

FASHION DESIGN TECHNOLOGY (MS)

Contacts

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Program Website (<https://www.jefferson.edu/academics/colleges-schools-institutes/kanbar-college-of-design-engineering-commerce/school-of-design-engineering/academic-programs/ms-international-fashion-design-management.html>)

Program Description

At the heart of the program lies a commitment to equipping students with the latest advancements in fashion technology. Gain hands-on experience with state-of-the-art tools, including 3D body scanning and sophisticated software that enables precision in design and customization. Students will explore the fascinating world of AI for fashion, discovering how machine learning can enhance creativity, optimize production, and create personalized consumer experiences.

Additionally, the curriculum emphasizes the importance of sustainable practices, focusing on biomaterials for fashion and equipping students with knowledge of environmentally friendly materials and original design techniques.

Understanding business dynamics is crucial for success in the ever-evolving fashion industry. Our program emphasizes practical coursework that covers branding strategies and social media analytics. Students will learn how to create a strong brand identity, engage target audiences, and leverage insights from social media metrics to inform design decisions and marketing campaigns.

Moreover, the program offers study away opportunities and networking events with industry experts, allowing students to broaden their horizons, gain international perspectives, and establish valuable connections in the fashion world. This comprehensive approach ensures that graduates are not only visionary designers but also savvy business professionals capable of navigating the complexities of the modern fashion market.

Reasons to Study MS in Technology

Joining the master's program in Fashion Design Technology at Thomas Jefferson University means embarking on an exciting journey that melds artistry, technology, and business acumen. As a STEM-certified program, your degree becomes a valuable asset, enhancing your career prospects and providing a competitive edge in the industry. With dedicated faculty, enriched facilities, and a vibrant community, students receive the mentorship and support they need to thrive.

Graduates will be well-prepared for careers at the forefront of the industry, equipped with the skills to push fashion boundaries and innovate in a rapidly evolving landscape. If you're ready to elevate your fashion design skills, connect with industry leaders, and redefine the future of fashion, apply today and become a part of this dynamic program designed for a new generation of fashion leaders.

Learning Outcomes

- **Lead Sustainable Innovation**
Design and develop fashion products using sustainable materials and methods—including biomaterials and bioplastics—with a deep understanding of environmental impact and life cycle analysis.
- **Harness Data-Driven Design**
Utilize data analytics and social media metrics to inform design decisions, predict trends, and strategically position fashion products in the global market.
- **Design for Immersive and Digital Realities**
Create fashion experiences for digital platforms, including the Metaverse, incorporating virtual garments, avatars, and extended reality environments.
- **Employ Critical Design Thinking**
Analyze and challenge conventional fashion systems through experimental processes, speculative design, and interdisciplinary collaboration.
- **Communicate with Purpose and Impact**
Articulate design concepts and research through professional presentations, digital portfolios, and academic writing tailored to diverse audiences in the fashion and tech industries.
- **Navigate Ethical and Inclusive Practice**
Engage with inclusive design principles, global cultural perspectives, and ethical considerations in technology, production, and labor practices.
- **Advance Thought Leadership in Fashion Technology**
Contribute original ideas and research to the evolving discourse in fashion technology, sustainability, and digital design innovation.

Curriculum: 1.5-2 Years, 31-37 Credits

Course	Title	Credits
First Year		
Fall		
FDT 602	Brand Identity in Fashion Dsgn	3
FDT 604	Sustain Biomats in Fashion Dsg	3
FDT 708	3D Virtual Fashion Design I	3
Credits		9
Spring		
FDT 610	Social Media Metrics in Desig	3
FDT 707	Strategic Dsgn & Merchandising	4
FDT 601	A.I. in Fashion Design	3
Credits		10
Second Year		
Fall		
FDT 603	Metaverse in Fashion Design	3
FDT 623	Textile Design & Approval Proc	3
ELE OR INTERNSHIP		3
SDE 733		
STUDY ABROAD OPPORTUNITY		
Credits		9
Total Credits		28