

CATALOG INFORMATION

Dept and Nbr: FASH 50

Title: FASHION CAREERS

Full Title: Fashion Careers

Last Reviewed: 3/31/2014

Units		Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	3.00	Lecture Scheduled	3.00	17.5	Lecture Scheduled	52.50
Minimum	3.00	Lab Scheduled	0	17.5	Lab Scheduled	0
		Contact DHR	0		Contact DHR	0
		Contact Total	3.00		Contact Total	52.50
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 105.00

Total Student Learning Hours: 157.50

Title 5 Category: AA Degree Applicable

Grading: Grade or P/NP

Repeatability: 00 - Two Repeats if Grade was D, F, NC, or NP

Also Listed As:

Formerly: FASHN 50

Catalog Description:

An introduction to the fashion industry: historical background, markets, and industry segments. Exploration of career opportunities and required skills for employment in the field of fashion.

Prerequisites/Corequisites:

Recommended Preparation:

Eligibility for ENGL 100 or ESL 100

Limits on Enrollment:

Schedule of Classes Information:

Description: An introduction to the fashion industry: historical background, markets, and industry segments. Exploration of career opportunities and required skills for employment in the field of fashion. (Grade or P/NP)

Prerequisites/Corequisites:

Recommended: Eligibility for ENGL 100 or ESL 100

Limits on Enrollment:

Transfer Credit: CSU;

Repeatability: Two Repeats if Grade was D, F, NC, or NP

ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:

AS Degree:	Area			Effective:	Inactive:
CSU GE:	Transfer Area			Effective:	Inactive:
IGETC:	Transfer Area			Effective:	Inactive:
CSU Transfer:	Transferable	Effective:	Fall 1981	Inactive:	Fall 2014
UC Transfer:		Effective:		Inactive:	

CID:

Certificate/Major Applicable:

Certificate Applicable Course

COURSE CONTENT

Outcomes and Objectives:

Upon completion of the course, students will be able to:

1. Define "fashion" as well as other terms specifically related to the fashion industry.
2. Examine the historical background of the fashion industry and analyze its influences today.
3. Describe the values, themes, and methods of the fashion industry.
4. Identify and categorize all the segments of the fashion industry.
5. Define and differentiate among the variety of job categories, career objectives, and job responsibilities in the fashion industry.
6. Determine appropriate interview techniques and conduct an interview.
7. Develop a resume appropriate to conducting a job search in the fashion industry.

Topics and Scope:

- I. Nature of the industry
 - A. Environment
 - B. Movement
 - C. Leaders
 - D. Business of fashion
 - E. Values and methods of the industry
- II. Historical background of ready-to-wear
 - A. Effects of Industrial Revolution on fashion
 - B. Mass production of clothing
 - C. Retailing during the 19th and 20th centuries
 - D. Historical events and their effects on fashion:
 - 1) World War I
 - 2) Depression
 - 3) World War II
 - E. Post-war fashion of the 50's

- F. Youth directed 60's
- G. Anti fashion 70's
- H. Spending frenzy of the 80's
- I. Recession and value oriented 90's
- J. Role of discount stores and outlets in the economy
- K. Current and future trends
- III. Markets
 - A. Domestic
 - B. Foreign
- IV. Segments of the fashion industry:
 - A. Design:
 - 1) Designers
 - 2) Assistant designers
 - 3) Pattern makers
 - 4) Production/design room supervisor
 - 5) Sample makers
 - B. Production:
 - 1) Cutting contractor
 - 2) Sewing contractor
 - 3) Quality controller
 - 4) Shipping department
 - 5) Textiles
 - C. Merchandising:
 - 1) Sales representatives
 - 2) Customer service/satisfaction
 - 3) Advertising/promotion
 - 4) Photo layout
 - 5) Fashion show/models
 - 6) Retailing
 - 7) Mail order
 - 8) Buyers
- V. Resumé development
 - A. Types of resúms
 - B. Cover letter
 - C. Follow-up letter/thank you
- VI. Interview techniques
 - A. Role of the interviewer
 - B. Role of the interviewee
 - C. Role playing
- VII. Appropriate dress and behavior for job interviews
- VIII. Selecting a career in the fashion industry

Assignment:

Representative assignments:

1. Read text and answer assigned questions.
2. Complete a fashion journal notebook.
3. Complete field work in retail shopping malls and stores, and prepare unit evaluations on observations.
4. Prepare a written summary of field observations and make an oral presentation of the summary.
5. Prepare a resume.

6. Take objective tests.
7. Take a short essay test.

Methods of Evaluation/Basis of Grade:

Writing: Assessment tools that demonstrate writing skills and/or require students to select, organize and explain ideas in writing.

Written homework, Resume.

Writing
20 - 40%

Problem Solving: Assessment tools, other than exams, that demonstrate competence in computational or non-computational problem solving skills.

Field work

Problem solving
10 - 30%

Skill Demonstrations: All skill-based and physical demonstrations used for assessment purposes including skill performance exams.

Class performances

Skill Demonstrations
10 - 30%

Exams: All forms of formal testing, other than skill performance exams.

Matching items, Completion, Short answer; essay.

Exams
30 - 50%

Other: Includes any assessment tools that do not logically fit into the above categories.

CLASS PARTICIPATION

Other Category
5 - 15%

Representative Textbooks and Materials:

Apparel Product Development by Johnson & Moore, 2nd Edition, 2001, Prentice-Hall Publishing.