

**FASH 141 Course Outline as of Fall 2010****CATALOG INFORMATION**

Dept and Nbr: FASH 141 Title: CONTEMP FASHN DESIGNERS

Full Title: Contemporary Fashion Designers

Last Reviewed: 3/9/2020

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	6	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: FASH 55.2

**Catalog Description:**

A study of fashion designers from Charles Worth and the beginning of Haute Couture in the 1850's to the prominent designers of today. Particular emphasis on major American and international designers for fashion and film from the past 50 years.

**Prerequisites/Corequisites:****Recommended Preparation:**

Eligibility for ENGL 100 or ESL 100

**Limits on Enrollment:****Schedule of Classes Information:**

Description: A study of fashion designers from Charles Worth and the beginning of Haute Couture to the prominent designers of today. Particular emphasis on major American and international designers for fashion and film from the past 50 years. (Grade or P/NP)

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 this course, the students will be able to:

1. Identify the prominent 20th century fashion designers.
2. Compare the major lasting contributions each designer has made to the fashion industry.
3. Distinguish between each designer's strategy for success in the competitive world of fashion.
4. Compare and contrast designers' styles and how they have evolved during the course of their careers.
5. Summarize each designer's personal history and background.
6. Compare designers' formal and informal education and job experience.
7. Identify each designer's personal philosophy towards design and the fashion industry.
8. Recognize certain basic design elements and analyze how various designers adapted these elements into their own personal style.
9. Compare and contrast various designers, regarding their use of color, line, fabric, and silhouette.
10. Analyze present-day fashions in terms of how they draw from classic designers of the 20th century.

### **Topics and Scope:**

1. Define designer
  - a. Differences between designers and manufacturers.
  - b. Long term influence and effect.
  - c. Comparisons of current designers and manufacturers.
  - d. Price points and levels of design, including haute couture, designer label, bridge lines.
2. Origins of Haute Couture
  - a. Charles Worth
  - b. Rose Bertin
3. Designers and fashions of 1900-1910 -- Edwardian and Art Nouveau
  - a. Fortuny
  - b. Paul Poiret

- c. Callot Souers
- d. Lucile
- 4. The 1920's and the birth of sportswear
  - a. Coco Chanel
  - b. Jean Patou
  - c. Jeanne Lanvin
- 5. The 1930's and Hollywood fashions
  - a. Adrian
  - b. Travis Banton
  - c. Edith Head
  - d. Walter Plunket
  - e. Elsa Schiaparelli
  - f. Madeline Vionnet
- 6. The 1940's -- WWII and The New Look
  - a. Christian Dior
  - b. Jacques Fath
  - c. Salvatore Ferragamo
  - d. Lucien Lelong
  - e. Edward Molyneux
- 7. The 1950's -- Suburban America and post-war Europe
  - a. Claire McCardell
  - b. Norman Norell
  - c. Balenciaga
  - d. Alix Gres
  - e. Charles James
- 8. The 1960's and 1970's -- Camelot and Revolution
  - a. Pierre Cardin
  - b. Andre Courreges
  - c. Rudi Gernreich
  - d. Hubert de Givenchy
  - e. Mary Quant
  - f. Yves St. Laurent
  - g. Halston
  - h. Bob Mackie
  - i. Jessica McLintock
- 9. The 1980's and 1990's
  - a. Giorgio Armani, Dolce & Gabbana, Oscar de la Renta
  - b. Tom Ford, Thierry Mugler, Jean-Paul Gaultier, Prada
  - c. Norma Kamali, Donna Karan, Rei Kawakubo, Calvin Klein
  - d. Christain La Croix, Karl Lagerfeld, Ralph Lauren
  - e. John Galliano, Marc Jacobs, Sonja Rykiel, Anna Sui
  - f. Valentino, Gianni & Donatella Versace, Vera Wang
  - g. Vivienne Westwood, Richard Tyler, Helmut Lang
- 10. Current and upcoming designers as featured in current fashion literature

NOTE: All the above designers are representative of their period; others may be added as relevant. All designers are evaluated based on examples of their work and the context of the time in which they lived.

### **Assignment:**

Representative assignments:

1. Students will compile a class notebook that will include the following:

- a. Written class assignments
  - b. Chapter text questions
  - c. Reference readings
  - d. Fashion newspaper or magazine clippings
2. Term paper (5-10 pages) including poster illustrating the topic, and oral presentation of material
  3. Two tests, midterm and final exam
  4. Reading: 10-15 pages per week

### 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, reference readings, term paper, notebook

Writing  
30 - 60%

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

None

Problem solving  
0 - 0%

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

None

Skill Demonstrations  
0 - 0%

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

True/false, completion, short essay

Exams  
30 - 60%

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

Participation

Other Category  
0 - 10%

### Representative Textbooks and Materials:

Who's Who in Fashion, 4th edition, by Stegemeyer, Anne. Fairchild, 2003 (classic in field).