If your career interests are in the leading edge of fashion, and if you enjoy studying everything from fibers to wearable technology, the BA in fashion can help you reach your goals.

**Program Description**

The BA in fashion at ASU is a transdisciplinary program that provides students with a foundation that enables them to work across many segments in the fashion industry.

The fashion program at ASU combines history, business practices and hands-on studio experience to prepare students for a variety of roles in this global industry. Gaining a proficiency in illustration skills, fluency with materials, traditional techniques and digital technologies, students are prepared for interdisciplinary collaborations through focus tracks in marketing and merchandising, wearable technology, sustainability, management and leadership, international experience, and fashion and culture. In the capstone experience, students develop a substantial project within their focus area. Opportunities for internships and study abroad further advance students' professional goals.

Through the leadership of well-known industry professionals, students with the bachelor's degree in fashion are connected globally to leaders in the industry.

**At a Glance**

- **College/School:** Herberger Institute for Design and the Arts
- **Location:** Tempe campus
- **Additional Program Fee:** Yes
- **Second Language Requirement:** No
- **First Required Math Course:** MAT 142 - College Mathematics
- **Math Intensity:** General
Required Courses (Major Map)

2020 - 2021 Major Map
Major Map (Archives)

Admission Requirements

General University Admission Requirements:

All students are required to meet general university admission requirements.

Freshman | Transfer | International | Readmission

Change of Major Requirements

An ASU student who would like to change majors to one offered by the Herberger Institute or one of its programs must have a minimum cumulative GPA of 2.50 (scale is 4.00 = "A").

Students should refer to https://changingmajors.asu.edu/request for information about how to change a major to this program.

Transfer Options

ASU is committed to helping students thrive by offering tools that allow personalization of the transfer path to ASU. Students may use the Transfer Map search to outline a list of recommended courses to take prior to transfer.

ASU has transfer partnerships in Arizona and across the country to create a simplified transfer experience for students. These pathway programs include exclusive benefits, tools and resources, and help students save time and money in their college journey. Students may learn more about these programs by visiting the admission site: https://admission.asu.edu/transfer/pathway-programs.

Global Opportunities

Global Experience

Fashion varies from country to country, city to city, and culture to culture. Studying abroad exposes students to unique cultural environments and allows students to expand their fashion knowledge in diverse settings. Students are challenged to adapt and persevere under unfamiliar social and cultural circumstances, which
allows them to grow and prosper in their professional and personal lives. Students have the opportunity to enhance their resume and portfolio with a global perspective by studying abroad.

The Herberger Institute for Design and the Arts recommends the following study abroad programs for students majoring in fashion: http://links.asu.edu/SAO.fashion.

Career Opportunities

Graduates are prepared to enter a variety of roles in the fashion industry, including fashion designers, merchandise display and window designers, textile and apparel production managers, fabric designers, marketing researchers and other fashion business analysts, supply chain managers for the apparel industry, fashion critics, curators and many other related positions.

Career examples include but are not limited to those shown in the following list. Advanced degrees or certifications may be required for academic or clinical positions.

<table>
<thead>
<tr>
<th>Career</th>
<th>*Growth</th>
<th>*Median Salary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Art Professor 🌟</td>
<td>12.0%</td>
<td>$66,930</td>
</tr>
<tr>
<td>Fabric and Apparel Designer</td>
<td></td>
<td>$40,460</td>
</tr>
<tr>
<td>Fashion Designer</td>
<td>2.6%</td>
<td>$67,420</td>
</tr>
<tr>
<td>Manufacturing Sales Representative 🌟</td>
<td>5.2%</td>
<td>$56,970</td>
</tr>
<tr>
<td>Merchandiser 🌿</td>
<td></td>
<td>not available</td>
</tr>
</tbody>
</table>

* Data obtained from the Occupational Information Network (O*NET) under sponsorship of the U.S. Department of Labor/Employment and Training Administration (USDOL/ETA).

🌟 Bright Outlook 🌿 Green Occupation

Contact Information

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