The department of Fashion Design and Marketing programmes of study are designed to train at the undergraduate, masters and PhD levels. The FDM programme offers high quality and dynamic training focusing on fashion design, apparel production, quality control and technical skills to enhance local and international trade in textile products. The programmes are designed to assist individuals to become self reliant by training them for self-employment and diverse opportunities in the textile industry. The curriculum also encourages entrepreneurship so that its graduates can contribute to the development of the economy through creation of employment. It is envisaged that the graduates will be marketable not only in the public sector, but also in the private and development sectors like Non Governmental Organizations (NGO’s). The objectives of the programme are to:

- Provide students with knowledge and skills in the area of Fashion Design and Marketing.
- Offer training that serves as a foundation for higher learning in the discipline.
- Train professionals who can effectively meet the job market demands in the fashion design industry.

BACHELOR OF SCIENCE IN FASHION DESIGN AND MARKETING
(BSc. FDM)

PROGRAMME STRUCTURE:
University Common Units (UCU)
UCU 100: Communication Skills
UCU 101: Development Studies
UCU 103: Critical Thinking
UCU 104: Entrepreneurship
UCU 105: HIV/AIDS and Drug Education

100 Level Units
6 Departmental Core Units
HFD100: Introduction to Textiles
HFD101: Principles of Art & Design
HFD102: Introduction to Clothing Construction
HFD103: Pattern Drafting
HFD104: Laundry and Care of Textile Products
HFD105: Introduction to I.T. and CAD for Textiles
3 units from Fine Art department
AAD 100: Introduction to Drawing
AAD 101: Introduction to Two-Dimensional Design
AAD 102: Introduction to Three-Dimensional Design

200 Level Units
6 Departmental Core Units
HFD200: Socio-Cultural & Psychological Aspects of Clothing
HFD201: Pattern Grading
HFD202: Principles of Clothing Construction
HFD203: Drawing and Illustration
HFD204: Flat Pattern Design I
HFD205: Clothing for Special Groups

6 units from Fine Art department
AAD 200: Art Design Appreciation I
AAD 201: Drawing I
AAD 204: Graphic Design1- Design Fundamentals
AAD 208: Fabric Design 1- Introduction to African Fabric Decoration
AAD 209: Fabric Design 2- Surface Decoration
AAD 210: Weaving 1- Historical Development of Weaving Process

300 Level Series
Core Units
HFD300: Home Furnishing and Interior Design
HFD301: Introductory Statistics
HFD302: Survey of Textile and Clothing Industry
HFD303: Introduction to Research Methods
HFD304: Flat Pattern Design II
HFD305: Tailoring Techniques
HFD307: Fashion Merchandising
HFD311: Practicum
HFD312: Fashion Marketing I

Electives
HFD306: Fashion Product Development
HFD308: Textile Performance Testing
HFD309: History and Conservation of Textiles and Costume
HFD310: Studio and Workshop Presentation I

400 Level Units
Core Units
HFD401: Entrepreneurship in Fashion Design and Marketing
HFD402: Programme Design and Evaluation
HFD403: Industrial Internship
HFD404: Computer Applications in Textile
HFD405: Seminar in Contemporary Issues in the Textile Industry
HFD406: Modeling Techniques
HFD408: Experimental Apparel Design  
HFD409: Fashion Marketing 2  
HFD411: Quality Control  

**Electives**  
HFD400 Textiles and Design Application  
HFD407: Garment Design by Draping  
HFD410: Apparel Accessories  
HFD412: Studio and Workshop Presentation II  

**ENTRY REQUIREMENTS:**  
- Candidates must satisfy the minimum entry requirement of Kenyatta University.  
- Candidates must have done at least one of the following subjects at KSCE and passed with a minimum of Grade C+: Either Art and Design or Home Science or any one Science subject **OR** Diploma qualifications in Fashion Design from recognized institutions.  

**MASTER OF SCIENCE IN FASHION DESIGN AND MARKETING (MSc. FDM)**  

**Programme Structure**  
The students will choose one option from the 2 specializations offered: 
- A. Fashion Design 
- B. Fashion Marketing and Distribution 

**Common Units for both options:**  
HFD500: Research Methods  
HFD501: Statistics  
HFD502: Project Design & Evaluation  
HFD503: Seminar in Fashion Design and Marketing  

**A. Fashion Design Option**  
**Core Units**  
HFD504: Advanced Fashion Design 1  
HFD505: Advanced Fashion Design 2  
HFD506: Creative Fashion Design  
HFD507: Advanced Interior Design  
HFD508: Computer Applications in Fashion Design  
HFD519: Socio Cultural and Psychological Aspects of Clothing  

**B. Fashion Marketing and Distribution Option**  
**Core Units**  
HFD509: Total Quality Management  
HFD510: Production Management and Work Study  
HFD511: E-Commerce in Fashion Marketing and Distribution  
HFD512: Technology in Fashion Marketing and Distribution  
HFD513: Fashion Marketing and Distribution 

**Electives for both options**  
HFD514: Art and Design  
HFD515: Costume Design  
HFD516: Designing for Special Groups  
HFD517: Fashion Promotion
HFD518: Marketing and Fashion Merchandising
HFD520: Entrepreneurship in Fashion Industry
HFD521: Textile Science

ENTRY REQUIREMENTS:
Eligibility for registration for M.Sc. degree in Fashion Design and Marketing will include the following:

- A holder of First Class or Upper Second Class honours Bachelor of Science in Textile Science and Design or Textiles, Clothing or Fine Art, which has a bias in textiles or it’s equivalent from a recognized university.
- A holder of First Class or Upper Second Class honours Bachelor of Education (Home Economics or Home Science) from a recognized university.
- Holders of Second Class honours (Lower division) Bachelor’s degree in Textile Science and Design or Textiles, Clothing or Fine Art which has a bias in textiles or Bachelor of Education (Home Economics or Home Science), or its equivalent from a recognized university, WITH at least two years of related work experience after graduation.

CAREER OPPORTUNITIES:
Graduates of these programmes will find employment in fashion design, garment manufacturing, interior design, textile research, quality inspection, textile marketing and NGO’s. The graduates can establish their own businesses and create employment opportunities for others.

For further information regarding the programmes, please contact:

The Chairperson,
Department of Fashion Design & Marketing
Kenyatta University
P. O. Box 43844 – 00100
Nairobi, Kenya
Tel 020 8710901-12, Ext 4122
Email: chairman-fashion@ku.ac.ke
http://www.ku.ac.ke
POSTER FOR DEPARTMENT OF FASHION DESIGN AND MARKETING

The FDM programme offers high quality and dynamic training focusing on fashion design, apparel production, quality control and technical skills to enhance local and international trade in textile products. It is designed to assist individuals to become self reliant by training them for self-employment and diverse opportunities in the textile industry.

BACHELOR OF SCIENCE IN FASHION DESIGN AND MARKETING (BSc. FDM)

ENTRY REQUIREMENTS:
- Candidates must satisfy the minimum entry requirement of Kenyatta University.
- Candidates must have done at least one of the following subjects at KSCE and passed with a minimum of Grade C+: Either Art and Design or Home Science or any one Science subject OR Diploma qualifications in Fashion Design from recognized institutions.

MASTER OF SCIENCE IN FASHION DESIGN AND MARKETING (MSc. FDM)

Eligibility for registration for M.Sc. degree in Fashion Design and Marketing will include the following:
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- Holders of Second Class honours (Lower division) Bachelors degree in Textile Science and Design or Textiles, Clothing or Fine Art which has a bias in textiles or Bachelor of Education (Home Economics or Home Science), or its equivalent from a recognized university, WITH at least two years of related work experience after graduation.

Career Opportunities:
- Fashion Designer
- Fashion Illustrators
- Fashion Journalists
- Fashion Managers/Marketers
- Fashion Sales Personnel
- Fashion Stylist
- Garment Industries
- Image Consultants
- Interior Design
- Jewelry Designers
- Research Scientists
- Self Employment
- Teaching in Fashion Design Colleges
- Textile Industries

Student Profiles
High school graduates choose our department to gain hands-on experience in the theory and practice of Fashion Design studies. Graduates seeking to enhance their academic qualifications also enroll for our degrees.