

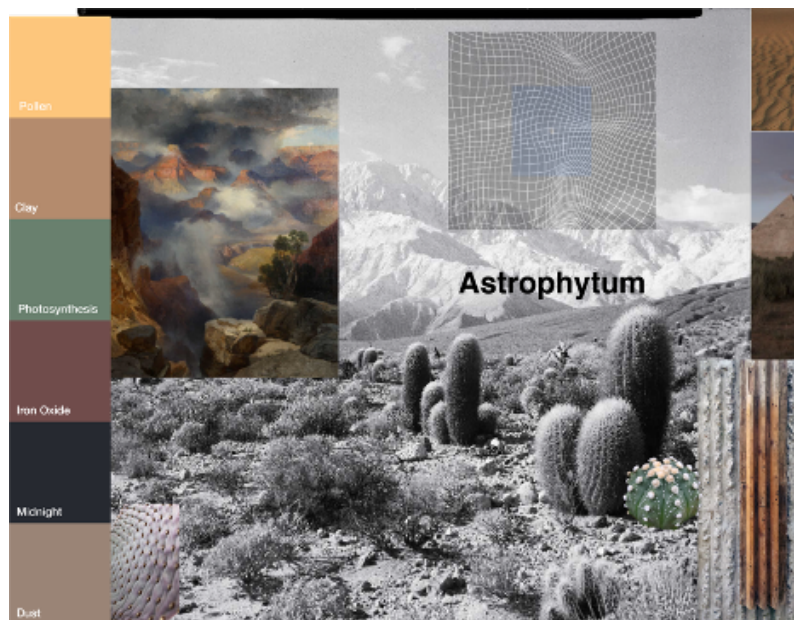
AMM 3100 — Design & Merchandising Strategies

Introduction

This course examines core design and merchandising principles that are critical to developing a cohesive and successful product line. Comprehensive lectures discuss the significance of emerging technologies, evolving consumer behaviors, and other product development influences. Computer applications such as Microsoft Excel, Adobe Photoshop and Adobe Illustrator, are used in conjunction to develop a primary understanding of product development. I reinforced my understanding of the roles between vendors, manufacturers, and consumers. I learned the importance of developmental planning based on supportive research.

Artifact

In this class, we were asked to develop an inspirational theme/mood board for our product line using adobe illustrator. The objective was to create a cohesive theme using text, colors, and images that reflect the design style of garments within my product line. I was heavily inspired by California's desert landscape for my Summer 2021 collection theme; I named it after a genus of cacti called *Astrophytum*.



Reflection

In developing this theme board, I learned the importance of building an effective color story that complements other colors and the final garments. I've also learned that an overall theme adds value to a product line. I concentrated on building a theme board that felt distinctive, minimal, and true to my vision and mission statements. chose to discuss this project because it demonstrates both my creativity and software skills with adobe applications.