT

For all registrants, a \$5 service fee is added to the cost of Hot Topics programs. Payment in full is required at the point of registration prior to the first day of class. If payment is not made, credit card charge is denied, or check is not honored, the registration is cancelled and attendance denied. Payments for multiple registrants may not be combined. To pay by credit card, be sure to complete the Credit Card Authorization Form.

COURSE CANCELLATIONS

When the enrollment for a course is below the required minimum, the college reserves the right to cancel or combine a course with a similar course.

ROOM ASSIGNMENTS

For up-to-date information on course locations and class dates, check room postings in the building lobbies or call on the afternoon on the day of the class for updates: for CEO and CT courses, call 212 217.7250; for SX courses, call 212 217.8741. Rooms beginning with SR are located in the lower level of the Conference Center at FIT. Rooms beginning with CC are located on the lower level of the Marvin Feldman Center.

REGISTRATION HOURS

Noncredit Registration Center
Room D130

When classes are in session:

Monday- Friday, 9 am-6:45 pm

Saturday and Sunday: check for a schedule of the available registration weekends in fall starting September 10.

OFFICE HOURS

Center for Professional Studies
Room D130
Monday-Thursday, 9 am-6:30 pm
Friday, 9 am-5:30 pm
Saturday and Sunday, closed

Enterprise Center
Room D130
Monday-Thursday, 9 am-6:30 pm
Friday, 9 am-5:30 pm
Saturday and Sunday, closed

DISABILITY SERVICES (FIT-ABLE)

Liz Holly Mortensen
Disability Services Coordinator and ADA Coordinator
Room A570

212 217.4090 (TTY 212 217.4095)

Monday-Friday, 8 am-5 pm

Students are welcome to discuss their disability status and to request reasonable accommodations for college participation. All information provided to this office is confidential. FIT is committed to providing equal access to courses and programming in a non-discriminatory atmosphere, in full compliance with Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990, allowing students to develop their skills to the fullest.

The office is also a National Voter Registration Act voter registration site, whereby students with disabilities can register to vote or can re-register to vote by changing their residence location as part of our service provisions.

Students with learning, psychological, hearing, visual, physical/mobility, or medical disabilities are invited to meet with the coordinator of Disability Services to discuss requests for reasonable accommodations and auxiliary aids. Personal accommodations such as paras and equipment are not provided by the college. It is the student's responsibility to provide test evaluations and/or documentation. Such documentation must be no older than three years from a licensed clinician; referrals are available upon request.

FIT INFORMATION GUIDE: INFO ABOUT:

General FIT and College-wide Events:
fitnyc.edu

Academic Programs and Admissions:
fitnyc.edu/academics.asp
fitnyc.edu/admissions

**The School of Continuing and Professional Studies
and Part-time Credit Courses:**
fitnyc.edu/5337.asp

Hot Topics Sponsoring Centers:

fitnyc.edu/enterprise
fitnyc.edu/professionalstudies

Registration or Noncredit Courses, and Certificate Programs:

fitnyc.edu/ceregistration



Sustainability Workshops Available This Fall!

These noncredit classes will help you get up to date on sustainability practices in your field. Begin exploring sustainable business practices today.

\$109 each
See page 47
for course details.
See page 54
for registration details.

SUS 001

Introduction to Sustainability

4 sessions: (55A) September 13, 20, 27, October 4
OL1: October 24-November 20

27527 **55A T** **6-9 pm**

27449 **OL1 (Online)**

SUS 002

The Sustainable Organization

2 sessions: (55A) October 15, 16

27528 **55A S&U** **10 am-5 pm**

SUS 003

Sustainable Marketing

4 sessions: (55A) October 11, 18, 25, November 1

27529 **55A T** **6-9 pm**

SUS 004

Sustainable Design Thinking

4 sessions: (55A) October 13, 20, 27, November 3

27530 **55A R** **6-9 pm**

SUS 010

Materials and Eco-Labels – Fashion

4 sessions: (55A) November 7, 14, 21, 28

27531 **55A M** **6-9 pm**

SUS 011

Responsible Manufacturing and Product Lifecycle – Fashion

4 sessions: (55A) November 10, 17, December 1, 8

27532 **55A R** **6-9 pm**

SUS 014

Sustainable Textiles: Sourcing and Direct Application

2 sessions: (55A) December 17, 18

27613 **55A S & U** **10 am-5 pm**

SUS 020

Materials and Eco-Labels – Interior Design

\$109

4 sessions: (55A) November 8, 15, 22, 29

27533 **55A T** **6-9 pm**

SUS 021

Rehabs, Renovations, and New Construction – Interior Design

4 sessions: (55A) November 10, 17, December 1, 8

27534 **55A R** **6-9 pm**

SUS 030

Materials and Eco-Labels – Accessories

4 sessions: (55A) November 8, 15, 22, 29

27535 **55A T** **6-9 pm**

SUS 031

Responsible Manufacturing and Product Lifecycle – Accessories

4 sessions: (55A) November 10, 17, December 1, 8

27536 **55A R** **6-9 pm**



Noncredit Course Registration Form

ONLY FOR SX, CEO, CT, AND TOT COURSES

227 WEST 27 STREET, ROOM D130
 NEW YORK, NY 10001-5992
 FAX: 212 217.7176

**This form will not be accepted for credit courses.
 Copies of this form may be made for additional registrants.
 Payments for multiple registrants may not be combined.**

FALL

DATE OF BIRTH (STUDENTS IN HOT TOPICS PROGRAMS MUST BE 18 YEARS OF AGE OR OLDER)

GENDER MALE FEMALE

CATALOGUE RECIPIENTS: PLEASE PROVIDE THE CODE THAT APPEARS ON THE MAILING LABEL ABOVE YOUR NAME

YOUR NAME

ADDRESS EMAIL ADDRESS (PRINT CLEARLY)

CITY, STATE, ZIP

DAY PHONE (IMPORTANT, PLEASE INCLUDE) EVENING PHONE

PROFESSION (CHECK MOST APPROPRIATE)

RETAIL MANUFACTURER TEXTILE OTHER FASHION-RELATED* NON-FASHION* ENTREPRENEUR GRAPHIC/WEB DESIGN

*IF NON-FASHION, PLEASE SPECIFY

FIRM NAME

ADDRESS CITY, STATE, ZIP

Course Registration

COURSE NUMBER	COURSE TITLE	SECTION	CRN	FEE
+ SERVICE FEE				\$5

For a full refund you must drop a class 24 business hours before the class begins. Read your refund policy in this catalogue.

TOTAL \$

Credit Card Authorization Form

STUDENT'S NAME (LAST, FIRST, MIDDLE INITIAL)

FIT STUDENT ID # (IF YOU ARE RETURNING)

AMERICAN EXPRESS DISCOVER MASTERCARD VISA

CARDHOLDER'S NAME (AS IT APPEARS ON THE CARD)

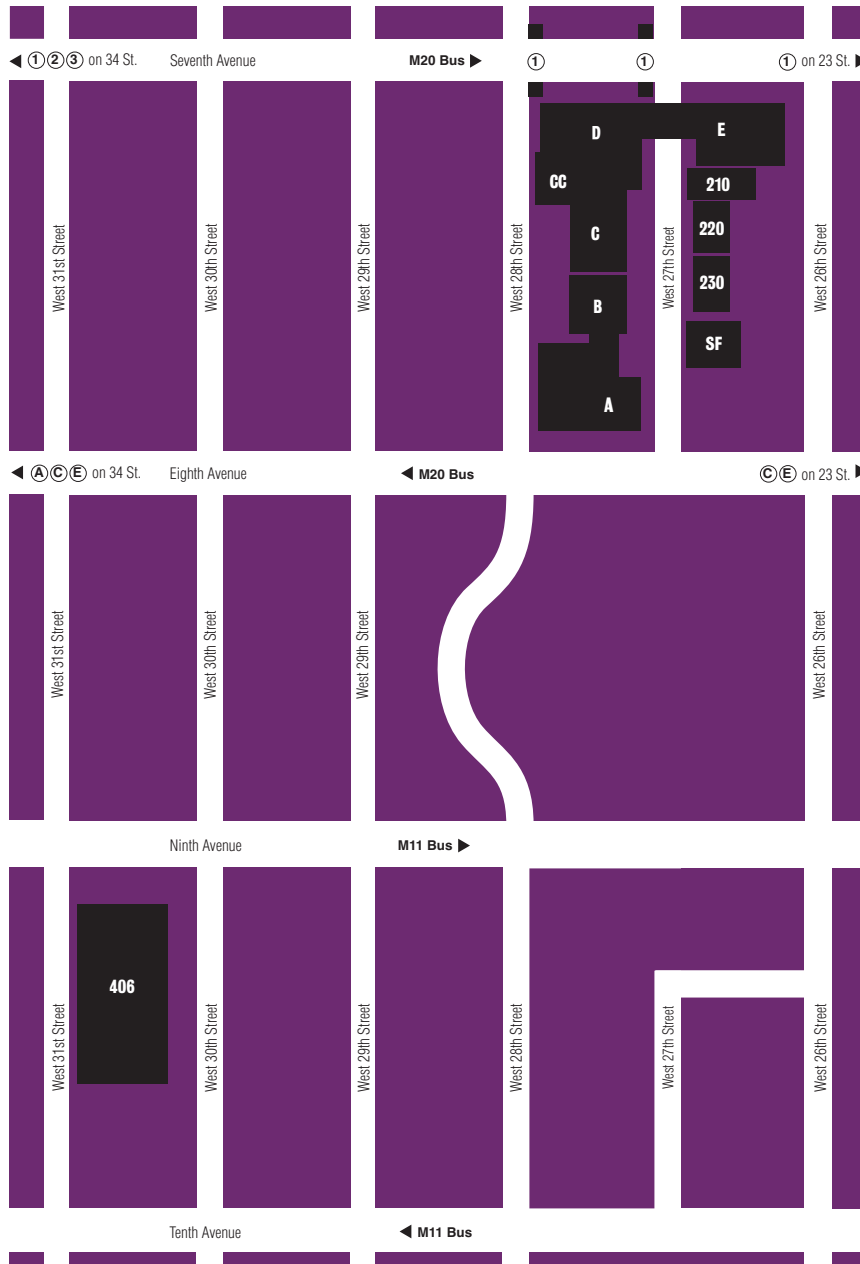
ACCOUNT NUMBER CARD EXPIRATION DATE

AMOUNT TO BE CHARGED

AUTHORIZED SIGNATURE

FIT DOES NOT SEND REGISTRATION CONFIRMATIONS.





Administrative and Student Services Offices

Academic Affairs	C913
Admissions—Full-time Day	C139
Alumni Association	C204
Art and Design, School of	D350
Barnes & Noble at FIT	bet. A and B bldgs.
Business and Technology, Jay and Patty Baker School of	B423
Bursar: Cashiering Operations	B127
Administrative Offices	236 West 27 Street, 6th fl.
Career and Internship Center	B202
Center for Professional Studies	D130
Communications and External Relations	B905
Continuing and Professional Studies, School of	Conference Center at FIT, lower level
Counseling Center	A212B
Development and Alumni Relations	C204
Enrollment Management and Student Success	B221
Enterprise Center	D130
Financial Aid	A212A
FIT Foundation	C204
Gladys Marcus Library	E bldg., 4th fl.
Graduate Studies, School of	E315
Health Services	A402
Liberal Arts, School of	B623
Precollege Programs	D130
President, Office of the	C908
Registrar	C158
Registration Center	B103
Noncredit Registration Center	D130
Residential Life	210 West 27 Street
Student Life	A bldg., 7th fl.

Location and Directions

The college is located on West 27th Street, between Seventh and Eighth avenues. This midtown location, the center of New York City's fashion industries, is easily reached by subway, major railroad lines, and bus routes in the city.

Subways

■ Subway stations
23rd and 28th street stations of the 1
34th Street station of the 1, 2, and 3
23rd Street station of the C and E
34th Street station of the A, C, and E

Railroads

Railroad stations
Pennsylvania Station of the Amtrak, New Jersey Transit, and Long Island railroads; Grand Central Terminal Metro-North commuter railroads (Harlem, Hudson, New Haven); 23rd and 34th street PATH stations.

Bus Routes

23rd and 34th street crosstown; Seventh and Eighth avenue buses; Port Authority Bus Terminal at 40th Street, and George Washington Bridge Terminal for New Jersey buses, then via subway or metropolitan bus lines.

Parking

There is no on-campus parking at FIT. On-street parking is available on Seventh and Eighth avenues during metered times. Parking lots are also located on 26th and 28th streets between Seventh and Eighth avenues.

FIT Buildings

- A: David Dubinsky Student Center
- B: Business and Liberal Arts Center
- C: Marvin Feldman Center
- D: Fred P. Pomerantz Art and Design Center
- E: Shirley Goodman Resource Center
- CC: Conference Center at FIT
- SF: Storefront, 236 West 27 Street

Residential Life 210 West 27 Street

Residence Halls
210 West 27 Street
220 West 27 Street
230 West 27 Street
406 West 31 Street

Offices
236 West 27 Street,
1st, 2nd, 5th, 6th, 11th floors

Smoking Policy

Smoking is prohibited in FIT buildings and on campus grounds. This includes the walkways and breezeways surrounding the buildings. For more information visit fitnyc.edu/smokingpolicy.



**Fashion Institute
of Technology**

227 West 27 Street
New York, NY 10001-5992
212 217.3334

Periodicals Postage Paid

Museum Exhibitions

Sporting Life
Through November 5, 2011

Daphne Guinness
September 16, 2011-January 7, 2012

The Museum at FIT hours

Tuesday-Friday, noon-8 pm
Saturday, 10 am-5 pm

The color of this issue of Hot Topics is inspired by Pantone's Phlox, named one of the top ten colors for women's fashion in the company's *Fashion Color Report Fall 2011*. The deep purple shade takes a cue from the Phlox flower, a herbaceous species native to North America and Asia that features clusters of small petals.

fitnyc.edu/continuinged



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www.fsc.org

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