



For Immediate Release

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CEV Multimedia and Texas Tech University Collaborate on Fashion Design Curriculum

Course intends to provide students with knowledge and insight into the process of fashion design, as well as expose students to the diverse career opportunities in the fashion industry

LUBBOCK, Texas (Dec. 9, 2015) – When most people hear “fashion design,” images of high-end, celebrity clothing lines come to mind. But fashion design encompasses a much broader scope. To help students understand and pursue these design careers, CEV Multimedia is collaborating with Texas Tech University on a specialized fashion design curriculum. Currently in production, the course will be released via online platform [iCEV](#) in early 2016.

“There’s a definite need to expose students to a career in fashion because it often has the stereotype that you need to work for a well-known brand to find a job,” said Rachel Anderson, Assistant Professor in the Apparel Design & Manufacturing program at Texas Tech University. “Fashion is designed and produced from all levels of apparel and accessories from Old Navy to Christian Dior. Students should appreciate that the fashion industry represents tremendous career opportunities, and iCEV gives them the resources they need to train for a career in fashion.”

After discussions about creating a fashion design curriculum with Linda Hoover, Dean of the College of Human Services at Texas Tech University, CEV Multimedia collaborated with Anderson to develop content for videos and classroom materials on iCEV. The finalized curriculum and multimedia content will contain interviews that cover topics relevant for class lectures, as well as demonstrations on different fashion design techniques like sewing and construction, pattern making and draping on the dress form, and fashion illustration.

“The fashion design curriculum will offer yet another unique experience and learning opportunity for students interested in pursuing a career in the fashion industry,” said Dusty Moore, iCEV President. “From the creation of the clothes we wear everyday to the high-end designer brands, iCEV provides the foundation students need for a well-rounded and successful career in fashion.”

The fashion design course will help students understand the impact of the fashion industry. Throughout the course, students will develop the necessary skills and knowledge to explore careers and begin their path towards working in the industry or becoming a designer. CEV Multimedia and Anderson are building the course to address major topics in the fashion industry, including sketching for fashion, developing a fashion product, principles of apparel design, garment fitting, apparel pattern making and draping, sewing and pressing techniques, and garment construction.

To view a video about the curriculum, visit www.icevonline.com/fashion.

Developed by CEV Multimedia, iCEV offers practical, interactive learning with professional demonstrations to prepare students for postsecondary education and high-skill, high-demand careers. Educators can quickly monitor, track and engage students directly through the platform’s

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interactive lessons. Through iCEV, students can also enhance their career training with industry-backed certifications by completing regular coursework.

For more information, please visit <http://www.icevonline.com/>.

About CEV Multimedia

With 30 years of experience, CEV specializes in providing quality Career & Technical Education (CTE) curriculum and education resources for several major subject areas: Agricultural Science and Technology, Family & Consumer Sciences, Business Education, Marketing Education, Trade and Industrial Education and Career Exploration. CEV received the U.S Chamber of Commerce's Blue Ribbon Small Business Award in 2012 and has been honored numerous times for its excellence in content creation and exemplary business practices. In 2012, CEV introduced iCEV, an online platform revolutionizing the way CEV produces and delivers educational content. iCEV is the most comprehensive online resource for CTE educators and students. With iCEV's learning-on-demand capabilities, video clips stream instantly to any device with Internet capabilities. Through iCEV, students can earn industry-backed certifications across multiple areas of CTE that prepare them for college and beyond. For more information, visit www.icevonline.com.

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