

# Apparel, Merchandising, and Design

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The **Apparel, Merchandising, and Design** (AMD) major at Iowa State University is the largest in Iowa, attracting students from around the world to study textile and apparel products, merchandising and marketing strategies, fashion promotion, entrepreneurship, consumer behavior, fashion history, cultural perspectives, product development, production processes, fabric and garment testing, design technology, sustainability, and textile technology.

## DEGREE OPTIONS

- Bachelor of Science, Master of Science (thesis and non-thesis options), 5-year concurrent Bachelor and Master of Science, and Doctor of Philosophy (campus and hybrid) in Apparel, Merchandising, and Design
- Undergraduate Minor in Apparel, Merchandising, and Design
- Undergraduate Certificate in Merchandising

## STUDENT BODY

- 481 undergraduate majors
- 48 graduate students

## ON THE CUTTING EDGE

- For more than 30 years, the AMD program has been home to the ISU Fashion Show. Each year, hundreds of apparel students work tirelessly to produce creative fashions, design and manage an elaborate stage production, handle media relations, and design and merchandise a pop-up store. The juried show is one of the largest student-produced fashion shows in the nation with numerous scholarship prizes, including a \$1,000 endowed Best in Show.
- With more than 10,000 artifacts in the collection, the Textiles and Clothing Museum features the Mary Alice Gallery, the Donna Danielson Conservation Lab, and the Bertha and Edward Waldee Storage Facility. The museum offers many unique opportunities to learn and apply skills of conservation and curation, including an endowed graduate assistantship to assist in planning, exhibiting, categorizing, and managing collections.
- AMD students study abroad at schools in London, Florence, Paris, and an exchange program with Glasgow Caledonian University. Summer field studies to China and South Africa are also popular, as one-third of AMD students participate in an international experience.
- Yearly, more than 100 AMD students take part in internships across the country. Job placement is 94% with an average starting salary of \$37,740 and a range of \$28,000 to \$52,000.
- Faculty specializing in entrepreneurship guide students in developing business plans and in consulting projects with small businesses, which are evaluated by professionals during the annual Entrepreneurship Showcase. A downtown Ames retail incubator proposal is currently being considered by the university.
- The NASAD (National Association of Schools in Art and Design) accredited design program now features a new Trotec laser cutter, embroidery machine, industrial knitters, body scanner, and digital fabric printer in the digital textile apparel studio (DATS) lab for use in seminar classes.
- The Textile Technology Lab features a Percival environmental room that provides collaborative research opportunities for the Noma Scott Lloyd Chair.
- The AMD program is an invited member of the American Apparel Footwear Association's education foundation. AMD faculty consistently lead professional output at the Annual International Textile and Apparel Association conference.
- Recent program innovations include a 5-year bachelor's and master's degree – and a hybrid distance Ph.D. program which attracted 11 students to the inaugural 2014 summer class rotation.