

CATALOG INFORMATION

Dept and Nbr: FASH 151      Title: FASHION APPAREL  
Full Title: Fashion Apparel and Accessories  
Last Reviewed: 10/10/2016

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 Only  
Repeatability: 00 - Two Repeats if Grade was D, F, NC, or NP  
Also Listed As:  
Formerly: FASH 51

**Catalog Description:**  
As preparation for a career in fashion retailing, this course introduces students to all aspects of fashion through exploration of current trends and product information for ready-to-wear and home apparel and accessories.

**Prerequisites/Corequisites:**

**Recommended Preparation:**  
Eligibility for ENGL 100 or ESL 100

**Limits on Enrollment:**

**Schedule of Classes Information:**  
Description: As preparation for a career in fashion retailing, this course introduces students to all aspects of fashion through exploration of current trends and product information for ready-to-wear and home apparel and accessories. (Grade Only)  
Prerequisites/Corequisites:  
Recommended: Eligibility for ENGL 100 or ESL 100  
Limits on Enrollment:

Transfer Credit:

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

## **ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:**

<b>AS Degree:</b>	<b>Area</b>	Effective:	Inactive:
<b>CSU GE:</b>	<b>Transfer Area</b>	Effective:	Inactive:
<b>IGETC:</b>	<b>Transfer Area</b>	Effective:	Inactive:
<b>CSU Transfer:</b>		Effective:	Inactive:
<b>UC Transfer:</b>		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. Examine components of the fashion world and discuss the relationships among them.
2. Differentiate among materials utilized in apparel (fashion and home).
3. Recognize and classify selling features of fashion and home apparel.
4. Describe the product development process for a variety of apparel.
5. Identify the major producers of apparel.
6. Evaluate the markets for fashion.
7. Summarize the policies and strategies in fashion retailing.
8. Provide product information to the consumer to facilitate informed purchasing decisions.
9. Synthesize the elements of apparel and house wares for consumer appeal and sales.
10. Determine use and care requirements of textile and non-textile products.
11. Evaluate fashion trends and their influence on consumer decision making.

### **Topics and Scope:**

- I. World of Fashion
  - A. Environment for fashion
  - B. Materials
  - C. Producers
  - D. Markets for fashion
- II. Materials for Apparel
  - A. Textiles
    1. Natural
    2. Man-made

- B. Fibers/Fabrics
- C. Finishes
- D. Colors and materials
- E. Careers
- III. Producers of Apparel
  - A. Product development
  - B. Apparel
    - 1. Men's
    - 2. Women's
    - 3. Children's
  - C. Accessories
    - 1. Footwear
    - 2. Fashion accessories
    - 3. Jewelry
    - 4. Cosmetics
  - D. Household
    - 1. Bedding
    - 2. Dinnerware
  - E. Careers
- IV. Retail Level: The Markets for Fashion
  - A. Fashion markets
  - B. Sourcing and merchandising
  - C. Fashion retailing
  - D. Policies and strategies in fashion retailing
- V. Merchandising
  - A. Sales and the consumer
  - B. Features of fashion and apparel
    - 1. Color
    - 2. Line
    - 3. Design
    - 4. Use and care of products
    - 5. Synthesizing elements
      - a. fashion
      - b. home apparel
- VI. Fashion Trends
  - A. Current trends
  - B. Trend formation
    - 1. Media
    - 2. Fashion magazines
    - 3. Political and social climate
  - C. Influence on consumer decision-making

### **Assignment:**

Representative assignments:

1. Compile a notebook including: lecture notes, apparel materials and identification, examples of influences on fashion.
2. Fieldwork: product surveys.
3. Term project: 5-10 page written report and oral presentation on a product of choice.
4. Several objective tests.
5. Reading from text, approximately 10-20 pages per week (variable).

## 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.

Term papers, Notebook

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 - 15%

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

Presentation.

Skill Demonstrations  
10 - 15%

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

Multiple choice, True/false, Matching items, Completion, Short answer.

Exams  
15 - 35%

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

Participation and attendance.

Other Category  
5 - 15%

## Representative Textbooks and Materials:

Fashion: From Concept to Consumer. Frings, Gini Stephens. Prentice Hall, 2004.

How Fashion Works: Couture, Ready-to-Wear, and Mass Production. Waddell, Gavin. Blackwell Science Inc., 2004.

Consumer Behavior: In Fashion. Solomon, Michael R. and Rabolt, Nancy J. Prentice Hall, 2003.

The Dynamics of Fashion. Stone, Elaine. Fairchild Publishing, 2004.