Fashion, BA

Do you enjoy studying everything from fibers to wearable technology? Are your career interests at the leading edge of fashion? Then this is the degree to help you reach your goals.

Program Description

The BA in fashion at ASU is a transdisciplinary program that provides students with a foundation that enables them to work across many segments in the fashion industry.

The fashion program combines history, business practices and hands-on studio experience to prepare students for a variety of roles in this global industry. Gaining a proficiency in illustration skills and fluency with materials, traditional techniques and digital technologies, students are prepared for interdisciplinary collaborations through coursework across marketing and merchandising, wearable technology, sustainability, management and leadership, international experience, and fashion and culture. In the capstone experience, students develop a substantial project within an area of focus. Opportunities for internships and study abroad further advance students’ professional goals.

Through the leadership of well-known industry professionals, students with this bachelor’s degree in fashion are connected globally to leaders in the industry.

At a Glance

- College/School: Herberger Institute for Design and the Arts
- Location: Downtown Phoenix
- Additional Program Fee: Yes
- Second Language Requirement: No
- First Required Math Course: Any math course that meets the MA designation.
- Math Intensity: General
Required Courses (Major Map)

2022 - 2023 Major Map (On-campus)
Major Map (Archives)

Concurrent Program Options

Students pursuing concurrent degrees (also known as a "double major") earn two distinct degrees and receive two diplomas. Working with their academic advisors, students can create their own concurrent degree combination. Some combinations are not possible due to high levels of overlap in curriculum.

Admission Requirements

General University Admission Requirements:
All students are required to meet general university admission requirements.

Change of Major Requirements

An ASU student who would like to change majors to one offered by the Herberger Institute or one of its programs must have a minimum cumulative GPA of 2.50 (scale is 4.00 = "A").

Students should refer to https://changemajor.apps.asu.edu for information about how to change a major to this program.

Transfer Options

ASU is committed to helping students thrive by offering tools that allow personalization of the transfer path to ASU. Students may use MyPath2ASU™ to outline a list of recommended courses to take prior to transfer.

ASU has transfer partnerships in Arizona and across the country to create a simplified transfer experience for students. These pathway programs include exclusive benefits, tools and resources, and they help students save time and money in their college journey. Students may learn more about these programs by visiting the admission site: https://admission.asu.edu/transfer/MyPath2ASU.

Global Opportunities

Global Experience
Fashion varies from country to country, city to city and culture to culture. Studying abroad exposes students to unique cultural environments and allows students to expand their fashion knowledge in diverse settings. Students are challenged to adapt and persevere under unfamiliar social and cultural
circumstances, which allows them to grow and prosper in their professional and personal lives. Students have the opportunity to enhance their resume and portfolio with a global perspective gained by studying abroad.

The Herberger Institute for Design and the Arts recommends the following study abroad programs for students majoring in fashion: https://goglobal.asu.edu/students/major/herberger/fashion.

Career Opportunities

Graduates are prepared to enter the fashion industry in any of a number of roles. Some examples are:

- curator
- fabric designer
- fashion business analyst
- fashion designer
- marketing researcher
- merchandise display and window designer
- supply chain manager
- textile and apparel production manager

Career examples include but are not limited to those shown in the following list. Advanced degrees or certifications may be required for academic or clinical positions.

<table>
<thead>
<tr>
<th>Career</th>
<th>*Growth</th>
<th>*Median Salary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Art Professor</td>
<td>5.6%</td>
<td>$69,690</td>
</tr>
<tr>
<td>Fabric and Apparel Designer</td>
<td></td>
<td>$49,680</td>
</tr>
<tr>
<td>Fashion Designer</td>
<td></td>
<td>$75,810</td>
</tr>
<tr>
<td>Manufacturing Sales Representative</td>
<td>0.9%</td>
<td>$62,070</td>
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<tr>
<td>Merchandiser</td>
<td></td>
<td>not available</td>
</tr>
</tbody>
</table>

* Data obtained from the Occupational Information Network (O*NET) under sponsorship of the U.S. Department of Labor/Employment and Training Administration (USDOL/ETA).

☀ Bright Outlook.  🌿 Green Occupation

Contact Information

School of Art | ART 102
herbergeradvising@asu.edu | 480-965-8521