

APPAREL DESIGN UNDERGRADUATE MAJOR (BS, HBS)

This program is available at the following location:

- Corvallis

Options available:

- Dean's Academy (<https://catalog.oregonstate.edu/college-departments/business/school-marketing-analytics-design/apparel-design-bs-hbs/deans-academy-option/>)
- Sports Business (<https://catalog.oregonstate.edu/college-departments/business/school-marketing-analytics-design/apparel-design-bs-hbs/sports-business-option/>)

The Apparel Design program focuses on market and consumer driven design. The program is designed to prepare students to be professionally ready for jobs in the athletic and outdoor industry. Graduates of the program will be literate in the business of fashion, design, production and marketing.

The Apparel Design major is a professional program (major code 400) offered through the College of Business. Entering students are designated as Pre-Apparel Design majors (major code 453). The pre-design program requires completion of courses within the first and second year that build a solid foundation for the upper-division design curricula. These courses must be completed before the student is eligible for admission to the upper-division studio-based curricula. The pre-design core coursework may be completed at OSU or any accredited college or university that offers equivalent courses transferable to OSU. Students who have completed their lower-division design courses at a college or university other than OSU must be admitted to the Pre-Apparel Design major in their first term and apply to the Apparel Design major during the normal selection process (typically in spring term each year).

Admission to the upper-division studio-based Apparel Design major is competitive and is restricted to those students who have demonstrated an ability to achieve the high standards required for professional studies. Enrollment may be limited to the number of students who can be served by the faculty and facilities. To be eligible to apply, students must meet the following requirements:

- Be declared as a Pre-Apparel Design major.
- Have completed 90 credits (junior standing).
- Have a minimum OSU cumulative GPA of 2.5, and a minimum cumulative GPA of 2.5 in Design Program Coursework.
- Have completed and received a C- or better in all required Pre-Professional Coursework.
- Have a C- or better in all Design Program Coursework.

The Design Program Coursework includes all College of Business courses taken for major and elective credit and non-college courses that are part of the program requirements.

Admission into the Apparel Design major requires completion of Pre-Professional Coursework and submission of a portfolio. The portfolio will expect students to submit work that demonstrates competency in fundamental design skills and concepts. For more information on current

requirements, visit the website (<https://business.oregonstate.edu/student-experience/advising/academic-planning/professional-studio>).

Major Code: 400

Pre-Apparel Design Major Code: 453

Upon successful completion of the program, students will meet the following learning outcomes:

- Describe the roles and functions of industry sectors involved in the planning, creation, production, merchandising, distribution, and consumption of textiles, apparel, and footwear products.
- Explain how social, environmental, political, cultural, and economic systems, as well as geography relate to the planning, creation, production, merchandising, distribution, and consumption of textile, apparel, and footwear products and resulting company performance.
- Explain consumer behavior theory as it applies to the pre-acquisition through to consumption of textile, apparel, and footwear products.
- Assess the suitability of and recommend viable materials, trims, construction, coloration, and finishes for specific end-uses.
- Apply creative, analytical, and technical skills in a collaborative environment that includes calendar development, research, line planning and development, costing, product creation, evaluation/testing, and merchandising.
- Apply consumer behavior theory and research throughout the product creation process to design and develop products that are in-line with users' needs.
- Verbally and visually communicate a design process from concept to completion.
- Apply industry relevant skills in the development and production of textile and apparel products in a manner consistent with industry practices.
- Create a technical package that incorporates technical illustration, construction details, measurement specifications, and material, trim, prints, coloration, and finish details.
- Develop logical product creation strategies regarding materials, trims, construction, print, coloration, and finishes for a specific end use.
- Evaluate the prototype in terms of fit, construction, aesthetics, and marketability and make revisions to improve the design.

Degree requirements include university core education, design and major curricula. The design curriculum provides students with a broad overview of design thinking and processes and incorporates foundational business coursework. The lower-division curriculum involves completion of courses within the first and second year that build a solid foundation for the upper-division curricula. Students entering design programs should have basic art and illustration skills. ART 115 and ART 117 are highly recommended elective courses.

The Apparel Design program has pre-professional coursework requirements. These requirements must be completed before formal admission into the major. See major description for more information.

Transitions to OSU and Introduction to Business coursework will depend on student type. At registration, an academic advisor will determine the most appropriate path.

1. Students entering OSU as their first college experience after high school will take a 100 Transitions course, BA 160, and a BA 16X series or

2 Apparel Design Undergraduate Major (BS, HBS)

2. Students entering OSU COB as a transfer student will take a 300 Transitions course, BA 160, and BA 101Z.

Code	Title	Credits
Summary of Requirements		
Design Curriculum ¹		104-108
Apparel Design Curriculum ²		38
Unspecified Core Education ¹		19-22
Unrestricted Electives ³		12-19
Total Credits		180

¹ Some courses in the Design Curriculum double-count with Core Education categories. Unspecified Core Education credits are not shared with the Design Curriculum

² Six courses of the Design Curriculum and one course of the Apparel Design Curriculum are part of the pre-professional coursework

³ Options and minors are available to provide specializations and fulfill unrestricted elective credits

Design Curriculum

Code	Title	Credits
Foundations of Design		
<i>Introduction to Business</i>		
Third-year transfer students may be eligible to waive BA 160.		
BA 160	+COB CAREER AND MAJOR EXPLORATION	1
Select one of the following with approval from your advisor:		4-6
BA 161 & BA 162	INNOVATION NATION--AWARENESS TO ACTION and INNOVATION NATION--IDEAS TO REALITY	
BA 167 & BA 168	LAUNCH PAD I and LAUNCH PAD II	
BA 101Z	INTRODUCTION TO BUSINESS	
<i>Art</i>		
ART 101	+*INTRODUCTION TO THE VISUAL ARTS	3
ART 204	+*INTRODUCTION TO WESTERN ART: PREHISTORY TO HIGH MIDDLE AGES	3
or ART 205	+*INTRODUCTION TO WESTERN ART: GOTHIC TO BAROQUE	
or ART 206	+*INTRODUCTION TO WESTERN ART: NEOCLASSICISM TO CONTEMPORARY	
ART 367	*HISTORY OF DESIGN	3
<i>Communications</i>		
COMM 114	+*ARGUMENT AND CRITICAL DISCOURSE	3-4
or COMM 111Z	+*PUBLIC SPEAKING	
or COMM 218Z	+*INTERPERSONAL COMMUNICATION	
<i>Economics</i>		
ECON 201Z	+*PRINCIPLES OF MICROECONOMICS	4
<i>Mathematics</i>		
MTH 111Z	+*PRECALCULUS I: FUNCTIONS	4
<i>Writing</i>		
WR 121Z	+*COMPOSITION I	4
WR 323	+*ADVANCED WRITING & ARGUMENTATION	3-4
or WR 227Z	+*TECHNICAL WRITING	
Pre-Professional Coursework		
DSGN 101	DESIGN FUNDAMENTALS	4
DSGN 121	COMPUTER AIDED DESIGN	3
DSGN 244	COLOR INNOVATION	4
DSGN 253	+PROFESSIONAL DEVELOPMENT	3
DSGN 255	TEXTILES	4
DSGN 281	DRAWING AND SKETCHING	4
Design Core		
BA 223	PRINCIPLES OF MARKETING ¹	4
or BA 390	PRINCIPLES OF MARKETING	

BA 252	INTRODUCTION TO ORGANIZATIONAL BEHAVIOR ¹	4
BA 315	ACCOUNTING FOR DECISION MAKING	4
or BA 211Z & BA 213Z	PRINCIPLES OF FINANCIAL ACCOUNTING and PRINCIPLES OF MANAGERIAL ACCOUNTING	
BA 354	*ETHICS IN ORGANIZATIONS	4
BA 361	IDEATION AND CREATIVE THINKING	4
BA 396	+MARKETS AS SOCIAL STATUS SYSTEMS	3
BANA 270	INTRODUCTION TO BUSINESS ANALYTICS AND ARTIFICIAL INTELLIGENCE	4
DSGN 341	DESIGN THINKING AND PROCESS INNOVATION	4
MGMT 364	INTRODUCTION TO PROJECT MANAGEMENT	4
MRKT 492	CONSUMER BEHAVIOR	4
Blueprint: Personal & Professional Development		
<i>Second Year</i>		
DSGN 282	DRAFTING YOUR CAREER BLUEPRINT	1
DSGN 283	NAVIGATING CRUCIAL CONVERSATIONS IN THE WORKPLACE	1
DSGN 284	FOUNDATIONS OF PERSONAL FINANCE I	1
<i>Third Year</i>		
DSGN 311	+FRAMING YOUR CAREER PLAN	1
DSGN 312	FOUNDATIONS OF PERSONAL FINANCE II	1
DSGN 313	A CASE FOR CIVIL DISCOURSE IN BUSINESS	1
<i>Fourth Year</i>		
DSGN 411	NAVIGATING CAREER TRANSITIONS	1
DSGN 412	FINANCIAL PLANNING I	1
DSGN 413	FINANCIAL PLANNING II	1
Experiential Learning		
Select 2 credits from the following courses:		2
Any COB 004 Internship (e.g. DSGN 004) ²		
Any COB 403 Thesis (eg. DSGN 403)		
Any COB 405 Reading & Conference (eg. DSGN 405)		
Any COB 406 Project (eg. DSGN 406)		
Any COB 409 Practicum (eg. DSGN 409)		
Any COB 410 Internship (eg. DSGN 410)		
BA 348 & BA 349	INTERNATIONAL EXCHANGE ORIENTATION and IMPACT OF CULTURE ON BUSINESS	
Total Credits		104-108

* Baccalaureate Core course. Applies to general education requirements for undergraduate students in a catalog year up to 2024-2025

+ Core Education course. Applies to general education requirements for undergraduate students in catalog year 2025-2026 and beyond

[^] Writing Intensive Curriculum (WIC) course

¹ Course requires a grade of C or higher

² Students may substitute a COB 004 Internship (e.g. DSGN 004) course for the experiential learning requirement if they do not need an additional 2 credits to meet their 180 credit degree total

Apparel Design Curriculum

Code	Title	Credits
Pre-Professional Coursework		
DSGN 226	INTRODUCTION TO APPAREL PRODUCT DEVELOPMENT	4
Professional Coursework		
DSGN 327	APPAREL DESIGN WITH FLAT PATTERN	4
DSGN 329	APPAREL INDUSTRY COLLABORATION	3
DSGN 330	*FASHION FORECASTING AND MARKET ANALYSIS	4
DSGN 333	HISTORY OF CONTEMPORARY FASHION	4
DSGN 355	KNIT APPAREL DEVELOPMENT	4
DSGN 426	DIGITAL DESIGN FOR APPAREL	3
DSGN 427	APPAREL DESIGN WITH DRAPING	4
DSGN 428	APPAREL GRADING, SIZING, AND FIT	4

DSGN 429	SENIOR APPAREL DESIGN STUDIO	4
Total Credits		38

Major Code: 400

Pre-Apparel Design Major Code: 453

Degree plans are subject to change and the following is only an example of how students may complete their degree in four years. Students should consult their advisor to determine the best degree plan for them. Contact details for advisors can be found on the Academic Advising (<https://catalog.oregonstate.edu/advising/>) page.

First Year

Fall		Credits
BA 160	+COB CAREER AND MAJOR EXPLORATION	1
DSGN 101	DESIGN FUNDAMENTALS	4
MTH 111Z	+*PRECALCULUS I: FUNCTIONS	4
Core Ed: Arts & Humanities Global		3-4
Core Ed: Transitions		2
Credits		15

Winter		Credits
ART 101	+*INTRODUCTION TO THE VISUAL ARTS	3
BA 161	INNOVATION NATION--AWARENESS TO ACTION	3
DSGN 121	COMPUTER AIDED DESIGN	3
ECON 201Z	+*PRINCIPLES OF MICROECONOMICS	4
Core Ed: Difference, Power & Oppression Foundations		3-4
Credits		16

Spring		Credits
BA 162	INNOVATION NATION--IDEAS TO REALITY	3
COMM 111Z	+*PUBLIC SPEAKING	3-4
or COMM 114	or +*ARGUMENT AND CRITICAL DISCOURSE	
or COMM 218Z	or +*INTERPERSONAL COMMUNICATION	
WR 121Z	+*COMPOSITION I	4
Core Ed: Scientific Inquiry & Analysis		4
Credits		15

Second Year

Fall		Credits
ART 204	+*INTRODUCTION TO WESTERN ART: PREHISTORY TO HIGH MIDDLE AGES	3
or ART 205	or +*INTRODUCTION TO WESTERN ART: GOTHIC TO BAROQUE	
or ART 206	or +*INTRODUCTION TO WESTERN ART: NEOCLASSICISM TO CONTEMPORARY	
DSGN 244	COLOR INNOVATION	4
DSGN 253	+PROFESSIONAL DEVELOPMENT	3
DSGN 255	TEXTILES	4
DSGN 282	DRAFTING YOUR CAREER BLUEPRINT	1
*Review Studio Application Requirements		
Credits		15

Winter		Credits
BA 223	PRINCIPLES OF MARKETING	4
or BA 390	or PRINCIPLES OF MARKETING	
BA 252	INTRODUCTION TO ORGANIZATIONAL BEHAVIOR	4
DSGN 226	INTRODUCTION TO APPAREL PRODUCT DEVELOPMENT	4
DSGN 284	FOUNDATIONS OF PERSONAL FINANCE I	1
Credits		13

Spring		Credits
BA 315	ACCOUNTING FOR DECISION MAKING	4
or BA 211Z and BA 213Z	or PRINCIPLES OF FINANCIAL ACCOUNTING and PRINCIPLES OF MANAGERIAL ACCOUNTING	
BANA 270	INTRODUCTION TO BUSINESS ANALYTICS AND ARTIFICIAL INTELLIGENCE	4
DSGN 281	DRAWING AND SKETCHING	4

DSGN 283	NAVIGATING CRUCIAL CONVERSATIONS IN THE WORKPLACE	1
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Electives		4
Credits		17

Third Year

Fall		Credits
ART 367	*HISTORY OF DESIGN	3
DSGN 311	+FRAMING YOUR CAREER PLAN	1
DSGN 330	*FASHION FORECASTING AND MARKET ANALYSIS	4
DSGN 341	DESIGN THINKING AND PROCESS INNOVATION	4
MGMT 364	INTRODUCTION TO PROJECT MANAGEMENT	4
Credits		16

Winter		Credits
DSGN 312	FOUNDATIONS OF PERSONAL FINANCE II	1
DSGN 327	APPAREL DESIGN WITH FLAT PATTERN	4
DSGN 333	HISTORY OF CONTEMPORARY FASHION	4
Core Ed: Scientific Inquiry & Analysis		4
Electives		2
Credits		15

Spring		Credits
BA 361	IDEATION AND CREATIVE THINKING	4
DSGN 313	A CASE FOR CIVIL DISCOURSE IN BUSINESS	1
DSGN 329	APPAREL INDUSTRY COLLABORATION	3
DSGN 355	KNIT APPAREL DEVELOPMENT	4
WR 323	+*ADVANCED WRITING & ARGUMENTATION	3-4
or WR 227Z	or +*TECHNICAL WRITING	
Credits		15

Fourth Year

Fall		Credits
BA 354	*ETHICS IN ORGANIZATIONS	4
DSGN 411	NAVIGATING CAREER TRANSITIONS	1
DSGN 426	DIGITAL DESIGN FOR APPAREL	3
DSGN 427	APPAREL DESIGN WITH DRAPING	4
MRKT 492	CONSUMER BEHAVIOR	4
Credits		16

Winter		Credits
DSGN 412	FINANCIAL PLANNING I	1
DSGN 428	APPAREL GRADING, SIZING, AND FIT	4
DSGN 429	SENIOR APPAREL DESIGN STUDIO	4
Core Ed: Seeking Solutions		3-4
Credits		13

Spring		Credits
BA 396	+MARKETS AS SOCIAL STATUS SYSTEMS	3
DSGN 413	FINANCIAL PLANNING II	1
Experiential Learning		2
Electives		8
Credits		14
Total Credits		180

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- + Core Education course. Applies to general education requirements for undergraduate students in catalog year 2025-2026 and beyond
- ^ Writing Intensive Curriculum (WIC) course