Wade Interior Design Student Awarded “Best Student Entry” for International Design Competition

One of the hottest trends in home design and renovation is the outdoor kitchen. Architects, interior designers, and landscape designers are increasingly being asked for this luxury space. The trend has grown so much in the past few years that Garden Design magazine, in conjunction with Kalamazoo Outdoor Gourmet, has developed an annual design contest for outdoor kitchens appropriately titled “The Oasis Award.” Design professionals and students are eligible to enter the contest.

During the Spring 2009 trimester at Wade College, interior design students were given the task of designing an outdoor kitchen and living space to enter into the 2009 Oasis Award Contest. After all projects were turned in, there was one that stood above the rest and was submitted to Garden Design magazine for evaluation by a panel of industry professionals.

The project entry belonged to Andrea Kareh and her “Go Green” concept. Andrea’s concept was based around the growing social and philanthropic subject of “green” design. Andrea describes her vision:

“The design of this project was based on ecological green values to help the environment and at the same time, maintain quality and beauty that these standards can offer in an outdoor patio and kitchen.”

Andrea’s use of sustainable materials, indigenous plants, green roofing systems, and an ecological swimming pool displayed her commitment to the design and how “green” design can be aesthetically pleasing. All of these features were recognized by the judges, and Andrea was awarded “Best Student Entry” in the 2009 Oasis Award Contest.

Congratulations to Andrea Kareh for recognition on her outstanding design in this international award contest!

Artist David Foox Visits Wade Students

This summer, Wade students experienced first-hand the power of pursuing their dreams when they were given the opportunity to hear the success story of artist David Foox. Mr. Foox, creator of a set of action figures called Organ Donors, as well as a mural artist for high profile companies like Adidas, began his career as a lawyer; however, he realized early on that art was his true passion. After leaving the legal world behind, he interned with a highly successful comic book illustrator which shaped his final career decision. This talented artist was an inspiration to our students at Wade who live the motto, “Pursue your passion.”
Merchandising and Design Summer Institute Scores a Hit with High School Students

During the summer of 2009, Wade College hosted the First Annual Merchandising and Design Institute. The event was held in the Season’s Gallery at the Dallas Market Center. From July 13—16th, a select group of high school students gathered each afternoon to explore the four concentrations offered at Wade: fashion design, merchandise marketing, graphic design and interior design. Each day, students learned more about each career path from guest speakers, tours, and hands-on projects.

This will be an annual summer event at Wade. Interested students can learn more on our website at www.wadecollege.edu under the News and Events tab.

David Wolfe Presents 2010 Trends at the Dallas Market Center

Fashion Forecaster,” and at nearly 70 years old, Mr. Wolfe has demonstrated for decades his incisive talent for predicting fashion trends seasons before they hit retail floors. His command of fashion design covers color, silhouette, and trimming enabling designers to craft a product with distinct buyer appeal. For those on the business side of the fashion industry, access to trend forecasting research is essential in making purchasing, manufacturing, and marketing decisions.

Wolfe began his hour-long presentation at the Dallas Market Center discussing various challenges that the fashion industry has seen recently, especially in light of the economic recession. Among the primary problems is a lack of cohesive and definitive direction from the fashion industry. Consumers are flooded with choices. This translates into a lack of pressure for consumers to buy any one concept in the marketplace. Designers don’t embrace clear direction in regards to specific colors, fabrics, silhouettes, lengths, etc. Instead, many trends are showcased on the runways resulting in poor sales due to lack of demand.

Among the hot topics, according to Wolfe, are “ending ageism” and the “change in consumer psychology” when it comes to spending. Ending ageism challenges designers focusing too narrowly on the youth market losing touch with their core: an aging consumer base looking for age-appropriate garments. A change in consumer psychology is the result of a slowing economy and a more cautious and savvy consumer who needs a compelling reason to invest in clothing again, especially in this post-consumption “wake-up call” period.

The true apparel trends identified for 2010, as Wolfe fervently disclosed, have nothing to do with the “red carpet” (“celeb stupidity” as he called it) or high end and haute couture designers who are completely out of touch with what “real” consumers are purchasing. The true trends exhibit three simple concepts: silhouette, color, and fabric. Silhouette, in 2010, will emphasize and exaggerate the shoulders. Colors will soften to deemphasize “depression colors” like black or vampy shades. Colors will range from shades of white for spring, rainbow brights in summer, and pretty pastels reminiscent of a face-powder cosmetic palette for fall. The biggest news in fashion will be the manipulation of fabric to create knots, twists, ruffles, flounces, raw edges and other textural effects replacing 2009’s embellishment, studs, and touches of “bling.”

Finally, the use of technology was underscored as one of the most significant marketing advances the fashion industry is embracing. Pulling the runways out of a rut, fashion companies have embraced a marriage of technology and marketing. Michael Kors screened a runway show live on the internet; Carmen Marc Valvo broadcast his show live in Times Square; Dolce and Gabanna seated four bloggers at desks in the front row of a fashion show so they might blog simultaneously while the show progressed; Norma Komali recently launched a line exclusively for Ebay; and countless designers will be launching “tech-fabrics” in 2010 all of which wed technologically sophisticated synthetic fabrics to the season’s most fashionable silhouettes.
Wade Business Students Tap Into Infomart Resources

In summer 2009, nearly 40 Wade College Business Principles students participated in a presentation at Architel, a provider of innovative outsourced IT solutions to small- and medium-sized businesses. The company operates out of the Infomart with personnel in more than six countries around the globe. Of particular significance to the Merchandise Marketing students was the “Big in Japan” affiliate of Architel and its Shop Savvy™ group. ShopSavvy™ enlightens the shopper as it bridges the gap between online and brick-and-mortar shopping. ShopSavvy™ focuses on technology that enables consumers to harness their phone’s camera as a scanner, scanning merchandise barcodes to search for the best prices for online and local items. As Wade students commented, this is the next generation in mobile merchandise marketing. The company is an idea factory for mobile applications for the Apple iPhone and Google Android-based handsets. (Illustration- see caption below)

A dynamic presenter, Scott Ryan, at the helm of the company, offered a sneak peak at the behind-the-scenes data server rooms to Wade College students. Mr. Ryan described the work ethic required to be an entrepreneur, and some of the pressures involved in making decisions that impact the entire organization and its many stakeholders. He also inspired students with his own business start-up anecdote.

Students were given the opportunity to learn much about the operations of the organization, originally a small start-up company that has grown tremendously in the past eight years through aggressive expansion and acquisition strategies. Students put their Business Principles learning into play by asking Mr. Ryan questions about Architel’s strategies, organizational structure, corporate culture, business ownership, management, marketing and ethical practices.

Through this field trip, students once again were reminded of the strengths in Wade College’s strategic location in the Infomart and of the college’s growing relationships within numerous industries.

Wade College Guest Spotlight:
Jodie Sims of Billie Jo Retro

Dallas-based patternmaker and clothing line owner, Jody Sims, started her adventures in fashion over 35 years ago. Ms. Sims spoke to Wade students of how the fashion industry has seen many changes over those years. During the early years of her career in the 1970s, it wasn’t even necessary to have an education in fashion design, and many in the industry learned through on-the-job training. As fashion has progressed, she noted how education has become increasingly important. Ms. Sims stressed the importance of working for a company or manufacturer as part of the learning process. Ms. Sims stated, “It’s a great place for trial and error” while you are still learning about the industry. She also told students “learn all you can while you are in school to help build your confidence.” Now the owner of Billy Jo Retro, she relayed the pros and cons of starting a business while stressing the importance of following your dreams. Ms. Sims noted that being the boss comes with a lot of responsibility too. Her tips for students were to “always expect and be ready for changes and new challenges.” For more information on Jody, please go to www.billyjoretro.com.

Designer Notes
Professional Portfolio Critique Gives Graduating Students the Opportunity to Interact with Industry Professionals

16 months is a drop in the bucket for some, but for the graduating students of Wade College, it is the culmination of a lifetime’s worth of dreaming, determination, and dedication. Each trimester, upcoming graduates present their professional portfolios to a panel of judges; those who are industry experts, business owners, mentors, entrepreneurs, and even alumni. The critique’s emphasis focuses on presentation skills, quality of work, representation of concept and finished product, and the ability to discuss that student’s area of concentration.

Among the 13 talented judges for last May’s critique included; globally known fashion designer, Oscar Fierro; business owner and fashion show producer, Julie McCullough Kim; Design Team Manager of Starbucks Coffee, Carol Kamenish; and Art Director of Hawkeye Advertising, Danny Rix. Many other talented individuals also joined in on the event. The expertise shared with students eases the oftentimes difficult transition of going from full-time student to full-time employee.

Through participation in the PPC, Wade students not only gain valuable insight into their chosen concentration but also develop relationships with industry leaders that can lead to professional opportunities. The most recent change to the PPC is the location. Starting in September and continuing the trend for future critiques, this event will now take place at industry sites. Merchandise marketing students presented in the Eveden Showroom in the World Trade Center. Interior design students were invited to utilize the Dallas location for international company Koroseal Interior Products. Make Studio was kind enough to host our future fashion designers, and graphic design students utilized the JRS Advertising Agency.

The positive response to Wade students’ portfolios was great. Can a student ever truly be prepared for such a monumental event? Speaking on behalf of many past judges...that answer is overwhelmingly yes. Whether the student’s goal is to continue furthering his/her education or to jump right into a career, the professional portfolio critique is the ultimate step in making that leap.

Merchandising Marketing Students Tour Thomas Reprographics

The merchandise marketing students from the Visual Merchandising and Retail Management classes enjoyed a field trip to Thomas Reprographics. During the field trip the students were able to gain working knowledge of the many products and services Thomas Reprographics offers for retailers, contractors, graphic artists, and interior design firms. In addition, students gained insight into how the print industry is becoming “eco-friendly”. The tour was lead by Jeremy Smitley, digital manager, from Thomas Reprographics.
Imagine a time and place when poetry and the literary word reigned. Revolution was more than an idea—it rendered a way of life. England’s hardships lay delicately in balance across the waning of the Victorian Era. The dark and mysterious tones of political unrest infiltrated the world of art. The threat of the encroaching World War I persisted, but through the melancholy was born a sense of style with drama, agony, and beauty.

And of course, Wade College students never cease to surprise with their takes on the most current fashion trends. We’ll be waiting front row scoping out who’s designing, who’s buying, and who’s inspiring.

MDSA Hosts Hawaiian Luau and Casino Night

MDSA hosted two social events in the summer to give students a chance to relax from the typical stresses of college. The first was a luau which gave students a chance to dress up in their best paradise attire. Along with all of the aloha shirts came plenty of food and fun where students enjoyed eating pizza and socializing with fellow classmates. The main event quickly became a tantalizing game of limbo and after the 30-minute game, Teresa Kemp finally came out the winner.

The second event, Casino Night, truly showcased the students’ love for a little competition. While eating pizza, cookies, and chips, games such as Texas Hold ‘Em, roulette, washers, and Bingo were played in different classrooms around the school. At the end of the night, the winners selected some great prizes which included gift cards to Olive Garden and Wal-Mart and lots of other goodies like Ralph Lauren t-shirts and jumbo dice!

Designer Notes
Cory Rader—2007 Fashion Design Graduate  
Assistant Designer—Peaches Uniforms, Inc.—Dallas, TX  
Her story: “Since graduation, I have been working in the design industry around Dallas and loving it. I am currently working for Peaches Uniforms as an Assistant Designer. I research ready-to-wear trends and translate them into the medical wear industry. My duties include picking colors based on current trends, designing logos and prints, choosing fabric qualities, communicating with mills overseas for production of garments, sketching new garments that are added to the line each season, creating marketing and sales tools using Adobe Illustrator and Photoshop, assisting in fit sessions, as well as keeping the line organized and making sure my designer is organized. I also organize the photo shoots for the catalog, help with sample approvals, and lab dips. I get the opportunity to put a lot of my own input about what goes in the line, which is one of my favorite things about my job. I work with an excellent designer from which I am gaining some of the best design experience I could ask for.”

Her take on Wade: “Wade College really helped prepare me for this position in a lot of different ways. The CAD classes that I took when I was at Wade have definitely helped me. With my knowledge of Adobe Illustrator and Photoshop, I am prepared for almost anything. I use these skills to create everything from logos, to prints, to color chips, to sketches. I also use my knowledge of merchandising and textiles to help me select colors, prints, and choosing fabric qualities. My pattern construction knowledge helps me to sketch more accurately. It also helps me in fit sessions when garments aren’t fitting correctly to come up with different construction ideas. The business classes I took at Wade help me to better understand costing concepts and make better decisions that will benefit my company. Overall, I would not be able to do my job without the knowledge I gained from earning my degree at Wade College. With the tools that Wade has given me, I see nothing but greater success in the future. Thanks Wade College!”

Vanessa Green—2007 Merchandise Marketing Graduate  
Owner/Buyer—V’s Vanity—Arlington, TX  
Her story: “Currently, I am a business owner/ full-time student working on my Bachelor’s degree for Fashion Retail and Management. I just started my business this year and it has been amazing to see how much it has grown. V’s Vanity offers trendy jewelry and accessories for all ages. I host jewelry parties, events, and I have a booth in a store in Arlington called Wishes & Dreams. It has been such a great success. Everyday I learn more and I am so blessed to have this opportunity. I am currently working on getting my website posted and I plan to open a boutique in about a year.”

Her take on Wade: “Wade College has helped prepare me for who I am becoming today. I learned so much in 16 months and I use all of it. One of the best things I believe Wade College offers is allowing you to be creative, to think outside the box and be whoever you want to be. I am so happy of where I am today and I am just beginning. Wade College was one of the best choices I have ever made and an experience I will never forget.”

ShaRonda Wilburn—2008 Merchandise Marketing Graduate  
Merchandising Coordinator—Neiman Marcus Direct—Dallas, TX  
Her story: “My job is to merchandise the Home department as well as two designer sitelets, Baccarat.com and Jaystrongwater.com, that are managed by the Neiman Marcus Group. I work with various departments to make sure emails and other promotional events are sent to customers in a timely manner and ensure there’s sufficient inventory on products featured. I work closely with vendors and present ideas for any merchandising opportunities, site design changes, ways to maximize sales growth, and the execution of loading product to the site for trunk shows, emails, and other special events.”

Her take on Wade: “Wade gave me exposure to the many opportunities in the fashion industry. Wade helped make my career change an easy transition, and I will always respect Wade as a wonderful learning institution.”
Alumni Spotlight

Cassandra Brown—2009 Merchandise Marketing Graduate
DASH—D-A-S-H Boutique—Miami, FL
Her story: “Right now, I live in Miami, Florida! I’m working as a ‘DASH DOLL’ at the Kardashian sisters’ boutique, D-A-S-H Miami! My job here is like most boutique jobs; helping customers and maintaining the store while presenting a positive D-A-S-H image! Other than working at D-A-S-H Miami, I will be assisting a friend of mine with styling. As I get more experience with wardrobe styling, I will soon be a stylist with a new styling company out here in Miami!”

Her take on Wade: “My education at Wade College has helped me to be successful in every aspect of my life! I became the gal with the persistent attitude, who won’t stop at trying to get what I want, until I get it, which is why I am now a Dash Doll! At Wade I learned about textiles, merchandising, and business which is very helpful when you’re an aspiring stylist! Thanks to Wade for giving me the right education, I’m on my way to the top!”

Amy Anderson—2007 Fashion Design Graduate
Owner and Designer—Sweet Marcel—Dallas, TX
Her story: “Amy’s time at Wade College led her into designing under brands like Montanaco, Coldwater Creek, King Ranch, Katherine Heigl, Med Couture, Izzy, and Peaches Uniforms. Eventually she created her own brand, Sweet Marcel. Sweet Marcel is a collection of unique over-the-knee socks. Amy created each sock design from inspiration in nature and experiences from the the varied global cultures. She has a free spirited sense of personal style, mixing thrift store finds with current trends. Sweet Marcel is currently carried at 17 boutiques internationally, directly online, and growing daily. Please visit www.sweetmarcel.com.

Her take on Wade: “Wade College’s accelerated Fashion Design/Merchandising program was perfect for gaining the knowledge and experience I needed to get into the fashion industry as a Designer. The attentive, dedicated staff was an asset during my studies and continues to be a supportive resource.”

Hamid Rasul—2009 Graphic Design Graduate
Freelance Graphic Designer—Dallas, TX
His Story: MECCA DANCE CENTER - “I’m making a logo and t-shirts for Ryan and Chris at the Mecca Dance Center, which opens up sometime in the spring of 2010.”
B-VISION - “I’m making a logo for B-Vision Video Production Company, which is just getting started. Chris from the Mecca Dance Center showed Becky from B-Vision the logo I made for them and then she contacted me. I did 70 sketches for her logo and she is ready to pick the final design.”
CREATIVE CREW - “Chris and Ryan’s friends wanted me to make them a logo for their music group called Creative Crew. I have created sketches and they are ready to pick the final logo.”
RHYTHM SKATE SHOP - “My good friend, Donny, owner of Rhythm Skate Shop wanted me to create skateboard designs and t-shirts which I have made in the past for him. I’m making a series of four old horror movie boards including Wolfman, Frankenstein, Dracula, and The Mummy. I’m also making Rhythm Skate Shop t-shirts with different typefaces.”

His take on Wade: “I wasn’t very good at logo making before I came to Wade, but Mr. Graham inspired me so much and helped me try harder and think of a better concept. Wade College was very fun and I learned so much from it; I’ll never forget the times I had at Wade.”

Designer Notes
Alumni Spotlight

Yessica Guzman—2009 Interior Design Graduate
Senior Visual Merchandise Manager—Ashley Furniture—Dallas, TX

Her story: “I have worked for Hill Country Partners since their opening with Ashley Furniture Home store Franchise in Pflugerville in 2002. I was originally part of their Design Team and Visual Merchandising Team. I am in charge of all the Merchandise Managers of our 14 stores. I select furniture and accessories displays to facilitate that branding and merchandising standards are met. I also manage the renovations to our stores by choosing paint colors and adding new concepts.”

Her take on Wade: “My education at Wade gave me the technical tools such as AutoCAD, management skills, and other essential tools that are crucial to my success in my current job and in my professional career.”

Debi Taylor—2007 Interior Design Graduate
Project Manager—PBK—Dallas, TX

Her story: “I began interning under the architectural division. Shortly after, I took the role of Interior Design Lead and currently am the Project Manager within the interior design division. We are now recognized as the interior design division for all eight offices/locations including home office, which is based out of Houston. Within our firm, I do it all! I am required to do design development, conceptual designs, field verifications, construction management (for finishes), creating color pallets along with full color boards of all finishes, construction documents (which include: floor patterns, paint schemes, casework, ceiling plans, details, schedules, etc.) and I also deliver presentations to owners, board members and executives within a district. I knew I had a passion for design but never did I imagine that within two years after graduation I would be responsible for way over two million square footage of design work in the Dallas area. I love my job!”

Her take on Wade: “Wade gave me an opportunity to fulfill my dreams! At age 37, I decided to leave a job which I hated. With my family’s support, I decided to change my career. I knew it was going to be hard. I soon found out at Wade that the world is an empty canvas and it is waiting for designers to choose them as one of their pieces of art. Wade helped me understand my creativity and helped me embrace it. Now my job is a dream come true which I would have not gotten the opportunity on my own. Thank you Wade and faculty!”

Sonny Vasquez—2010 Prospective Fashion Design Graduate
His story: Sonny was featured in Urban Fashion Week in September 2009. Making eight garments in two days, networking with the America’s Next Top Model winner Eva Marcille Pigford, and finding time to complete his final trimester at Wade are all in a week’s work for Sonny. His talent and his involvement in many fashion show productions in Dallas/Ft. Worth have already started buzz as one of Dallas’ next up-and-coming designers. Over the last year, Sonny has participated in SCOMPA’s Red Cross film production, DIFFA’s denim jacket auction, and volunteered for Black Tie Dinner, Inc. all in the name of human rights. Philanthropy and design go hand-in-hand with Sonny. The skills and career opportunities he’s received through Wade are taking him straight from student to designer!”

Wade College Newsletter

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