



FASHION INSTITUTE OF TECHNOLOGY

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

hot topics WINTER 2014





Turn Your Resolutions into Action

Professional Development Certificate Programs

- * Branding
- * Color
- * Computer Essentials
 - Fashion, Graphic or Web Design
- * Creative Enterprise Ownership
- * Digital Analytics
- * Events Planning
- * Styling
- * Image
- * Pet Products
- * Product Development
- * Omni-Channel Retail
- * Technical Design
- * Sustainable Design Entrepreneurship
- * Video Production
- * Wardrobe Technician

Hot Topics Courses

- * Computer Training
- * Entrepreneurship
- * Fashion Business
- * Home Fashion
- * Media & Photography
- * Wearable and Decorative Arts

FREE SESSION

Maximizing Your Newly Earned Certificate in the Real World

Are you looking to capitalize on your Professional Development certificate? Find out how to increase opportunities to get assignments, land a position, or move ahead in an existing one. Information focuses on defining you as a powerful brand, networking/connecting with ease, and pitching yourself and your credentials with conviction. Our expert career coach gives you insider tips on crafting and marketing career materials that get results and teaches how to create an action plan to achieve that ideal career you deserve. Sessions open to all Center for Professional Studies and Enterprise Center certificate students free. Call to RSVP: 212-217-7715

Guest Speaker: Jim Arnoff, The Arnoff Company, Inc.; certified life coach and entertainment-attorney; television packaging agent.

1 session: (55A) January 8
55A Wednesday 6:00pm-9:00pm

WINTER NON-CREDIT COURSES

Winter 2012 short-term, noncredit seminars and workshops provide concise learning packages on a variety of topics. For information about these or additional seminars call

The Center for Professional Studies 212.217.7715 or call

The Enterprise Center 212.217.7250

Quick registration fax: 212.217.7176

HOW TO READ THE COURSE LISTINGS

4223 15A MW 6:20 pm-9:10 pm D530

CRN: section day* time classroom

Course registration number

*Monday - M Tuesday - T Wednesday - W Thursday - R Friday - F

Saturday - S Sunday - U

PROFESSIONAL CERTIFICATE PROGRAMS

BRAND MANAGEMENT EXPERIENCE



SXB 100 Increase Sales and Performance Through Brand Management

\$310 1.5 CEU

Everyone's looking to rev up fashion sales. How about trying a different and proven approach guaranteed to generate sale of product and an opportunity to enhance your job performance. Learn the practice of brand management, successfully practiced by consumer goods companies and beauty businesses to drive planned sales figures into reality. These five intensive sessions cover every aspect of branding, what it is and how to use it profitably. As you progress you learn how a "brand persona" is created, how to measure brand equity and success, and how to cultivate a consumer base. Communication style and outreach programs, including social and viral networking to insure customer loyalty is examined and pricing strategies and ROI calculations, as well as other pertinent measurements are taught by this internationally recognized marketing and branding expert.

Instructor: Bill D'Arienzo, Founder and CEO of WDA Brand-marketing Solutions and Apparel Analytics TM

5 sessions: (55A) January 9, 16, 23, 30, February 6

(55B) January 14, 21, 28, February 4, 11

3214 55A R 600PM-900PM SR6

3291 55B T 600PM-900PM SR6

SXB 275 Crafting the In-Store Experience To Convey the Brand

\$250 .9 CEU
Brand managers and retailers – now is the time to invigorate "bricks and mortar" shopping with innovative solutions that maximize the brand story. Generate sales and perpetuate happy customers. Learn how to seduce consumers into your space and engage them with an atmosphere that exudes both retail and product brand attributes. The entire criteria for crafting a positive physical and emotional experience is laid out including choice of labeling, packaging, promotion, in-store location, display and service. Site location in relation to demographics and culture are also included along with how new apps for smartphones and iPads should be incorporated as part of the brand communication strategy. Each lesson is made more meaningful with examples of leading practitioners.

Instructor: Carmen Malvar, principal, Atelier Malvar+Tusch, LLC, international retail identity specialist including branding and interior design solutions.

3 sessions: (55A) January 7, 14, 21

3389 55A T 600PM-900PM TBA

SXB 400 Brand Lab: Practicum in Brand Test Launching

\$225 1.2 CEU
In preparation for receiving a certificate, students develop a strategic plan for re-positioning an existing brand or launching their own business. Each plan results in an operational platform built with market potential analysis, SWORT analysis, positioning, consumer targeting, brand architecture, and aspects of branding learned in previous courses. The plan must include pro-forma financials to drive the business.

Meet on site for sessions weeks 1, 2, 4 and 5. Week 3 is reserved for individual consultation and communication with the instructor by email.

Instructor: Bill D'Arienzo, founder and CEO of WDA Brand-Marketing & ApparelAnalytics TM

5 sessions: January 6, 13, 27, February 3, 10

3292 55A M 600PM-900PM SR6

COMPUTER TECHNOLOGY



CTB 001 Computers Made Easy

\$135 .6 CEU

Is the computer age stalling your professional advancement? This course will conquer any fears and prepare you to use a computer effectively. Learn the meaning of computer terminology in simple English and work hands-on in an environment offering a taste of word processing, spreadsheets, and presentation graphics. Highly recommended for non-users before intensive computer training.

2 sessions: (55A) January 21, 22
2980 55A TW 620PM-910PM CC154

CTB 002 The Mac: Basics and Beyond

\$135 .6 CEU

Jump into the Mac pool with both feet starting with this class! Begin with mastering the key to your Mac success, the Finder, and use that mastery to manage all of your data in the most time-efficient way. Get familiar with Apple hardware, the file structure, keyboard shortcuts, and other productivity tools; customize your Mac experience with system preferences; and learn about all of its included software (iLife, iWork, Time Machine, etc.). Class also touches on text and graphics design subjects so that even a computer novice will walk away feeling comfortable and prepared for the next step. Recommended for, but not limited to, those planning to take courses in design software.

1 session: (55A) January 4
3267 55A S MAC 10:00AM-5:00PM CC153

CTB 010 Excel I

\$285 1.2 CEU

Impressive spreadsheets and charts are easy to make with this premier spreadsheet program. Learn how to create, save, and retrieve a worksheet. Work with ranges, movement techniques, formatting techniques, and formula creation. Learn to display budgets, make projections, and create graphs. Bring a flash drive to class to save your work.

4 sessions: (55A) January 7, 9, 14, 16
3075 55A TR PC 620PM-910PM CC154

CTD 100 Illustrator I

\$285 1.2 CEU

Adobe Illustrator is a must for any design professional. Learn to set up a document, create basic illustrations with lines and points, and edit your artwork. Program includes spacing, scaling, rotating graphics, and importing and auto-tracing objects. Creating text paths and aligning text to a circle are also covered. Bring a flash drive to class to save your work.

4 sessions: (55A) January 7, 9, 14, 16
(55B) January 6, 8, 13, 15
3022 55A TR MAC 620PM-910PM CC153
3076 55B MW PC 620PM-910PM CC154

CTD 111 Illustrator II: Graphic Design

\$285 1.2 CEU Pre-requisite: CTD 100

Expands upon and develops the skills learned in Adobe Illustrator I. Create dynamic graphics using advanced editing and drawing tools, path editing techniques, filter effects, and masks. Explore the transparency palette, live effects, and the appearance palette. Bring a flash drive to class to save your work.

2 sessions: (55A) January 11, 18
3074 55A S MAC 1000AM-500PM CC153

CTD 200 Photoshop I

\$285 1.2 CEU

This hands-on workshop teaches you how to apply Adobe Photoshop to your photography or print media-related business. Functions and controls of each of the program's major tools are introduced as well as layers, scanning, adjustments, and the principles of file size. Bring a flash drive to class to save your work.

2 or 4 sessions: (55A) January 4, 11
(55B) January 6, 8, 13, 15
3042 55A S PC 1000AM-500PM CC154
3207 55B MW MAC 620PM-910PM CC153

CTP 231 PAD System

\$395 1.8 CEU

Prerequisite: Basic computer knowledge
PAD's Master Pattern Design, invented by a patternmaker, can be learned by anyone making manual patterns for precise fittings from drapings, muslin, and rub-downs and learn how to transfer PAD files to other CAD systems. This course will include how to use PAD with other software (Excel, Adobe Illustrator, Gerber, Lectra, Optitex, etc.). Subjects include computer patternmaking, grading, and marking; PAD file transfer to and from Gerber, Lectra, and Optitex; printing PAD patterns at Kinkos via Adobe Illustrator; and printing PAD patterns to Gerber or Lectra plotter.

3 Sessions: (55A) January 5, 12, 19
3223 U 1000AM-500PM CC154

CREATIVE ENTERPRISE OWNERSHIP



CEO 001 Setting a Course for Your Business

\$145 1.2 CEU

Starting a business requires clear conceptions about your product or service, and about yourself. Examine your strengths, weaknesses, desires, and definition of success in order to develop a business description that will guide you through the planning process. Find the perfect name for your business; learn how to obtain licenses, permits, and tax identification numbers; and set up your business as a legal entity.

4 sessions: (55A) January 6, 8, 13, 15
2678 MW 620PM-910PM SR9

CEO 005 Legal Basics for Business Start-Ups

\$185 1.8 CEU

A straight-talking guide to staying out of trouble and knowing your rights. Learn how to set up your business, form contracts and agreements, examine leases, and obtain trademarks and copyrights. This course covers the basics, from collections to liability to intellectual property law.

6 sessions: (55A) January 2, 7, 9, 14, 16, 21
2865 55A RT 620PM-910PM SR5

CEO 009 Building Your Business Brand

\$145 1.2 CEU

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

4 Sessions: (55A) January 7, 9, 14, 16
3270 55A TR 620PM-910PM C302

CEO 200 FutureLab

\$215 1.2 CEU

FutureLab is a unique workshop designed to help entrepreneurs (and aspiring ones) align their business activities now with the vision and the future they're out to create. FutureLab introduces tools and techniques to plan and grow your business with a focus on effectiveness and profitability. Learn the best in strategic visioning, project planning and management while addressing behaviors, blind spots and thought patterns that are barriers to fulfilling on your goals. Whether you're starting a new company, wanting to create more business, or gain a new focus on the company you currently have, FutureLab is the perfect way to bring your vision into reality.

2 sessions: (55A) January 11, 12
3269 SU 1000AM-500PM SR9

COOL NEW YORK TREND TALK AND TOURS



SXT 130 Designer and Dressmaker's Garment Center Resource Guide

\$95

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

To maximize your experience, e-mail our industry vet instructor at kat@kathlinargiro.com, (no later than January 14), with your specific needs prior to attending class so everyone's goals for the day will be met.

Program starts with an overview at FIT and proceeds up 7th Avenue on foot.

Seminar leader: Kathlin Argiro, fashion designer, couture and bridge late day into evening and special occasion apparel

1 session: (55A) January 18
3274 55A S 1000AM-400PM SR6

DIGITAL ANALYTICS: FASHION MARKETING AND RETAILING



SXY 100 Intro to the Power of Digital Marketing

\$125 .6 CEU

Marketing is a new game. Learn about the hot new mix of digital-related methods that are taking over how to build your brand, bond with your customers and add value to product and service. Discover just what digital marketing encompasses along with an intro into the role played by digital analytics. Key terminology and buzzwords are stressed as you find out how new marketing uses SEM, SEO, display ad, e-commerce, email, social media, online advertising and mobile communication to drive business. Lecture includes the basics of digital analytic measurements as a tool.

Instructor: Dalia Strum, consumer and business strategic digital media expert and fashion-related social shopping consultant.

2 sessions: (55A) January 13, 14
3402 55A M, T 600PM-900PM TBA

FASHION BUSINESS



SXF 020 Costing: How to Win the Garment Game

\$200

You'll never have to say "sales were great, but we lost money" after completing this basic costing program. Reduce the gambles in apparel and related accessories manufacturing by learning how to cost out a product correctly. Course emphasizes the importance of establishing prices that customers are willing to pay while reducing financial risks, achieving return on investments, and increasing net profitability. Reviews accounting theory applicable to the fashion business.

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

4 sessions: (55A) January 23, 30, February 6, 13
3227 55A R 600PM-900PM SR4

SXF 118 How to Brand Yourself and Recharge Your Career

\$125

Do you want to advance your career in design, marketing, event planning, or promotion? Do you want to break into a new area of the industry or into a new field such as entertainment? Identify career possibilities that capitalize on your talents and create an action plan to brand yourself, network, and pitch your projects. Learn to package your expertise and uniqueness for a career reinvention.

Instructor: Jim Arnoff, The Arnoff Company, Inc., certified life coach and entertainment-attorney, and television packaging agent

2 sessions: (55A) January 15, 22
3073 (55A) W 600PM-900PM TBA

SXF 200 How to Style, Plan and Merchandise an Apparel Line

\$235

If you are a manufacturer, designer, or product developer, this course will help you create a cohesive and saleable line. Start with the merchandising function, which stresses how to plan, fashion, and implement customer targeting for regional markets. The design process and color, fabric, and silhouette selection are demonstrated and sourcing is discussed. Includes information on the first sample and the control steps vital to the production phase, both domestic and foreign. Learn how to present your collection and receive tips on resources throughout the world.

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

4 sessions: January 7, 14, 21, 28
2960 55A T 600PM-900PM TBA

SXF 335 Fit, Balance and Proportion Fundamentals for Men's Image and Styling

\$195

If you work with mens' wardrobe needs, it is essential that you understand and are able to convey the relationship between fit, balance and proportion for the well-dressed man. This intensive workshop teaches every aspect of proper fit. Begin with a review of body types and silhouettes. Get tips on current designer lines and brands and how they match to a variety of builds. Learn the proper fit for jackets, trousers and shirts including special attention to alterations and lengths. Discussion includes use of color and the fundamentals of incorporating apparel with the correct shape and proportion when accessorizing for your career, personality and lifestyle.

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

4 sessions: January 8, 15, 22, 29

3390 55A W 600PM-900PM SR1

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

\$235

In the fast-changing fashion business, having the right vocabulary to describe trends, garments, and modern production techniques increases your professionalism and improves your ability to get the look and quality you expect. This program will teach you how to use correct terminology. Learn to describe silhouettes and details for product development and computer applications through visits to The Museum at FIT, a private label manufacturer, a computer design service, and exploring design and color forecasting industry websites. Highly recommended for fashion, media, or finance personnel in need of reading a fashion photo or sketch to communicate correct product terminology and trade lingo.

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

Instructors: Jaye G. Edelstein, adjunct assistant professor, Fashion Design-Apparel; professional designer/product developer; Camille Block, designer, merchandiser and product developer; Shelley Sarmiento, former merchandising vice president, merchandising and production specialist.

4 sessions: (55A) January 9, 16, 23, 30

2882 55A R 545PM-900PM E226

SXF 500 Fabrication: Everything You Need to Know

\$245

This intensive workshop is for anyone in the fashion and related industries who works with fabrics or fabric terminology. Whether you are in retailing, manufacturing, a textile-entry position, or copywriting, you will increase your skill, vocabulary, and knowledge of everything fabric-related from fiber to finished product. Course teaches fiber

properties, effective end-use information, and methods of yarn and cloth manufacturing through lecture, demonstration, and hands-on analysis. Workbook included. Instructor: Theodore Hoffman, adjunct assistant professor, Textile Development and Marketing; Margaret Bishop, adjunct professor, Textile Development and Marketing; international consultant, textile development; or Preeti Gopinath, adjunct professor Textile Development and Marketing; and Fashion and Textile Studies: History, Theory, Museum Practice; international textile designer and design director.

2 or 4 sessions: (55A) January 6, 8, 13, 15

(55B) January 25, February 1

2806 55A MW 600PM-900PM TBA

3405 55B S 930AM-400PM TBA

SXF 501 Fabrication Dyeing, Printing, and Finishing Essentials

\$185

Would your career benefit from a more complete knowledge of textile and garment dyeing, printing, and finishing techniques? This intensive workshop covers styling fundamentals and selecting fabric in response to market demands for the apparel or domestics markets. Patterns, colors, and finishes are stressed. Program considers dyestuff properties and their applications; screen, roller, and heat transfer printing; and chemical and mechanical finishing processes. Excellent follow-up to SXF 500.

Instructor: Theodore Hoffman, adjunct assistant professor, Textile Development and Marketing; Margaret Bishop, adjunct professor, Textile Development and Marketing; international consultant, textile development or Preeti Gopinath, adjunct professor Textile Development and Marketing; and Fashion and Textile Studies: History, Theory, Museum Practice; international textile designer and design director.

2 sessions: (55A) January 22, 23

3393 55A WR 600PM-900PM TBA

SXF 600 Quick Sketching For the Fashion Business

\$165

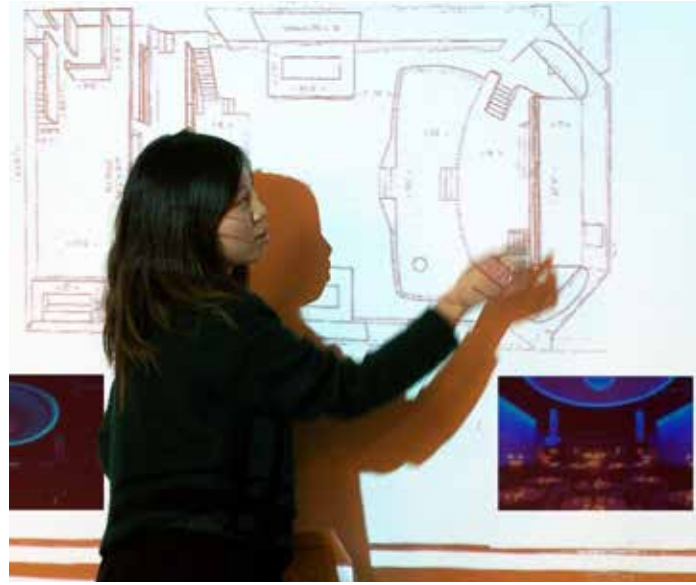
Learn how to present fashion design ideas or adaptations through simple fashion sketching using effective shortcuts. Illustrate fashion details and draw fashion figures, apparel and flat sketches. Learn to enhance your fashion communications skills, particularly in areas related to private-label product development or translating ideas gathered at the market. Although no professional art training is required, basic creative abilities are helpful.

Instructor: Diane De Mers, Professor, Fashion Design-Art

3 sessions: (55A) January 9, 16, 23

2804 55A R 600PM-900PM TBA

FASHION EVENTS PLANNING



SXE 100 Introduction to Fashion Publicity and Events Planning \$275 1.2 CEU

Are you a freelance specialist or an executive responsible for promotional events? This intensive program teaches you how to formulate media plans for topnotch participatory experiences to promote products, services and events. Learn how the tools of publicity are used in experiential marketing. Program includes tips on how to formulate and direct promotional needs in order to coordinate special events for yourself or your clients.
Instructor: Barbara Berman, wardrobe and show coordinator with guests from the field.

3 sessions: (55A) January 16, 23, 30
2798 55A R 530PM-930PM SR9

FASHION STYLING



SXS 100 Introduction to Fashion Styling \$300 1.8 CEU

If you have a strong visual sense and an aptitude for working with color and proportion, consider becoming a fashion stylist, creating visual solutions for publications, media, and entertainment events. This course provides an in-depth study of the stylist's role in print and interactive media, with an emphasis on fashion and accessories. The actual work and responsibilities of the assistant stylist and stylist-from shopping and prepping merchandise to working with models and layouts-are covered. The specifics of styling professionalism are taught. Program is highly interactive, with work assignments.

Some additional expenses required. Text assigned at first class. Digital camera is recommended for final project.
Instructors: Emma Sosa, professional stylist; Nancy Alusick, professional stylist; Sadia Seymour, professional stylist.

3 or 6 sessions: (55A) January 7, 14, 21, 28, February 4, 11
(55B) January 3, 4, 5
2795 55A T 600PM-900PM TBA
2968 55B FSU 930AM-430PM SR9

IMAGE CONSULTING



SXI 100 Introduction to Image Consulting \$300 1.8 CEU

Capitalize on your fashion industry experience and education by learning the basics of image consulting in this in-depth technical program. Course of study includes color, line, and visual principles. Analyzing the human figure and face is stressed. Hair, makeup, and skin care information is covered. The class is highly interactive and attendees complete reading and work assignments.

Bring the following textbooks to first class: your personal style by Nancy Plummer; Color Me Confident, by Henderson and Henshaw; and third textbook to be announced at the first day of class (available at Barnes and Noble at FIT). Online Students, please allow extra time to receive all books.

To order books from the Barnes & Noble at FIT bookstore, go to fashion.bncollege.com or call 212-217-5690.
Instructors: Dominique Isbecque, AICI, CIP, image consultant; Carol Davidson AICI, CIP, image consultant; and Beryl Wing, AICI, CIP, image consultant.

6 sessions: (55A) January 7, 14, 21, 28, February 4, 11
2799 55A T 600PM-900PM TBA

SXI 200 Image Consulting: Wardrobe and Style \$300 1.8 CEU

Prerequisite: SXI 100

This program provides a step-by-step education in the basics of women's and men's fashion styles, including fabric identification, garment details, and silhouettes. Wardrobe and accessory analysis is included, and personal shopping and image consulting business methods are explored. This class is highly interactive and attendees complete reading and work assignments.

In addition to Image Consulting books, please order Style-Source by Alyce Parsons with Mimi Dorsey (available at Barnes & Noble at FIT). Online students please allow extra time to receive all books.

To order books from Barnes & Noble at FIT, go to fashion.bncollege.com or call 212-217-5690.
Instructor: MaryAnne Kokidis, AICI, CIP image consultant or Beryl Wing, AICI, CIP, image consultant.

6 sessions: (55A) January 9, 16, 23, 30, February 6, 13
2800 55A R 600PM-900PM TBA

SXI 300 Image Consulting: Business Essentials for Success; \$330 2.1 CEU

Prerequisites: SXI100 and SXI200

Learn the practical side of freelancing and entrepreneurship in this exciting field as you develop the skills necessary for the business of image. Lectures explain how to set up and market your own business and develop a mission statement and business plan. Also discussed is how to attract new clients and cater to the ones you already have. Workshop includes class projects, home assignments, and role-play situations that emphasize client service development.

Instructor: Dominique Isbecque, AICI, CIP, image consultant.

7 sessions: (55A) January 7, 14, 21, 28, February 4, 11, 18
2801 55A T 600PM-900PM

MEDIA EVENTS AND PHOTOGRAPHY



SXM 100 Styling Tricks of the Trade: Pinning, Taping, and Clothing Care \$175

Prerequisite: SXS 100 or professional wardrobing and styling experience

This hands-on workshop reveals secret techniques, used by highly regarded stylists and wardrobe coordinators to help you succeed in businesses that require garments and accessories to be photographed or worn on stage. learn master-level ironing and steaming iron maintenance. Proper hangers are reviewed and professional pinning techniques are practiced. Course includes tips and hints only known in the trade about stain removal, taping, and building a styling kit. A professional resource guide is included.
Bring a men's cotton dress shirt to first class. Punctual arrival and full attendance is required due to the abundance of material covered.

Workshop leader: Pattie Barbosa, professional wardrobe costumer.

3 sessions: (55A) January 6, 13, 27
2826 55A M 600PM-900PM SR1

SXM 120 Successful Styling for Photography: Fashion Biz and Beyond

\$250
Whether you're in advertising, magazine publishing, or freelance styling, this seminar will teach you insider photo shoot and styling tips necessary for success. On-and-off figure, beauty and home, tabletop, and still life vignettes are all included. Let working professionals show you how perfect looks are created from concept to finished image using the right resources, cast and props. Attend an actual shooting assignment and participate in the decision-making while furthering your knowledge of photo session planning, production and how to work effectively with a crew. *Students receive email of their digital images.*
Instructors: Nancy Alusick, professional stylist; and Emmanuel Faure, photographer.

2 sessions: (55A) January 5, 12
3394 55A U 1000AM-400PM SR5

SXM 220 Introduction to Fashion Photography

\$275
Let industry professionals teach you the basics of fashion and beauty photography, including lighting techniques. By the second session, spend the entire day participating in a mock photo shoot with digital equipment and live models. Program provides tips on selecting and working with support staff and equipment, followed by a critique and professional portfolio development class. Course includes discussions about the demands of the European, South American, and U.S. markets. Excellent for stylists and photographers who are looking to broaden their freelance options.
Attendees must bring a camera to all sessions.
Workshop leader: Lars Niki, 423A, LLC, fashion and beauty photographer.

3 or 6 sessions: (55A) January 7, 8, 14, 15, 21, 22
(55B) January 11, 18, 25
2957 55A TW 615PM-930PM SR4
3395 55A S 930AM-430PM SR5

SXM 250 Social Media and Digital Best Practices for Stylists and Photographic and Visual Professionals

\$265 1.2 CEU
Professionals in visual art fields learn how to create a leading-edge marketing strategy for your work and services utilizing the latest social media tools. Develop an integrated business plan incorporating the new media bridge between social media networks like Instagram, Tumblr, Facebook, Pinterest, Flickr and You Tube and multimedia content to enhance your image and prospects. Topics include establishing the best online conduits and social media networks to impress and attract clients. Demo and discussion includes taking photos and video using iPhones, Androids, iPod, and digital/video cameras, working with programs like ProCamera, Hipstamatic, Filmic Pro and SlowShutter.

Editing programs include Filterstorm, Lo-Mob, Camera Awesome, plus more. Learn optimum ways to capture images, control workflow and showcase your work.
Workshop leader: Lars Niki, 423A, LLC, fashion and beauty photographer.

4 sessions: (55A) January 6, 13, 27, February 3
3319 55A M 630PM-930PM TBA

SXM 440 Everything you Need to Know About Venues: From Editor's Previews to Afterparties

\$175
Location, location, location! This exciting course will help the event planner guide their client to the very best event spaces—both traditional and alternative. Learn how to create a venue checklist, match your event to the space, conduct a venue walk-through and hold productive meetings with venue management. The first session will be held at FIT, while the following two sessions will be held in the field, meeting with venue managers, banquet coordinators, and industry professionals. Information includes essentials for securing liquor sponsorships, and regulations with regard to partnering with wine and spirit companies, as it relates to individual venues and events. Students will be responsible for transportation to various venues, therefore additional expenses may be incurred.
Workshop leaders: Paula Lauriano, independent event coordinator and consultant and Lauren Roth, CMP hotel catering & event manager.

2 sessions: (55A) January 26, 27
3396 55A MU 930AM-400PM SR4

PET PRODUCT DESIGN AND MARKETING



SXD 628 Patternmaking for Dog Garments

\$225 1.2 CEU
Learn to make patterns to take dog and pet-related design concepts from sketches to reality in this hands-on workshop. Instruction starts with the fundamentals of proper measuring on the “doggie dress form” to get the correct specifications for the needed pattern, including slopers for size variety. Learn to work with various dog body types to produce pattern pieces for garments, collars, and sleeves. Make patterns in creative muslin for dresses, coats, and collars.
Bring to first class a 2”x18” clear plastic ruler, french curve# 17, measuring tape, patternmaking paper, and sharp #2 pencils. Some additional expense for muslin, straight pins, etc. explained at first class.
Instructor: Katie Lewis, designer, professional pet fashion product patternmaker.

2 sessions: (55A) January 18, 25
3320 55A S 930AM-430PM TBA

SXD 640 How to Get Your Pet Apparel and Product Concepts to Market

\$220 1.2 CEU
Learn to get your products manufactured, promoted, and placed into retail stores including designing, licensing and sourcing. How to price products, research, evaluate, and choose retail distribution is explained, from low-end stores such as supermarkets and drug chains to middle-tier chain stores and high-end specialty stores and boutiques. Program information is “real world”, covering both pitfalls and best practices with emphasis on turning your ideas into real products and profits.
Instructor: Kris Lynch, president, Ruff-puppy, Ruff-doggie, a vertical pet product company, former toy industry executive.

4 sessions: (55A) January 8, 15, 22, 29
3083 55A W 6:00PM-9:00PM SR8

SXD 645 Pet Accessory Design Studio

\$275 1.6 CEU
Experience a professional and highly focused introduction to all phases of pet accessory design and sample-making as you work hands on in one of FIT’s industrial equipped labs. Prototyping for a range of products is covered such as booties, leashes, collars, and more. Special emphasis is placed on the details of design and execution, exploring a variety of techniques with practical applications for pets and their masters. Learn how to bring your most creative concepts to fruition as you create marketable samples.
Some additional expense for supplies and materials discussed at first session.
Instructor: Shelley Parker, adjunct instructor, Accessories Design, designer.

4 sessions: (55A) January 14, 16, 21, 23
3407 55A TR 600PM-930PM TBA

PRODUCT DEVELOPMENT MANAGER/CERTIFIED TECHNICAL DESIGNER



SXP 110 How to Master Global Security and Social Compliance

\$265 1.2 CEU
Learn how to navigate national and international security requirements that challenge the manufacturing of private label and branded goods. Successful strategies to gain approval from even the most stringent social compliance programs are emphasized. Special attention is paid to dealing with the compliance requirements of multiple retailers. Current Homeland Security regulations, C-TPAT, WRAP, and other initiatives are included. Highly recommended for supply chain managers and sourcing professionals.
Instructor: Bernard N. Kahn, adjunct assistant professor, Production Management: Fashion and Related Industries; manufacturing consultant.

4 sessions: (55A) January 6, 9, 13, 16
3321 55A MR 600PM-900PM SR4

SXP 315 Real World Technical Design Studio and Workshop

\$330 1.8 CEU
Prerequisite: SXP305
Gain invaluable experience viewing a variety of garments on a live fit model and then documenting the fit problems and construction advice for factory use. Each session includes one hour of research with a new garment (skirt, knit top, woven top, woven dress, dress slacks, suit jacket and jeans), followed by guided documentation of all the fit and finish issues identified. Learn advanced skills in analyzing fit, garment appearance, communication and how to document problems with garment balance, symmetry, fit and appearance clearly for factories to interpret and make corrections in the garment product development process.

Workshop includes creating a tech pack with fit corrections, measurements and construction comments for each session's garment, worthy of your resume portfolio. Instructors: Irene Mak, technical design consultant and former executive, Anthropologie, Victoria's Secret's PINK, American Eagle Outfitters; and Dale Noelle Weil, former fit model, principal, True Model Agency, specializing in fit models for the garment industry, and professional fit models.

6 sessions: (55A) January 7, 14, 21, 28, February 4, 11
3397 55A T 600PM-900PM TBA

OMNI-CHANNEL RETAIL



SXR 006 Intro to Fashion and Luxury Retail

\$245 .9 CEU

What's the best way to meet the needs of the better fashion customer? Discover how the customer for fashion and luxury products drives the large, chain, and smaller specialty store business. Start by discussing who this customer is in relation to how market buying decisions, merchandising assortments, and service differentiation concepts are decided. Take a look at how the most successful fashion retailers function, from shopping the market to merchandising strategies and selling floor impact. The blurring of the roles of wholesalers and retailers is examined, and why some brands always come up as winners and why some stores always triumph in spite of the economy and world affairs are highlighted.

Instructor: Renee Hunter, president, Sequoyah Fashion Planning; former buyer/fashion director, Saks Fifth Avenue.

3 sessions: (55A) January 7, 14, 21
3398 55A T 600PM-900PM SR7

SXR 075 Retail Math: Merchandising, Planning, and Gross Margin

\$240 .9 CEU

Learn how retailers calculate gross margin while participating in a roundtable discussion on the buying and selling methods characteristic of today's accounting-driven

market. Learn what gross margin is and how it is derived. Program includes mark-up calculation, merchandise planning, and a review of operating expenses as they affect gross margin. Sessions feature hands-on exercises based on typical retail/wholesale partnership case studies. Recommended for showroom sales account executives and entry-level retail executives.

Instructor: Neal Leavitt, adjunct instructor, Fashion Merchandising Management; senior retail and manufacturing executive.

3 sessions: January 8, 15, 22
3332 55A W 600PM-900PM SR7

SXR 050 Intro to Branding: The Art of Customer Bonding

\$300 1.2 CEU

Learn to bond with target customer groups to reinvigorate customer loyalty and reinforce the stores-as-brand. This interactive lab concentrates on new outreach methods in customer communications, including special programs and publications, promotions, and in-store events. Learn how to become proficient at consumer-centric retail marketing and use in-store and in-class case studies, and work to produce branding strategies that enhance the shopping experience.

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

5 sessions: (55A) January 8, 15, 22, 29, February 5
3142 55A W 600PM-900PM SR5

SXR 130 Advance and Manage Your Career Potential for Omni-Channel Retail

\$140 .9 CEU

This program conducted by a top retail headhunter is for anyone looking to make a career in Omni-Channel Retail. Discover how to get started and how to advance yourself as a trainee or entry level manager. Meet retail and e-commerce executive guest speakers who share what they look for in candidates to hire and promote. Discover how to go up today's retail career ladder by developing the proper techniques for ongoing promotions

Instructor: Lloyd Lippman, president, Career Management, Inc., executive recruiting and coaching specialist with guest speakers.

3 sessions: (55A) January 14, 21, 28 T 600PM-900PM
3406 55A T 600PM-900PM SR9

TOOLS OF THE TRADE



TOT 106 Sales Marketing and PR

\$35

Score free publicity and get your product in the spotlight. From fashion editorials and the "what's hot" pages to morning television spots and celebrity endorsements, this seminar will show you where these opportunities are and how your company can benefit. Industry experts will teach you how to write press releases and how to send your product to editors.

1 session: (55A) January 9
3276 55A R 600PM-900PM SR7

WARDROBE TECHNICIAN AND COSTUME DESIGN SPECIALIST



SXG 100 Wardrobing for Theater, Film, and TV

\$265 1.2 CEU

This intensive program fully explains the costume and wardrobe world – the roles of costume and stylist shoppers, designers, wardrobe supervisors, and more. If you are artistic, organized and interested in working with clothing, discover your own niche. Get information about this exciting business, including how to get started and your earnings potential. Meet specialists working in costume/styling-related positions in theater, film and TV in New York

City where there are hundreds of entertainment productions taking place seven days a week, all of which offer opportunities for professionals in the costume and wardrobe field.

Textbook recommendation given at first class. Punctual arrival and full attendance is required due to the abundance of material covered.

Workshop leader: Pattie Barbosa, professional wardrobe costumer.

4 sessions: (55A) January 4, 11, 18, 25
3141 55A S 900AM-1200PM SR8

SXG 130 Fashion in Film and Media

\$260 1.2 CEU

View clips of films that have impacted style of dress in recent decades. This energetic and captivating program examines movie star characters that have influenced mainstream fashion through iconic looks. See how memorable characters from the screen have created everlasting design language that serves as a reference for designers of all types: costume, stylists, and wardrobe technicians. Professionals expand your creative perspectives and professional know-how. Fashion and film enthusiasts get a behind the scenes look at how some of the most influential characters have been created through wardrobe design, selection, and depiction. Class exercises enforce the connection between character development and clothing. Instructor: Isabel Rubio, costume designer and wardrobe supervisor for film, TV, opera, theatre, ballet and print.

4 sessions: (55A) January 9, 16, 23, 30
3399 55A R 630PM-930PM SR10

WEARABLE AND DECORATIVE ARTS



SXW 010 Bauble, Bangle, and Bead Stringing

\$135

Learn to design jewelry through this foundation course in the ancient art of bead stringing. Each session introduces an elegant and unique jewelry project, including a pair of wire and bead earrings. Pearl knotting and other beadwork stitches are included. Tools, resources, range and quality of beads and clasps are discussed within the context of design guidelines and finishing techniques. Produce quality pieces, get a foundation to continue on to more advanced techniques, and be a more savvy consumer when shopping for costume jewelry. No previous experience necessary. Stringing basics for novices.

Separate materials fee varies from \$12 to \$15 per session. Class limited to 20.

Workshop leader: Esther Esses, jewelry designer.

3 sessions: (55A) January 9, 16, 23
2833 55A R 600PM-900PM SR1

SXW115 Sterling Silver Link Jewelry Workshop

\$200

If jewelry making is your passion learn to work in sterling silver to capture the techniques necessary to making links and chains. Workshop begins with instructions to make a classic sterling silver link bracelet. As your proficiency increases, graduate to making an in-style pin or pendant piece. Let sterling silver add a new level of fashion and value to your work.

Bring to first session an industrial style apron, bench brush, brass scratch brush, goggles, bench pin and work gloves (optional). All materials available at All Craft, 135 West 29 Street, Suite 205. Additional tools and equipment and materials will be provided, though some additional materials (to be explained at first session) will be required.

Class limited to 12.

Workshop leader: Garnet Barracks, jewelry designer.

4 sessions: (55A) January 7, 14, 21, 28
3400 55A T 600PM-900PM AC08

SXW 201 Knitting for Novices

\$155

If you long to take SXW 200 but do not knit, or haven't knitted in a long time, learn or re-acquaint yourself with the basic hand knit stitches, fabrics and techniques in this knitting start-up program. Learn knit and purl combinations, how to measure and fit properly, Intarsia color knitting, basic cable stitches, seams and finishing. A small seasonal project is completed. If you are new to knitting, take this program prior to SXW 200.

Bring 2 sets of straight knitting needles, sizes 8 and 9, and two balls of worsted weight yarn (same color). Some additional supplies required. Class limited to 16.

Workshop leader: Arnetta Kenney, adjunct instructor, Textile/Surface Design, boutique knitwear designer; or Esperanza Zeno, certified instructor, Yarn Council of America.

6 sessions: (55A) January 7, 14, 21, 28, February 4, 11
3403 55A T 600PM-900PM SR1

SXW 250 Machine Knitting Weekend: Hats, Handwarmers & Socks

\$275

Prerequisite: Machine knitting experience

Come out of the cold and join us for a weekend of designing and making your own coordinated hat, handwarmers and socks set in this creative winter program. After a quick knitting machine refresher on Friday evening, begin by following a basic pattern, size and shape. Work for maximum creative expression, combining fashion flair with comfort and warmth. Hone your machine knitting skills. Pickup tips for quality production and go home wearing your creations. Students who have taken SW220, SXW230 or experience machine knitters only.

Workshop leaders: Marian Grealish, adjunct assistant professor, Textile Development and Marketing, and Kathryn Malik, technologist, Textile Development and Marketing.

3 sessions: (55A) January 10, 11, 12
3401 55A F 530PM-930PM
SU 930AM-400PM CC41

SXW 400 Learn to Sew Like a Pro

\$240

This basic sewing workshop teaches professional techniques employed in the fashion business for you to use at home. Utilizing the college's industrial equipment, learn how to sew and produce correctly finished professional-looking pieces. The program includes layout, cutting, construction, and finishing of garments. Attendees use a commercial pattern to sew a pajama-style bottom-long, cropped, or capri-working in cotton or cotton-type fabrics. Appropriate sewing techniques for a variety of fabrics and fabric resources are covered.

Separate \$10 materials fee payable at first session.

Workshop leader: Kathlin Argiro, fashion designer, couture and bridge late day into evening and special occasion apparel.

5 sessions: (55A) January 6, 9, 13, 16, 23
3404 55A MR 600PM-930PM C715

SXW 425 Hand Sewing, Mending, and Alteration Essentials

\$225 1.5 CEU

Learn professional hand-sewing techniques that can save time and money. Lessons include how to do a proper hem for pants, skirts and dresses and how to shorten sleeves on tailored jackets. Repairs such as buttons, snaps, hooks, eyes and zippers are taught. Also included are basting and stitch style techniques. These skills complement careers in styling, image, events and wardrobing, and will banish costly alteration fees from your life.

Bring to first session: 12" ruler, marking chalk or pencil, embroidery scissors, assorted buttons, hooks and eyes, snaps, 1' of cotton cloth, one yard of plain muslin or cotton, needle, and thread.

Workshop leaders: Pattie Barbosa, professional wardrobe costumer.

4 sessions: (55A) January 5, 12, 19, 26 U 930AM-115PM
(55B) January 3, 10, 17, 24 F 930AM-115PM
3082 55A U 930AM-115PM TBA
3331 55B F 930AM-115PM TBA

TO REGISTER

The fastest way to register for a course beginning with CEO, CT, TOT or SX is online using your credit card. Registration is available up until the day of courses held during the week and must be received by Friday for weekend courses.

Online: fitnyc.edu/noncreditregister

In-Person: Complete this registration form and bring to:

FIT's Non Credit Registration Center

Room D130

Seventh Avenue at 27th Street

New York City 10001-5992

By Fax: Complete this registration form, including your credit card information, and fax to 212-217-7176.

Course Registration

Course Number	Course	Title	GRN	Fee
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Service Fee \$5 _____

Total _____

Name _____

Student ID# _____

Address _____

City, State, Zip _____

Phone Number _____

Email Address _____

Signature _____

Circle one: American Express Discover Master Card Visa

Cardholder Name _____

Expiration Date _____

Account Number _____

Cardholder Signature _____

Online registrations get an automatic confirmation otherwise report to FIT for your scheduled class. To verify payment, contact your credit card or banking institution.

Full refund requests must be received in writing 24 hours prior to the start of the program. Once the program has started, refunds will be issued in accordance with the non-credit course refund schedule. Call 212,217.7115 for more information.





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