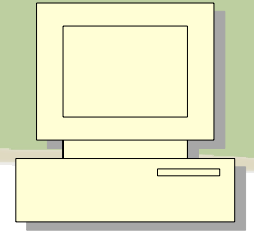


*Computer Applications in Fashion Courses ...*

## *Apparel Design & Fashion Merchandising*



### *Fashion Advertising And Promotion*

- ✧ **Macromedia Dreamweaver**

*Develop websites to promote fashion products to specific target markets.*

- ✧ **StoreFront**

*Develop e-commerce sites for online sales and advertising.*

- ✧ **Paint Shop Pro**

*Edit photos and develop graphics for e-commerce sites.*

### *Fashion Design, Forecasting And Storyboard Layouts*

- ✧ **Adobe Illustrator**

*Tools for developing technical sketches, precision text, and storyboard layouts.*

- ✧ **Adobe Photoshop**

*Tools for drawing, painting; editing illustrations and photos, and creating storyboard layouts.*

- ✧ **Macromedia Dreamweaver**

*Develop websites to present fashion collections for specific target markets.*

### *Fashion Portfolio Development*

- ✧ **Adobe Illustrator**

*Tools for developing technical sketches, precision text, storyboard layouts*

- ✧ **Adobe Photoshop**

*Tools for drawing, painting; editing illustrations and photos, and creating storyboard layouts.*

- ✧ **Macromedia Dreamweaver**

*Develop websites to present design work, including traditional & electronic textile and fashion collections.*

### *Fashion, Style, And Culture*

- ✧ **Microsoft PowerPoint, Adobe Photoshop, Macromedia Dreamweaver**

*Uses multiple technologies to create a line of fashion products and promote them (product development and promotion project) to intended target audience.*

### *Fundamentals Of Textiles Ii*

- ✧ **PlaidMaker Pro**

*Develop fabric weaves, patterns, colors and textures.*

- ✧ **Quick Repeat**

*Create coordinated fabrics by selecting an image from an existing fabric and using it to develop a variety of new patterns and color combinations.*

- ✧ **Color Vision**

*Re-color existing fabrics in a wide range of colorways while maintaining original texture.*

- ✧ **Style Draper**

*Apply fabrics and textures on fashion models for 3-D visualization.*

### *Historic Costume Courses*

- × **MyCourses**

*Allows students to take exams from any Internet connection to the University of Delaware website.*

### *Product Development*

- × **Lectra Kaledo**

*Tools for developing 2D technical sketches of apparel and accessories and applying color and/or textiles to the flats for visual communication.*

- × **Lectra Modaris**

*Tools for designing 2D patterns for apparel and accessories.*

- × **Lectra Diamino**

*Tools for planning pattern layouts on fabric markers and estimating fabric utilization.*

### *Merchandise Planning*

- × **Microsoft Office Excel**

*Create merchandise budgets, gross margin reports, and open to buy analysis and charts on spreadsheets*

- × **Arthur Rapid Merchandise Planning System**

*Multi-dimensional software tool used to plan sales, reductions and other variables by time, location and product*

### *Multi-Channel Merchandising*

- × **Microsoft Office Access**

*Develop and query databases to select groups with specific characteristics to target marketing and merchandising activities*

### *Seeing And Being In A Visual World*

- ✧ **Digital Technologies, Adobe Photoshop, Microsoft PowerPoint**

*Uses multiple technologies to examine how people see, process and respond to visual information in personal environments and the larger places in which we live.*

### *Social-Psychological Aspects Of Clothing*

- ✧ **Microsoft PowerPoint**

*Create electronic slides to present research findings from consumer behavior based on clothing and appearance management activities.*

### *Textiles Design*

- ✧ **Pointcarré - Prints and Repeats**

*Provide repeat and half-drop tools for creating fabric prints in full repeat; reduced-color designs and continuous-tone full-color designs*

- ✧ **Pointcarré - Woven Fabrics**

*Tools for constructing weave plans, assigning yarn colors, and creating woven fabrics.*

- ✧ **Pointcarré - Knits**

*Tools for creating and visualizing knit designs.*

- ✧ **Pointcarré - Texture Mapping**

*2D tool for visualizing fabric textures on illustrations, flat sketches and photographs.*

## University of Delaware • Department of Fashion and Apparel Studies

All fashion courses are supported by [MYCOURSES](#), an online course management tool that allows students to take exams and quizzes via computer, engage in online group discussions, submit assignments and track progress. [MYCOURSES](#) has additional features to facilitate teaching and learning at the University of Delaware