

# FASH 0001 - INTRODUCTION TO FASHION

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## Catalog Description

Hours: 54 lecture

Description: Exploration of the diversity and complexities of the fashion business. Career opportunities and qualifications are studied. The relationship between the fashion world and the public, including sources of fashion, influences on fashion, and fashion prediction and promotion, are addressed. (CSU)

## Course Student Learning Outcomes

- CSLO #1: Compare and contrast the three theories of fashion and describe how each influences the origination of fashion styles.
- CSLO #2: Explain the historical development of the fashion industry and how regional market centers and trade shows were developed through the process.
- CSLO #3: Outline the characteristics of the men's, women's and children's apparel industry and identify the specific careers that relate to each.

## Effective Term

Fall 2017

## Course Type

Credit - Degree-applicable

## Contact Hours

54

## Outside of Class Hours

108

## Total Student Learning Hours

162

## Course Objectives

Through projects, oral and written exams, students will:

1. describe the historical development of the fashion industry;
2. identify and explain the stages of the fashion cycle;
3. identify materials of fashion;
4. compare and contrast manufacturers of fashion;
5. compare and contrast three current theories of fashion;
6. describe how fashions originate and the factors which are influential;
7. compare and contrast the characteristics of the men's, women's and children's apparel industries;
8. identify the characteristics of the top fashion designers;
9. list the types of fashion accessory categories;
10. identify regional market centers and trade shows;
11. discuss ways to promote fashion;
12. identify and describe qualifications for 7-10 jobs in the category of fashion careers.

## General Education Information

- Approved College Associate Degree GE Applicability
- CSU GE Applicability (Recommended-requires CSU approval)
- Cal-GETC Applicability (Recommended - Requires External Approval)
- IGETC Applicability (Recommended-requires CSU/UC approval)

## Articulation Information

- CSU Transferable

## Methods of Evaluation

- Essay Examinations
  - Example: Performance Objective "describe how fashions originate and the factors which are influential" (Essay exam question)  
Analyze the time era reports and relate them to current fashion. Students will be evaluated based upon their accuracy and level of detail in developing their answers.
- Objective Examinations
  - Example: (Quiz) After all presentations, a quiz is given where students are asked to match each designer with their distinctive characteristics. Students will be evaluated on the accuracy of their answers.
- Projects
  - Example: Performance Objective "identify the characteristics of the top fashion designers" (Project) Students are given a designer to research and present the information to the class.

## Repeatable

No

## Methods of Instruction

- Lecture/Discussion
- Distance Learning

Lecture:

1. Discussion on current trends and how they translate into fashion cycles. The instructor will present a lecture/discussion on fashion cycles where terms will be defined. The instructor will then guide students toward identifying and selecting a trend to follow throughout the semester and predict its outcome according to the fashion cycle. Students will be able to present their findings to the class. Online students will be able to present their trends through a discussion board assignment.

Distance Learning

1. Instructor lectures on the use of leather and fur in the fashion industry using a PowerPoint lecture. The students are then assigned a debate side of either for or against the use of leather and fur. Students are required to come to class with a page of talking points for their side. The instructor will moderate a class debate. After the debate, the instructor summarizes all the findings and the students discuss their thoughts regardless of which side they may have been debating. For online students, each student will be given a side to research and through a discussion board assignment, each student will share their research and be required to reply to a certain number of students of the opposite side of the argument.

## Typical Out of Class Assignments

### Reading Assignments

1. Read chapter in the text book on designers and be prepared to discuss the different ways that they find inspiration to create a new collection.
2. Read articles on the styles shown at the current fashion week and be prepared to share your findings with the class.

### Writing, Problem Solving or Performance

1. Write a prediction of the fashion trends from the perspective of either a designer or buyer.
2. Write a review of a runway show for the current season.

### Other (Term projects, research papers, portfolios, etc.)

1. Time era report, a group project on the social, political, environmental and technological aspects of a specific decade as they relate to fashion.
2. Designer report, an individual research project on a current designer discussing their career, fashions, as well as showing current examples of their fashion line.

### Required Materials

- InFashion
  - Author: Stone, Elaine
  - Publisher: Bloomsbury
  - Publication Date: 2017
  - Text Edition: 3rd
  - Classic Textbook?:
  - OER Link:
  - OER:
- The Dynamics of Fashion
  - Author: Stone, Elaine
  - Publisher: Fairchild Publications
  - Publication Date: 2013
  - Text Edition: 4th
  - Classic Textbook?:
  - OER Link:
  - OER:

**Other materials and-or supplies required of students that contribute to the cost of the course.**