



## COURSE SYLLABUS

<b>COURSE TITLE:</b>	Fashion & Textile Trends through the Ages	<b>COURSE CODE:</b>	FASH100
<b>PREREQUISITES:</b>		<b>SEMESTER:</b>	FALL 2020
<b>INSTRUCTOR:</b>	Morene Ach	<b>CREDITS:</b>	3
<b>EMAIL:</b>	mo.ach@orange.fr or mach@groupe-igs.fr	<b>SCHEDULE:</b>	Tuesday 12h30-15h30

### **COURSE DESCRIPTION:**

The first time a hunter returned with animal skins for protection and warmth marked the beginning of the clothing era; but the birth of fashion itself can only be understood as a continuing epic of social, historical, cultural, geographical, and technological evolution in an ever-changing tale of people and the worlds' they inhabit. In this view, to comprehend the global fashion industry (currently about 4% of world trade) the imperative prerequisite is to learn the analytical tools and theories necessary to understand the agents and actors of change upon which fashion continuously depends; so as to acquire the necessary skills to forecast and foreshadow in a quickly changing world, the trends marketers need to identify. This course will examine the evolution of fashion and textile as a history of the world, and the key skills to understand the spirit of our times and its relation to trend development.

### **COURSE OBJECTIVES:**

This course will explore the fundamental theories in the direction and movement of fashion, as illustrated by the study of trends and textiles through the ages; and give a deeper understanding of the dominant traits and themes in society which influence fashion.

### **EXPECTED LEARNING OUTCOMES:**

Upon completion of this course, students should be able to:

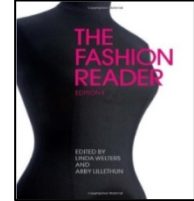
- Understand the origin of fashion in its contextual historical context
- Comprehend the meaning of fashion as ideology and theory derived from multidisciplinary fields of study
- Recognize the anatomy of a trend and the framework for fashion change
- Identify the spirit of our times: world events, economic conditions, social changes, entertainment and technological innovations as the continuing catalyst agents acting upon fashion
- Identify the language of fashion and its development and prediction over time
- Learn the process and methods of fashion trend analysis and forecasting



- Identify fashion trends/textiles through the ages

### MANDATORY TEXTBOOK:

The Fashion Reader: Second Edition 2nd Edition by Linda Welters (Editor), Abby Lillethun ; Bloomsbury Academic (March 15, 2011). ISBN 9781847885890



### EVALUATIONS:

The final grade will be determined as follows:

- Midterm exam - 35%
- Final exam – 30%
- Cases/assignments/group projects (written and oral)/ participation – 35%  
(Please consult grading rubrics below)

**Presence in class is mandatory. More than 2 absences will lead to a failing grade.**

### COURSE SCHEDULE:

Dates	Reading/Homework	Session Content
Session 1 22 Sept	What is a trend? 2020-2021 Fashion Trends Fashion Trend Forecasting: Job Profile <b>What is fashion? (From survival to narcissism)</b>	A general introduction : ideas of trend and fashion, as areas of interdisciplinary study Syllabus/Content Overview
Session 2 29 Sept	Fashion Trends in Context The direction of change: fashion leadership theories Zeitgeist	<b>The Fashion Reader</b> : <u>Dress as an Expression of the Pecuniary Culture; P.125</u> ; <u>Trickle Down, Bubble Up; P .451</u> ; <u>The Fashion System ; P 135</u> <u>Re-Orienting Fashion Theory ; P 150</u> ; <u>Subculture: The Unnatural Break; P 222</u>
Session 3 6 Oct	Zeitgeist/Trend Case Studies: Using the toolbox to understand the context behind trends  A Brief History of Fashion: Assign Periods	<b>The Fashion Reader</b> : <u>Nap Time: Historicizing The Afro; P 342</u> ; <u>Hip Hop; P423</u> ; <u>Jacqueline Kennedy Onassis; P 408</u> ; <u>Hot Couture: Brigitte Bardot’s Fashion Revolution P 414</u> ; <u>When Worth was King; P 437</u> ; <u>The Power of Fashion, P 128</u> ; <u>The American Look P 520</u> <b>Europe- 1700-----Baroque/French Revolution---Neoclassicism/Industrial Revolution-----Victorian and Edwardian-----</b>
Session 4 13 Oct	In-Class Work Session: Methodology and Presentation skills	Project 1: connect styles to context, understanding presentation techniques
Session 5 20 Oct	Project Presentation	Applying Zeitgeist toolbox



Session 6 27 Oct	<b>Mid-Term Exam (1.5 hrs)</b> Fashion: Media and Communication	The Power of the Pages <b>The Fashion Reader:</b> <u>Written Clothing; P 132;</u> <u>Fashion Rendering P 374; On The Marked</u> <u>Change in Fashion Photography; P 376;</u>
Session 7 3 Nov	Fashion Communication: Trend Dictatorship Trend reversal: The online revolution How the Kardashians changed fashion	<b>The Fashion Reader:</b> <u>Fashion on the Page;</u> <b>P 399</b> <u>Supermodels and Super Bodies;</u>
Session 8 10 Nov	Fashion in the Modern World: Women and Fashion	<b>P 403;</b> <u>Feminism and Fashion; P 322;</u> <u>“Material Girl”: Madonna as Postmodern</u> <u>Heroine P 349</u>
Session 9 17 Nov	Sustainable Fashion: Millennial and Eco-Context Fabric Trends through the Ages	<b>The Fashion Reader P. 573</b> <u>Fiber</u> <u>Sustainability: Green is not Black + White; P</u> <b>577;</b> <u>Weaving a New Future; P 582</u>
Session 10 24 Nov	Projects: Contemporary Zeitgeist	Projects: Contemporary Zeitgeist
Session 11 8 Dec	Projects	
Session 12 15 Dec	Final In-Class Exam	

**The schedule of Final Exams will be confirmed and published by 31 October 2020. The last day of the semester is 18 December 2020. DO NOT PLAN ANY TRAVEL BEFORE THIS DATE AS THERE ARE NO MAKE-UP EXAMS.**

### **WRITING ASSIGNMENT RUBRIC**

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#### HOLISTIC SCORING

#### **Score 6: A**

A 6 paper commands attention because of its insightful development and mature style. It presents a cogent analysis of or response to the issue, elaborating that response with well-chosen examples and persuasive reasoning. The 6 paper shows that its writer can usually choose words aptly, use sophisticated sentences effectively, and master the conventions of written English. Ample supporting evidence is provided and detailed in sophisticated language and description.



### **Score 5: B**

A 5 paper is clearly competent. It presents a solid analysis of or response to the issue, elaborating that response with appropriate material and sensible reasoning. A 5 paper typically has a less fluent and complex style than a 6, but does show that its writer can usually choose words accurately, vary sentences effectively, and observe the conventions of written English. Supporting evidence is more limited and exemplification is less demonstrative.

### **Score 4: C/C+**

A 4 paper is satisfactory, sometimes marginally so. It presents an adequate analysis of or response to the issue, elaborating that response with some superficial basic knowledge and acceptable logic. Just as examples and reasoning, will ordinarily be less developed than those in 5 papers, so will the 4 paper's style be less effective. Nevertheless, a 4 paper shows that its writer can usually choose words of sufficient precision, control sentences of reasonable variety, and observe the conventions of written English. Listing and non-elaboration of theme.

### **Score 3: C-**

A 3 paper is unsatisfactory in one or more of the following ways. It may analyze or respond to the issue illogically; it may lack coherent structure or elaboration with examples; it may reflect an incomplete understanding of the text or the topic. Its prose is usually characterized by at least one of the following: frequently imprecise word choice; little sentence variety; occasional major errors in grammar and usage, or frequent minor errors.

### **Score 2: D**

A 2 paper shows serious weaknesses, ordinarily of several kinds. It frequently presents a simplistic, inappropriate, or incoherent analysis of or response to the issue, one that may suggest some significant misunderstanding of the text or the topic. Its prose is usually characterized by at least one of the following: simplistic or inaccurate word choice; monotonous or fragmented sentence structure; many repeated errors in grammar and usage.

### **Score 1: F**

A 1 paper suggests severe difficulties in reading and writing conventional English. It may disregard the topic's demands, or it may lack any appropriate pattern of structure or development. It may be inappropriately brief. It often has a pervasive pattern of errors in word choice, sentence structure, grammar, and usage.



### ORAL PRESENTATION SCORING RUBRIC

Category	Scoring Criteria	Total Points	Score
<b>Organization</b> (15 points)	The type of presentation is appropriate for the topic and audience.	5	
	Information is presented in a logical sequence.	5	
	Presentation appropriately cites requisite number of references.	5	
<b>Content</b> (45 points)	Introduction is attention-getting, lays out the problem well, and establishes a framework for the rest of the presentation.	5	
	Technical terms are well-defined in language appropriate for the target audience.	5	
	Presentation contains accurate information.	10	
	Material included is relevant to the overall message/purpose.	10	
	Appropriate amount of material is prepared, and points made reflect well their relative importance.	10	
	There is an obvious conclusion summarizing the presentation.	5	
<b>Presentation</b> (40 points)	Speaker maintains good eye contact with the audience and is Appropriately animated (e.g., gestures, moving around, etc.).	5	
	Speaker uses a clear, audible voice.	5	
	Delivery is poised, controlled, and smooth.	5	
	Good language skills and pronunciation are used.	5	
	Visual aids are well prepared, informative, effective, and not distracting.	5	
	Length of presentation is within the assigned time limits.	5	
	Information was well communicated.	10	
<b>Score</b>	<b>Total Points</b>	<b>100</b>	