London Study Abroad Program

Fashion Summer School

June 16 – July 28, 2009

Program Cost: Summer 2009: $6,420.00. This is exclusive of airfare, UMES tuition for six credits and personal expenses. There is also a $125 refundable damage deposit.

Description of Program:

6 weeks (6 credits). This program is an excellent introduction to the fundamentals of fashion and studying at the American Institute for Foreign Study.

Four subject areas will be covered. These units have been carefully considered to create a balanced program suitable for students interested in both Fashion Design and Fashion Merchandising and Communications.

A pre-departure pack will be forwarded prior to the program starting listing important information for arrival in London and guidelines on material and equipment requirements.

Eligibility Requirements:

- 2.75 Cum G.P.A., and
- Sophomore or Junior standing (classification)

Course Descriptions:

European Fashion Marketing and Branding

- Students will investigate how the European fashion industry manages change, highlighting the actors required to ensure the success of any operation. Students will gain an overview of the industry, enabling them to identify and integrate the various functions of fashion marketing.
- Students will analyze the roles of market research, customer identification, product development, product sourcing, marketing communications, sales, products, pricing strategy, store sitting and location, store layout and design, store operations and customer service.
- Students will need to provide: notebook and pen for note taking.

Design Process and Product Development

- This course will trace the entire design process- form initial ‘spark’ of inspiration and birth of an idea, through design development, culminating in products as ‘objects of desire’ for today’s fickle customer.
- Through practical workshops, students will investigate sources of inspiration, sketching and development of design ideas and create concept, color and fabric boards. Students
will consider validity of their product range through the analysis of customer profiles, market research and shop research; they will then design a range of products for their target customer, culminating in a range board (working drawings) and final design presentation sheets.

- Students will be shown how to produce accurate, detailed ‘flat’ garment.
- Students will gain an understanding of the processes and roles involved in product development- from concept to production- including research for range planning and briefing and specification packs.
- Students will analyze textiles to enable them to recognize fabrics and relate their characteristics to particular products and expected performance.
- Color development and modern dyeing and finishing techniques for garments and fabrics will be examined.
- *Students will need to provide: sketchbooks, A5 and A4 layout pads, drawing materials, camera and boards (to be advised by instructor).*

**Fashion Forecasting**

- Students will explore how fashion trends evolve and how the past, present, and future influence the progress and evolution of fashion products.
- What is the job of a ‘cool scout’? What is a ‘futurista’? Students will investigate media (in all its forms), trend predictions, and the role of trade fairs and consider the influences of society, culture, and the economy on the creation of style.
- *Students will need to provide: notebook and pen for note taking, paper scissors, glue, fashion magazines, camera (essential) and some basic art and display materials (to be advised by the instructor).*

**European Cultural and Historical Studies**

- Fashion is continually changing. This course will focus on how these changes occur by examining the great variety of influences on fashion- social events, technological innovations, architecture, the arts, mass media, and individual designers. Students will examine these influences by participating in a series of escorted visits to carefully selected key exhibitions in museums and art galleries in London.
- *Students will need to provide: notebook, pencil, pen, and camera (recommended).*

**APPLICATION PROCEDURES**

- Complete UMES Study Abroad Program Application [http://www.umes.edu/studyabroad/](http://www.umes.edu/studyabroad/) by deadline given and obtain approval from Department Chair.

- Include the following items with your *London Study Abroad Application:*
a) A one page essay describing your expectations and goals beyond the program, how the program will help you to fulfill your ambitions, evidence of commitment and suitability for the program of study.

b) Two letters of recommendations. At least one must be academic and the other can be from a current/past employer.

c) Two passport-sized photographs.

d) $500 non-refundable or non-transferable deposit must accompany your application made payable to the “Department of Human Ecology”.

**Study Abroad Opportunities**

Partial scholarships are available to support Human Ecology students’ participation in the London Study Abroad Program. Scholarships range from $1,000 to $6,500. Should a scholarship be awarded it will be paid directly to LCF to support tuition, room and board. Scholarship applications can be obtained from [http://www.umes.edu/studyabroad](http://www.umes.edu/studyabroad) and submitted by December 1st to your departmental Study Abroad Coordinator:

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<tr>
<th>University of Maryland Eastern Shore (UMES)</th>
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<th>Southern University &amp; A &amp; M College (SUBR)</th>
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<tr>
<td>Dr. Shirley Hymon-Parker</td>
<td>Dr. Nancy Oliver</td>
<td>Dr. Doze Y. Butler</td>
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<td>Department of Human Ecology</td>
<td>Department of Family and Consumer Sciences</td>
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