

BACHELOR OF ARTS DEGREE IN CREATIVE INDUSTRY STUDIES

The Bachelor of Arts in Creative Industry Studies Program offers transfer students an interdisciplinary curriculum emphasizing practical application within an industry-specific context. Students build skills in critical thinking and creative and quantitative literacy through research and problem-solving within their core area of focus. Through studying the contemporary business environment, students are encouraged to pursue their own areas of interest and to practice their understanding of civic responsibility, ethical decision-making, and leadership for career success.

Students choose their individual core concentration from one of thirteen areas of study:

- > APPAREL INDUSTRY MANAGEMENT
- > BEAUTY MARKETING & PRODUCT DEVELOPMENT
- > DIGITAL MEDIA
- > FASHION DESIGN
- > FOOTWEAR DESIGN & DEVELOPMENT
- > GRAPHIC DESIGN
- > INTERIOR DESIGN
- > JEWELRY DESIGN
- > MERCHANDISE PRODUCT DEVELOPMENT
- > MERCHANDISING & MARKETING
- > SOCIAL MEDIA
- > TEXTILE DESIGN
- > VISUAL COMMUNICATIONS



Open to transfer-ready students with an Associate's degree or at least 45-60 semester units (67-90 quarter units) of transferable lower division academic coursework.

This program starts on the Los Angeles and San Francisco campus.

QUESTIONS? CONTACT US:

Please contact the chairperson/director from the core concentration area of study:

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For important information about the completion rate, educational debt, and earnings of students who attended this program, go to fidm.edu/gainfulemploymentdisclosures.

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