

## **Fashion Institute of Technology (FIT) Tech Prep Program New York City**

<http://www3.fitnyc.edu/techprep/>

<http://schools.nyc.gov/Offices/StudentEnroll/HSAdmissions/HSDirectory/Book/?sid=577>

An alternative to traditional college preparation courses, Tech Prep combines integrated career preparation, technical skills, and high-level academic studies to help students enter the workforce or continue their education. The FIT Tech Prep Program, established in 1991, is a partnership program between the Fashion Institute of Technology and several high schools in New York City. The program is geared toward high school juniors and seniors who are interested in pursuing college majors or careers in Advertising and Marketing Communications, Fashion Merchandising Management, Production Management: Fashion and Related Industries, and Textile Development and Marketing.

### **1. The Tech Prep Curriculum (High School)**

High school courses at includes core courses in communications and technology, along with structured work experience. Fashion Design and Related Fields (Visual Art & Design) Introduction to fashion art and design, basic design, pattern making, advanced draping, basic and advanced body wear and intimate apparel, advanced pattern making, men's, women's and children's clothing design and garment construction; also Bilingual/ESL.

Courses and Program Highlights include: Honors Classes, Orientation/Skills Program, Magnet Programs in Fashion Design, Art, Business of Art, Fashion Illustration, Textile Design, Interior Design, Marketing and Advertising, SAT Test Prep, Saturday Program, Tech Prep, Saturday Live, College Now. Students participate in career-related workshops and attend lectures given by industry and academic experts. They explore college majors and career opportunities. They practice completing job applications and writing resumes and cover letters. Tech Prep students are given the opportunity to take tuition-free Saturday Live pre-college courses at FIT and participate in field trips to work-related sites in and around New York City. They also receive special consideration when applying to FIT as well as academic counseling and assistance from faculty after admission.

### **2. The Tech Prep Curriculum: Fashion Institute of Technology**

FIT's academic programs provide career preparation in more than 30 fields leading to Associate's, Bachelor's and Master's degrees. Students may also participate in online courses for credit. An example of a career path is the following: Fashion Design. One year program award in Fashion Design, Associate Degree (AAS) program in Fashion Design and a Bachelor of Fine Arts Degree Program (BFA). Examples of courses that are part of the core include: Apparel Design, Fashion Art and Design, and Fashion-Past and Present.

**Examples of Career Day Workshops** include: Vintage Clothes as Inspiration for the Collection, A Day in the Life of a Buyer, Breaking into the Sports Marketing Industry, Advertising and Promotion, Where Does the Bling in Jewelry Come From? Television Commercial Production, a Day in the Life of an Associate Buyer, Time Management, Public Relations: a Business Opportunity for the Entrepreneur and Working for Yourself as an Image Consultant.

**Graduate Testimonial:** Gretchen Maldonado, F.I.T. Tech Prep Graduate As I am getting ready to graduate from my Bachelor's degree of Science in Fashion Merchandising Management from Fashion Institute of Technology, I look back at what paths I have taken to achieve this goal and many others. During my high school years in the High School of Fashion Industries, I was privileged in being part of a program that had a huge affect on my educational career. The program is called Tech Prep. Tech Prep has had a very influential impact on my educational career and my life, that I could not imagine how I would have been able to achieve many of my goals without the program. When I read the requirements for the program during my junior year in high school, I was very nervous. Extra writing classes? Advanced English and Math course? A Business course? Scary! But I went through it and I don't regret it. Today, 5 years later, I still use the skills that were taught to me in those tech prep classes; writing a business plan and strategies to present to executives in five huge companies for an internship at Gap Inc. and communicating with buyers to sell a line at Betsey Johnson. Tech Prep gave me the foundation needed start my future career.

### **3. Certification and licensure**

Certification and licensure are available for many of the career paths. An example is the National Council for Interior Design Qualification: <http://www.ncidq.org>. Another certification is the SMEI Certified Professional Salesperson (SCPS) which is for professionals who are employed as a sales representatives, account managers, distributor representatives and business development personnel. <http://www.smei.org/>

### **4. Participating High Schools**

High Schools currently participating in the FIT Tech Prep Program include: High School of the Fashion Industries, <http://schools.nyc.gov/Offices/StudentEnroll/HSAdmissions/HSDirectory/Book/?sid=577>, Murry Bergtraum High School, Norman Thomas High School and Louis Brandeis High School. The FIT Tech Prep Program is open to eleventh and twelfth grade students in the partner high schools. The content of the curriculum includes language arts and technology courses, along with business-related and fashion-industries related courses. There are many subjects to choose from, including comic book drawing, patternmaking, advertising and marketing and jewelry design. The courses are introductory in nature, casual, fun, and definitely not "sit and observe." Students learn "how to" from an outstanding faculty of artists, designers, and other professionals.

### **5. Tech Prep FACTS**

- Eighty-five percent of FIT Tech Prep students graduate from high school compared to 57% in the general population.
- Tech Prep students have a higher grade point average than other students from their percentile upon graduation.
- Tech Prep students have a higher retention rate in college due to additional academic support and financial counseling.
- Tech Prep students have better attendance records than students in the general high school population.
- Tech Prep students receive SAT and college placement test preparation.
- Tech Prep students can take Saturday Live classes, tuition-free, at FIT.
- Tech Prep students participate in workplace field trips in and around New York City.
- Tech Prep students receive special admission consideration when applying to FIT.
- Admission slots are reserved for Tech Prep students in the FIT Fashion Merchandising Management and Advertising and Marketing Communications programs.
- The FIT Tech Prep program is the only Tech Prep program in New York State that focuses on careers in the fashion and related industries.
- FIT is an internationally recognized leader in the fashion and related industries.
- FIT offers Associate's, Bachelor's and Master's degrees in diverse areas such as Fashion Merchandising Management, Toy Design, International Trade and Marketing, Advertising and Marketing Communications, and Exhibition Design.