Programs of Study

The majors in the Division of Design and Merchandising focus on improving the quality of life of individuals and groups by designing interactions between people and their environments to better address needs and desires. We imagine, evaluate, plan, and produce experiences, products, and services that have the potential to improve our lives in today’s complex world. Our graduates find employment in traditional design and retail settings as well as in innovative organizations that use design and design thinking as a way to fully understand their clients and markets. Study abroad is strongly encouraged in all of our programs, and is required in Interior Design. If you want to make a new and positive difference in your world, this is the place to be!

Accreditation

The interior design program is accredited by the National Association of Schools of Art and Design (NASAD).

Honor Societies

Phi Upsilon Omicron, a national honor society in Family and Consumer Sciences, is open for membership by invitation to outstanding students.

Gamma Sigma Delta, a national honor society in Agriculture, Natural Resources and Design, is open for membership to the top students in the College.

Student Professional Organizations

Student professional organizations provide service activities, social events, and extended learning opportunities, including field trips and guest speakers, for students in each discipline. Students are encouraged to participate in one or more of the following groups:

- American Society of Interior Designers (student chapter)
- Fashion Business Association

FACULTY

INTERIM DIRECTOR
- Kerry S. Odell - Ph.D. (The Ohio State University)
  Agricultural Education

ACADEMIC CHAIR
- Cindy V. Beacham - Ph.D. (Virginia Tech)
  Associate Professor, Design Thinking, Design Pedagogy, Design for Children, Evidence Based Design

PROFESSOR
- Nora M. MacDonald - M.S. (Iowa State University)
  Educational pedagogy, Apparel design, Functional apparel, Fashion merchandising, Visual merchandising

ASSOCIATE PROFESSOR
- Barbara McFall - Ph.D. (Saybrook Grad Schl & Res Ctr)
  Associate Professor, Design for Quality Living

ASSISTANT PROFESSORS
- Kathryn Burton - Ph.D. (Oregon State University)
  Design foundations, Creativity, Historic and cultural aspects of interior design, Aesthetics, Sacred places, Design pedagogy
- Ronald Dulaney Jr. - M.A. (Virginia Tech)
  Architectural design, Design and culture, Design media, Material and fabrication processes, Poetics of construction
- Kathryn Eason - Ph.D. (University of North Carolina)
  Textiles, Global issues, Process of dressed identity
- Hodjat Ghadimi - Ph.D. (The Ohio State University)
  Intelligent built environment, Innovation economics, Energy-environment-economy interaction modeling, Sustainable development planning, GeoDesign
- J. Chris Haddox - M.S. (West Virginia University)
  LEED AP, Green Advantage Certified, Sustainable design and construction, Green building theory and practice
VISITING ASSISTANT PROFESSOR

- Barbara Lingle - M.A. (West Virginia University)
  Materials and components, Professional practices
- William Plyler - Ph.D. (West Virginia University)
  Architectural design, Design technology
- Elijah Pollard - M.F.A. (SUNY)
  Fine Arts, Design

FACULTY EMERITI

- William H. Hagerty
- Mary Rose Jones
- Marian B. Liddell
- Betty Lou Ramsey
- Janice I. Yeager

FASHION MERCHANDISING

MINOR CODE - U097

A minor in Fashion Merchandising prepares students to understand the role of apparel in today's marketplace and the global nature of the fashion and apparel industry. Students are expected to obtain a grade of "C" or better in each course.

Minor Requirements

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>FDM 140</td>
<td>Introduction to Textiles</td>
<td>3</td>
</tr>
<tr>
<td>FDM 210</td>
<td>Fashion/Dress Through History</td>
<td>3</td>
</tr>
<tr>
<td>or FDM 220</td>
<td>Fashion/the Body/Culture</td>
<td></td>
</tr>
<tr>
<td>FDM 360</td>
<td>Fashion Merchandising</td>
<td>3</td>
</tr>
<tr>
<td>FDM 361</td>
<td>Merchandise Planning &amp; Control</td>
<td>3</td>
</tr>
<tr>
<td>FDM 470</td>
<td>Global Issues and Fashion</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Total Hours</td>
<td>15</td>
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</tbody>
</table>

SUSTAINABLE DESIGN

MINOR CODE - U098

The minor in Sustainable Design develops in students a sound understanding of the principles of sustainability and sustainable design. With guidance from a variety of faculty, students will be challenged to examine their surrounding environments as well as their own lifestyles through the lens of sustainability. The three tiers of minor coursework prepare students to complete the minor with two industry-recognized green credentials that will enhance their competitiveness in the job market. For additional information on the minor in Sustainable Design, please contact Chris Haddox at 304-293-3657 or at chris.haddox@mail.wvu.edu

A minimum GPA of 2.0 is required in all minor courses

Tier 1 - Select three of the following: 9

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>DSGN 280</td>
<td>Sustainable Design &amp; Develop</td>
</tr>
<tr>
<td>DSGN 140</td>
<td>Sustainable Living</td>
</tr>
<tr>
<td>or RESM 140</td>
<td>Sustainable Living</td>
</tr>
<tr>
<td>or PLSC 140</td>
<td>Sustainable Living</td>
</tr>
<tr>
<td>or WDSC 100</td>
<td>Forest Resources in US History</td>
</tr>
<tr>
<td>RESM 480</td>
<td>Environmental Regulation</td>
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<tr>
<td>or ENVP 155</td>
<td>Elements-Environmtnl Protection</td>
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Tier 2 - Select two of the following: 6

<table>
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<th>Course Title</th>
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<tbody>
<tr>
<td>ARE 382</td>
<td>Agri and Natural Resources Law</td>
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<tr>
<td>RESM 493</td>
<td>course subject matter changes</td>
</tr>
<tr>
<td>FOR 425</td>
<td>Global Forest Resources</td>
</tr>
<tr>
<td>DSGN 340</td>
<td>Design for Energy Efficiency</td>
</tr>
<tr>
<td>WDSC 320</td>
<td>Sustainable Construction</td>
</tr>
<tr>
<td>ENVP 460</td>
<td>Environmental Impact Assessmnt</td>
</tr>
</tbody>
</table>
DESIGN STUDIES COURSES

DSGN 140. Sustainable Living. 3 Hours.
Explores the personal, social, economic and environmental aspects of making sustainable choices. Sustainability principles and practices are discussed along with assessments of consumption and lifestyle decisions. Also listed as PLSC 140 and RESM 140.

DSGN 220. Design thinking. 3 Hours.
This course establishes the value of design thinking, identifies the components of the design thinking process, and helps students develop proficiency by using the process in multiple contexts.

DSGN 280. Sustainable Design & Develop. 3 Hours.
An overview of social, environmental and economic aspects of the built environment. Site considerations, infrastructure, green buildings, marketing, financing, community. (Local field trips possible.).

DSGN 293A-Z. Special Topics. 1-6 Hours.
PR: Consent. Investigation of topics not covered in regularly scheduled courses.

DSGN 315. Survey of Non-Western Design. 3 Hours.
This course examines design from beyond the tradition of Western civilization. Students will study interior design, architecture, and art as shaped by religious beliefs, political systems, and geographical context.

DSGN 340. Design for Energy Efficiency. 3 Hours.
An overview of energy efficiency in residential and small commercial settings. Energy, building shell, air leakage, insulation, hvac, lighting, appliances, water heating, indoor air quality. (Local field trips possible.).

DSGN 470. LEED Green Building Systems. 3 Hours.
PR: DSGN 280. A detailed study of the LEED green building certification systems, including the various green systems, codes and standards referenced by LEED.

DSGN 480. Designing Innovtv Futures-CAPS. 3 Hours.
PR: ID 330 and DSGN 491A and DSGN 494. This capstone course provides an opportunity to analyze and synthesize information from previous coursework and internship experiences to develop professional proficiency levels in integrated design approaches.

DSGN 490. Teaching Practicum. 1-3 Hours.
PR: Consent. Teaching practice as a tutor or assistant.

DSGN 491. Prof Field Experience Capstone. 1-18 Hours.
PR: Consent. (May be repeated up to a maximum of 18 hours.) Prearranged experiential learning program, to be planned, supervised, and evaluated for credit by faculty and field supervisors. Involves temporary placement with public or private enterprise for professional competence development.

DSGN 491A. Professional Field Experience. 1-18 Hours.
PR: Consent. (May be repeated up to a max of 18 hours.) Pre-arranged experiential learning program to be planned, supervised, and evaluated for credit by faculty and field supervisors. Involves temporary placement with public or private enterprise for professional competence developments.

DSGN 493A-Z. Special Topics. 1-6 Hours.
PR: Consent. Investigation of topics not covered in regularly scheduled courses.

DSGN 494A-Z. Seminar. 1-3 Hours.
PR: Consent. Presentation and discussion of topics of mutual concern to students and faculty.

DSGN 495. Independent Study. 1-6 Hours.
Faculty-supervised study of topics not available through regular course offerings.

DESIGN AND MERCHANDISING COURSES

DSM 101. Intro Design & Merchandising. 1 Hour.
Provides an introduction to the educational culture in the Division of Design and Merchandising.

DSM 130. Introduction to Design. 3 Hours.
Introduction to design as a process of improving quality of life and a method of problem-solving using design thinking, design theory, and design applications in interdisciplinary contexts.

DSM 199. Orientation-Design/Merchandising. 1 Hour.
Orientation to degree programs and requirements, departmental resources, curriculum options, student responsibilities and opportunities.

DSM 293A-Z. Special Topics. 1-6 Hours.
PR: Consent. Investigation of topics not covered in regularly scheduled courses.
DSM 393A-Z. Special Topics. 1-6 Hours.
PR: Consent. Investigation of topics not covered in regularly scheduled courses.

DSM 410. The Global Context for Design. 3 Hours.
Develops students’ abilities to weigh design decisions and engage in design practice in a globalized economy within the parameters of ecological, socio-economic, and western and non-western cultural contexts.

DSM 490. Teaching Practicum. 1-3 Hours.
PR: Consent. Teaching practice as a tutor or assistant.

DSM 491. Prof Fld Expr:Intrn/Prct. 1-18 Hours.
PR: Consent. (May be repeated up to a maximum of 18 hours.) Prearranged experiential learning program, to be planned, supervised, and evaluated for credit by faculty and field supervisors. Involves temporary placement with public or private enterprise for professional competence development.

DSM 493A-Z. Special Topics. 1-6 Hours.
PR: Consent. Investigation of topics not covered in regularly scheduled courses.

DSM 494A-Z. Seminar. 1-3 Hours.
PR: Consent. Presentation and discussion of topics of mutual concern to students and faculty.

DSM 495. Independent Study. 1-6 Hours.
Faculty supervised study of topics not available through regular course offerings.

DSM 496. Senior Thesis. 1-3 Hours.
PR: Consent.

DSM 498A-Z. Honors. 1-3 Hours.
PR: Students in Honors Program and consent by the honors director. Independent reading, study or research.

FASHION DESIGN MERCHANDISING COURSES

FDM 110. Introduction-Fashion Business. 3 Hours.
Introduces the fashion business by exploring its production and distribution systems with a focus on basic merchandising, design, marketing and retail concepts.

FDM 130. Design Concepts of Dress. 3 Hours.
Introduction to design theory and methodology, elements of design, principles of composition, and universal design related to dress. Practical application included.

FDM 131. Fashion Design. 3 Hours.
Market trend research and fabric/trim sourcing are used to design a women’s wear collection. Studio work helps develop fashion illustration skills, create a collection, and drape one original design.

FDM 135. Figure & Fabric Drawing. 3 Hours.
Basic examination and analysis of illustration techniques related to the human figure and various fabrics.

FDM 140. Introduction to Textiles. 3 Hours.
Study and classification of fibers, yarns, fabrics, color applications and finishes for apparel-industry applications. (Lecture plus laboratory.).

FDM 210. Fashion/Dress Through History. 3 Hours.
History of Western civilization’s fashion and dress from antiquity to present within the corresponding social, cultural, technological, and economic contexts.

FDM 220. Fashion/the Body/Culture. 3 Hours.
Students learn the roles of fashion, the body, and dress in identity, social-psychological functioning, political and economic systems, and cultural diversity.

FDM 222. Fashion Styling Workshop. 3 Hours.
PR: Sophomore or higher. Overview of fashion items needed to attract media attention for a fashion magazine and its editorials. Students produce a photo shoot for a specific target audience with live models, on location, in a professional studio.

FDM 225. Intro to Italian Culture. 3 Hours.
PR: Sophomore or higher. Exploration of Italian history, culture, art and design through lecture and experiential learning. Field trips such as: Florence, Rome, Siena, San Gimignano, and Monteriggioni. Conversational Italian language included. Students conduct an individual design research project.

FDM 230. Apparel Production and Fit. 3 Hours.
PR: FDM 140 and (MATH 124 and MATH 126 or higher) and PR or CONC: FDM 130 and fashion design major. Basic principles of apparel production, pattern alterations, and fitting. CAD introduction.

FDM 232. Fashion Design Workshop. 3 Hours.
PR: Sophomore or higher and instructor consent. Students research a typical theme or trend to design a small coordinated collection including notebook/sketchbook, mood board, finished and flat drawings, and an original garment. Theoretical lessons, practical lessons, and field trips.
FDM 233. Fashion Accessories Workshop. 3 Hours.
PR: Sophomores or higher and instructor consent. Students research a topical theme or trend to design a small coordinated collection including notebook/sketchbook, mood board, finished, and flat drawings, and an original garment. Theoretical lessons, and field trips.

FDM 235. Product Development. 3 Hours.
PR: FDM 110 and FDM 140 and (MATH 126A or MATH 126B or MATH 126C or MATH 128 or MATH 129 or MATH 150 or MATH 153 or MATH 155). Exploration of concepts and principles of apparel production and post- consumer alternatives.

FDM 240. Textiles for Interiors. 3 Hours.
PR: FDM 140. Study of textile products for commercial and residential interiors. Production techniques, construction variables, and quality factors affecting service ability are emphasized. Federal legislation governing labeling, mandates concerning safety, and marketing strategies influencing selection are included.

FDM 250. Flat Pattern Design. 3 Hours.
PR: FDM 210 and FDM 220 and FDM 230. Creative expression through pattern design is studied using the flat pattern method. Original apparel is designed and constructed.

FDM 251. Applied History of Fashion. 3 Hours.
PR: FDM 231. Object-based and critical theory research applications of Western and non-Western fashion and dress from antiquity to the present. Costume collection and conservation lab work.

FDM 260. Visual Merchandising. 3 Hours.
PR: FDM 210 and FDM 220 and (FDM 230 or FDM 240). An exploration of visual merchandising including elements of design and principles of composition, display, store design, theft prevention, and promotion. Creation and analysis of visual merchandising projects using a teamwork approach.

FDM 261. Fashion Management Workshop. 3 Hours.
PR: Sophomore or higher and instructor consent. Fashion business fundamentals; fashion industry sourcing, supply chain, and fashion buying cycle; management of supplier portfolio; vendor selection and buying decision criteria; retail fashion brand marketing; internationalization of fashion retailing; international branding and flagship stores.

FDM 293A-Z. Special Topics. 1-6 Hours.
PR: Consent. Investigation of topics not covered in regularly scheduled courses.

FDM 310. Merchandising Practicum. 3 Hours.
PR: (FDM 230 or FDM 260) and FDM 261 and ENGL 102 and consent. Prearranged, supervised work experience providing practical insight into the apparel profession.

FDM 311. Fashion Study Tour. 1 Hour.
PR: Junior or senior standing in FDM. (May be repeated twice for a maximum of 3 credit hours.) Study of apparel industry through visits to historic costume collections, apparel firms, design showrooms, and retail establishments.

FDM 320. Merchandise Buying/Management 1. 3 Hours.
PR or CONC: FDM 230 and FDM 231. This course serves as an introduction to the role and responsibilities of the buyer in relation to merchandise planning and control. Sourcing, negotiation strategies and current merchandising practices are explored via the case study method.

FDM 330. Fashion Design/Illustration. 3 Hours.
PR: FDM 130 and PR or CONC: FDM 210 and FDM 230. Techniques of drawing fashion figures, media, and apparel design presentation techniques explored. Design vocabulary and sources of inspiration examined in the creation of original apparel design renderings and flats for specific target consumers.

FDM 332. Flat Pattern Design. 3 Hours.
PR: FDM 230 or Consent. Creative expression through pattern design is studied using the flat pattern method. Apparel designed and constructed. (May be repeated for a maximum of 6 hr. credit.)

FDM 340. Textiles/Apparel-Global Econ. 3 Hours.
PR: FDM 140. Explores economics, political and social dimensions of the international production and trade of textiles and apparel. Emphasis on U.S. textile and apparel complex within an international perspective. (Even years.)

FDM 350. Draping. 3 Hours.
PR: FDM 235 and FDM 330. Creative and technical pattern development using the draping method. Original apparel designs patterned and constructed.

FDM 360. Fashion Merchandising. 3 Hours.
PR: (FDM 230 or FDM 260 or FDM 261) and ECON 201. Surveys the structure of retail organizations, location and growth strategies to distribute merchandise to consumers.

FDM 361. Merchandise Planning & Control. 3 Hours.
PR: FDM 360. Addresses inventory performance and fiscal aspects of merchandise planning, purchasing, and pricing. Merchandising mathematical formulas are practiced.

FDM 410. Portfolio Presentation. 2 Hours.
PR: FDM 360 and CS 101 and senior standing in FDM. Digital presentation and refinement of design and merchandising portfolio, and preparation for entry into the FDM industry.
FDM 420. Merchandise Buying/Management 2. 3 Hours.
PR: FDM 320 or consent and senior standing. Study of merchandising activities performed on the retail level including planning sales and assortments, selecting merchandise for resale, controlling inventories, and determining profit. Basic mathematical formulas involved in merchandising are practiced.

FDM 424. Functional Apparel-Capstone. 3 Hours.
PR: ENGL 101 and ENGL 102 and FDM 220 and FDM 230. Physical, sociological, and psychological clothing needs of individuals with functional needs. Historical developments and research needs explored. Students conduct a service-learning project.

FDM 430. Fashion Design Portfolio. 3 Hours.
PR: FDM 330 and FDM 350. Techniques of portfolio presentation from introductory page through development of lines that focus on target consumer. Includes development of concept plates, illustrations, flats, and presentation plates.

FDM 433. Apparel Design & Illustration. 3 Hours.
PR: FDM 230 and FDM 231 or consent. Techniques of drawing fashion models and various media for apparel design presentation. Sources of design inspiration examined for developing original apparel designs. (May be repeated for a maximum of 6 hr. credit.)

FDM 470. Global Issues and Fashion. 3 Hours.
PR: FDM 361 or consent. Examines globalization, fashion business, and consumerism. Sourcing, sustainability, international trade, and social justice issues are addressed.

FDM 490. Teaching Practicum. 1-3 Hours.
PR: Consent. Teaching practices as a tutor or assistant.

FDM 491. PrfFldExpr:Mrhndsg Intrn-CAP. 1-18 Hours.
PR: Consent. (May be repeated up to a maximum of 18 hours.) Pre-arranged experiential learning program, to be planned, supervised, and evaluated for credit by faculty and field supervisors. Involves temporary placement with public or private enterprise for professional competence development.

INTERIOR DESIGN COURSES

ID 100. Interior Design Peer Mentoring. 1 Hour.
PR: ID major. New students in interior design participate with upper division mentors in a variety of activities designed to acquaint the students with peers and faculty and to enhance their understanding of the field of interior design.

ID 110. Introduction-Interior Design. 3 Hours.
Introduction to design philosophy, elements and principles, universal and sustainable design, and aesthetic and functional evaluation in the context of interior environments using design as a methodology and problem-solving process.

ID 125. Design Foundations. 3 Hours.
PR or CONC: ID 110. Application of the theoretical elements and principles of design to two-and three-dimensional compositions.

ID 155. Interior Design Graphics 1. 3 Hours.
Studio experience reading and drafting architectural plans, elevations, sections, details, and paralines.

ID 200. Interior Materials/Structures. 3 Hours.
PR: ID 110 and ID major. Interior design materials including types, qualities, and uses, and calculations of quantities; basic architectural elements related to interior design.

ID 225. Space Planning. 3 Hours.
PR: ID 110. Studio experience using two-and three-dimensional techniques to increase understanding of spatial relationships; emphasis on ergonomics, anthropometrics, and proxemics.

ID 230. History Interiors/Furniture 1. 3 Hours.
The course examines the history of western European design from antiquity through the neoclassical periods as situated within the larger content of the contemporary globe.

ID 235. Interior Design Graphics 2. 3 Hours.
PR: ID 155. Studio course in spatial graphics; experience in constructing and using perspective grids; perspective sketching and basic color rendering.
ID 240. Codes/Interior Construction. 2 Hours.
This course addresses construction issues, building codes, and life safety codes as they relate to both the commercial and residential built interior environment.

ID 260. History Interiors/Furniture 2. 3 Hours.
PR: ID 230. Interiors, furniture, and decorative arts of Europe and America in the nineteenth and twentieth centuries.

ID 270. Interior Lighting Design. 3 Hours.
PR: ID 200. General concepts of light quality, quantity, distribution, and color rendering for residential and contract spaces; practical applications using lighting calculations and graphic illustrations for lighting design.

ID 293A-Z. Special Topics. 1-6 Hours.
PR: Consent. Investigation of topics not covered in regularly scheduled courses.

ID 325. Computer-Aided Drafting/Design. 2 Hours.
PR: ID 376. Lecture/studio using computer-aided drafting and design for interior design; emphasis on CADD as a drafting tool.

ID 330. Design for Quality of Living. 3 Hours.
Introduces the concept and methodology of design thinking and the theoretical base of "quality of living" through design programming to enhance quality of living.

ID 355. Contract Interior Design 1. 3 Hours.
PR: ID 375 and ID 376. Studio experience in contract interior design and problems; emphasis on design of offices as work experience.

ID 375. Residential Interior Design. 3 Hours.
PR: ID 270 and ID 260 and TXCL 240. Studio experience in residential interior design problems; emphasis on design process, problem solving, functional and aesthetic considerations, critiquing and graphic presentations.

ID 376. Interior Design Graphics 3. 2 Hours.
PR: ID 155. Studio course to strengthen drafting, detailing, and presentation skills; production of typical design construction drawings.

ID 400. Interior Design Internship. 3-6 Hours.
PR: ID 375 and consent. Supervised, direct experience with a practicing designer or other closely allied professional in a career environment.

ID 420. Interior Design Prof Practice. 3 Hours.
PR: ID 375. Relationships between marketing/management functions and the design process; problem-solving approach to completion of a design installation.

ID 450. Interior Design Seminar. 1 Hour.
PR: ID 420. Professionals in interior design discuss professional organizations, ethics, entry-level positions, and business practices.

ID 455. Contract Interior Design 2. 3 Hours.
PR: ID 355. Studio experience in solving design problems related to public spaces, hotels, restaurants, department stores, specialized retail outlets, or health care facilities. facilities.

ID 490. Teaching Practicum. 1-3 Hours.
PR: Consent. Teaching practice as a tutor or assistant.

ID 491. Professional Field Exper. 1-18 Hours.
PR: Consent. (May be repeated up to a maximum of 18 hours). Prearranged experiential learning program, to be planned, supervised, and evaluated for credit by faculty and field supervisors. Involves temporary placement with public or private enterprise for professional competence development.

ID 493A-Z. Special Topics. 1-6 Hours.
PR: Consent. Investigation of topics not covered in regularly scheduled courses.

ID 494A-Z. Seminar. 1-3 Hours.
PR: Consent. Presentation and discussion of topics of mutual concern to students and faculty.

ID 495. Independent Study. 1-6 Hours.
Faculty supervised study of topics not available through regular course offerings.

ID 496. Senior Thesis. 1-3 Hours.
PR: Consent.

ID 498A-Z. Honors. 1-3 Hours.
PR: Students in Honors Program and consent by the honors director. Independent reading, study or research.