

AB Major in Fashion Design and Merchandising

Bachelor of Arts major in Fashion Design and Merchandising (AB-FDM) Program Specification

Awarding Institution	De La Salle-College of Saint Benilde
School	School of Environment and Design (SED)
Program Accreditation	
Name of Final Award	Bachelor of Arts major in Fashion Design and Merchandising (AB-FDM)
Program Title	Bachelor of Arts major in Fashion Design and Merchandising (AB-FDM)
CMO Reference	Guided by CMO 43 series 2017
Academic Year Implementation	AY 2024-2025
Academic Year Revision	AY 2024-2025
Description of the Program	<p>The Fashion Design and Merchandising (FDM) Program is designed to empower students to develop critical thinking, creative problem-solving, and technical skills essential for success in the dynamic fashion industry. Through a blend of research, design, and business strategies, students will engage in hands-on learning experiences that foster innovation, sustainability, and ethical practices.</p> <p>The program emphasizes personalized learning, allowing students to explore their unique creative potential while equipping them with the competencies necessary to excel as professionals in both local and international fashion markets. It also ensures that students not only gain foundational knowledge but also acquire the practical, market-ready skills and technological proficiency required</p>

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	to drive positive change in the global fashion landscape.
Program Goals	<ol style="list-style-type: none">1. To cultivate graduates who can think critically and creatively, producing original fashion designs that reflect an understanding of aesthetics, cultural relevance, and contemporary trends. Graduates will be skilled in translating innovative ideas into functional and marketable fashion concepts.2. To ensure graduates possess advanced technical skills in fashion design, pattern-making, garment construction, and digital design tools, enabling them to bring their creative visions to life with precision and professional quality.3. To prepare graduates who are committed to sustainability in the fashion industry, integrating environmentally responsible practices and ethical considerations into every stage of the design and merchandising process, from sourcing materials to production and retail.4. To produce graduates with strong business skills, including fashion marketing, merchandising, and entrepreneurship, enabling them to navigate the complexities of the global fashion market and effectively manage fashion-related businesses.5. To empower graduates with a broad understanding of global fashion trends and cultural diversity, allowing them to create designs and strategies that appeal to diverse consumer bases and meet the needs of international markets.6. To instill a mindset of continuous learning and adaptability, ensuring graduates are well-prepared to evolve with the ever-changing fashion industry through ongoing professional development, research, and engagement with emerging technologies and trends.7. To nurture graduates who can work effectively in multidisciplinary teams, demonstrate leadership potential, and collaborate across creative and business domains, contributing to the advancement of the fashion industry.
Expected Program Learning Outcomes	Upon completion of the AB FASHION DESIGN AND MERCHANDISING students are expected to:

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	<p>Knowledge</p> <p>PO1: Demonstrate the ability to analyze and synthesize concepts from clothing history, culture, and critical theory, while utilizing art and design principles/theories to produce original fashion designs.</p> <p>Skills</p> <p>PO2: Apply both conventional and modern digital tools to develop detailed design specifications and visual presentations that accurately represent creative concepts.</p> <p>PO3: Develop strategies for building sustainable fashion businesses, incorporating ethical practices in sourcing, production, and marketing that align with global sustainability goals.</p> <p>Values</p> <p>PO4: Engage in lifelong learning and innovation to stay ahead of digital trends, fostering an adaptive mindset toward evolving industry demands and practices.</p>
Performance Indicators	<p>PO1 Performance Indicator:</p> <ul style="list-style-type: none">● Analyze and discuss the influence of historical events, cultural movements, or social changes on fashion design in a well-researched written or visual format.● Apply relevant art and design principles (such as proportion, color theory, balance, etc.) to create original fashion designs that reflect both conceptual and theoretical frameworks.● Develop a portfolio showcasing original fashion designs, demonstrating the application of cultural, historical, and theoretical knowledge.● Engage in reflective practice by evaluating the aesthetic, functional, and cultural relevance of their designs in relation to contemporary fashion trends. <p>PO2 Performance Indicator:</p> <ul style="list-style-type: none">● Apply at least two conventional and/or modern digital tools (e.g., Adobe Illustrator, CAD software, 3D modeling tools) to create detailed, professional design specifications for fashion

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products.

- Produce high-quality visual presentations (e.g., digital mood boards, tech packs, 3D garment simulations) that clearly communicate their design concepts, including material, construction, and color choices.
- Develop design specifications that reflect precise measurements, construction details, and material choices, ensuring the designs can be executed in production.
- Demonstrate the ability to iterate and refine digital representations of fashion designs through multiple drafts and revisions to align with the final creative concept.

PO3 Performance Indicator:

- Develop a comprehensive business plan for a sustainable fashion brand that includes sourcing, production, marketing, and sales strategies aligned with sustainability principles.
- Demonstrate knowledge of ethical sourcing by selecting suppliers, materials, and production methods that minimize environmental impact and ensure fair labor practices.
- Assess the potential environmental, economic, and social impacts of their business strategies, proposing innovative solutions to improve sustainability outcomes.
- Conduct market research to identify target customers for sustainable fashion products and develop marketing strategies that promote ethical values and global sustainability goals.

PO4 Performance Indicator:

- Demonstrate continuous professional development through participation in workshops, webinars, or industry events to stay informed about the latest digital trends, tools, and technologies in fashion design.
- Demonstrate the ability to adapt their design practices to new technologies or shifting market demands, applying creative problem-solving techniques to overcome challenges in the design process.
- Develop a portfolio or journal that documents their learning journey, reflecting on how new knowledge and technologies

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	<p>have influenced their design work and professional development.</p> <ul style="list-style-type: none">• Develop a roadmap for their own professional growth, outlining how they will continue to engage with digital trends, industry shifts, and ongoing education throughout their careers.																
Admission Requirements	<p>All students must pass the Benildean Entrance Exam (BEE). The information regarding application, admission timetable, and application results may be viewed at Benilde Admissions Center. Downloadable forms and school brochures are available from this site.</p> <p>Applicants applying to any degree or non-degree program offered by DLS-CSB are expected to provide a complete medical disclosure of past or present conditions that may influence student learning and their intention to be a member of the Benildean community.</p> <p>Applicants who are transferees or shiftees are encouraged to submit a creative portfolio or business portfolio to assess their motivation to be accepted to the program.</p>																
Program Overview	<p>The Program consists of 176 units (166 academic units and 10 non-academic units) distributed as follows:</p> <table><tr><th>Course Classification</th><th>Total Credit Units</th></tr><tr><td>General Education Courses</td><td>36</td></tr><tr><td>NSTP and PATHFT Courses</td><td>8(6)</td></tr><tr><td>Institutional Courses</td><td>12(4)</td></tr><tr><td>Major Courses</td><td>69</td></tr><tr><td>Core Courses</td><td>24</td></tr><tr><td>Professional Electives / Specialization</td><td>12</td></tr><tr><td>Practicum / OJT</td><td>5</td></tr></table>	Course Classification	Total Credit Units	General Education Courses	36	NSTP and PATHFT Courses	8(6)	Institutional Courses	12(4)	Major Courses	69	Core Courses	24	Professional Electives / Specialization	12	Practicum / OJT	5
Course Classification	Total Credit Units																
General Education Courses	36																
NSTP and PATHFT Courses	8(6)																
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Major Courses	69																
Core Courses	24																
Professional Electives / Specialization	12																
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	<table> <tr> <td>Total No. of Units</td><td>166 (10)</td></tr> </table>	Total No. of Units	166 (10)
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Curriculum and Program Structure	The curriculum and program structure are outlined in the course sequence. The curriculum map shows the alignment between the courses in the program and the program outcomes		
Teaching and Learning Strategy, Assessment	<p>DLS-CSB espouses and promotes OBE principles and learner-centered parameters. A balance of theory and practice is achieved through lecture courses combined with laboratory courses/sessions and application sites such as the teaching hotel, training restaurants and training travel agency unit.</p> <p>Various assessment strategies are used such as class discussion, written and oral examinations, return demonstration, journal submission, reflective essay, assignment, seatwork, case study analysis, portfolio submission, final project and individual/group report.</p>		

PROGRAM CHECKLIST

TERM 1				
Course Code	Course Title	Units	Pre-requisite	Co-requisite
FDMINTR	Introduction to Fashion	3		
FDMILU1	Fashion Illustration 1	3		
UNDSELF	Understanding Self	3		
AMINTRO	Arts Management and Creative Industries	3		
FDMHIST	Costume and Fashion History	3		
CSBLIFE	College of Saint Benilde Student Life	(3)		

PROGRAM CHECKLIST

PATHFT1	Physical Activities Towards Health & Fitness 1	2		
	Total	17(3)		

TERM 2

Course Code	Course Title	Units	Pre-requisite	Co-requisite
FDMTXT1	Textile Science and Surface Design 1	3		
FDMILU2	Fashion Illustration 2	3	FDMILU1	
FDMDRA1	Pattern Drafting 1	3		FDMCON1
FDMCON1	Clothing Construction 1	3		FDMDRA1
READHIS	Readings in Philippine History	3		
BICHECO	Bible and Church	3		
PATHFT2	Physical Activities Towards Health & Fitness 2	2	PATHFT1	
	Total	21		

TERM 3

Course Code	Course Title	Units	Pre-requisite	Co-requisite
FDMTXT2	Surface Design 2	3	FDMTXT1	
FDMPHAF	Philippine and Asian Costume and Fashion History	3		
FDMDRA2	Pattern Drafting 2	3	FDMDRA1	FDMCON2
FDMCON2	Clothing Construction 2	3	FDMCON1	FDMDRA2
MATWRDL	Mathematics in the Modern World	3		

PROGRAM CHECKLIST

NSTP-01	National Service Training Program 1	(3)		
PATHFT3	Physical Activities Towards Health & Fitness 3	2	PATHFT1 PATHFT2	
	Total	17 (3)		

TERM 4

Course Code	Course Title	Units	Pre-requisite	Co-requisite
FDMTXT3	Surface Design 3	3	FDMTXT2	
FDMADCO	Advanced Construction	3	FDMCON2 FDMDRA2	
FMAPROD	Apparel Production Management	3		
PURPCOM	Purposive Communication	3		
FDDRAP1	Draping 1	3		
NSTP-02	National Service Training Program 2	(3)	NSTP-01	
PATHFT4	Physical Activities Towards Health & Fitness 4	2	PATHFT1 PATHFT2	
	Total	17(3)		

TERM 5

Course Code	Course Title	Units	Pre-requisite	Co-requisite
FDMRESC	Fashion Research	3		
FDMCAD1	Computer Graphic Design for Fashion	3		
FDMTREN	Global Trends and Sourcing	3		
FMMERCH	Fashion Merchandising	3	FMAPROD	

PROGRAM CHECKLIST

FDDRAP2	Draping 2	3	FDDRAP1	
GELECT1	General Education Elective 1	3		
CRITHNK	Critical and Creative Thinking	3		
	Total	21		

TERM 6

Course Code	Course Title	Units	Pre-requisite	Co-requisite
FDESIGN	Fashion Design Process	3	FDMRESC	
FDMCAD2	Computer Aided Pattern Drafting	3	FDMCAD1	
FMCOMMU	Fashion Communications	3		
FDMPACE	Design Profession and Code of Ethics	3		
GELECT2	General Education Elective 2	3		
SCITECH	Science, Technology and Society	3		
IETHICS	Ethics	3		
	Total	21		

TERM 7

Course Code	Course Title	Units	Pre-requisite	Co-requisite
FDCREA1	Creative Analysis 1	3	FDESIGN	
FDMCAD3	3D Computer Aided Clothing Design	3	FDMCAD2	
FMBRAND	Fashion Branding	3		
FDMELE1	Major Elective 1	3		
GELECT3	General Education Elective 3	3		

PROGRAM CHECKLIST

JORIZAL	Life and Works of Jose Rizal	3		
	Total	18		

TERM 8

Course Code	Course Title	Units	Pre-requisite	Co-requisite
FDCREA2	Creative Analysis 2	3	FDCREA1	
FMENTER	Fashion Entrepreneurship	3		
FDMELE2	Major Elective 2	3	FDMELE1	
FDMELE3	Major Elective 3	3		FDMELE2
ARTAPRI	Art Appreciation	3		
	Total	15		

TERM 9

Course Code	Course Title	Units	Pre-requisite	Co-requisite
FDMPROJ	Thesis and Portfolio Development	5	FDCREA2	
FDMELE4	Major Elective 4	3	FDMELE2 FDMELE3	
CONWORL	Contemporary World	3		
ASEANST	ASEAN Studies	3		
MARFRET	Marriage and Family Life	3		
CSBGRAD	College of Saint Benilde Graduating Students	(1)	CSBLIFE	
	Total	17 (1)		

PROGRAM CHECKLIST

TERM 10

Course Code	Course Title	Units	Pre-requisite	Co-requisite
FDM-OJT	On-the-Job Training	3	FDMPROJ	
	Total	3		

FDM ELECTIVE SUBJECTS

Course Code	Course Title	Units	Pre-requisite	Co-requisite
FDADRAP	Advanced Draping	3		
FDMCPDC	Men's and Children's Pattern Drafting and Construction	3		
FDACCESS	Fashion Accessories	3		
FDCOUTR	Couture Techniques and Sewing	3		
FMSTYLE	Fashion Styling	3		
FMPROMO	Fashion Promotion and Management	3		
FMVMERC	<i>Visual Merchandising</i>	3		
FMREten	<i>Retail Environment</i>	3		

GENERAL EDUCATION ELECTIVES (1-3)

GE Elective 1: Domain 2- Social Sciences and Theology-Philosophy

Course Code	Course Title	Units	Pre-requisite	Co-requisite
REEXECO	Religious Experience and Spirituality			

GE Elective 2: Domain 1- Math, Science or Technology; Domain 3-Arts and Humanities

PROGRAM CHECKLIST

Course Code	Course Title	Units	Pre-requisite	Co-requisite
ECOLSUS	Ecology and Sustainability	3		
COMNMED	Communication in the new Media	3		

GE Elective 3: Domain 3 - Arts and Humanities or Domain 1- Math, Science & Technology

Course Code	Course Title	Units	Pre-requisite	Co-requisite
POPMATH	Communication in the New Media	3		
PROCOMM	Professional Communication	3		

LIST OF PATHFT3 AND PATHFT4 COURSES

PATHFT3: Physical Activity Towards Health and Fitness 3

Course Code	Course Title	Units	Pre-requisite	Co-requisite
PATHF3D	Dance	2		
PATHF3G	Group Exercise	2		
PATHF3M	Martial Arts	2		
PATHF3S	Sports	2		
PATHF3O	Outdoor and Adventure Activities	2		

PATHFT4: Physical Activity Towards Health and Fitness 4

Course Code	Course Title	Units	Pre-requisite	Co-requisite
PATHF4D	Dance	2		
PATHF4G	Group Exercise	2		
PATHF4M	Martial Arts	2		
PATHF4S	Sports	2		

PROGRAM CHECKLIST

PATHF4O	Outdoor and Adventure Activities	2		
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CURRICULUM MAP

I.		Core Courses	PO1	PO2	PO3	PO4
1	FDMINTR	Introduction to Fashion	√	√		
2	FDMILU1	Fashion Illustration 1	√		√	√
3	FDMHIST	Costume and Fashion History	√	√	√	
4	FDMTXT1	Textile Science and Surface Design 1	√	√		√
5	FDMDRA1	Pattern Drafting 1	√	√		
6	FDMCON1	Clothing Construction 1	√	√		
7	FDMPACE	Design Profession and Code of Ethics			√	√
8	AMINTRO	Arts Management and the Creative Industries			√	√
II.		Major/Professional Course	PO1	PO2	PO3	PO4
1	FDMILU2	Fashion Illustration 2	√	√		√
2	FDMTXT2	Surface Design 2	√	√		
3	FDMDRA2	Pattern Drafting 2	√	√		
4	FDMCON2	Clothing Construction 2	√	√		
5	FDMTXT3	Surface Design 3	√	√		√
6	FDMPHAF	Philippine and Asian Costume and Fashion History	√	√		
7	FMAPROD	Apparel Production Management		√	√	√
8	FDMRESC	Fashion Research	√		√	

CURRICULUM MAP

9	FDMCAD1	Computer Graphic Design for Fashion	√	√		√
10	FDMTREN	Global Trends and Sourcing			√	√
11	FDMADCO	Advanced Construction	√	√		√
12	FMMERCH	Fashion Merchandising			√	√
13	FDDRAP1	Draping 1	√	√		√
14	FDESIGN	Fashion Design Process	√	√		√
15	FDMCAD2	Computer Aided Pattern Drafting	√	√		√
16	FMCOMMU	Fashion Communications			√	
17	FDDRAP2	Draping 2	√	√		√
18	FDCREA1	Creative Analysis 1	√	√	√	√
19	FDMCAD3	3D Computer Aided Clothing Design	√	√		√
20	FMBRAND	Fashion Branding			√	√
21	FDCREA2	Creative Analysis 2	√	√	√	√
22	FMENTER	Fashion Entrepreneurship			√	√
23	FDMPROJ	Thesis and Portfolio Development	√	√	√	√
III.		Practicum	PO1	PO2	PO3	PO4
1	FDM-OJT	On-the-Job Training	√	√	√	√
IV.		Electives	PO1	PO2	PO3	PO4
I.	FDADRAP	Advanced Draping	√	√		√
2	FDMCPDC	Men's and Children's Pattern Drafting and Construction	√	√		
3	FDACCESS	Fashion Accessories	√	√	√	√
4	FDCOUTR	Couture Techniques and Sewing	√	√		√

CURRICULUM MAP

5	FMSTYLE	Fashion Styling	√	√	√	√
6	FMPROMO	Fashion Promotion and Management	√		√	√
7	FMVMERC	Visual Merchandising	√		√	√
8	FMRETEN	Retail Environment	√		√	√

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