



# ADAM

Apparel Design  
and Merchandising

College of Alameda

# *The Fashion Industry*

***THE FASHION INDUSTRY IS COMPOSED OF***

**APPAREL WHOLESAL**

***RAW MATERIALS / DESIGN AND  
MANUFACTURING***

**RETAIL MERCHANDISING**

***RETAIL BUYING / PROMOTION /SALES***

# *The Fashion Industry*

**THE FASHION INDUSTRY  
IS ONE OF THE LARGEST  
GLOBAL INDUSTRIES IN  
THE WORLD**



# *The California Market*

The San Francisco, Oakland Bay Area

is the third largest manufacturing and

retailing apparel industry center

in the nation



# ADAM HISTORY

- ❑ In 1970 the Peralta Community College District opened its third campus, the College of Alameda (COA). At that time, the Fashion Arts Program (faculty and equipment) moved to the COA campus. From 1970 to 1982, the Fashion Arts Program expanded to 28 course offerings with five full-time and four part-time instructors.
- ❑ In the Fall quarter of 1983, the Fashion Arts Program was totally reorganized to reflect the current vocational skills needed to obtain employment within the various divisions of the fashion industry. The reprogram was renamed Apparel Design and Merchandising (ADAM) and currently offers a 16 course / 48 unit certificate program and 1 non-certificate courses.



**APPAREL DESIGN  
AND MERCHANDISING  
COLLEGE OF ALAMEDA**

# ADAM PROGRAM

## *EDUCATIONAL MISSION*

The Apparel Design and Merchandising Program teaches current fashion industry skills designed to meet vocational training requirements for entry level employment and career advancement within area of the apparel design and production.

# A D A M P R O G R A M

## Two-Year Certificate of Completion



**AA DEGREE CAN BE OBTAINED BY COMPLETING ALL  
NECESSARY ACADEMIC REQUIREMENTS**

# *First Year Courses*

**Basic core courses offer a comprehensive overview of the industry as well as specialized knowledge and skills training in the areas of design, fashion sketching, patternmaking, construction, marketing, costing, and apparel production.**

# *Second Year Courses*

**Advanced courses offer experience using the knowledge and skills gained in basic core courses through application of the critical thinking process and introduction to computer technology using *Adobe Illustrator and Adobe Photo Shop and the Gerber Computer System.***

# A D A M C U R R I C U L U M

## TWO YEAR CERTIFICATE OF ACHIEVEMENT

APPAREL DESIGN  
APPAREL SKETCHING  
APPAREL DRAFTING  
APPAREL DRAPING  
FITTING TECHNIQUES  
SAMPLE MAKING  
COSTING ANALYSIS  
MERCHANDISING  
MARKETING  
SIZE GRADING  
MARKER MAKING  
TEXTILE IDENTIFICATION  
HISTORY OF APPAREL  
PRODUCTION OPERATIONS  
COMPUTER DESIGN / PRODUCTION



# A D A M

## COMPUTER TECHNOLOGY

### *GERBER SOFTWARE*

- PATTERN MODIFICATION
- PATTERN DEVELOPMENT
- PATTERN DIGITIZING
- SIZE GRADING
- MARKER MAKING



# A D A M

## ***ESTIMATED EDUCATIONAL EXPENSES***

### ***First Year Expenses***

<b>FALL</b> (BOOKS / SUPPLIES / TOOLS)	<b>\$1,200.00</b>	
<b>SPRING</b> (BOOKS / SUPPLIES / TOOLS)	<b>1,000.00</b>	
<b>YEARLY TOTAL</b>		<b>\$2,200.00</b>

### ***Second Year Expenses***

<b>FALL</b> (BOOKS / SUPPLIES / TOOLS)	<b>950.00+</b>	
<b>SPRING</b> (BOOKS / SUPPLIES / TOOLS)	<b>950.00+</b>	
<b>YEARLY TOTAL</b>		<b>\$1,900.00+</b>

### ***Tuition***

<b>48 UNITS X \$46.00</b>	<b>1144.00</b>	<b>\$2208.00</b>
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**TWO YEAR PROGRAM TOTAL** =====  
**\$6,308.00**

# A D A M FACULTY

**A**DAM instructors have worked and  
taught in the major fashion markets of  
New York, Los Angeles, San Francisco,  
Montreal, London and Paris

# A D A M FACULTY / STAFF

**O. J. ROUNDTREE**

*DEPARTMENT CHAIR*

**DEREK PIAZZA**

*CONTRACT*

**HECTOR LOPEZ**

*EMERITUS*

**ANNA LEE BINDER**

*HOURLY*

**MARY PATRONE**

**CHRIS PERATA**

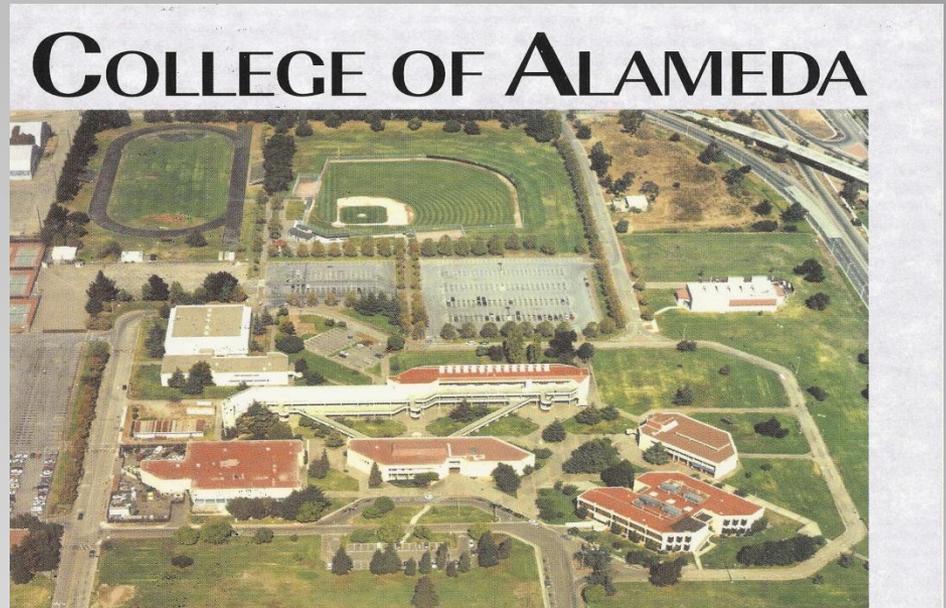
*TEACHING ASSISTANTS*



MAN RAY La Vieille

# *Community Awareness*

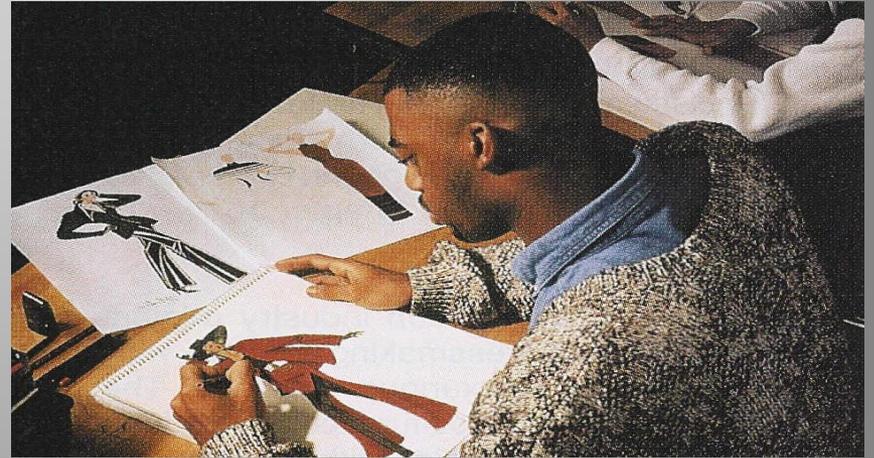
- ❖ **FASHION SHOW & LUNCHEON**
- ❖ **ADVISORY BOARDS**
- ❖ **MARKETING / RECRUITING**
- ❖ **CA COMMUNITY COLLEGE SYMPOSIUM**
- ❖ **PARTNERSHIPS**
- ❖ **INTERNSHIPS**
- ❖ **INTERNATIONAL EVENTS**
- ❖ **COMPETITION EVENTS**



# *Career Opportunities*

## ***ENTRY LEVEL POSTIONS***

- Assistants
- Sample Cutter
- Sample Maker



## ***ADVANCED POSITIONS***

- Designer
- Junior Designer
- Production Manager



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# INTERNSHIP SPONSORS

**Claire Shaeffer – *Palm Springs***

**Narciso Rodriguez – *New York***

**Levi Strauss – *San Francisco***

**Jin Wang Custom Bridal – *San Francisco***

**Trish Lee Bridal – *San Francisco***

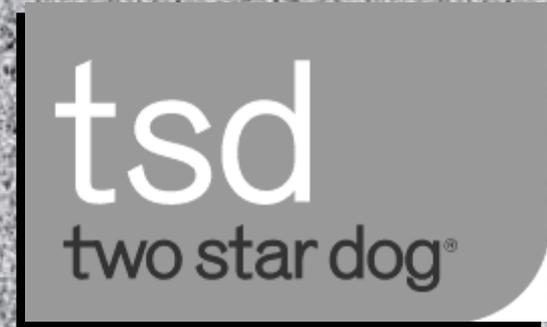
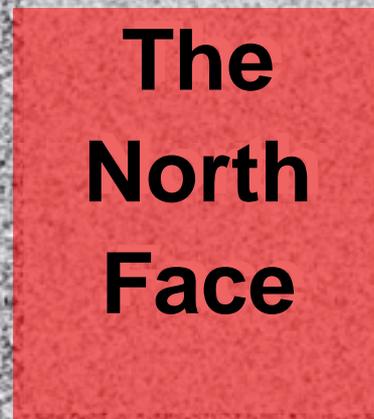
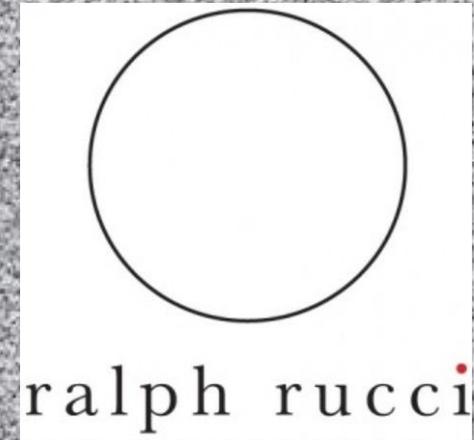
**Gymboree – *San Francisco***

**Jessica McClintock – *San Francisco***

**Erica Tanov – *San Francisco***

**Byer of San Francisco**

**San Francisco Opera**





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This Look Book is a collaboration between the Department of Apparel Design and Merchandising of The College of Alameda and the Departments of Cosmetology and Photo 240 at Laney College of Oakland CA

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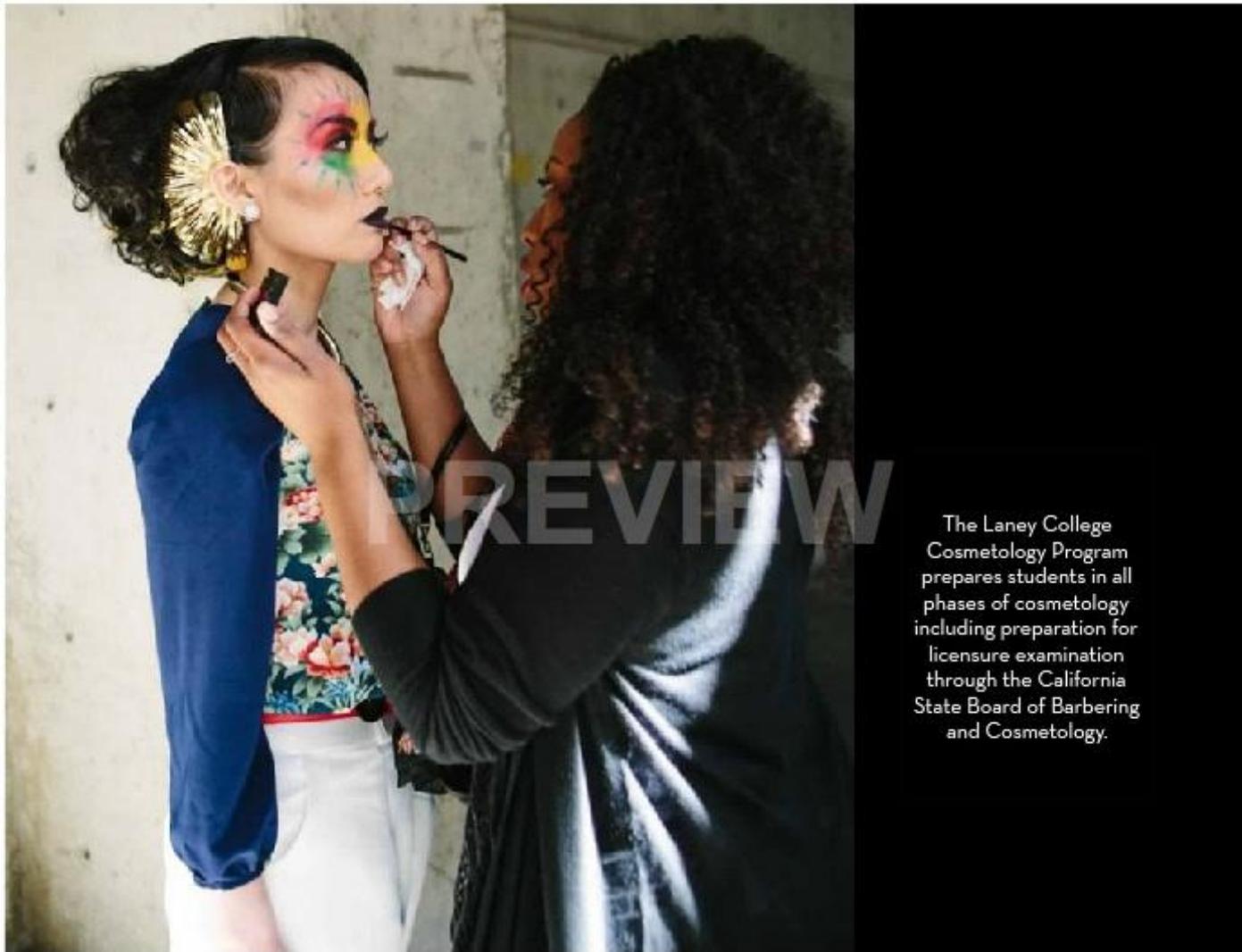
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The Laney College  
Cosmetology Program  
prepares students in all  
phases of cosmetology  
including preparation for  
licensure examination  
through the California  
State Board of Barbering  
and Cosmetology.

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Photo 240 is an Advanced Professional Photography class taught by Franklin Avery at Laney College. Students are taught all aspects of the craft to prepare them for an exciting career in a challenging market place.

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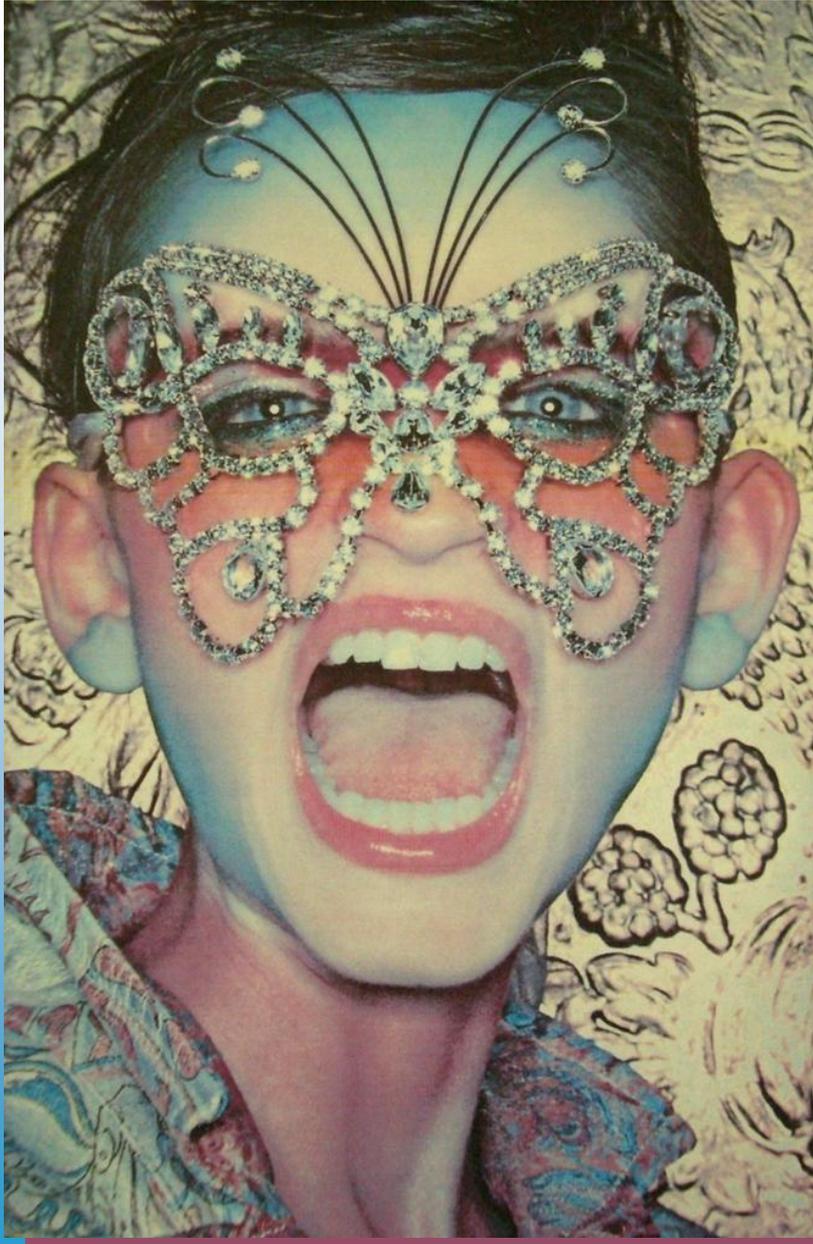
*"I received a great education at a fraction of the cost when compared to other Bay Area design schools.*

*I earned my certificate in Fashion Design, graduated with no school debt and am now working for a top clothing company in the Bay Area!"*

**- Beth C.**

ADAM graduate  
and Technical Developer  
for Levi Strauss and Co.  
since 1996





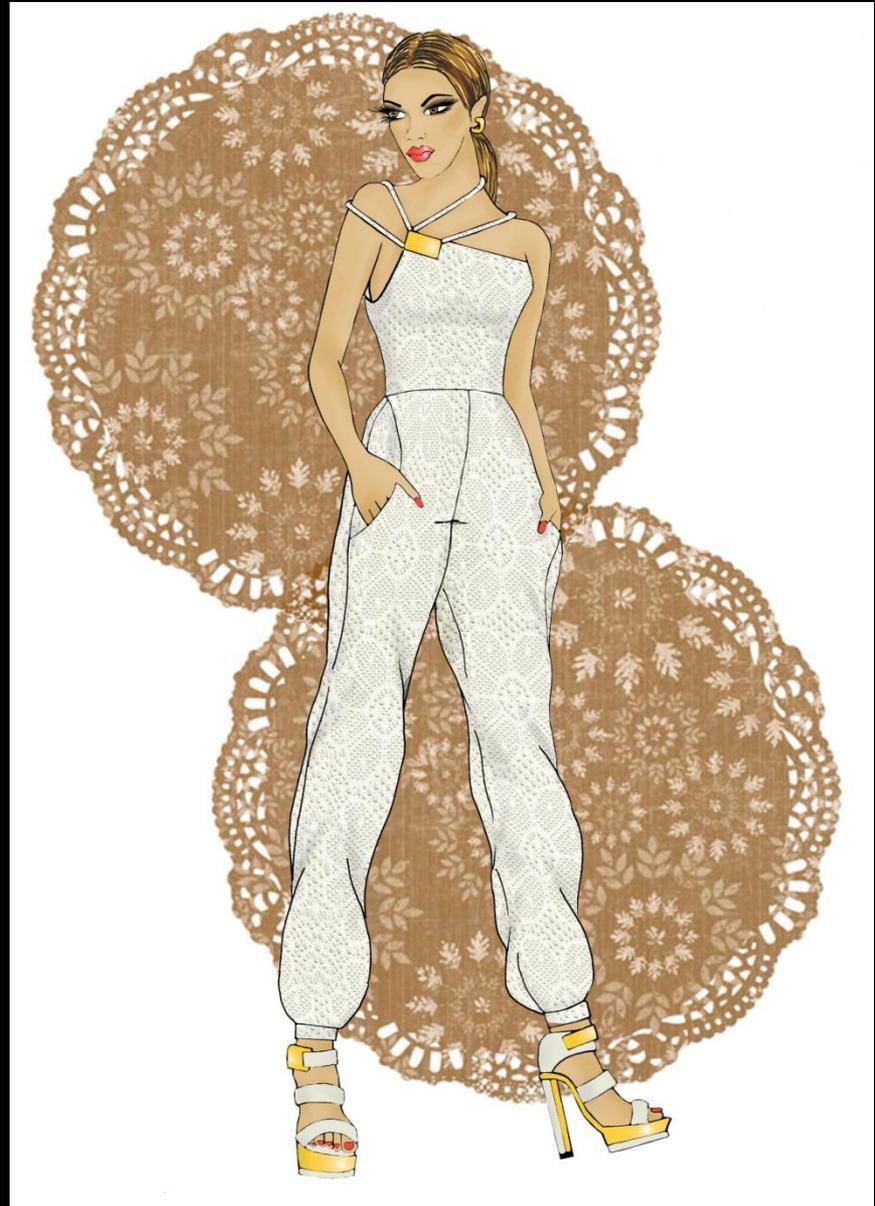
SHOWCASING THE  
**ADAM**  
PROGRAM

# Students of Apparel Design and Merchandising





It begins  
with a sketch.









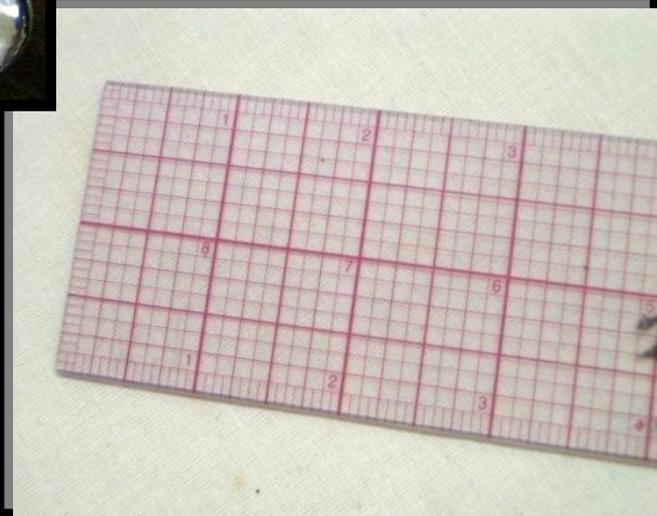
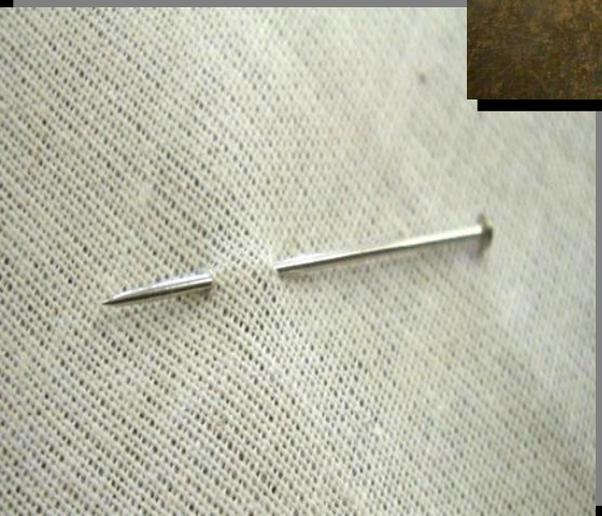
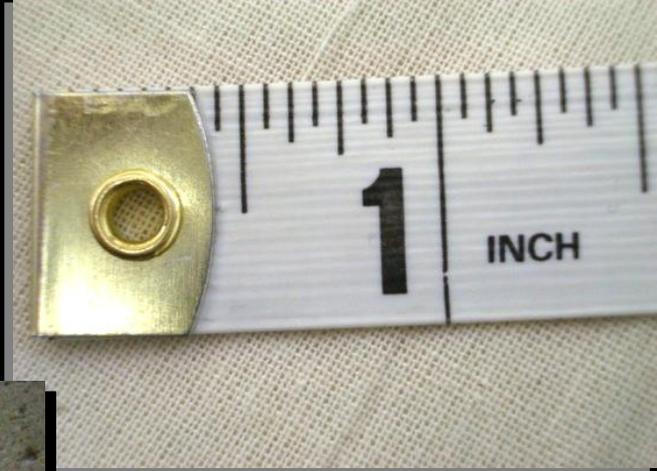


From Sketch  
to Reality

*the equipment*

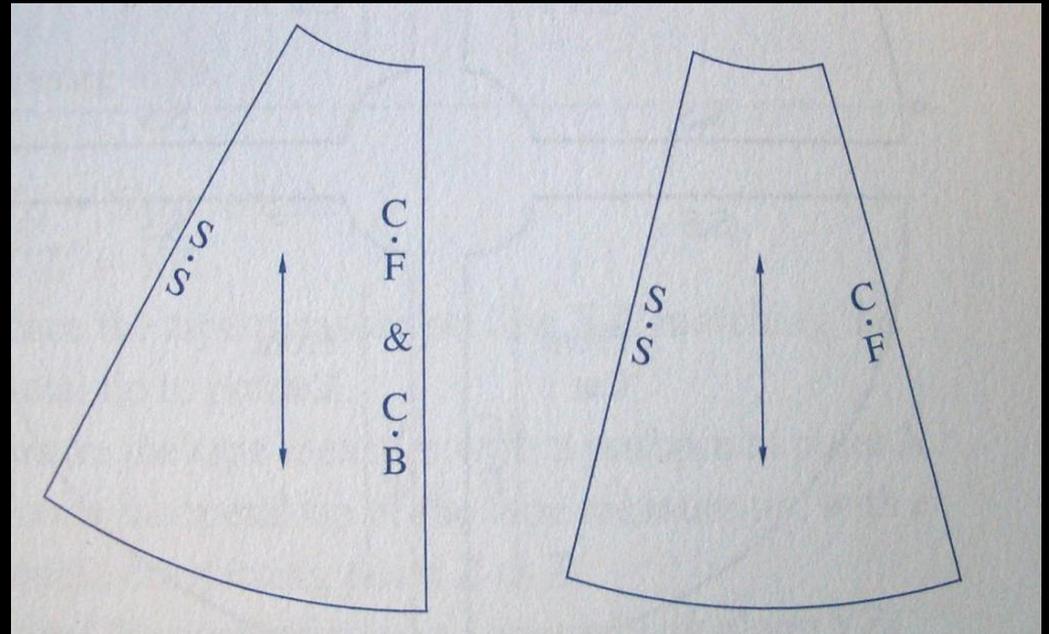








The different methods used to create the patterns from the sketch.

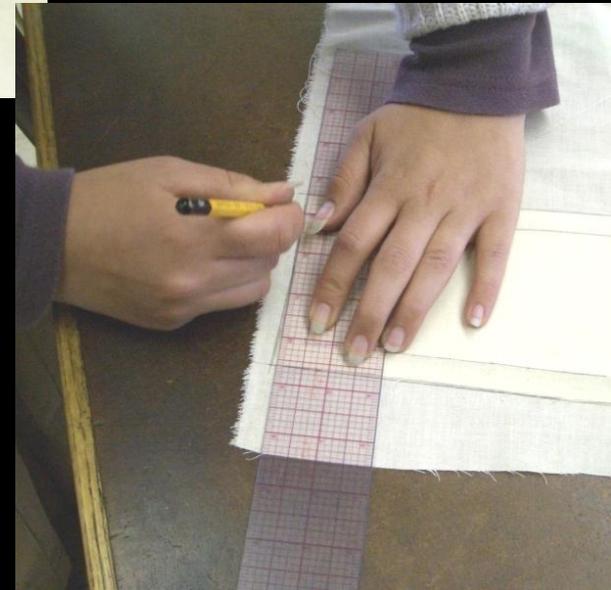


# Creating patterns by draping. *working in 3-D*





# Creating patterns by drafting. *working in 2-D*



# Costing the garment.

**ADAM DESIGN ROOM WORKSHEET** COLLEGE OF ALAMEDA DUE DATE: 9/30/04

COST INFORMATION (Print using BLACK INK) STUDENT'S NAME **ERI SUZUKI**

FABRIC NAME	FIBER CONTENT	WIDTH	PRICE PER YD	TOTAL YARDS	TOTAL COST	PRICE CATEGORY	STYLE NUMBER
#1 Leather Like	55% vinyl 45% cotton	45"	10	4.5	45	BETTER	1242
#2 cable	55% acrylic 45% wool	6.5"	20	1	20	MISSY	FALL 2005
#3						2-14	WHOLESALE PRICE 249.00
LINING	100% Rayon	45"	3	4.5	13.50	GARMENT DESCRIPTION <b>LONG COAT</b>	
INTERFACING						SKETCH - FRONT / BACK VIEWS IN BLACK INK	

STUDENT **ERI SUZUKI**

GROUP THEME NAME **WARRIOR**

GARMENT CATEGORY **COORDINATED DAY WEAR**

SELLING SEASON **FALL 2005**

PRICE CATEGORY **BETTER**

SIZE CATEGORY **MISSY 2-14**

FABRIC: **Knitted Velour**

FIBER: **100% acrylic**

FABRIC: **55% vinyl 45% cotton**

FIBER: **55% acrylic 45% wool**

FABRIC: **100% acrylic 9% Rayon poly**



TRIMMINGS FINDINGS	MATERIAL	SIZE	UNIT PRICE	NO. OF UNITS	TOTAL COST
BUTTONS	metal	2/0	.10	15	1.50
BELT					
ZIPPER					
PADS					
TRIM					
OTHER	crowns metal	med	.05	60	3.00

**MATERIALS TOTAL** 83.00

LABOR: PRODUCTION PATTERN  
 SIZE GRADING / MARKER MAKING  
 SEWING / PRESSING  
 SHIPPING / BILLING (SIMPLIFIED CLASS FORMULA)

**LABOR TOTAL** 41.50

**DIRECT COST** 124.50 (MATERIALS + LABOR)

**MARK - ON** 124.50 (SIMPLIFIED CLASS FORMULA / OVERHEAD + PROFIT)

**WHOLESALE PRICE** 249.00 (DIRECT COST + MARK - ON)

**SUGGESTED RETAIL PRICE** 498.00 (WHOLESALE PRICE + RETAIL MARK - ON)



COMMENTS:

The trial garment is then sewn from an inexpensive fabric called *muslin*.







Designers then select the fabric.



# Constructing the Garment

*"I learned the fundamentals of the fashion industry for a very small investment. I started my own clothing company and am in my 9th year of business!"*

**-Kym S.**

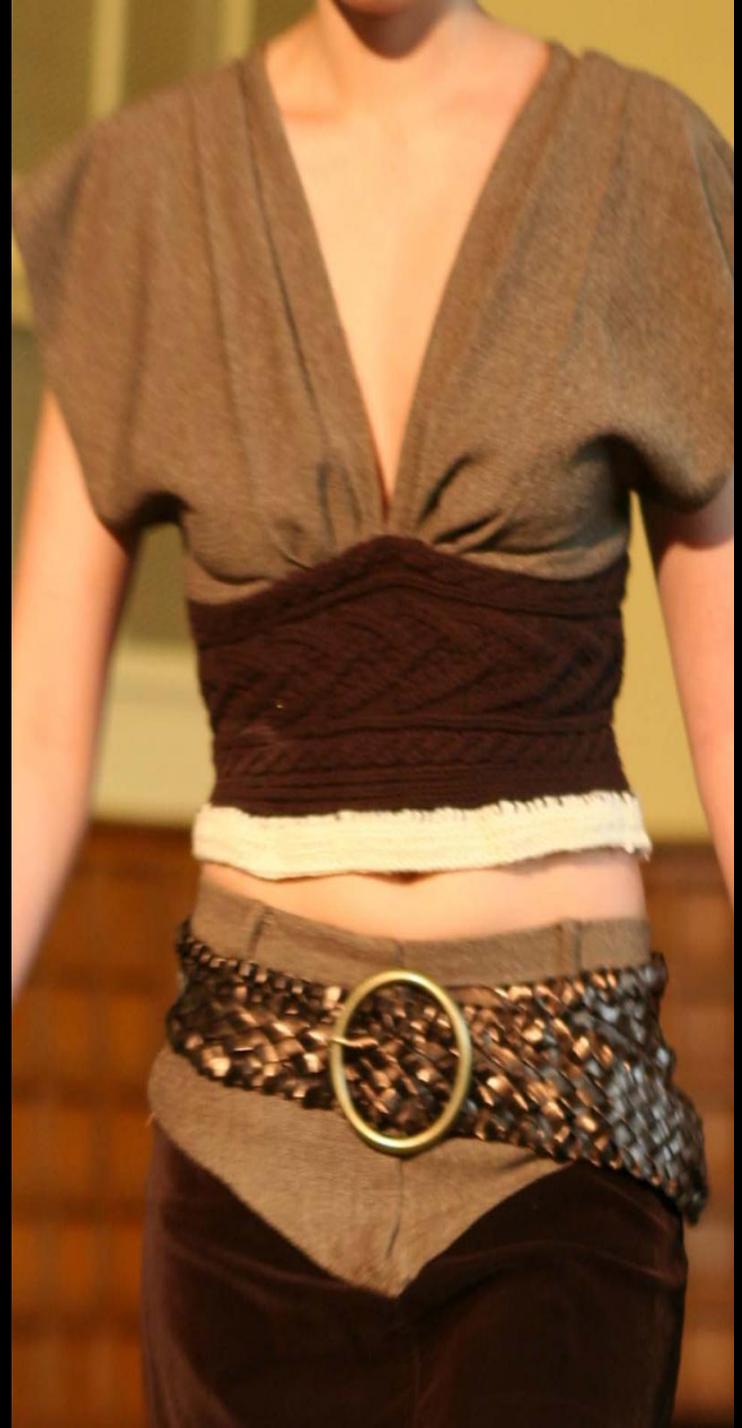
ADAM graduate  
and owner / designer  
of High End Uniform





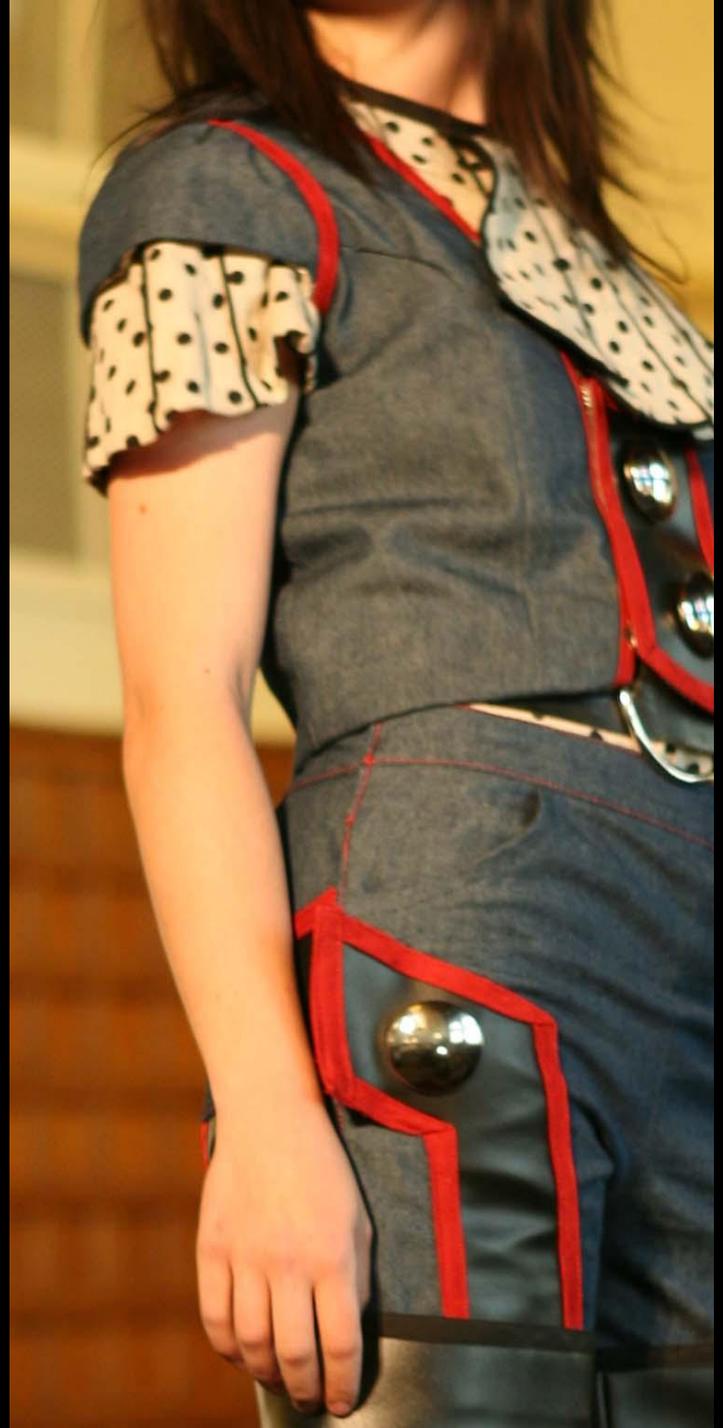


The  
Finished  
Garment







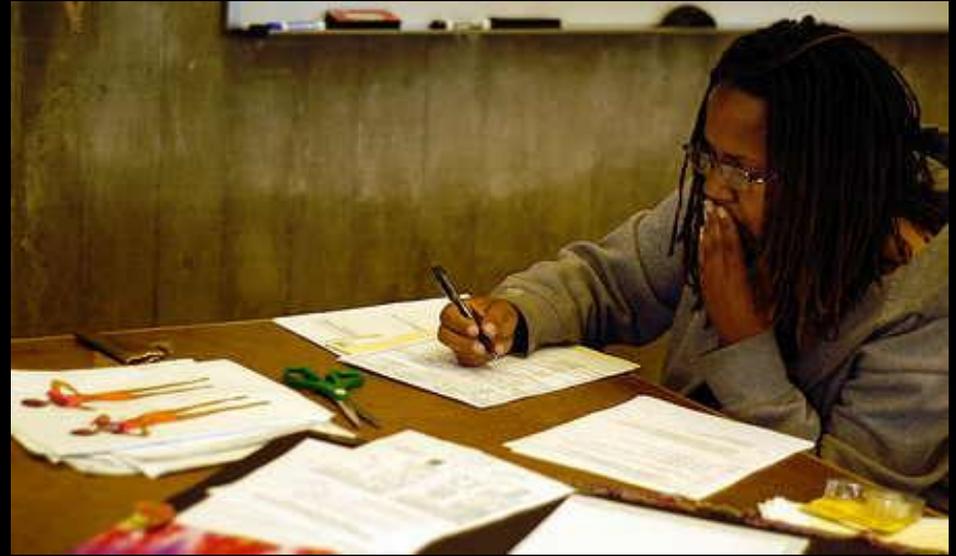




You never hesitate to tackle  
the most difficult problems.

**Dedication is the key  
to success.**

# Dedicated students working hard...



...to achieve their dreams.

