

## HISTORY OF FASHION – AD128

|               |                       |
|---------------|-----------------------|
| Instructor:   | e-mail:               |
|               | Term:                 |
| Voice mail:   | Total class hours: 18 |
| Office hours: | Class meets:          |

**Course description:** Overview of the apparel industry, examining fashion's past, present and glimpse fashion's future. Students find where designers get ideas and how do they make these ideas a reality. Students research designers from each era, keep a journal and find new online and in print resources. They learn about price points and market sectors and discover a career opportunities. They learn to speak the jargon of fashion.

**Course objectives:** Upon completion of the class, students will:

- Be able to name the influential fashion designers and apparel brands throughout history.
- Understand the importance of professional communication and presentation skills.
- Start their fashion/career journals.

**Competencies being assessed.** At the end of course, a student can:

- Apply appropriate apparel terminology in business situations.
- Explain the roles and functions of individuals engaged in fashion, textiles and apparel careers.

**Class format:** Class time is divided between lecture, research and student presentations.

**Recommended text:** *Fashion Design*; Jones, Sue, 2014, ISBN 9780823016440.

**Required supplemental materials:** Laptop or tablet for taking notes and in-class research.

**Career/Fashion Journal:** Students keep a sketchbook/notebook. 8½" x11" or 9"x12". Composition notebooks or spiral are best. Moleskins are a nice option but pricier. Each week they add magazine clippings, notes, sketches, articles to share with co-students and peers.

**Standards of conduct: Complete and on-time attendance is mandatory.**

- **No student can miss three or more classes and expect to pass this class.**
- Attendance is at the beginning of each class period. If you are late, you will lose half the attendance points for the day. If you arrive late, it is your responsibility to make sure you have been counted present. If you arrive more than 15 minutes after the beginning of a part of the class period, you will be counted absent for that part of the period.
- If you are absent, you lose the attendance points for that day. If you know ahead of time that you will not be in class, make arrangement with the instructor the night *before* class (by 10 p.m. and by telephone).
- It is the student's responsibility to keep track of assignments and turn them in on time should the students miss the class or arrive late.
- Professionalism means: Turn off your cell phone. Attend the full class. Focus and follow-through during classroom work. Have respect and work well with classmates. Use the same behavior in the classroom as you would on the job in the apparel industry.

- Late work will result in a one letter grade deduction.

**Labeling Policy:** All student work must be turned in with the following information: Name, Course Name/Number, Instructor, Term/Date, Project/Assignment, Contact Info (phone or e-mail). Work may not be accepted for full credit without the required information. PFI cannot guarantee the return of student work that is not labeled with the required information.

**Incomplete:** A student who, due to medical or other exceptional causes, cannot complete the required class work must document his/her situation and submit a written request for an incomplete grade to be entered. The instructor, the academic advisor and director must approve the grade and assign a time line for the work to be completed. Incompletes must be requested and approved no later than the end of the quarter for which the incomplete is requested. To remove an incomplete, a student must complete the required course work before the next quarter commences. If a student does not comply within the time line or does not complete the work, an "F" grade, or the grade calculated by the instructor on the incomplete form, will be entered to replace the incomplete.

To initiate a request for an incomplete grade, the student must fill out an incomplete form and submit it to his/her instructor. The instructor will obtain the required signatures and submit the completed form with final grades.

**Withdrawal (W/WF):** The student who withdraws from a course or from the program during the first six weeks of the quarter will be assigned a "W" code for each course. The "W" code is not used in computation of the student's grade point average; however, "W" credits are counted toward total credits attempted. The student who withdraws from a course or from the program after the ninth week of the quarter will be assigned a "WF" code for each course. The "WF" code is the equivalent of a grade of "F" and is used in computing the student's grade point average.

Students wishing to withdraw from PFI must file an official status change form with the Academic Advisor.

Last day to withdraw from the class is 48 hours before class starts.

**Lab Policies:** Leave food and drink outside the classroom. Disciplinary action will be taken toward any student found using the equipment in an inappropriate manner. Disruptive, disrespectful, rude behavior is not tolerated.

**Plagiarism:** Presenting the writings, images or paraphrased ideas of another as one's own, is strictly prohibited. Properly documented excerpts from other's works, when they are limited to an appropriate amount of the total length of a student's paper, are permissible when used to support a researched argument.

**Attendance Policy:** Students who are absent from all scheduled classes over a 14-day period (2 weeks) are subject to automatic attendance suspension—from PFI, not just from this course. This means the student is administratively withdrawn from all courses and cannot attend classes or continue in the current quarter unless he/she successfully appeals for reinstatement. Students who anticipate violating the attendance policy should contact the academic advisor immediately to discuss options such as withdrawing from PFI or navigating the appeals process.

**Picking up Work:** Please pick up your work no later than the first Friday of the following quarter. If you cannot retrieve your work by this date please make arrangements with me. All work not picked up by this date will be recycled.

**Students with Disabilities:** It is PFI policy not to discriminate against qualified students with a documented disability in its educational programs, activities or services. If you have a disability-related need for adjustments contact the academic advisor.

**Evaluation:**

|                            |              |
|----------------------------|--------------|
| Attendance/Professionalism | 10 %         |
| Presentations              | 20%          |
| Final quiz                 | 10 %         |
| Homework A                 | 10 %         |
| Homework B                 | 10 %         |
| Homework C                 | 10 %         |
| Homework D                 | 10%          |
| Notebook                   | 20 %         |
| <b>TOTAL</b>               | <b>100 %</b> |

**Grade Scale**

| Letter | Number | Rating       |
|--------|--------|--------------|
| A      | 95-100 | Excellent    |
| A-     | 90-94  |              |
| B+     | 87-89  | Good         |
| B      | 83-86  |              |
| B-     | 80-82  |              |
| C+     | 77-79  | Satisfactory |
| C      | 73-76  | Fair         |
| C-     | 70-72  |              |
| D+     | 67-69  | Marginal     |
| D      | 62-66  |              |
| F      | <62    | Failure      |

**COURSE CALENDAR**

**This syllabus is subject to change at the instructor's discretion.**

| WEEK/DATE | TOPIC   | ACTIVITY   | ASSIGNMENTS  |
|-----------|---|--|--|
| 1/        | Introductions. Goals and Objectives. Fashion history before mass production | <b>Bring supplies to every class.</b><br><b>LECTURE:</b><br><ul style="list-style-type: none"> <li>• Acients through, Renaissance, 17<sup>th</sup> and 18<sup>th</sup> c.</li> </ul> <b>IN CLASS RESEARCH:</b><br><ul style="list-style-type: none"> <li>• Fashion in Art</li> </ul>   | Research a designer of interest among the list given (1860 to 1960's). Write a one-page report about that designer (see handout A). Be ready to discuss it in next week's class. DESIGNER ASSIGNED IN CLASS. |
| 2/        | Fashion history after mass production                                       | <b>PRESENTATIONS:</b><br><ul style="list-style-type: none"> <li>• Share homework</li> </ul> <b>LECTURE &amp; IN CLASS RESEARCH:</b><br><ul style="list-style-type: none"> <li>• 19<sup>th</sup> and 20<sup>th</sup> centuries.</li> <li>• Private label. Pret-a-Porter and Couture.</li> </ul>   | Research a designer of interest among the list given (1970s-2000). Sketch a piece in the manner of that designer. Be ready to present/share information about the designer. DESIGNER ASSIGNED IN CLASS.      |
| 3/        | Contemporary fashion Part 1   | <b>PRESENTATIONS:</b><br><ul style="list-style-type: none"> <li>• Share homework</li> </ul> <b>LECTURE:</b><br><ul style="list-style-type: none"> <li>• Fashion process. How are designs made? Where do designers get their ideas?</li> <li>• Finish up 20<sup>th</sup> century</li> </ul> <b>IN CLASS RESEARCH:</b><br><ul style="list-style-type: none"> <li>• Trends, inspiration, design process.</li> </ul> | Research a designer from 1970's-present. Share images from a favorite runway collection and discuss how they were/are relevant in their decade. What made them innovative? DESIGNER ASSIGNED IN CLASS.       |
| 4/        | Know your customer and contemporary fashion Part 2                          | <b>PRESENTATIONS:</b><br><ul style="list-style-type: none"> <li>• Share homework</li> </ul> <b>LECTURE AND LAB:</b><br>Importance of knowing your customer. How it influences design choices.<br>Create a consumer profile for a person in a decade in the 19 <sup>th</sup> or 20 <sup>th</sup> century. Design 2 looks that solidify your POV on that consumer.   | Research a fashion Icon from the list-ASSIGNED IN CLASS. Share images and bullet points about this designer/icon. Illustration of icon/design for the icon optional but encouraged.                          |

|           |                    |   |  |
|-----------|--------------------|---|--|
|           |                    | Partners or teams.<br><b>IN CLASS RESEARCH:</b><br>Create a consumer profile for a person in a decade in the 19th or 20th century. Design 2 looks that solidify your POV on that consumer.<br>Partners ok.<br>•                   |  |
| <b>5/</b> | Fashion Icons      | <b>PRESENTATIONS:</b><br>• Share homework<br><b>LECTURE:</b><br>• Icons and their influence<br><b>IN CLASS PROJECT:</b><br>• Begin homework assignment in class.  | Research a favorite designer discussed from this class. Design a mini collection (3- 5 looks) based on that designer's aesthetic. Challenge yourself by doing opposite gender or different channel of distribution (sportswear do formal etc.) |
| <b>6/</b> | Fashion vocabulary | <b>PRESENTATIONS:</b><br>• Share homework<br><b>LECTURE:</b><br>• Review terms learned so far.<br><b>IN CLASS DISCUSSION:</b><br>• Discuss additional terminology. Questions/ topics discussed and answered.<br><b>FINAL QUIZ</b> | <b>Notebooks, homework due at end of class</b>   |