



UNIVERSITY OF  
GEORGIA

University of Georgia  
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University Council

March 19, 2021

UNIVERSITY CURRICULUM COMMITTEE – 2020-2021

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Undergraduate Student Representative – Jeremiah de Sesto

Graduate Student Representative – Gerena Walker

Dear Colleagues:

The attached proposal from the College of Family and Consumer Sciences to establish high-demand status for the Area of Emphasis in Product Development and Design under the major in Fashion Merchandising (B.S.F.C.S.) will be an agenda item for the March 26, 2021, Full University Curriculum Committee meeting.

Sincerely,

John Maerz, Chair

University Curriculum Committee

cc: Provost S. Jack Hu  
Dr. Rahul Shrivastav

**PROPOSAL TO ESTABLISH OR CHANGE THE  
HIGH-DEMAND STATUS OF AN UNDERGRADUATE MAJOR**

**Date:** January 28, 2021

**School/College:** College of Family and Consumer Sciences

**Department/Division:** Textiles, Merchandising, and Interiors

**Program (Major and Degree):** Area of Emphasis in Product Development and Design under the major in Fashion Merchandising (B.S.F.C.S.)

**Proposed Effective Date:** Fall 2021

**1. Anticipated Number of Applicants**

- a. Provide the capacity of the area of emphasis for both this academic year and the following academic year.**

Academic Year 2021-2022: approximate capacity of 30

Academic Year 2022-2023: approximate capacity of 30

- b. Provide the anticipated number of applications for both this academic year and the following academic year.**

Academic Year 2021-2022: approximate capacity of 40-45

Academic Year 2022-2023: approximate capacity of 40-45

**2. High-Demand Majors**

- a. What is the academic justification for restricting the area of emphasis?**

The Department of Textiles, Merchandising, and Interiors is requesting high-demand status for the Area of Emphasis in Product Development and Design under the Fashion Merchandising (B.S.F.C.S.) major due to limitations of physical facilities and resources, such as lab and studio space and industry level equipment (i.e., sewing machines, dress forms, computer licenses, etc.). Additionally, the implementation of an application process for the Area of Emphasis in Product Development and Design will maintain a high level of instruction comparative to peer programs. This requirement will not have significant impact on the major in Fashion Merchandising, as students are able to pursue the major under the Area of Emphasis in Fashion Brand Management, which does not have high-demand status and does not require an application. Due to the availability of this program, the department does not foresee

that the restriction of the Area of Emphasis in Product Development and Design would impact other majors or programs of study within the University.

**b. Provide the criteria which will be used to determine which of the applicants meeting entrance requirements will be admitted to the area of emphasis.**

**Entrance Requirements:**

- UGA GPA of 2.0 or higher
- Completion of TXMI 2010 and TXMI 3210 with a grade of B- or higher
- Completion of application form

**High-Demand Selection Criteria:**

- A 250-300 word statement of purpose which addresses:
  - Interest in the area of emphasis
  - Description of past experiences that prepared the student for the area of emphasis
  - Career goals with the area of emphasis and Fashion Merchandising major
- Submission of digital images or attachments of five examples of work, such as:
  - Mood/Inspiration Board with Color Palette
  - Trend Board
  - Drawings/Paintings
  - Croquis/Fashion Illustrations
  - Photos of styling looks
  - Photos of retail visual merchandising displays
  - Photos of garments created
  - Scans/Photos from TXMI 2010 Design Journal
  - Resume

**3. Attach responses from other schools and colleges, if applicable.**

Not applicable.

**4. Provide a contact person for information concerning the criteria and application deadlines.**

Dr. Laura McAndrews, Assistant Professor, [lauraemc@uga.edu](mailto:lauraemc@uga.edu)

**Area of Emphasis in Product Development and Design within the major of Fashion  
Merchandising (B.S.F.C.S.)  
Application Material Submission Checklist**

In the major of Fashion Merchandising, students interested in declaring the Area of Emphasis in Product Development and Design (PDD) must complete an application, provide examples of work, and submit for review and acceptance to the area of emphasis.

**Applicant Checklist:**

**Entrance requirements:**

- Be in good standing at UGA**  
All applicants to the PDD emphasis must be in good academic standing (UGA GPA of 2.0 or higher) and eligible for enrollment at the University of Georgia.
- Completed required courses TXMI 2010 and TXMI 3210 with a B- or higher**

**Selection criteria:**

- Statement of purpose**  
A Statement of Purpose is a brief essay (250-300 words) which should address:
  - Interest in the Product Development and Design emphasis
  - Describe past experiences that have prepared you for the PDD emphasis
  - State career goals with the PDD emphasis and Fashion Merchandising degree
  - Statement should be concise and provide appropriate clarity on interest, experience, and future goals
- Examples of work following the criteria outlined below:**
  - Please submit digital images or attachments of 5 of your best pieces of work.
  - Suggested works to submit:
    - Mood/Inspiration Board with Color Palette
    - Trend Board
    - Drawings/Paintings
    - Croquis/Fashion Illustrations
    - Photos of styling looks
    - Photos of retail visual merchandising displays
    - Photos of garments created
    - Scans/Photos from TXMI 2010 Design Journal
    - Resume

**Material Submission Process:**

Complete and compile all materials according to the form provided at the appropriate link.

1. Application items completed
2. Statement of Purpose completed
3. Examples of Work – digital images attached

**Area of Emphasis in Product Development and Design within the major of Fashion Merchandising**

**Application Form**

**(this will be a web form created in collaboration with our FACS OTIS department)**

**Name:** \_\_\_\_\_

**CAN (810/811):** \_\_\_\_\_

**UGA Email Address:** \_\_\_\_\_

**Student Class Level:** 1<sup>st</sup> year      2<sup>nd</sup> year      3<sup>rd</sup> year      4<sup>th</sup> year

**UGA GPA:** \_\_\_\_\_

**Please indicate that you have taken the following courses and which letter grade was received for each:**

TXMI 2010 (yes/no) – indicate letter grade (A, A-, B+, B, B-)

TXMI 3210 (yes/no) – indicate letter grade (A, A-, B+, B, B-)

**Statement of Purpose:**

In the space below please provide a Statement of Purpose (250 – 300 words) which addresses:

- Interest in the Product Development and Design emphasis
- Describe past experiences that have prepared you for the PDD emphasis
- State career goals with the PDD emphasis and fashion merchandising degree
- Statement should be concise and provide appropriate clarity on interest, experience, and future goals

*A text box will be provided in the online application form to include the statement of purpose information based on the criteria above.*

**Examples of work:**

To this application form please submit images or attachments of 5 of your best pieces of work. Examples could include any of the following:

- Mood/Inspiration Board with Color Palette
- Trend Board

- Drawings/Paintings
- Croquis/Fashion Illustrations
- Photos of styling looks
- Photos of retail visual merchandising displays
- Photos of garments created
- Scans/Photos from TXMI 2010 Design Journal
- Resume

**Area of Emphasis in Product Development and Design within the major of Fashion Merchandising**

**Application Review Rubric**

**Applicant Details:**

*Name/Email/81-/Student Class Level Indicated in the application:*

**ENTRANCE REQUIREMENTS TO MOVE ON TO SELECTION CRITERIA**

*UGA GPA:*

*TXMI 2010 is completed with a B- or higher:*

*TXMI 3210 is completed with a B- or higher:*

**SELECTION CRITERIA:**

**Statement of Purpose:**

*Interest in PDD emphasis:*

Below Expectation (1)      Meets Expectation (2)      Exceeds Expectation (3)

*Description of past experience to prepare for PDD emphasis:*

Below Expectation (1)      Meets Expectation (2)      Exceeds Expectation (3)

*Career goals in line with PDD:*

Below Expectation (1)      Meets Expectation (2)      Exceeds Expectation (3)

*Writing clarity:*

Below Expectation (1)      Meets Expectation (2)      Exceeds Expectation (3)

**SECTION TOTAL: \_\_\_\_\_**

**Examples of Work:**

*Satisfies basic requirement of application (5 examples of work present):*

Below Expectation (1)      Meets Expectation (2)      Exceeds Expectation (3)

*Overall consistency of effort and quality:*

Below Expectation (1)            Meets Expectation (2)            Exceeds Expectation (3)

***Creativity and clear point of view:***

Below Expectation (1)            Meets Expectation (2)            Exceeds Expectation (3)

***Displays basic design and product development skills and knowledge:***

Below Expectation (1)            Meets Expectation (2)            Exceeds Expectation (3)

***Indicates professionalism and potential in the PDD emphasis***

Below Expectation (1)            Meets Expectation (2)            Exceeds Expectation (3)

**SECTION TOTAL:** \_\_\_\_\_

**Application TOTAL:** \_\_\_\_\_

**Decision:**    Reject        Accept

**Decision Date:** \_\_\_\_\_



## Documentation of Approval and Notification

**Proposal:** High-Demand Status for the Area of Emphasis in Product Development and Design under the Major in Fashion Merchandising (B.S.F.C.S.)

**College:** College of Family and Consumer Sciences

**Department:** Textiles, Merchandising, and Interiors

**Proposed Effective Term:** Fall 2021

### Department:

- Textiles, Merchandising, and Interiors Department Head, Dr. Gajanan Bhat, 1/29/21

### School/College:

- College of Family and Consumer Sciences Dean, Dr. Linda Kirk Fox, 2/10/21
- College of Family and Consumer Sciences Associate Dean, Dr. Sheri Worthy, 2/10/21

### Proposal Notification:

- College of Agricultural and Environmental Sciences Dean, Dr. Nick Place, 3/12/21
- College of Agricultural and Environmental Sciences Associate Dean, Dr. Josef Broder, 3/12/21
- College of Agricultural and Environmental Sciences Assistant Dean, Dr. Douglas Bailey, 3/12/21
- Franklin College of Arts and Sciences Dean, Dr. Alan Dorsey, 3/12/21
- Franklin College of Arts and Sciences Associate Dean, Dr. Jean Martin-Williams, 3/12/21
- Terry College of Business Dean, Dr. Benjamin Ayers, 3/12/21
- Terry College of Business Associate Dean, Dr. Henry Munneke, 3/12/21
- Odum School of Ecology Dean, Dr. John Gittleman, 3/12/21
- Odum School of Ecology Associate Dean, Dr. John Drake, 3/12/21
- Mary Frances Early College of Education Dean, Dr. Denise Spangler, 3/12/21
- Mary Frances Early College of Education Associate Dean, Dr. Stacey Neuharth-Pritchett, 3/12/21
  - *No concerns with proposal*
- College of Engineering Dean, Dr. Donald Leo, 3/12/21
- College of Engineering Associate Dean, Dr. Ramaraja Ramasamy, 3/12/21
  - *No concerns with proposal*
- College of Environment and Design Dean, Dr. Sonia Hirt, 3/12/21
- College of Environment and Design Associate Dean, Ms. Ashley Steffens, 3/12/21
- College of Family and Consumer Sciences Dean, Dr. Linda Kirk Fox, 3/12/21
- College of Family and Consumer Sciences Associate Dean, Dr. Sheri Worthy, 3/12/21
- Warnell School of Forestry and Natural Resources Dean, Dr. Dale Greene, 3/12/21
- Warnell School of Forestry and Natural Resources Associate Dean, Dr. Robert Bringolf, 3/12/21
- Grady College of Journalism and Mass Communication Dean, Dr. Charles Davis, 3/12/21
- Grady College of Journalism and Mass Communication Associate Dean, Dr. Maria Len-Rios, 3/12/21
- School of Law Dean, Mr. Peter "Bo" Rutledge, 3/12/21

- School of Law Associate Dean, Mr. Randy Beck, 3/12/21
- College of Pharmacy Dean, Dr. Kelly Smith, 3/12/21
- College of Pharmacy Assistant Dean for Student Affairs, Dr. Duc Do, 3/12/21
- College of Public Health Dean, Dr. Marsha Davis, 3/12/21
- College of Public Health Associate Dean, Dr. Erin Lipp, 3/12/21
- School of Public and International Affairs Dean, Dr. Matthew Auer, 3/12/21
- School of Public and International Affairs Associate Dean, Dr. John Maltese, 3/12/21
- School of Social Work Dean, Dr. Anna Scheyett, 3/12/21
- School of Social Work Associate Dean, Dr. Shari Miller, 3/12/21
- College of Veterinary Medicine Dean, Dr. Lisa Nolan, 3/12/21
- College of Veterinary Medicine Associate Dean, Dr. Andrew Parks, 3/12/21