School and Program
Mission, Goals and Outcomes

2011
The mission statements and outcomes provided in this report reflect the school and department’s participation in a number of initiatives, including the self-study and academic program review process, the development of proposals for newly-created programs, and/or the College’s strategic planning process.
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School and Program Mission and Goals

School of Art and Design

Mission Statement

The School of Art and Design provides students interested in the areas of fashion, design and art with learning opportunities that blend studies in critical thinking with a wide variety of creative experiences. Partnerships with industry leaders help to foster meaningful curricula crafted to:

- maximize the creative and technical potential in each student
- stimulate analytical and independent thinking
- enrich student knowledge of trends, global influences and technologies in the fields of art and design
- expand student awareness of professional opportunities
- prepare students for entry and advancement in art and design careers
- provide a strong liberal arts education with opportunities for liberal arts concentrations
Accessories Design: AAS and BFA

Mission Statement. In keeping with the mission of the college, the Accessories Design Department is dedicated to providing students with a broad-based liberal arts education combined with an effective and efficient practical career-orientated preparation for the accessories industry. The mission of the program is inclusive but not limited to handbags, footwear, performance footwear, belts, small leathergoods and desk accessories. Students develop aesthetic, intellectual, analytical and technological abilities through our degree programs. Along with the aforementioned abilities, our programs stress the required disciplines of traditional design and technical skill sets along with product development, creative problem solving and commercial application skills. The resources of New York City are also incorporated into the curriculum, providing students with a multifaceted educational experience.

Goals
The goals of the Accessories Design Department AAS program fulfill the program's mission, as well as the college’s mission. These goals and outcomes are incorporated in the curriculum and reflect the teaching of the Accessories Design faculty. They are:

- Provide students with the foundation to design original handbags and footwear from initial sketches to completed samples of the products
- Provide students with the ability to identify materials, to understand how to use them appropriately and to comprehend the technology used in the production of leather and some fabrics
- Teach students essential anatomical components and how their function affects the design of accessories
- Develop students' critical thinking skills through research projects and design exploration; provide students with up-to-date technology to enable them to meet the level of digital design used in the accessories industry
- Foster a creative and exciting environment where students develop aesthetic, intellectual and analytical abilities through the design challenges of accessories
- Improve students' communication skills through written and oral presentations
- Foster a collaborative learning environment where students and faculty work together to explore the possibilities of accessory design.

The goals of the Accessories Design Department BFA program expand upon the AAS goals to explore a greater knowledge of the subject of accessories design. They also reflect the mission of the College and the department. They are:

- Provide students with the advanced knowledge to create an innovative collection of accessories from design concepts to finished product through a supportive and professional environment.
- Provide students with the appropriate knowledge base of the origin of the accessories industry and its place in the history of fashion.
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- Provide students with the ability to identify design concepts and the needs of the accessories market, and to use the appropriate technology and assembly techniques for accessories.
- Develop students’ critical and creative thinking skills via written, oral and visual presentations.
- Encourage teamwork and partnerships among students as well as between students and faculty to emulate the working environment of the industry that the students will be entering.
- Develop an understanding of the accessories industry with exposure to on-site visits, guest speakers, mentors and internships.
- Support students in their advanced training of the latest technology used in the accessories design industry.
- Assist students with the development and completion of their senior thesis.
- Develop an understanding of the various components of a business by writing a business plan that incorporates design, sales, marketing and retail.
- Provide a liberal arts educational experience that incorporates the vast resources of New York City and teaches an understanding of the global community.

Learning Outcomes
Upon graduating from the AAS program, students will be able to:

- Achieve innovative designs in handbag and footwear samples and determine the cost and yield of each item.
- Demonstrate an understanding of fabrication/materials selection to enhance design and reflect an understanding of the total design concept.
- Demonstrate an understanding of the anatomy of the foot and how to use this information to create footwear designs.
- Develop the skills to work in a team environment in the design of artwork for a collection of handbags, belts and shoes.
- Identify the target market for product development and understand how to price products.
- Demonstrate proficiency in creating technical specification sheets as they are created for industry use.

Upon graduating from the BFA program the students will be able to:

- Deepen their understanding of fabrication/materials selection to enhance design and reflect an understanding of the total design concept.
- Determine the relationships of accessory terminology to fashion trends within an historical context.
- Research, analyze and creatively illustrate the historical relevance of fashion innovation, evolution and trends.
- Design and create an appropriate accessory that addresses a need in the current market, using the appropriate assembly techniques for sports specific bags and carrying gear.
- Develop an accessories business plan and deliver a coherent, articulate oral presentation with confidence and which includes appropriate visual aids.
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- Illustrate a design in a hand drawn color rendering, a black line technical drawing, a computer illustration, and a finished handmade sample.
- Demonstrate the appropriate use of technology for fashion, theatrical and athletic accessories.
Advertising Design: BFA

**Mission Statement.** The mission of the Advertising Design program is to prepare students for professional excellence in the advertising industry, by promoting original creative thinking that can make an economic or social difference.

The Advertising Design Department's mission statement reflects the FIT institutional mission to "develop students' aesthetic, intellectual, analytical, and technological abilities through programs that integrate theory and practice." It encourages students to apply creative principles that include calculated risks and to come up with new ideas. The department cultivates an ongoing relationship with the advertising industry that is beneficial to students as well as to the industry, and exposes students to real-world business practices through internships and opportunities for experiential learning with mentors. The curriculum is taught by faculty who have been employed in the advertising design industry and who are experts in their fields, offering the best possible education. Enhancement components such as guest lecturers, internship opportunities and participation in industry competitions directly enhance the educational experience of the students in the advertising design program.

In order to fulfill the institutional mission to "expose students to their chosen professions through internships, guest lecturers, industry-sponsored projects, and other opportunities for experimental learning," the Advertising Design program participates with the two premier global advertising professional organizations in New York City-- the One Club and the Art Directors Club. These two organizations, conveniently located in close physical proximity to FIT, champion and promote excellence in advertising and design. They are the world's foremost non-profit advertising organizations devoted to elevating creative work in the industry. This connection to industry exposes FIT’s advertising design students to the legacy of creative advertising, inspiring them to become the next generation of art directors, writers and creative technologists who can make their mark in the advertising industry.

**Learning Outcomes**

Upon graduation, students in the BFA Advertising Design Program will achieve the following learning outcomes:

- Apply critical thinking to the research phase of their concept development as a first step to producing creative ideas.
- Integrate art and copy simultaneously in their work, so that concepts are conceived and developed as a unit.
- Demonstrate the ability to create concepts that are original solutions to the designated consumer problem, expressed in a memorable verbal and/or visual manner.
- Create ideas that can be applied to multiple media, in order to attract, engage and influence consumers.
- Combine the disciplines of art direction and design to communicate the message of the brand.
- Demonstrate and apply the hierarchy of image and typography in the graphic design of the advertising campaign.
• Execute and produce professional quality motion graphics as part of the creative product they deliver.
• Demonstrate the ability to initiate the execution of the concept in pre-production and finalize the execution of the concept in post-production.
Communication Design Foundation: AAS

**Mission Statement.** The Communication Design Department's mission is to offer a broad foundation in visual design and conceptual thinking combined with an exposure to new and emerging digital technologies. The two-year program concentrates on providing students with the foundation skills necessary for entry into the Advertising Design, Graphic Design, Packaging Design and Visual Presentation and Exhibition Design (proposed) BFA programs. The program offers students learning experiences to enable them to make informed decisions about the selection of an upper-division BFA specialization appropriate to their talents and interests.

**Learning Outcomes**

Upon graduating from the Communication Design Foundation program, students will be able to:

- Apply two and three-dimensional foundation principles to visual literacy problems
- Recognize and create effective typographic hierarchies as part of original graphic design solutions
- Understand the various stages of effective communication design development from concept sketching to complete comprehensive through research, analysis and critical thinking
- Create well-executed projects with appropriate attention to detail, using both computer and hand skills
- Demonstrate professionalism and confidence in individual and group projects and presentations, which include oral, written and visual skills
- Develop projects that address the parallel relationships between graphic design, advertising design, packaging design and visual presentation and exhibition design
**Computer Animation and Interactive Media: BFA**

**Mission Statement.** The two-year baccalaureate program in Computer Animation and Interactive Media is devoted to preparing artists and designers for the many specialized roles employed in today's computer animation and interactive media industries. Since the inception of the program in 2000, the marketplace demand for computer animated films, visual effects, immersive games, advertising, music videos has exploded. The rapidly expanding online marketplace and the proliferation of digital delivery devices have greatly increased the need for talented, well-educated professionals.

The Computer Animation & Interactive Media program supports the mission of the Fashion Institute of Technology with its emphasis on preparing students for professional excellence in design by providing quality education that fosters creativity, project-based learning, career focus and global perspective. It helps to fulfill FIT's mission by exposing students to their chosen profession through guest lectures, opportunities for experiential learning as well as offering students a rigorous and innovative curriculum taught by a faculty with outstanding academic and industry experience. FIT provides students with a multi-faceted learning environment that incorporates the vast resources of New York City with an education of exceptional quality and affordability.

Students graduating from the two-year baccalaureate program in Computer Animation and Interactive Media are prepared to enter the fields of Animation Production, Postproduction, Motion Graphics and Interactive Media Production. Specific outcomes will vary depending on individual interests and on the area of emphasis in thesis preparation.

All students should have a working knowledge of the principles of animation, the mechanics of 3d modeling, rigging, lighting and animation, 2d motion graphics and compositing. Preparation of media for broadcast, website and game development are all learning outcomes that our students should demonstrate by the time they graduate from the program.

The program enables a student to master the steep learning curve of animation and interactive media skills, within the context of cultivating an understanding and appreciation of a number of disciplines, while exploring their interrelation and historical roots. Strong analytical skills are enhanced by exposure to a diversity of creative ideas and methodologies presented by professionally active and diverse faculty as well as by visiting lecturers and major animation festivals brought to the college through the program.

Digital imaging, 3D animation and interactivity are so embedded in our culture that its meaning is constantly changing and has to be approached in new ways in order to be both creative and competitive. The program is designed to enable students to become more visually-literate in a changing technological culture.

**Learning Outcomes**
• Students should demonstrate the ability to produce animation and interactive projects at a professional level from concept to finished project.
• Students should demonstrate proficiency and competency in advanced 3D modeling and animation software (specifically modeling, rigging, lighting, texturing and animation.).
• Students should be competent in the use of software packages that are used in the industry, as well as have the ability to translate their artistic skills into any new software they encounter.
• Students should develop the necessary skills working within a team environment, to create, plan and execute both (1) original stories through the art of animation, and (2) good interactive experiences for the user.
• Students will have a foundation in the history of animation that empowers graduates to make the best moving images work in consonance with the best sound, color, perspective, and storytelling.
• Students will be able to integrate music and sound design into an established graphical context.
• Students should have a thorough exploration of video as a medium of communication and as content for interactive, digital media.
• Students should have the knowledge base to design and manage interactive projects such as web sites, and CD-Rom and DVD based projects using current state-of-the art software and programming languages.
• Graduates should demonstrate a working understanding of expression, content, interactivity, and distribution methods using creative approaches to address a constantly changing media culture.
Fabric Styling: BFA

Mission Statement. The Fabric Styling Program of The Fashion Institute of Technology prepares students for professional excellence in fields as diverse as Fabric Styling, Photo Styling, Film Styling, Fashion Publishing and many others. An industry-based faculty facilitates the development in students of high professional design standards. The program is the only one of its kind in the United States.

The mission of the Fabric Styling B.F.A. Degree program at FIT is in keeping with FIT’s mission since the program is committed to preparing creative, socially-responsible, professional designers who use their skills to play a leading creative role in many industries. The vision they develop in predicting trends and communicating these ideas in a visually and verbally cohesive manner prepares them to assume leadership roles in the workplace. Just as FIT’s mission includes the development of “student’s aesthetic, intellectual, analytical, and technological abilities through programs that integrate theory and practice,” in the Fabric Styling program, there is an amalgam of both business, creative, technical and creative outcomes. Students integrate theory and practice effectively. The liberal arts, including language skills, are an important part of the Fabric Styling program, which promotes an interest in all aspects of global events, both cultural and in business and technology. Students are exposed to the needs of industry through internships, which provide a practical venue for applying their academic skills to the standards that industry requires. The program endeavors to provide a global perspective to styling students by encouraging them to utilize all of the cultural resources available in a major city and by exposing them to international design trends and awareness of offshore manufacturing factors. As the Mission Statement of FIT states, the Fabric Styling Program “offers students a rigorous and innovative curriculum taught by a faculty with outstanding academic and industry experience”. Our faculty are quite often able to share industry projects they are working on with students to reinforce the students’ awareness of current innovative trends.

Goals and Objectives
The goal of the Fabric Styling Program is to graduate students who can concisely deal with a variety of visual information in a clearly formulated manner. They will apply this ability to a variety of job area and positions, which can include managerial and leadership roles. They will be able to think creatively, independently and solve problems with originality and technical skill.

They will be able to predict and recognize trends and communicate them to their clients. In addition, they will be able to supervise art work that employees may be executing for clients. They should be able to execute trend forecasting presentation boards and intelligently and creatively respond to the needs of their clients.

Learning Outcomes

These are the outcomes each student is expected to achieve upon graduation:

- Demonstrate critical thinking skills as they relate to trend forecast proficiency.
• Construct professional trend presentation boards suitable for a potential client’s needs.
• Demonstrate appropriate skills to guide clients in determining future style direction and assessing the areas of strength in their lines (i.e., home furnishings, apparel, Internet sales).
• Identify and analyze new forecasting trends from publications and cultural events.
• Research historical periods by translating and developing these ideas into current trends.
• Communicate ideas clearly both orally and in written form.
• Work collaboratively as part of an organization in a professional manner with clients.
• Demonstrate computer technology by executing current technological skills and evaluate innovative software in the creation of forecasts and boards.
**Fashion Design: AAS and BFA**

**Mission Statement.** Fashion Design is one of the largest programs offered at the Fashion Institute of Technology. It serves as a dynamic educational force that prepares future industry leaders. The program is designed to benefit, support, and sustain the evolving domestic and global apparel marketplace. The mission of the department is to instill in its graduates the skills and knowledge needed to excel and flourish in the fashion industry. FIT’s mission emphasizes the development of “students’ aesthetic, intellectual, analytical and technological abilities through programs that integrate theory and practice,” in keeping with FIT’s strategic plan. The fashion design program advances the consistent development of design aesthetics and requisite hands-on knowledge within the business of fashion.

The vital inclusion of technology, critical thinking, active listening, verbal presentation, and written communication within the program facilitates students’ future success and enables them to lead the industry forward. Graduates have explored and deepened these abilities and will be able to adapt as career professionals and lifelong learners. (Mission Statement, 2020 Fashion Design Strategic Plan, 2009)

**Goals and Objectives**
The overarching goals of the Fashion Design program are to:

1. Utilize ability, critical thinking and problem-solving skills in the development of design ideas, as per industry standards.
2. Develop individual student design abilities with a strong emphasis on professionalism.
3. Exhibit analytical, creative, and intellectual competencies through rigorous coursework and training in all areas of the curriculum.
4. Identify, explain and apply skills and abilities to career opportunities in the evolving global marketplace.
5. Deepen and broaden a fashion design student’s education through a strong core of liberal arts courses.

**Learning Outcomes**
The Fashion Design AAS degree program lays the foundation of students’ design knowledge, enabling them to move on to the BFA program or seek employment. AAS graduates are expected to achieve the following learning outcomes:

- Identify, explain, and apply individual foundation skills developed through hands-on and digital methodology.
- Examine and implement practical and conceptual design solutions through two-dimensional and three-dimensional techniques in projects and assignments.
- Apply analytical, creative, and intellectual competencies when developing solutions for design projects and assignments.
- Develop an understanding of international marketplaces gained through study abroad and domestic programs.
- Identify and apply the aesthetics, critical thinking and problem-solving skills required for entry level career positions.
• Demonstrate requisite creative abilities and critical design skills that prepare students academically and professionally for entry into the upper division.

Upon graduation from the Fashion Design **BFA degree program**, students are expected to achieve the following learning outcomes:

• Demonstrate an advanced ability to realize complex design ideas and utilize the skills required to produce work that meets professional criteria and standards of excellence.
• Apply critical thinking skills when developing solutions to design projects and assignments.
• Identify, explain and apply advanced skill sets that meet the needs of specialized industry market categories.
• Acquire a comprehensive knowledge of real world industry experiences through credit based internships, field trips, industry mentors and visiting critics.
• Demonstrate skills in emerging technologies that enhance communication of design information.
• Identify and apply knowledge of and exposure to the global marketplace through study abroad and domestic programs.
• Understand and utilize a full range of communication skills (i.e., active listening, dynamic verbal and written presentations) to support advanced career opportunities and responsibilities.
**Fine Arts: AAS and BFA**

**Mission Statement.** In keeping with FIT's definition of its educational goals, the Fine Arts Department prepares students for professional excellence in Fine Arts with its focus on skill building and conceptual thinking in their studio practice. Students are offered a rigorous Fine Arts curriculum taught by faculty with outstanding academic and professional experience. It is a well-rounded education that includes a rich selection of liberal arts courses, computer graphics and photography. Students are exposed to their profession through internships, guest lectures and museum and gallery visits, incorporating the vast art resources of New York City.

**Overview/AAS/BFA**
The Fine Arts program is a 2 plus 2 program. In the AAS Program, foundation classes in two and three dimensional design as well as general and life drawing prepare students for immersion in painting, sculpture and printmaking. Students are encouraged to develop their perceptual and conceptual skills to become sophisticated visual thinkers. They gain experience with a wide range of materials and processes. The program exposes students to current art strategies and art history as a way to develop a rich visual vocabulary.

The second 2 years leads to a BFA degree. Students are encouraged to explore and develop their own artistic 'voice' through a curriculum that requires them to use the skill sets developed in the first two years in a more sophisticated, conceptual context. Students must produce a thesis in their last semester which consists of a body of work and a written text to explain the thinking behind the work and then mount an exhibition of that work.

Speaking and writing about one's own work are an integral part of the curriculum. Frequent reviews by faculty are an important element in preparing students for the larger world. An Internship program in the last semester of study enables students to gain relevant workplace experience. A course entitled 'Artist in the Marketplace' prepares students for running their own studio business.

**Learning Outcomes for AAS**
Upon completion of the program, students will be able to:

- Demonstrate proficiency in traditional skills in painting, drawing, sculpture and printmaking
- Apply the ability to 'read' the non verbal language of art.
- Develop responses to visual phenomena and organize perceptions and conceptualizations both rationally and intuitively
- Demonstrate familiarity with major achievements in the history of art, including the works and intentions of major artists, both past and present
- Learn to make valid assessments of works of art.

**Learning Outcomes for the Fine Arts BFA Program:**
Upon completion of the program, students will be able to:

- Demonstrate a mastery of traditional artistic skills in drawing, painting, sculpture and...
printmaking with a full exploration of contemporary directions

- Deepen analytical skills that will prove an invaluable asset in such careers as art writing and criticism through the senior year internship program and the Artist in the Marketplace seminar
- Develop a personal aesthetic through the demands of the curriculum which continually encourages the student to explore resources such as art history, current exhibitions and internet research
- Demonstrate a familiarity with technology through a fine arts lens
- Demonstrate the development of an artistic 'voice' in a series of works of sculpture, painting or printmaking for their senior thesis; students synthesize their ideas from previous semesters' studies into a formal written paper.
**Graphic Design: BFA**

**Mission Statement.** The mission of the Graphic Design program is to educate students for professional excellence in graphic design and to promote the advancement of graphic design as a proponent of positive social change.

The program provides a premier educational experience that fosters creativity, professional knowledge, technical expertise, and a critical and global perspective. The curriculum encompasses both a broad-based education in the liberal arts and extensive studio practice.

The Graphic Design Department's mission statement reflects the institutional mission to" develop student's aesthetic, intellectual, analytical, and technological abilities through programs that integrate theory and practice" and "exposes students to their chosen professions through internships, guest lecturers, industry sponsored projects, and other opportunities for experimental learning."

**Outcomes**

Upon graduating from the program, students will have a well-rounded education and will have achieved, among others, the following outcomes:

- Demonstrate the ability to work with type as the primary element in graphic design.
- Apply critical thinking to examine and transcend the boundaries of current typographic conventions.
- Demonstrate an understanding of professional presentation techniques including verbal and visual presentation.
- Demonstrate the ability to verbally respond to design questions.
- Create a professional portfolio that reflects problem solving ability, advanced typography, and creative and innovative ideas, suitable for an entry-level design position (at a leading graphic design firm).
- Develop an understanding of the profession through a structured internship program.
- Display the ability to develop conceptual design solutions.
- Recognize the importance of becoming a life-long learner.
- Understand the importance of joining professional organizations.
- Recognize the potential value of attending graduate school.
Mission Statement. In keeping with the institutional mission of F.I.T., the Illustration Program is designed to provide students with a broad-based liberal arts education in conjunction with an effective practical career-oriented preparation for the illustration and graphic arts businesses. The Program stresses the required disciplines of traditional and digital visual communication, creative problem solving and commercial application skills.

AAS Program Goals
The overriding aim of the Illustration AAS Program is to introduce students to the business of Illustration while assisting them in the development of the appropriate academic and professional skills to pursue the continuation of their education within the BFA programs of Illustration, Computer Animation and Interactive Media, and Toy Design, here at FIT and the diverse BFA programs of other educational institutions. The Program also provides training for those who desire to immediately seek employment in business.

The goals of the program are:

- To maintain an orderly, challenging, supportive academic and professional environment conducive to creative exploration and development based on equality, ethics, cooperation, the mutual respect and appreciation of all our students, faculty and staff.
- To offer students the choice of professional study based on their personal interests of either the Fashion Illustration Option or the General Illustration Option.
- To furnish students with appropriate instruction to develop a comprehensive "picture making" foundation including fundamental drawing, painting and conceptualizing skills in conjunction with required basic photography and design capabilities.
- To train students to apply necessary fundamental digital skills to augment their traditional abilities and enhance their visual communication proficiency.
- To educate students to employ goal-oriented illustration assignments to develop more effective critical thinking and creative problem solving processes to produce effective imagery.
- To require students to comprehend the essential business practices and aspects of the illustration field emphasizing professionalism as the means of achieving the discipline necessary to create effective images, meet deadlines and develop reliable time management habits.
- To encourage students to develop the basic aesthetic comprehension and appreciation of superior quality illustration by introducing students to the commercial artwork, experiences and knowledge of faculty, alumni and eminent professionals.
- To teach students initial visual and oral presentation skills and the ability to interface and work with other creative professionals in a cooperative manner to effectively resolve visual problems.
- To challenge students to be objective and self analytical to foster professional and creative self-improvement and to learn from constructive criticism.
FIT School and Program Mission, Goals and Outcomes

- To assist students in the development and presentation of portfolios of their artwork demonstrating their competency to be admitted into BFA programs and/or to enter industry.
- To provide students with the essential comprehensive Gen Ed Liberal Arts education as required by SUNY.

BFA Program Goals
The Illustration BFA Program prepares students for initial entry-level full-time staff positions in the graphic arts business as illustrators, digital artists, graphic designers, art directors, animators, muralists, scenery painters, storyboard artists, advertising comp artists and fashion sketchers. It also prepares them for careers as freelance fashion and general illustrators whose clients include ad agencies, design firms, corporate art departments, publishing houses, and film companies.

The BFA Program is designed to build on and expand the basic skills and knowledge established in the foundational AAS Program by emphasizing the evolution of the illustrator's personal style and imagery, the commercial application of advanced visual communication skills, and the development of effective marketing and networking capabilities in conjunction with the production of commercial portfolios.

The goals are:

- To maintain an orderly, challenging supportive academic and professional environment conducive to creative exploration and development based on equality, ethics, cooperation, the mutual respect and appreciation of all our students, faculty and staff.
- To offer students a comprehensive, professionally-oriented general illustration program.
- To foster the development of more advanced traditional and digital illustration skills in conjunction with required related photography, animation and design capabilities.
- To enable students to use the commercially-oriented illustration assignments to develop more advanced critical thinking and creative problem solving processes to further expand their visual communication proficiency.
- To require students to intensify their comprehension of the essential business practices and aspects of the illustration field, further stressing professionalism to create effective commercial images, to meet deadlines, and to maintain reliable time management habits.
- To encourage students to develop the more advanced aesthetic comprehension and appreciation of superior quality illustration by introducing students to the commercial artwork, experiences and knowledge of faculty, alumni and eminent professionals and by employing their lectures, demonstrations and presentations to inspire students to strive for careers as illustrators.
- To teach students the more advanced professional visual and oral presentation skills and the ability to more effectively interface and work with other creative professionals in a cooperative manner to effectively resolve commercial visual problems and assignments.
- To continue to challenge students to be objective and self analytical to foster professional and creative self-improvement, and to learn from constructive criticism.
- To assist students in the development and presentation of professional portfolios of their artwork comprehensively demonstrating their competency and achievements as
illustrators and visual communicators to attain staff and freelance employment in business.

- To provide students with the essential comprehensive liberal arts education as required by SUNY.

**Learning Outcomes: AAS Program**

Upon graduation, students will be able to:

- Develop a comprehensive foundation of traditional illustration “picture making” abilities including drawing, rendering and conceptualizing in conjunction with essential related design and photography skills.

- Develop and apply fundamental computer skills to augment traditional illustration abilities, produce digital imagery and enhance visual communication proficiency.

- Comprehend the correlation of words and images to develop a visual vocabulary to illustrate the written word and produce visual communication illustrations.

- Employ goal-oriented illustration, design and photography assignments as a means of strengthening and expanding critical thinking and problem solving discipline and skills.

- Acquire basic comprehension of aesthetics and appreciation of the diverse aspects of illustration including style, technique, subject matter, applications and markets.

- Identify, establish and apply productive professional and creative habits and discipline as a means of self improvement.

- Establish and apply initial visual and oral presentation skills and the ability to communicate, interface and work with other creative professionals productively.

- Comprehend the essential business practices and aspects of the illustration field emphasizing professionalism.

- Develop a portfolio of artwork demonstrating competency to be admitted into BFA programs and/or to enter industry.

**Learning Outcomes: BFA Program**

Upon graduation, students will be able to:

- Synthesize advanced art, technology and entrepreneur skills in preparation for industry.

- Develop a personal illustration style and technique by consolidating previously acquired knowledge and experience with advanced traditional and digital skills.
FIT School and Program Mission, Goals and Outcomes

- Expand a visual vocabulary into personal visual expression and communication applications.

- Apply commercially oriented illustration assignments to develop advanced critical thinking and creative problem-solving abilities and produce portfolios of artwork that demonstrate competency to enter industry as staff artists or freelance illustrators.

- Incorporate acquired knowledge including art and illustration history, world history, social sciences, general science, as well as research and writing skills to produce effective illustrations.

- Employ computer technology and the Web, as a means of professional communication, research and promotional applications, including the development of individual illustration websites.

- Strengthen and expand productive professional and creative habits and discipline as a means of self improvement and commercial success.

- Acquire and apply entrepreneurial skills and comprehension of aesthetics as well as appreciation of the diverse aspects of illustration including style, technique, subject matter, applications and markets.
**Interior Design: AAS and BFA**

**Mission Statement.** The philosophy of the Interior Design Program is to provide our students with knowledge of the conceptual and practical skills required to practice interior design and an awareness and appreciation of the breadth and depth of the profession. In addition to emphasizing problem solving, the program seeks to impart an understanding of the impact of interior design on the health, safety and welfare of people's lives.

Since its inception in 1956, the interior design program has endeavored to maintain the highest standards of design education relevant to the profession. As the practice of interior design has grown, our curriculum and educational goals have expanded proportionately to include more in-depth knowledge of building systems and lighting technology, interior construction methods and materials, building codes and accessibility, computer technology, research methods and writing skills, ergonomics and human factors.

Learning is emphasized as an on-going process and reflected in the curriculum's careful sequencing of courses to build on knowledge gained in prior course offerings. The program offers courses which seek a greater understanding of people's cultural, ethnic, psychological and physical needs in developing sound, beautiful, barrier-free, safe and innovative environments. Practicing professional interior designers, architects, lighting, product and graphic designers regularly collaborate with faculty and students in the design studios and offer critical insight and evaluation of student projects in all four years of study.

The mission of the interior design program is to graduate students who will be contributing members of the professional work force on their first day of employment.

Our graduates are proficient in all aspects of the interior design profession and capable of handling a variety of projects from the initial stages of programming, research, and field condition documentation through all the steps necessary for the development of construction working drawings and documents, monitoring of contractors' progress, reviewing shop drawings and maintaining project records.

The design process is emphasized in all its facets, including lighting analysis and concept development, research and development of color, finishes, and materials, as well as furniture and accessories. Knowledge of applicable building codes and regulations is required, and a vast array of presentation methods are explored through free-hand sketching, drafting, rendering, and perspective both manually and electronically.

An important component of the program's mission is to maintain a close relationship with the professional world, industry products and related trades. All business aspects of the profession have a strong presence throughout the curriculum.
Learning Outcomes.

Upon graduation from the Interior Design Program, students will achieve the following learning outcomes:

- Develop attitudes, traits and values of professional responsibility, accountability and effectiveness
- Acquire a foundation in the fundamentals of art and design; theories of design, green design, and human behavior; and discipline-related history
- Communicate effectively, expressing their ideas verbally, graphically and in writing
- Apply the knowledge, skills, processes and theories of interior design
- Complete designs within the context of building systems using appropriate materials and products
- Acquire the knowledge necessary to apply the laws, codes, regulations, standards and practices that protect the health, safety and welfare of the public
- Acquire a foundation in business and professional practice.
Jewelry Design: AAS

Mission Statement. The mission of the Jewelry Design program is to provide students with the history, skill sets and vocabulary of the jewelry world to prepare for entry level positions in the jewelry industry. These include but are not limited to: assistant designers, bench workers, production and quality-control managers, sales executives, jewelry trend forecasters, gemstone and jewelry sources and instructors.

In keeping with the institutional mission of FIT, the Jewelry Design Department is dedicated to providing students with a broad-based liberal arts education in conjunction with an effective practical career-oriented preparation for the jewelry design and manufacturing industry. The program stresses the required disciplines of traditional design and bench techniques along with product development, creative problem solving and commercial application skills. The undergraduate Jewelry Design Program is configured in a 2-year format, comprised of 4 semesters; students may decide, at the end of their freshman year, to follow the Design Option Track or the Studio Option Track.

Goals and Objectives
The ultimate goal of the Jewelry Design AAS Program is to introduce students to the various aspects of the Jewelry Design and Manufacturing Industry while assisting them in the development of the appropriate academic and professional skills to pursue the continuation of their education either within the BF A programs of Accessories Design, Toy Design, Textile and Surface Design or Home Products, here at FIT, or at the diverse BF A programs of other educational institutions. The Program also provides training and assists in job placement for those who desire to seek immediate employment in the industry or to enter the work force upon graduation.

The goals in this regard are:
- To maintain an orderly, challenging, supportive academic and professional jewelry environment conducive to creative exploration and development based on equality, ethics, cooperation, industrial and personal safety, the mutual respect and appreciation of all our students, faculty, staff and guest speakers.

- To educate students to employ goal-oriented, multi-tasking jewelry design and bench skill assignments to develop more effective critical thinking and creative problem solving processes to produce effective traditional and current trend-oriented jewelry.

- To teach students the essential business practice and aspects of the Jewelry Industry, emphasizing professionalism, knowledge, research and communication as the means of achieving the discipline necessary to create a new vocabulary of jewelry imagery, meet deadlines and develop reliable time management and work habits.

- To encourage students to develop basic aesthetic comprehension and appreciation of superior work by introducing them to both the commercial, fine and fashion jeweler and
the one-of-a-kind artist/craftsperson.

- To challenge students to be objective and self analytical in fostering professional and creative self-improvement and to learn from giving and receiving constructive criticism.
- To provide students with the essential comprehensive Gen/Ed Liberal Arts education as required by SUNY which produces a well-rounded and educated individual sought after by the Jewelry Industry.

**Learning Outcomes**

By the time a student completes the program, he/she will be able to:

- Gain a comprehensive knowledge of traditional and technologically innovative design and fabrication skills required to produce industrial and artisanal prototypes in the fields of fashion, bridge, fine and artisanal jewelry.

- Design and invent, employing creative critical thinking processes, prototypes in 2 and 3-dimensional analog and CAD media.

- Develop discernment for the application of new cutting-edge technology, sustainability and recyclability, along with contemporary ethical issues involving methods, materials and practices in the jewelry industry.

- Acquire critical thinking skills necessary to select and evaluate the appropriate manufacturing methods, traditional and non-traditional gem material, and sources to satisfy specific design requirements in the fine, bridge and fashion jewelry markets.

- Develop critical thinking and design proficiency with an application for identifying and analyzing market trends, forecasting as they relate to the product parameters defined by the employer/client.

- Procure the business, gemological and cost estimating practices required by the jewelry industry.

- Exhibit a professional jewelry portfolio representing the various aspects of the jewelry industry, and their own personal “vision.”
Menswear (Fashion): AAS

**Mission Statement.** The Menswear program prepares students to excel and flourish in the fashion industry. Through a solid liberal arts education and rigorous specialized coursework, students develop the creative and technical competencies required for their specific market as well as the broader critical thinking, analytical and intellectual competencies needed in the workplace. This learning is achieved through lectures, demonstrations, structured critique sessions, interaction with industry professionals and mentored relationships. Career opportunities for graduates include positions as assistant designers and technical designers in the evolving global marketplace.

**Goals and Objectives**

The goals and objectives of the Menswear Design program are as follows:

- To provide students with a rigorous, challenging and broadly-based overview of the Menswear market, while concentrating on professional-level sketching, patternmaking, construction, product development and computer skills.
- To require students to master the design process as it applies to the Menswear market.
- To require creative and/or technical projects that develop critical thought and time management, while refining specific skills.
- To enable students to improve their public speaking, interviewing techniques and oral presentation skills at multiple points throughout each semester.
- To participate in networking opportunities with alumni, industry professionals, and guest speakers.
- To reinforce the importance of working successfully within a group dynamic, while developing a specific skills set (task and maintenance functions) to manipulate group dynamics. These new skill sets enable students to facilitate consensus-building within a group setting.
- To sustain a nurturing working environment that enables students to learn from constructive feedback.
- To demonstrate the importance of diversity as it applies to the classroom and the job market.
- To emphasize the importance of participating in community service activities.

**Learning Outcomes**

The learning outcomes of the Menswear Design program largely reflect the needs and requirements set forth by the industry. This industry is exacting in stating the skills needed of entry-level employees. Students are aware of these standards and understand that a correlation exists between the quality of their product and success within the program. The following outcomes are reflected in the Menswear curriculum:

- Understanding the appropriateness of product development, and product categories
- Incorporating a responsible work ethic
- Thinking critically
- Working successfully within a group dynamic
• Integrating computer proficiency into presentations (Technology)
• Demonstrating the ability to discuss market trends from the menswear design market
• Working under substantial, sustained pressure and managing deadlines professionally
• Designing market appropriate-product
• Designing a senior project appropriate for exhibition in the college's museum (market ready product presentation)
**Packaging Design: BFA**

**Mission Statement.** With an emphasis on high standards of academic knowledge and professional preparation, the program's mission is to be the national leader in providing a challenging and viable career-oriented education that enriches the student personally and professionally. The program’s mission is grounded in the principle that a liberal arts education combined with a focused baccalaureate major is the educational foundation needed to succeed in any professional career. Through a strategic and systematic design education the program draws strength from i) the brand and packaging design faculty professionals, ii) a position as the only Bachelor of Fine Arts (BFA) of its kind in the United States, iii) its location in New York City, iv) a connection to the global brand and packaging design industries, and v) the institutional and academic support of the Fashion Institute of Technology.

The undergraduate Packaging Design program is a two-year upper-division BFA degree program with goals and objectives reflecting the national standards and expectation of brand and packaging design professionals. The values shared by the packaging design faculty – which includes a focus on packaging design excellence, professional knowledge, technical expertise, responsiveness to the global consumer environment, sustainability and a dedication to the strategic visual and physical aspects of brand and packaging design, – serve to guide the program. The program builds on the fact that brand and packaging designs are strategic components of the marketing objectives, intrinsic to the communication of a consumer products company's value, character and core business, and a vehicle to create meaningful relationships between consumers and the products and services (brands) they choose. The program's approach is to advance packaging design principles through implementing best practices, promoting innovation, engaging in professional outreach, creating interdisciplinary and extracurricular knowledge exchange, and uniting with industry through internships and partnerships.

From its inception, the Packaging Design program has proven its viability through its graduates' successes and has focused on preparing students with the highest possible standards to meet the professional opportunities that exist in the brand and packaging design profession. With their unique knowledge of brand and packaging design combined with formidable creative abilities, graduates of the program are highly desirable employees.

**Learning Outcomes**

In fulfilling the program's distinctive mission, the curriculum seeks to meet the following learning outcomes:

- Achieve a high standard of academic excellence through a learning environment that emphasizes ethical behavior, collaboration, cooperation, creative self-improvement and mutual respect of all students, faculty and staff.
- Attain a comprehensive brand and packaging design education that includes all of the skills, processes, technology, tools, and global business practices and regulations that serve students in achieving a professional standard of design excellence.
- Develop research and problem-solving abilities that include defining and articulating complex, discipline-based marketing assignments, and demonstrating analytical, critical and strategic thinking skills.
FIT School and Program Mission, Goals and Outcomes

- Demonstrate the ability to create brand and packaging designs that are innovative, attract consumers, establish product differentiation, inform, communicate and facilitate product use and serve as central tools in strategic marketing.
- Acquire the ability to re-envision packaging design systems and processes in order to advise on its environmental impact and to attain a core design philosophy that includes sustainable thinking.
- Promote the philosophy that education is critical in developing a career, and that continued professional development, distinctiveness, relevance, excellence and professionalism are critical in sustaining a career.
Photography: AAS & BFA

Mission Statement. The AAS and BFA programs in Photography are designed to provide students with the knowledge and skills needed to become viable candidates for a variety of positions within the photography industry and related fields. The programs achieve this by offering learning experiences in a wide range of photographic genres. Students investigate, critically analyze and visually solve problems they will encounter when producing imagery for editorial, advertising, photojournalism and fine art markets.

Through solving real-world visual communication issues, students are prepared upon graduation, to assume positions as Photography Studio Assistants, Advertising and Editorial Photographers, Digital Technicians and Retouchers and Assistant Photo Editors. Through the shared experience of working as part of a creative team, students will also be prepared to secure positions as crew members on larger still and video productions. This is in keeping with the institution’s mission to “prepare students for professional excellence in design, fashion and business by providing a premier educational experience that fosters creativity, career focus and a global perspective.”

The Photography department at FIT offers two separate degrees, the lower division AAS degree in Photography and the upper division BFA degree in Photography and the Digital Image. Students in the AAS degree program concentrate on learning the connections between analog and digital processes and critical thinking and visual communication. Program graduates are prepared for entry-level positions in photography and related industries. In the BFA degree program, students use a variety of digital tools, including digital video, to communicate complex ideas. With a BFA degree, graduates will enter the photography and related industries at a higher level and with the skills necessary to succeed in professional environments.

Learning Outcomes
Upon graduating from the AAS program, students will have a well-rounded education and will have achieved among others, the following outcomes:

- Produce photographic work that demonstrates a professional interpretation of photographic lighting for a variety of subjects.
- Produce photographic work that demonstrates skill in the use of analog and digital tools and techniques.
- Analyze pre-production and post-production photographic assignment results.
- Demonstrate the successful execution of team driven assignments.
- Assemble a professional, industry quality, print portfolio that demonstrates learned photographic abilities.

Upon graduating from the BFA program, students will have a well-rounded education and will have achieved among others, the following outcomes:

- Produce photographic imagery that demonstrates an assimilation of past and present photographic trends.
Produce a photographic exhibition that demonstrates characteristics and motivations in five major categories of current photography.

Execute documentary and photo-journalist projects that employ allegory and metaphor to frame stories in a contemplative manner.

Demonstrate the successful rendering of complex photographic imagery in print, video and web media.

Research, analyze and produce photographic work that demonstrates a contemporary artistic view of space and place, landscape and identity, and history and memory.

Produce photographic work that demonstrates skill in social and business photographic genres.
Textile Surface Design: AAS & BFA

**Mission Statement.** The mission of the Textile/Surface Design Department is to provide a professional, multi-disciplined, career-ready education balanced by a comprehensive liberal arts education and a global perspective.

The Textile/Surface Design Department graduates are prepared for careers in the textile and related industries including entry level and design track positions in many disciplines and fields: wearing apparel, accessories and products, (women's, men's and children's wear), and paper products and giftware (hard and soft products).

An essential goal of the program is to prepare students to enter a globalized industry and meet the challenges of economic change. In line with FIT’s mission to expose students to their chosen professions through internships, guest lectures, industry-sponsored projects, and other opportunities for experiential learning, graduates from the program will learn to be adaptive in the workplace and further develop analytical and critical thinking skills in order to have the ability to conceptualize creative and innovative solutions. With the increasing integration of technology, students must have the capability to discern valid information relevant to their areas of study.

The Textile/Surface Design program seeks to develop the student's intellectual, aesthetic, and analytical and technological abilities, integrating theory with traditional and digital hands-on application. The program is structured to provide students with the multi-disciplined skills needed to meet industry demands.

The program aims to connect the major art and design courses with liberal arts, science and business and technology. A further objective is to broaden the scope of the educational experience by fostering in the students an understanding of sustainability and its impact on global resources.

**Learning Outcomes**

**AAS Outcomes:**

- Recognize and identify cultural and aesthetic trends, both historical and contemporary, on textile surface design products
- Solve creative problems within a variety of textile/surface design markets, including research and synthesis of technical, aesthetic, and conceptual knowledge
- Produce a body of work suitable for seeking professional opportunities in textile/surface design
- Communicate ideas professionally using visual, oral, and written presentation skills relevant to surface/textile design
- Demonstrate the professional skills and behaviors necessary to compete in the global marketplace for textile surface design

**BFA Outcomes:**
• Further develop their knowledge of historical, contextual and contemporary practice in textile/surface design
• Solve complex creative problems within specialized areas of textile/surface design, including research and synthesis of technical, aesthetic, and conceptual knowledge
• Produce a body of work suitable for seeking professional opportunities in specific areas of textile/surface design
• Communicate ideas professionally using advanced visual, oral, and written presentation skills
• Demonstrate the professional skills and behavior necessary to compete in the global marketplace for textile surface design
FIT School and Program Mission, Goals and Outcomes

Toy Design: BFA

Mission Statement. The mission of the Toy Design Department at FIT is in keeping with FIT’s mission statement in that the department is committed to preparing creative, socially responsible, professional designers, who can produce safe, marketable, fun product that respects and honors children, provides open-ended play, promotes learning and encourages inspiration. Just as FIT’s mission includes the development of “students’ aesthetic, intellectual, analytical, and technological abilities through programs that integrate theory and practice” in the Toy Design BFA program, the department interweaves four inseparable components of great design into a practical and analytical curriculum. These include: the aesthetics of design with a focus on innovation, the communication of how to manufacture a design, the understanding of business and branding, and a compassion and appreciation for the importance of play. The department endeavors to provide a global perspective to designers by exposing them to international design and manufacturing firms, encouraging cross-cultural considerations and trends, and culture-driven design.

In further support of FIT’s mission, the curriculum includes a strong liberal arts component that promotes a broad-based education. The department cultivates a continual relationship with the toy industry that is beneficial to students as well as industry, exposing students to real-world business experience through internships and opportunities for experiential learning with children. The curriculum is taught by faculty who are currently employed in the toy industry and experts in their fields, offering the students the best possible education in this unique course of study. Enhancement components such as guest lecturers and opportunities to work directly with children augment the educational experience of the students in the toy design program.

As a result of a BFA program that is comprehensive and specifically designed to provide students with the skills and knowledge that are needed for employment in the toy industry, graduating seniors are employed as toy designers.

Learning Outcomes

Upon graduation, the students in the BFA Toy Design Program will achieve the following learning outcomes:

- Gain a comprehensive knowledge of child safety and testing requirements and their impact on selection of appropriate materials.
- Acquire critical thinking skills necessary to select appropriate manufacturing methods to satisfy specific design and safety requirements, as well as to produce a product that will stand up to the rigors of normal use and foreseeable abuse.
- Design and invent innovative product that will have a lasting impact on a child by respecting their intelligence and reflecting their play needs.
- Develop discernment for technology that exhibits an ability to enhance content and the play experience.
• Develop critical thinking and design proficiency with an application for identifying and analyzing play patterns as they relate to children’s developmental and emotional needs.

• Attain the skills to produce work that meets professional criteria and a standard of excellence.

• Procure the business skills required by the toy industry, through a structured summer internship program with a focus on contributing to a company’s product development.

• Acquire a comprehensive knowledge of relevant, timely, innovative product categories in the industry that are determined by market trends and buyer behavior.
Visual Presentation and Exhibition Design: AAS

**Mission Statement.** The Visual Presentation and Exhibition Design major, a two-year associate degree program, is the first of its kind in the country. It is designed to prepare students with the necessary skill and knowledge to pursue careers in merchandising and store display, retail fixture and store design, and exhibition design and development. It is a program that employs collaborative, multi-disciplinary processes from concept, design development and production through installation. The program works closely with industry partners to develop initiatives that bring the students into the professional realm, providing a wealth of experiences in design research, design process management, documentation, fabrication and implementation. Graduates of the VPED program are prepared to begin their careers with strong professional and technical skills, as well as a vibrant conceptual approach to design.

The curriculum is structured with a foundation of three design specialization—studio design, graphic design, and design and rendering. These core disciplines continue throughout the four semester program and support the students' growth and development as a designer. In addition, professional practice and liberal arts programs round out the students communication skills and give them tools to be proactive in the professional world.

**Goals**
The Visual Presentation and Exhibition Design Program is designed to:

- Prepare graduates to enter the marketplace with confidence and the understanding of professional skills and practices.
- Develop and challenge the student's ability to think creatively using both conceptual and implementation processes.
- Provide coursework that facilitates student's problem-solving skills.
- Prepare students within a professional environment utilizing studio, computer and drafting facilities that correlate with an industry environment.
- Broaden student awareness of global design trends and how to integrate those trends in their work.
- Ensure students have the most up-to-date software skills in graphic design, drafting and modeling software.
- Develop the student's ability to organize, manage and strategize.
- Challenge students to be responsible for their design solutions through visual and oral presentation skills.
- Prepare students for a multitude of opportunities within the wide range of visual presentation.
- Direct students to explore social, economic and ecological issues affecting design.
Learning Outcomes:
By the time a student graduates from the program, he/she will be able to:

- Acquire professional visual merchandising skills, including display and design and implementation practices
- Master the professional exhibition design process including research, planning, design development, documentation and implementation
- Incorporate writing, visual presentation, and verbal communication skills into design presentations
- Conduct research in commercial and institutional brand and its impact on identity and display
- Learn spatial relationship approaches including both two-dimensional design intent, and three-dimensional visualization
- Analyze traditional and cutting-edge studio installation practices and incorporate in the design projects
- Acquire competence in current software used in industry
- Develop creative problem solving skills
- Integrate portfolio development skills into final design projects
- Incorporate sustainable practices, social narratives and value processes into their design approaches
School and Program Mission and Goals

Jay and Patty Baker School of Business and Technology

Mission Statement. The mission of the Jay and Patty Baker School of Business and Technology is to prepare students for management and leadership roles within the fashion and related industries. Our curricula integrate a detailed appreciation of how markets, business, and competition can be managed in a global trading environment. The School provides a professional faculty and business environment that makes students immediately valuable contributors to their industries.

It works with the School of Liberal Arts, whose courses help students to better understand themselves, others, and their place in an increasingly complex world. The schools co-operate to design curricular and educational experiences that help hone general skills and behaviors that employers increasingly demand: critical thinking and problem-solving skills, a strong sense of professional and ethical responsibility, social skills, the ability to work productively in teams, and good oral and written communications skills.
Advertising and Marketing Communications:  
AAS & BFA

Mission Statement. The mission of the Advertising and Marketing Communications Department is to provide a professional, industry-ready education complemented by a solid liberal arts education. Advertising and Marketing Communications includes a body of processes that requires strategic thinking and creative decisions. They rely on an array of communications technologies specifically designed to target audiences, research data, and create and deliver messages. They utilize strategic message design and tactics to enhance the corporate image, and position and sell its products, services and ideas.

Communication applications for advertising and marketing communications include a range of operations and services to a variety of publics: The corporation itself, its operative units, its distributors, its stakeholders, the media and the ultimate consumer.

The AMC mission reflects the general mission of FIT in the following areas:

- FIT develops students' aesthetic, intellectual, analytical, and technological abilities through programs that integrate theory and practice.
- FIT offers students a rigorous and innovative curriculum taught by faculty with outstanding academic and industry experience.
- FIT is committed to a broad-based education in the liberal arts.
- FIT exposes students to their chosen professions through internships, guest lectures, industry-sponsored projects, and other opportunities for experiential learning.

The department offers an AAS/BS (Associate in Applied Science/Bachelor of Science) program.

AAS Program

The AAS program in Advertising and Marketing Communications is designed to provide communications theory, coupled with practical applications. Every course offers opportunities to develop and apply communications skills, which are vital to the analysis of markets and in the creation of messages. The program seeks to develop the students' ability to think in a critical manner leading to informed situation analysis, problem solving, decision-making and implementation of communication strategies.

In broad terms, AMC students should demonstrate competencies in research, critical analysis, strategic planning, creative strategies, written and oral communication, and presentation skills. Outcomes specific to the major are consistent with the department's mission of an integrated marketing communications curriculum. Thus, all students should demonstrate entry-level competency in advertising techniques, publicity/public relations, journalism, media buying, and account management.

AAS Learning Outcomes:

- Each student, upon completion of the program, will be able to:
  - Perform primary research through the documented gathering of evidence and secondary research through selection and review of appropriate literature.
FIT School and Program Mission, Goals and Outcomes

- Develop marketing, media and communication plans and strategies based on research and objective-setting.
- Create message strategies and executions to achieve planned marketing and communication objectives.
- Determine plan effectiveness via assessment tools.

- Each student will be able to communicate clearly and persuasively in written documents, mediated communications, and in oral presentations.
- Each student will know the various career areas in the marketing communications industries, and understand how they are related to the course of study in the major curriculum.
- Each student will have met seven of the ten learning outcomes as set forth in SUNY's General Education Curriculum.
- Each student will be expected to participate in extracurricular activities that develop their professional capabilities.

BS Program:
The BS in Advertising and Marketing Communications program further develops, refines and expands upon the goals in the AAS program. Students move from the AAS to the BS by completing a Declaration of Intent. While not a formal application, the declaration notifies the department and the Registrar of the student's intent and aids in the planning of classes. The move from the AAS to the BS is virtually seamless.

BS Learning Outcomes:
Each student will increase his/her understanding of human behavior, and of historical, economic, and social dynamics.

- Each student will develop entry-level skills in one or more areas of specialization in the communications industry such as advertising management, advertising strategy and creative execution, public relations/publicity, fashion journalism, corporate communications; media planning, electronic media production, IMC management and brand management.
- Each student will know how to market and position himself/herself for the job search in the employment marketplace.
- Each student will learn the strategies and tools needed to be an active learner and to take responsibility for self-education needed to fuel a lifelong learning process.
- Each student will complete an industry internship designed to provide work experience and knowledge of a specific industry.
- Each student will demonstrate knowledge of and adherence to the ethical and moral standards of the communications professions, which have been established by professional organizations.
- Each student will have successfully completed the ten SUNY for General Education requirements.
Cosmetic and Fragrance Marketing: BS

**Mission Statement.** The Cosmetics & Fragrance Marketing Department is committed to preparing students for professional excellence in executive, managerial and support positions in the cosmetics, fragrance and toiletries industries. In conjunction with FIT’s mission, the Cosmetics & Fragrance Marketing Department's mission is to develop students' creative, intellectual, technological and analytical capabilities through a course of study which cross-pollinates the aesthetics of the cosmetics and fragrance industries with business outcomes. A strong liberal arts component promotes a broad-based educational experience.

Coterminous with the larger institutions mission, the Cosmetics & Fragrance Marketing Department endeavors to provide a global perspective to its students by exposing them to international manufacturers and marketers, and by encouraging the investigation of cultural driven beauty trends.

The department provides a program which tracks with industry as it undergoes change. This is accomplished by exposing students to real world business experiences through internships, meetings with marketers and manufacturers at the worksite, and the chance to take part in industry events. Enhancement components such as guest lecturers, industry mentors and the evaluation of student work by cosmetic and fragrance professionals augments the learning experience.

**Goals**

a. Gainful employment in the cosmetics & fragrance industries.

b. Critical thinking capabilities.

c. Business strategy acumen.

d. Social responsibility

e. Financial aptitude

f. Cosmetic and fragrance product design capabilities

**Learning Outcomes**

Upon graduation, students in the BS Cosmetics & Fragrance Marketing Program will achieve the following learning outcomes:

- Understand national and international safety regulations and their impact on cosmetics and fragrance product development and marketing.
- Demonstrate an awareness of the global and cultural issues facing the cosmetics, fragrance and toiletries industries from both a sourcing and marketing prospective.
- Produce written, oral and visual communication instruments for the digital world and traditional media which meet professional criteria and exhibit a standard of excellence.
- Acquire a wide ranging knowledge of relevant, timely, innovative products and product categories that are determined by consumer attitudes and global market trends.
- Use critical thinking skills necessary to analyze data and make strategic business decisions in the cosmetics, fragrance and toiletries categories.
- Attain the skills necessary to work effectively as a member of a team across departmental and geographical boundaries.
• Procure the specific marketing skills necessary to create effective market research and evaluation protocols for cosmetics and fragrance.
• Generate the financial instruments necessary to produce products and manage a business
Direct and Interactive Marketing: BS

Mission Statement. The mission of the Direct Marketing Department is to develop well-educated, well-trained Bachelor of Science graduates who are prepared to assume entry-level management positions in the marketing departments of businesses in a wide variety of industries. These individuals will be able to function productively within a short time, and with a minimum of on-the-job training. FIT graduates will be grounded in the foundation of direct marketing principles, and will have had considerable practical experience through industry internships and realistic term projects.

In addition, these graduates will be armed with:
- Critical thinking skills
- Communication skills
- Basic computer skills

And will be knowledgeable about:
- Strategic planning
- Creative development
- Process management (i.e., shepherding a project from concept development through to execution)
- Media management
- Financial management and evaluation
- Operations processing

Goals
- Provide a coherent curriculum responsible to the needs of industry and SUNY.
- Ensure students acquire and master the required liberal arts skills in critical thinking and communication.
- Prepare students for entry-level management positions in direct marketing or other business disciplines, through classroom learning and direct industry experience (i.e., internships).
- Enable students to articulate their career interest and initial goals within or outside the DM field.

Learning Outcomes
Generally, students should demonstrate competence in critical analysis, written and oral communication and presentation skills, working effectively as part of a team, and demonstrating a sense of professional and social ethical responsibility. Major-specific competencies include executing market research, developing a strategic marketing plan, creative strategies and execution, media planning, financial analysis, and technical skill in Microsoft Access, Excel and PowerPoint.

Upon completion of the program, each student will be able to:
1) Demonstrate a thorough understanding of DM as a business discipline (e.g., how it is used, why it is used, what it can accomplish), and the industries that employ DM.

2) Demonstrate entry-level management skills in all basic areas of DM, as follows:
   - Perform primary research through the documented gathering of evidence (e.g., surveys, focus groups, and "cold call" interaction with industry), and secondary research through selection and review of appropriate literature.
   - Develop strategies and plans for comprehensive direct marketing campaigns
   - Prepare an overall creative strategy statement and then write DM advertising copy and prepare artwork for a variety of media including direct mail, magazines, e-mail/internet, etc.
   - Demonstrate skill in Microsoft Access (database management software) and prepare a database marketing plan (a distinct subset of the overall direct marketing plan)
   - Demonstrate skill in Microsoft Excel and prepare and analyze DM financial plans
   - Demonstrate knowledge of the different media employed in direct marketing campaigns (e.g., how, when and where they are used most effectively), and prepare a media plan
   - Communicate clearly and persuasively in written documents, mediated communications, and oral presentations.
   - Be able to work productively in teams.
   - Demonstrate knowledge of, and adherence to, the ethical standards for the practice of direct marketing, that have been established by professional organizations.
Entrepreneurship for the Fashion and Design Industries: BS

Mission Statement. FIT's two-year, upper-division BS program in Entrepreneurship for the Fashion and Design Industries is designed to enable students to acquire and develop the tools, skills and entrepreneurial mindset for organizing and launching successful new ventures. The program provides a unique opportunity to students in business, fashion or design to transform their creative ideas into profitable business ventures; it also prepares them to assume employment opportunities in existing corporations with an entrepreneurial spirit and culture. The proposed program is consistent with FIT’s mission to “prepare students for professional excellence in design, fashion, and business by providing the premier educational experience that fosters creativity, career focus, and a global perspective.”

The program emphasizes relationships and networking; developing foundation skills to start and sustain a business; and providing a framework to enable students to translate innovative ideas into a business plan for today's fashion and design industries. Strong teamwork and collaborative abilities, cultural awareness, and the communication and technology skills necessary for today’s global business environment are also emphasized. The program also advances analytical and problem solving abilities while incorporating global economics and foreign language study.

The program includes core courses that enable students to understand the essential connection between inspired design and successful business by:

- Encouraging entrepreneurial ideas and bringing them to fruition in a supportive atmosphere
- Providing the foundation skills required to start and sustain a business
- Promoting business growth and success through teamwork and collaboration
- Translating creative ideas into a business plan, and helping students to see their products commercialized

Learning Outcomes
Upon successful completion of the program, students will be able to:

- Transform their ideas into successful and profitable ventures
- Develop a marketing and business plan that incorporates the core elements required for a successful business
- Work effectively in teams, thus further developing their leadership abilities
- Deepen their analytical and problem solving abilities and apply them to the development and commercialization of their venture
- Strengthen their communication skills, thus enabling them to promote their ideas effectively and compete in today’s global market.
**Fashion Merchandising Management: AAS and BS**

**Mission Statement.** The mission of Department of Fashion Merchandising Management (FMM) is to develop students’ analytical, intellectual, communicative and critical thinking skills, along with technological abilities. This is accomplished by offering a competitive and innovative curriculum taught by faculty who have outstanding professional experience. It is in keeping with FIT’s mission to offer students “a rigorous and innovative curriculum taught by faculty with outstanding academic and industry experience.” Students are exposed to a variety of relevant topics that are current in the industry, for example, Multi-channel Marketing, Team Building, Multi-channel Retailing (including e-commerce), Retail Management, Supply Chain Management, Licensing, Branding, Product Development and Product Knowledge.

FMM challenges our students to prepare for business careers in buying, sales management, planning, allocation, product development, retail, wholesale management and many other merchandising positions. FMM equips students with the skill sets to compete in today’s international marketplace. Students in the program can further develop their areas of expertise through internships and other opportunities for experiential learning. For example, they can attend field trips to companies throughout the United States, as well as internationally, and attend guest lectures with industry executives.

The following goals apply to the One-Year AAS, Two Year AAS and BS programs in day and evening:

**Goals**

FMM’s ultimate goal and objective is to successfully prepare students for fashion and related businesses. To that end, the program goals and objectives are to:

- Prepare students for business careers in the global marketplace including buying, sales, product development, merchandising, planning and allocation, styling, and e-commerce;
- Provide students with real-world experiences through internships and other experiential learning opportunities both here and abroad;
- Develop students’ critical thinking skills, communication skills, technological abilities, and quantitative and analytical skills, through carefully designed courses in the major along with the selected SUNY General Education requirements;
- Offer students international coursework and travel experiences to prepare them for the global fashion industry;
- Create opportunities for industry contact by sponsoring guest lectures and field trips;
- Encourage students to participate in extracurricular activities that will further develop and enhance the skills honed in FMM courses as well as creating networking opportunities for future career development. These activities include club memberships, volunteerism, positions in student government, and participation in industry conventions and seminars.
- Prepare students for the increasing likelihood of pursuing their advanced degrees;
Learning Outcomes

AAS Learning Outcomes
- To be able to analyze the full scope of the fashion business and the interrelationship of merchandising, production, design, sales marketing and management; both domestically and globally.
- Fully demonstrate comprehension of analytical problems and apply solutions to various case studies.
- Analyze case studies via professional communication skills (written, visual and oral).
- Recognize the value of teamwork and incorporate the various components of leadership in course materials and projects.
- Demonstrate critical thinking abilities appropriate for today’s retail environment.
- Utilize technology for analytical purposes to evaluate retailers, wholesalers and manufacturers.
- Describe the evolution, formation, structure and operation of the fashion businesses using industry specific terminology.

BS Learning Outcomes
- Demonstrate critical evaluation skills by knowing how to examine all of the core sources of information and data for all types of major corporations; this may include the research and identification of a company’s ownership status, market positioning, target customer, major competitors, mission, and vision.
- Examine a company’s performance and identify the primary reasons for performance success and/or performance deficiency.
- Demonstrate teamwork and leadership after the completion of the capstone class and project.
- Identify and apply primary and secondary research techniques to develop strategic business plans for key retailers and e-commerce fashion companies.
- Integrate the use of technology to analyze and synthesize merchandising and retail data.
- Understand the interrelationship among merchandising, production, design, sales, marketing and management; particularly as it may pertain to product lifecycle management (PLM).
HOME PRODUCTS DEVELOPMENT: BS

MISSION STATEMENT. The Home Products Development program prepares students for professional excellence by providing an industry-supported educational experience which fosters creativity and career focus in a global economy. The incorporation of domestic and international manufacturers of furniture, home textiles, tabletop, housewares and the gift industries provide experience-based projects which demonstrate educational and practical learning outcomes. The program equips students for successful entry into the home furnishings industry in administrative, managerial, support, and staff positions.

GOALS AND OBJECTIVES ARE TO:

- Provide students with an understanding of the broad range of hard and soft product classifications that comprise the home furnishings industry.
- Assign students projects requiring information gathering within a deadline utilizing "cold call" interaction with industry professionals.
- Assign projects requiring the use of written, oral, and visual presentation techniques, utilizing current technology.
- Assign group projects that solve a product development/marketing problem.
- Sponsor networking opportunities between industry professionals and the students through field trips, shadowing, mentors, internships, seminars, and industry events.
- Provide opportunities for community-based projects and volunteer activities.
- Actively nurture a diverse student body.
- Adapt the curriculum as hiring requirements change within the industry and economy.

LEARNING OUTCOMES

Upon completion of the program, students will:

- Understand the hard and textile classifications within the home furnishings industry from inception through the developmental stages of product development to completion of the concept after researching, analyzing and solving a business problem
- Think critically and work effectively as a member of a team
- Present effectively in writing, orally and visually, utilizing current technology,
- Network effectively with industry professionals while demonstrating a sense of professional, social and ethical responsibility
- Demonstrate an awareness of the global and cultural issues facing the home products industry from a sourcing and marketing perspective
- Increase awareness of the richness of culture and diversity in the world
- Develop a sense of professional and ethical responsibility
- Increase an awareness of the importance and value of community service, both in the school environment and in the world around them.
International Trade & Marketing: BS

Mission Statement. The program’s mission is to prepare students for entry level management positions in international trade and global fashion companies. The program provides a professional, industry-ready education in international trade with a global perspective, complemented by a solid liberal arts program. This mission is inspired by FIT's mission of preparing "students for professional excellence in design, fashion and business by providing the premier educational experience that fosters creativity, career focus and global perspective.”

The Department of International Trade for The Fashion Industries (ITM) offers an upper-division two-year Bachelor of Science degree in International Trade and Marketing. Currently, ITM does not have a lower division program, and all incoming students join it with an earned associate degree or a minimum of 60 credits. ITM also attracts students who have earned bachelors, masters, and doctorate degrees.

Goals
In achieving its mission, the ITM program’s goal is to develop students’ competencies in the following areas:
1. Professionalism
2. Global outlook
3. Communication
4. Critical thinking and decision making
5. Team and project management
6. Information technology management
7. Sustainable or corporate responsibility principles

Learning Outcomes
The program prepares students for positions in international operations of fashion and related businesses, including import/export, legal and finance documentation, customs compliance, trade policies, management, marketing, sourcing, logistics, and international business ethics: Upon graduation students will be able to:

- Understand U.S. business’ need to expand internationally and the challenges of operating in ever-changing international environments
- Demonstrate competence in at least six areas of international business operations, their challenges and opportunities, and career opportunities
- Think critically and creatively
- Work effectively in multicultural teams and demonstrate a strong sense of professional, social, and ethical responsibility
- Communicate effectively in written, oral, and visual communication, using the most up-to-date technologies.
Production Management: AAS & BS

**Mission Statement.** The major in Production Management: Fashion and Related Industries offers preparation for careers in the management of the production processes within the global marketplace of fashion-related businesses. The Production Management Department's mission is to develop students' analytical, intellectual, critical thinking, and technology skills by offering a competitive, curriculum taught by faculty members who have outstanding industry experience.

**AAS Lower Division Program:**

**Goal Statement**
It is the goal of the Production Management Department to help students communicate specifications in a global sourcing and marketing environment. They will develop product specifications for production patterns, production samples, production fitting, grading and costing. They will learn the fundamentals of the latest version of Microsoft Office (Word, Excel, and PowerPoint). They will learn to use Microsoft Access to design and maintain databases used in business organizations. They will develop a strategy for the production of fashion merchandise and recognize the sourcing connection, using traditional and computer assisted methods, such as, (PDM) Product Data Management and (PLM) Product Lifecycle Management.

**Objectives Statement**
The objectives of the Production Management lower division program are to:

- Develop basic communication skills - both written and verbal.
- Spark interest in working with computers, related technology and master basic mathematical skills.
- Build-up student problem solving skills and utilizing critical thinking methodology.
- Cultivate student participation in group activities and foster team spirit.
- Enhance a good sense of self and encourage the management or ownership of a business.

**Learning Outcomes**
Upon graduating from the program, the student will be able to:

- Use business production applications for problem solving and generate transmissions of product data management for the global business environment.
- Evaluate how fiber, textile, apparel producers, retailers, and home furnishings companies merchandise and market their products within the industry to the ultimate consumer.
- Explain and analyze the supply chain processes, including: purchasing from a global source, how to do vendor evaluation, initiate quality assurance programs, design materials, sourcing planning, manage inventory control, and their budget considerations.
- Perform data processing techniques, while using Generally Accepted Accounting Principles. Understand the double-entry system, create trial balance, and prepare financial statements.
- Express the relationship between quality and construction of a sewn product, which they can convert for patterns, grading and computerized marker making.
- State how the marketing mix, project management, inventory model, inventory
replenishment, seasonal and long-term merchandising strategy, vendor managed inventory environment, and a balanced multi-store inventory are developed and successfully distributed.

BS Upper Division Program:

Goal Statement
It is the goal of the Production Management Department to provide students with valuable training in decision-making at the corporate level. Students will be able to examine product development throughout the entire manufacturing process, with a particular focus on cost, sourcing, quality control, and efficiency.

Objectives Statement
The Production Management upper-division program is designed to help students develop advanced communication skills - both written and verbal. Students utilize advanced computer systems and related technologies to learn product development processes. Students employ problem solving and critical thinking abilities. Lab experiences cultivate the practical application of principles and theories, encourage hands-on experiential learning, foster team spirit and create a sense of professional, ethical, and social responsibility.

Learning Outcomes
Upon graduating from the program, the student will be able to:

- Utilize Management of Information Systems (MIS) to measure productivity, human resource, financial and technology issues within the business enterprise
- Develop organizational charts, human resource policies, financial statements, marketing and merchandising plans, product specifications, manufacturing plans, facility scheduling schemas, and sourcing
- Understand the pre-production operations of sewn products--cut order planning, fabric utilization, marker making, fabric spreading, cutting, costing, and garment assembly methods
- Combine engineering and accounting skills, to layout manufacturing and other facilities in the most cost efficient manner, while meeting or exceeding quality standards
- Use learning management techniques to design and arrange the elements of a manufacturing facility, with an emphasis on modifying existing space, handling complementary products, understanding workflow, and their effect on quality and cost.
Technical Design: BS

Mission Statement. The goals and objectives of the Technical Design program are: to prepare graduates for successful entry into the apparel industry, to provide a solid foundation for increasingly complex technical design competencies, to deepen students’ confidence in their problem solving and critical thinking abilities, and to facilitate the development of professional practices, interpersonal skills, and personal abilities to equip students for advancement in the evolving garment industry.

Learning Outcomes

Upon successful completion of the program, students will be able to:

- Demonstrate comprehension of the complete fashion and production cycle, technical design decision-making steps, and methodology involved in the development and production of an apparel product.
- Understand and apply the concepts of fit and pattern corrections, define appropriate garment measurements and build garment construction steps related to market, price, and quality.
- Master the Technical Packet both digitally and in specification
- Utilize analytical thinking as a foundation to identify, evaluate, and solve problems in the technical apparel design process.
- Write technical reports and create visual documents that effectively communicate, digitally or otherwise, the product details and data needed by vendors or retailers at all stages of the product life cycle.
- Recognize and address issues raised by U.S. laws, regulations, and compliance issues as related to garment care, labeling, testing, and maintaining industry standards for the domestic and global apparel production business.
- Incorporate collaborative, responsible, and participatory teamwork skills.
- Constructively solve problems and demonstrate professionalism required in the industry.
Textile Development and Marketing: AAS & BS

Mission Statement. The mission of the Textile Development and Marketing program at FIT is to prepare students to successfully embark on careers and opportunities within the global textile supply chain and its related industries. The program offers preparation for careers in the development of fabrics for the fashion and home furnishings industries, with emphasis on global sourcing, fabric research and development, and textile applications.

The Department’s Textile Development and Marketing’s Bachelor of Science Program prepares students for management and leadership positions in the textile and related industries, and is applicable to producing, trading, or consuming regions. Students master technical skills and marketing knowledge, and learn to apply creative skills to enable them to rise quickly within the textile and related industries and to achieve their career goals by making informed business decisions.

The Department of Textile Development and Marketing’s mission reflects FIT’s mission to “develop students’ aesthetic, intellectual, analytical, and technological abilities through programs that integrate theory and practice” and “exposes students to their chosen professions through guest lecturers, industry sponsored practices, and other opportunities for experimental learning”.

Program Goals

- Provide students with a solid technical and design foundation in the development of textiles from concept to finished product. Students are exposed to courses that focus on fiber, yarn, fabric formation, color and wet finishing processes, as well as marketing applications and quality assurance.
- Supply the industry with a pool of graduates who possess a unique skill set and who can work effectively in the various fields that comprise the textile and related industries, in producing, trading and consuming regions.
- Develop required industry skills such as information gathering, market research, product development and deadline management. The program develops students’ ability to create marketable products for specific target market segments. Students learn “best practices” used in the textile and related industries by combining theory and practice.
- Improve written, oral, visual and electronic presentation techniques, utilizing current technology to develop professional communication skills that explore new design concepts and innovation. Develop students’ critical and analytic thinking, literacy, interpersonal skills and the ability to work toward creative invention.
- Enhance students’ understanding of strategic product management, in order to relate the process and application of textiles to meet specific end uses. Product lines are expected to target various end uses integrating cost and performance criteria.
- Create and sponsor networking opportunities between industry professionals and students through industry trips, guest speakers, seminars, and other events to facilitate an orderly transition from academia to industry.
- Develop students’ sense of professional and ethical responsibility.
FIT School and Program Mission, Goals and Outcomes

- Expose students to the broad range of areas within the textile and related industries and product classifications.
- Stress the importance and value of community service, both in the academic environment and in their personal surroundings by providing students with opportunities for community-based projects and volunteer activities.
- Nurture a diverse student body and develop students’ awareness of the diversity and richness of world cultures.

Learning Outcomes
Upon graduation from the A.A.S. degree program, students will be able to:

- Identify and analyze global and cultural issues facing the textile industry from a sourcing and marketing perspective in order to provide a foundation for product and market development.
- Identify and define the global supply chain, as well as begin to define students’ particular future role, based on their current skill set, in order to participate successfully in the development of fabric, apparel, and home furnishing products.
- Utilize the fundamentals of textile technology, including research, design, and implementation, and textile technology management in order to secure entry-level jobs.
- Network effectively with industry professionals while demonstrating a sense of professional, social and ethical responsibility, in order to assume the role of a good corporate citizen.

Upon graduation from the Bachelor of Science degree program, students will be able to:

- Demonstrate, through the creation of a portfolio, an overall understanding of the development and structural design of textiles, including:
  1. Research skills in product line and target market development.
  2. Technical competence in the areas of fibers, woven structures, knitted structures, color matching and costing, finishing, quality control, costing and converting, textile marketing, and overall project management.
  3. Managing appropriate technologies
  4. Effective organization, electronic and written presentation skills, in addition to physical presentation, that foster integration of course material learned throughout the major course of study.

- Communicate effectively in written, oral and visual electronic communication, utilizing current technology

- Secure positions and be successful in the various textile areas including fabric and product development, textile sourcing with both domestic and international suppliers, and quality assurance resolution.
School and Program Mission and Goals

School of Liberal Arts

Mission Statement. The School of Liberal Arts is committed to providing a broad-based education for FIT students, one which integrates academic study with career preparation. Our faculty members prepare students to become reflective, critical, and engaged citizens of the world. The faculty members of the Liberal Arts are committed, as well, to their own development as teachers and scholars. They recognize that teaching excellence embraces innovative and technologically advanced forms of instruction in a variety of settings. Our faculty members foster an understanding of diverse cultures and international perspectives as well as an appreciation for the richness and changing composition of American culture. They also investigate new ways to heighten student awareness of the moral and intellectual dimensions of human existence.

To fulfill this mission, our faculty are committed to preparing students for a productive professional and personal life by:

- helping them to develop the skills of critical analysis, reflection, effective communication, and information literacy;
- stimulating student interest in an understanding and appreciation of intellectual, aesthetic, and scientific creativity;
- grounding students in their own socio-historical experience and helping them to develop ways to analyze and shape issues that challenge them as citizens of the world;
- leading students to become informed, responsible, and motivated and to maximizing their capacity to interpret challenging events and processes;
- guiding students to confront issues of social, ethical, and environmental responsibility and to make healthful lifestyle choices;
- enhancing students' educational experience by exposing them to the rich, shifting mosaic of New York City culture;
- augmenting students' learning and intellectual development through the use of technological resources.
Mission Statement. The Bachelor of Science program in Art History and Museum Professions (AHMS) offered by the Department of the History of Art prepares students for careers in museums and other art institutions, with a focus on collections management, merchandising, public relations, development, education, rights and reproductions, visitor services, special events, and other non-curatorial roles. Responding to industry needs, graduating students are prepared for entry-level positions in these areas, or for graduate work in Art History and/or Museum Studies, including FIT’s Art Market: Principles and Practices Master of Arts program. The interdisciplinary program draws on FIT’s strengths in art history and other Liberal Arts, as well as in business, technology, and design.

Courses are taught by a faculty of highly trained academic specialists and experienced professionals, giving students an inside perspective on the art world and allowing them to network with experts in all aspects of art management. The students take courses specifically designed for the major, which introduce them to art history methodologies as well as to the business of museum management and the mechanics of preparing a museum exhibition. The curriculum also includes History of Art courses in a variety of fields, and other courses in areas such as: business law, business writing, foreign languages, mathematics for business, fine arts, marketing, and U.S. history. In addition, students are required to perform an internship in their final semester, ideally preparing them for continued employment in that field.

To fulfill this mission, the program:

- Develops students’ capabilities in analyzing works of art, understanding the relationships between cultural-historical contexts and the production of works of art.
- Improves students’ abilities in speaking and writing about art.
- Offers students a broad education in FIT’s Schools of Liberal Arts, Business and Technology, and Art and Design.
- Provides students with the rich and multifaceted education that reflects the enormous art-related potentialities offered by studying New York City.
- Prepares students for graduate study in arts administration, museum studies and art education.

Learning outcomes

1. Evaluate the structure of art institutions and their roles in the art world.
   1.1 Have a command of the history of art institutions and of exhibition practices.
   1.2 Analyze the ways in which context affects the meaning and reception of works of art.
2. Analyze decisions that are made to achieve an art institution’s goals as they are informed by short-, medium-, and long-term objectives.
   2.1 Articulate the interconnected roles of different offices in running an art institution and in preparing and presenting its programming
   2.2 Distinguish the challenges that art institutions encounter in presenting their programs.
   2.3 Identify opportunities that present the greatest benefits to an institution.

3. Distinguish the historical, educational, and economic aspects of art exhibitions and how they are interrelated.
   3.1 Gain insight into the behind-the-scenes strategies involved in exhibition programming.
   3.2 Articulate the step-by-step processes involved in mounting an art exhibition.
   3.3 Evaluate an art exhibition from the art-historical, public-relations and revenue points of view.

4. Communicate in language that is appropriate to relevant audience, subject and context.
   4.1 Write a visual analysis of a work of art using appropriate art-historical vocabulary.
   4.2 Identify, differentiate between, and appropriately use distinct methodological approaches to the study of art history.
   4.3 Develop professional-level skills in public-relations and business-related writing.

5. Execute the publicity techniques employed in promoting art institutions.
   5.1 Identify public-relations problems and opportunities in relation to running an art institution and presenting exhibitions.
   5.2 Develop successful public-relations solutions in relation to above problems and opportunities.
Liberal Arts Departments
Mission Statements

Academic Skills. The mission of the Academic Skills Center is to provide all FIT students who are currently registered in credit bearing or remedial courses with the support they may need in order to be successful in their classes. The tutoring services we offer work towards enabling each student to acquire the skills necessary to become well-rounded, independent learners.

Educational Skills. The Educational Skills Department provides native speaker and English-as-a-Second-Language students with instruction and academic support services to foster development and growth in the students' written and oral communication skills as well as critical thinking skills.

English & Speech. It is the mission of the English and Speech Department to enable our students to communicate effectively at all levels. Our courses foster critical and creative thinking, integration of knowledge and cultural literacy. Our students are encouraged to develop awareness of self and audience, to achieve rhetorical competence, to take responsibility for and ownership of their language, to write as a means of exploring knowledge as well as expressing themselves, and to become more conscious of authority and voice in writing and in speaking. Beyond the fundamentals of reading, writing, speaking and listening, we aspire for our students to develop their awareness of the human condition form a global perspective and to become responsible citizens of the world.

Foreign Languages. The vision outlined in the mission statement of the Fashion Institute of Technology reflects the role of FIT as a career-focused educational institution that recognizes the reality of globalization and the importance of a liberal arts education within that reality.

The Department of Foreign Languages sees its own role as congruent with FIT'S overall mission and prepares its students to develop a broad set of linguistic, cultural, critical and interpersonal skills that will enable them to become well rounded citizens of the world, train them to become life-long learners and serve them in their professional pursuits.

The Department of Foreign Languages enables students to:
- develop oral, reading and written command of the languages most relevant to the industries pertinent to their fields of endeavor: French, Italian, Japanese, Mandarin Chinese and Spanish;
- broaden their skills in intercultural communication, to expand their awareness of the diversity of values, cultural norms, history and worldviews related to the language they are studying;
- value the knowledge of foreign languages, literatures and cultures in general, to make informed cultural comparisons and to think critically;
- make effective use of communication technologies, guiding them in the development of their skills in information literacy, so that they can thrive and compete in today's digital economy;
- use foreign languages in business and industry and to manage international professional relationships;
study with dedicated faculty members who are fully committed educators and who
embrace and utilize emerging forms of foreign language pedagogy;

• minor in a concentration in French, Italian, Japanese or Spanish;

• study abroad through programs in Europe and Latin America.

**Health, Physical Education, & Dance.** The mission of the Health, Physical Education, and
Dance Department is to promote student learning by providing consistent, high-quality, student-
centered instruction in health, fitness, and dance in a manner that optimizes student performance
while integrating the positives values of art, lifestyle choices, spiritual development, and social
responsibility. The Department further endeavors to promote these values throughout the wider
FIT community.

**History of Art.** The mission of the Department of the History of Art is to teach the history of
art, architecture, and visual culture of world civilizations from pre-history to the present. In all
courses, department faculty emphasize the interrelation between art and the cultures that
produced it, with special attention to social, economic, political, religious, and philosophical
contexts. Toward that goal, courses develop students' skills in critical thinking, visual
interpretation, and written and oral communication. In addition, the department houses the major
in Visual Art Management, which prepares students for entry-level museum positions and/or for
graduate study.

**Science & Math.** In a world in which scientific and technical issues are of vital importance, it is
essential that an engaged citizen be scientifically informed and be capable of quantitative
reasoning. To this end, the Department of Science and Mathematics seeks to develop students'
scientific and mathematical literacy, and to develop students' ability for critical thinking. Using a
variety of instructional delivery methods and appropriate technologies, faculty provide students
with the analytical skills needed to locate and evaluate technical, scientific, and quantitative
information so that they may contribute to and succeed in the global society.

**Social Sciences.** In keeping with the goals of the School of Liberal Arts, the Social Sciences
Department seek to prepare students to become responsible, intellectual and ethical citizens of
the world. In our various disciplines, we help students understand themselves as well as the
society in which we live. Our diverse faculty shares with our students their various areas of
expertise while emphasizing the common goals of critical thinking, and oral and written
communication.

**Writing Studio.** The Writing Studio is home to FIT'S Writing Center and Writing Across the
Curriculum Initiative. Central to the Writing Studio's mission is a commitment to excellence in
writing for personal, professional, and pedagogical reasons. The Writing Studio provides student writers with a non-evaluative environment to work on their writing with writing consultants who understand the particular needs and interests of FIT writers. The Writing Studio places an emphasis on helping writers become better learners and writers by supporting them through the process of writing. Although the ability to create polished written products is important, the Writing Studio seeks to focus on each individual writer's process to ensure that they leave the studio with a better understanding of how to create effective texts.
In addition to providing FIT students the best individualized writing support possible, the Writing Studio is also committed to assisting faculty members in everything from incorporating writing into their courses to working with multilingual writers to developing and responding to writing assignments that effectively target the concerns of their courses. The Writing Studio aims to foster collaborative relationships with writers and faculty that enhance student learning, thinking, and writing across the disciplines at FIT.
School and Program Mission and Goals

School of Graduate Studies

Mission Statement. The School of Graduate Studies provides an advanced course of study in disciplines closely tied to the creative and business industries. Highly-focused and professionally oriented, FIT’s graduate programs provide students with the opportunity to develop critical thinking capabilities, eloquent and effective communication skills, creative business acumen and technical expertise.

The School of Graduate Studies:

- Provides accessible, student-centered graduate education in the specialized fields of art, design, business, and technology
- Instills in its students the expertise and confidence to make significant, creative contributions to their professional environments
- Fosters leadership and innovative thinking through scholarship, research, and professional development
- Facilitates cross-disciplinary opportunities for its students and faculty
- Acts as an interdisciplinary center of academic and creative excellence that anticipates the evolving needs of the communities, industries, and institutions it serves
- Strengthens global educational partnerships by way of curricular innovation and faculty and student exchange
**Art Market: Principles and Practices: MA**

**Mission Statement.** The Master of Arts program in Art Market: Principles and Practices (formerly Gallery and Retail Art Administration) provides advanced professional education that is closely tied to the College's special mission to develop students' aesthetic, intellectual, analytical, and technological skills through a program that integrates theory and practice. It exposes students to aspects of their chosen profession through internships, guest lectures, and industry-sponsored events. The unique yearlong exhibition practicum is a student organized exhibition that provides a real-world showcase of the knowledge and skills acquired in the program. Graduating students leave with the knowledge and practical skills needed to excel in professional art gallery and auction house careers, as well as in such related fields as corporate curatorship, public art administration, and art market services.

Courses are taught by instructors with both academic and industry experience. In addition to modern and contemporary art history, courses include gallery design and management, marketing, art law and professional ethics, appraisal, and a unique yearlong course in exhibition planning design and implementation. The program also offers a course in computer applications for the art world.

In keeping with the mission of the School of Graduate Studies, the mission statement below summarizes the key goals of the Art Market program.

The Art Market: Principles and Practice Master of Arts program:
- Provides students with the knowledge and experience necessary for careers in the many for-profit and not-for-profit sectors of the art market;
- Develops students' intellectual, critical and technological abilities through courses that integrate theory and practice;
- Exposes students to their chosen profession through internships, guest lectures, and other opportunities for experiential learning;
- Fosters leadership and innovative thinking through scholarship, research, and professional development;
- Provides students with a multifaceted educational experience that incorporates the vast resources of New York City;
- Provides an education of exceptional quality and affordability at an urban graduate school of the State University of New York.

**Learning Outcomes**

- Locate a work of art in its historical context and determine its market position and value.
- Communicate in spoken and written language appropriate to the particular audiences and circumstances.
- Analyze key management systems appropriate to the small business environment of art galleries.
FIT School and Program Mission, Goals and Outcomes

- Apprehend key marketing functions including advertising, promotion, events, sponsorship, publicity, public relations and strategic alliances; and determine the effective media mix.
- Comprehend the legal and ethical questions particular to art galleries, auction houses, museums, collectors and artists.
- Possess a sound understanding of the workings of the art market, with regard to internal price fluctuations due to changes in the culture, as well as, economic forces, and the relationship to other markets.
Cosmetics and Fragrance Marketing and Management: MPS

Mission Statement. The Master's of Professional Studies in Cosmetics and Fragrance Marketing and Management is a unique program that provides advanced education for emerging executives and is a think-tank of innovative leadership for the industry it serves. The program develops holistic leaders, with dual competencies in creative and analytical business skills, through both academic and experiential learning. Students obtain a global perspective of business through an Executive Mentor program that is part of the graduate curriculum.

The program links to the college's Strategic Plan in several important ways:

i. Strengthen the Academic Core: The program was FIT'S first graduate business program and helped to set a standard for training industry leaders through a Master's in Professional Studies (MPS) degree platform; another MPS program has since been developed at the college for the fashion sector.

ii. Student-Centeredness: The boutique nature of this cohort program, with an evening delivery format created for working professionals, provides a learning environment especially suited for executives.

iii. Globalization: The program provides students the opportunity to apply their business skill learnings in marketing and management within the context of field studies in Europe and Asia.

iv. Creative Hub: The MPS CFMM exemplifies the idea of “Creative Hub” at FIT, an interdisciplinary think-tank for the beauty industry, where students and faculty participate collaboratively with leading companies on cutting-edge research related to fashion, design and business.

The Master's in Professional Studies program in Cosmetics and Fragrance Marketing and Management offers a highly affordable executive education opportunity for professionals in the beauty industry and serves as a special training ground for the industry’s most promising executives. Working with experts across disciplines and innovation consultants on research that is presented each year across industry, the program serves every tenet of the Mission of FIT’s School of Graduate Studies:

Goals:

• provides accessible, student-centered graduate education in the specialized fields of art, design, business, and technology;
• instills in its students the expertise and confidence to make significant, creative contributions to their professional environments;
• fosters leadership and innovative thinking through scholarship, research, and professional development;
• facilitates cross-disciplinary opportunities for its students and faculty;
• acts as an interdisciplinary center of academic and creative excellence that anticipates the evolving needs of the communities, industries, and institutions it serves;
• strengthens global educational partnerships by way of curricular innovation and faculty and student exchange.

Learning Outcomes
In developing an executive business program to train innovative leaders with holistic business skills, the following program outcomes represent the key learning areas that define a business leader in a creative sector such as cosmetics and fragrance:

• Demonstrate the ability to prepare a financial analysis in support of a product concept or growth strategy in the cosmetics and fragrance industry.
• Develop and implement critical thinking skills to contribute to a project team's analysis of a specific cosmetics and fragrance topic.
• Procure the skills required to innovate solutions for management and industry-wide marketing issues that face senior cosmetics and fragrance executives.
• Demonstrate the leadership and management techniques that foster a climate of innovation and creativity in the cosmetics and fragrance industry.
• Demonstrate an understanding of the context of industry development based on social, consumer, economic and cultural trends and factors, including consumer behavior.
• Develop a global strategic product platform and demonstrate understanding of the process by which white space opportunities are identified and a product strategy is developed.
• Demonstrate enhanced influencing skills and executive presentation skills through an ability to communicate in a clear and concise manner, while utilizing appropriate technology.
**Exhibition Design: MA**

**Mission Statement.** Exhibition Design is a communicative design profession driven by an understanding that it is by nature, a public medium embodying informational experiences created for and driven by audiences. Exhibition design education should be comprehensive, incorporating myriad design disciplines and the cultivation of conceptual thinking. It is a forum for research and experimentation where students are inventors, maximizing advancements in convergent media and storytelling methodologies to truly unique ends. Within the educational process, students will develop a creative logic that includes the ability to plan, generate a tangible construct for interpretation, and implement the technical design process with an original “voice.” With a foundation built upon field and studio work, critical research and thesis construction, graduate students in exhibition design conclude their educational experience as leaders and professionals who see themselves as stewards of the profession.

**Learning Outcomes**

Upon graduating from the program, students will be able to:

- Create original exhibition concepts that drive the narrative design experience, and illustrate those concepts in the form of a conceptual bubble diagram, including key and supporting information.
- Interpret an exhibition’s content with accuracy and in a manner that is appropriate to the needs of the audience, client, venue, and illustrative of the narrative form.
- Demonstrate an awareness of and ability to research an exhibition’s various audience types, its client, and the unique qualities and regulations of the exhibition’s site.
- Render and graphically brand an exhibition environment that is comprehensive and highly experiential, meeting the project’s audience, educational and design experience goals.
- Generate print, digital and 3-dimensional materials that clearly communicate an exhibition’s structural, graphic and multimedia design elements, as well as the exhibition’s narrative dynamic and tone.
FIT School and Program Mission, Goals and Outcomes

Fashion and Textile Studies: MA

Mission Statement. The Master of Arts program in Fashion and Textile Studies: History, Theory, Museum Practice provides advanced professional education that is closely tied to the college's special mission to develop students’ aesthetic, intellectual, analytical, and technological skills through a program that integrates theory and practice. It exposes students to aspects of their chosen careers that revolve around historic costume and textiles through courses designed to give professional-level experiences in key skill sets: historic research, writing, public presentations, exhibition planning, and collections management. Internships, guest lectures, museum visits, and textile-related conferences and events round out the full experience and networking aspects of the program. Students may choose a curatorial or conservation emphasis in their studies, but all students are exposed to basic conservation skills in their first year as part of our mission to make sure that anyone eventually working in a textile-based collection has the knowledge to safeguard it. Graduating students leave with a deep academic preparation in the history and theory of fashion, paired with the practical skills, such as mannequin dressing, needed to excel in career paths related to historic textile-related objects such as curators, conservators, auction house researchers, fashion journalists and critics, vintage dealers, and archivists.

Courses are taught by instructors with both academic and professional experience. In addition to several courses devoted to the study of the history and theory of fashion and textiles, including world textiles and menswear, other courses include collections management, fiber and fabric analysis, a study of materials associated with textiles, museum theory, mount making and mannequin dressing, and a unique yearlong course in exhibition planning and implementation. The program also offers a seminar course where, at its conclusion, students give well-researched public papers to an audience of outside professionals.

Goals
In keeping with the mission of the School of Graduate Studies, the Textile Studies program carries out the following key goals:

- Provides students with the knowledge and experience necessary for the varied kinds of careers in public and private textile-related collections, auction houses, textile dealerships, publications, and archives;
- Develops students’ research, writing, critical thinking, organizational and technological abilities through courses that integrate theory and practice;
- Exposes students to their chosen profession through internships, guest lectures, museum visits, and other opportunities for experiential learning;
- Fosters leadership and innovative thinking through scholarship, research, and professional development;
- Provides students with a multifaceted educational experience that incorporates the vast resources of New York City, including the Gladys Marcus Library (Special Collections) and the Museum at FIT;
- Provides an education of exceptional quality and affordability at an urban graduate school of the State University of New York.
**Learning Outcomes**

1. Locate a selected garment in its historical context and determine its importance/relevance within its time period.
   1.1 Situate the garment in its historical context (time, place, sociological/economic/psychological roots), and identify appropriate tools for further research.
   1.2 Discuss why this garment is important in its originality by comparing it to what has come stylistically just before it in time. Identify the methodology useful for such research.

2. Communicate with an intended specific audience through written language and/or live public presentation appropriate to the circumstances.
   2.1 Write a publishable-level paper/article appropriate for the professional fashion/textile history community. Identify the appropriate style and level of scholarship needed and apply it with clarity and purpose.
   2.2 Write an exhibition publication containing the appropriate level of description and information using standardized vocabulary with understanding of the needs of the expected audience.
   2.3 Demonstrate the ability to give a public presentation on a selected scholarly topic that has been well researched and professionally delivered using modern technology.

3. Comprehend the various methodologies necessary for object documentation and report writing.
   3.1 Possess an understanding of the general principles of a written description, including using standardized vocabulary in a formal linear written description
   3.2 Demonstrate the ability to use basic techniques of investigation and identification necessary for museum-level object documentation, including standardized methods for photo-documentation, fiber identification with a microscope, fabric analysis using magnification, and identification of methods of manufacture (both hand and machine).
Global Fashion Management: MA

Mission Statement. The Global Fashion Management program prepares experienced apparel industry professionals to advance to executive positions by providing interactive, student-centered education taught by seasoned industry professionals and accomplished academics. The program’s global partnerships and international student body are designed to enrich the curriculum through discussion and awareness. Research, collaboration, and communication foster leadership, innovation, and strategic thinking, with the objective of infusing progressive ideas into a rapidly changing and highly competitive industry.

Goals and Learning Outcomes
The following goals and outcomes represent concepts and skills that Global Fashion Management students are expected to master by the close of the program. Goal 1 requires that students become comfortable with thinking about the business of the industry within a global context. Goal 2 requires students to take a scholarly and rigorous approach to research and analysis to finding answers and solving problems. Goal 3 requires that students apply learned concepts to achieve best practices in their work environment.

Goal 1: Comprehend, apply, and demonstrate, through discussion, presentations, and written work, the broad range of global influences impacting the apparel business, locally and worldwide.

Outcome 1.1: Demonstrate understanding of cultural influences within corporate environments through the use of case studies, by taking into account political, sociological, economic, and business impacts.

Outcome 1.2: Research and analyze global economic, geopolitical, and technological trends that are likely to impact corporate tactics and strategies, through written papers and presentations.

Outcome 1.3: Identify characteristics in business models and management styles to determine best practices for the apparel industry of the future.

Goal 2: Develop executive-level problem-solving and analytical skills appropriate to an understanding of complex global issues in the apparel, and related industries.

Outcome 2.1: Identify, review, and interpret relevant academic journals, quantitative databases, and in-depth reports to inform opinion on global issues.

Outcome 2.2: Contribute, verbally and analytically, to a team dynamic as a way of arriving at comprehensive solutions for multicultural situations.

Outcome 2.3: Identify salient topics in management and apply them to practical research and projects within regions throughout the world.
Goal 3: Increase awareness of superior leadership, team building, and management skills practiced worldwide and communicate and apply them to a variety of cultural contexts in business.

Outcome 3.1: Identify best practices in international settings through observation of corporate, mid-market, and entrepreneurial businesses.

Outcome 3.2: Develop negotiation and leadership skills through consistent contact and team work with local and international colleagues.

Outcome 3.3: Communicate, effectively and concisely, salient principles, concepts, and techniques that reflect successful and progressive business ideas. Recommend strategy based on these ideas.
Illustration Master of Fine Arts: MFA

Mission Statement. The mission of the MFA in Illustration program, developed with guidance provided by the department’s industry advisors and its industry-active faculty, is consistent with the Fashion Institute of Technology’s mission to “prepare students for professional excellence in design...fostering creativity, career focus, and global perspective.” By focusing on professional excellence in illustration, it enlarges upon students’ expertise and confidence, affording them increased opportunities to make significant contributions to the illustration field and instilling in them a more resourceful, innovative and entrepreneurial spirit. In supporting the mission of FIT’s School of Graduate Studies, the MFA program facilitates cross-disciplinary opportunities and acts as “an interdisciplinary center of academic and creative excellence that anticipates the evolving needs of the communities, industries, and institutions it serves.”

This advanced graduate-level experience develops and enriches students’ aesthetic, analytical, and technological abilities through the offering of progressive, student-centered studies and activities that integrate theory and practice in illustration and related areas.

Learning Outcomes
Upon graduating from the MFA in Illustration program, students will be able to:

- Incorporate the advanced studies and practices of a variety of media experienced through studio classes to design, conceptualize and execute illustrations for a myriad of markets.
- Develop and execute a personal business plan and studio design and environment that will successfully sustain an independent freelance career with an entrepreneurial mindset.
- Utilize advanced research and creative writing techniques combined with an illustrative expertise to author topical articles, books and blogs.
- Present articulate presentations and critiques that promote opportunity for project proposals as well as teaching opportunities.
- Create sequential and themed, narrative bodies of work that serve both the illustration industry as well as create opportunities for personal and group exhibition.
- Identify a personal voice and philosophy that transcends illustration, writing, lecturing and teaching.
Sustainable Interior Environments: MA

**Mission Statement.** The Master of Arts program in Sustainable Interior Environment is intended to provide expertise in the environmentally-responsible design of interior environments. The program addresses the challenge of designing for the “triple bottom line”: supporting practices and creating places that are environmentally, socially, and economically sound. It targets established professionals including practicing interior designers, architects, facilities planners and managers with at least a bachelor’s degree in these and allied fields, and with professional experience of at least three years. This program is a core element of “FIT Goes Green: Infusing Sustainability into our Culture,” and is part of FIT’s commitment to the Clinton Global Initiative University.

Graduates of the program will gain highly marketable expertise that will prepare them to assume leadership positions while changing the status quo in a design industry, educational institutions and industry research centers. Our alumni will be equipped with advanced, up-to-date knowledge in sustainable design methodology, and will bring much-needed expertise to architectural, interior, and product design firms.

**Learning Outcomes**

Upon graduating from the Sustainable Interior Environments program, students will be able to:

- Provide expertise in the environmentally-responsible design of interior environments that addresses the challenge of designing for the “triple bottom line”: supporting practices and creating places that are environmentally, socially, and economically sound.
- Demonstrate a deep understanding of human psychological, physiological and ergonomic needs, as well as detailed information about toxic substances, pollution prevention, environmental systems, and resources conservation.
- Contribute to the development of the Sustainable Interior Environments’ body of knowledge.
- Utilize available research methodologies and evaluate the lasting impact that design has on human health, safety, and welfare.
- Respond to the challenge of communicating the results of their work in a professional, coherent and attractive form.
- Collaborate in groups organized around common interest and utilize available resources including networks of colleagues, mentors, experts and professionals pursuing sustainable practice.
- Assume leadership positions changing the status quo in a design industry, as well as in educational institutions and industry research centers.
The mission of the School of Continuing and Professional Studies (SCPS) is to extend professional development and educational opportunities to underserved populations, working professionals and adults, and corporate audiences in the NYC region and internationally. SCPS provides educational programs that meet vital skills needs in the fashion and related industries, both for beginners and working professionals. The School offers courses to a variety of different students—youth, professionals, alumni, non-matriculated students, corporate audiences, seniors, international groups and others—who wish to take degree, certificate, online, credit or non-credit classes in their preferred area of interest. These courses are offered at convenient times, in flexible formats and at affordable tuition rates, and are delivered in person as well as online and off-site to meet the specific needs of diverse student populations.

The Enterprise Center offers business owners and prospective owners practical know-how and support to plan, build and operate successful enterprises. We also offer conveniently scheduled non-credit computer courses with a focus on software essential to the fashion and design industries. To meet the needs of our customers who range from clothing manufacturers to fine artists, we have developed credit and non-credit classes, grant-funded programs and special events. We bring our entrepreneurial perspective to economic development and fashion-related study.

The Center for Professional Studies provides professional training programs with first class instruction to its target market in the fashion and related industries, both at home and abroad. The Center also serves the graduates of the College, thereby enhancing the college’s commitment to lifelong education for its students and graduates.

The Fashion Institute of Technology’s Office of Evening/Weekend Degree Programs is committed to providing the services and support essential to the success of evening/weekend degree-seeking students. The Office also works towards increasing enrollment in FIT’s Evening/Weekend Degree programs, improving existing services and communications, and improving graduation rates for this population. Both long-term and short-term improvements rely upon collaborations among various college support areas, available resources, and external data to be collected by the college and a strategic marketing plan.
FIT’s Center for Innovation Management assists organizations in achieving high performance and competitive advantage through customized, world-class corporate education programs that teach senior managers to solve their most challenging problems more creatively. CIM helps companies and organizations, both domestic and international, develop leaders that can manage new ideas successfully and create environments that drive innovation.