FASH 141 Course Outline as of Spring 2022

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 the prominent designers and trends in fashion history from the late 19th century to today. Students will research ways that important American and international designers of the last 150 years have influenced and inspired the current fashion industry.

Prerequisites/Corequisites:

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

Limits on Enrollment:

Schedule of Classes Information:
Description: A study of the prominent designers and trends in fashion history from the late 19th century to today. Students will research ways that important American and international designers of the last 150 years have influenced and inspired the current fashion industry. (Grade or P/NP)
Prerequisites/Corequisites:
Recommended: Eligibility for ENGL 100 or ESL 100 or equivalent

Limits on Enrollment:
Transfer Credit:
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:	Effective:	Inactive:
UC Transfer:	Effective:	Inactive:

CID:

Certificate/Major Applicable:
Certificate Applicable Course

COURSE CONTENT

Student Learning Outcomes:
At the conclusion of this course, the student should be able to:
1. Identify the prominent fashion designers and major trends in culture, dress, and garment production from the late 19th century to the present.
2. Summarize the personal history and design philosophy of key designers

Objectives:
At the conclusion of this course, the student should be able to:

1. Identify the prominent 20th century fashion designers and summarize their personal and professional history as well as their unique design philosophies.
2. Compare the lasting contributions each designer has made to the fashion industry.
3. Summarize the important historical and cultural events that have influenced fashion and apparel over the last 150 years.
4. Recognize basic design elements like color, line, fabrication, and silhouette, and analyze how fashion designers can adapt these elements into their own personal aesthetic.
5. Recognize the important role of journalists, photographers, and celebrities in the fashion industry.

Topics and Scope:

I. Definition of a Fashion Designer
   A. Difference between a designer and a manufacturer.
   B. Overview of fashion industry structure
   C. Price points and levels of design
   D. Elements of design aesthetic: color, line, fabric, and silhouette

II. Late 19th Century 1860-1900
   A. Victorian style

B. Charles Worth and the origins of Haute Couture
C. Doucet and Paquin

III. Fashions from 1900-1910
A. Edwardian style
B. Art Nouveau
C. Fortuny, and the Callot Soeurs

IV. The 1910’s- Orientalism and WWI
A. The Ballets Russe
B. Paul Poiret
C. Changes during wartime

V. The 1920's --The Birth of Sportswear
A. Coco Chanel
B. Jean Lanvin
C. Rising importance of Fashion Media

VI. The 1930's- Hollywood Glamour
A. Costume designers Edith Head and Adrian
B. Vionnet and the bias cut
C. Elsa Scaparelli, Dada and Surrealism
D. The Great Depression

VII. The 1940's -- WWII and The New Look
A. Christian Dior
B. Jacques Fath, Pierre Balmain
C. Mainbocher, Norrell, McCardell

VIII. The 1950's --Suburban America and post-war Europe
A. Balenciaga, Givenchy and changing silhouettes
B. Alix Gres
C. Charles James

IX. Influential Fashion Photographers
A. Richard Avedon
B. Annie Leibovitz
C. Patrick Demarchelier
D. Bill Cunningham

X. The 1960's Camelot, Counterculture, and the Space Age
A. Mary Quant and Givenchy
B. Cardin and Courreges
C. The British invasion

XI. The 1970's – Revolution and Polyester
A. Yves Saint Laurent & Karl Lagerfeld
B. Vivienne Westwood and Punk fashion
C. Diane Von Furstenburg and the wrap dress
D. Halston and Studio 54

XII. The 1980s - Powerdressing

A. Armani and Versace
B. Bill Blass, Oscar de la Renta
C. Donna Karan, Calvin Klein and Ralph Lauren
D. Yamamoto, Kawakubo, and Miyake

XIII. The 1990's – NAFTA and Fashion Globalization
A. Anna Wintour
B. Rise of the supermodel
C. Pop, grunge, goth and hip-hop- music influences fashion
D. Thierry Mugler & Christian Lacroix,
E. Jean Paul Gaultier & Alexander Mcqueen

XIV. The 2000s – Democratization of Fashion
A. Celebrity Fashion Designers
B. Fashion in TV & Film
C. Rise of Fast fashion
D. Luxury Brand Consolidation

XV. The 2010 to the Present
A. Sustainable Design
B. Social Media Influencers

Assignment:

1. Class journal which may include:
   a. Classroom and homework assignments
   b. Reference film reviews
   c. Fashion newspaper and magazine clippings
2. Course project which will include
   a. Written paper (minimum of 500 words)
   b. Visual and/or oral presentation research material
3. Two or more exams
4. Reading (approximately 15-20 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 paper, class journal	Writing 20 - 30%

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.

Visual and/or oral presentation research material	Skill Demonstrations 20 - 35%

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

Exams	Exams 20 - 30%

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

Participation and attendance	Other Category 15 - 20%

Representative Textbooks and Materials:
Who's Who in Fashion, 6th edition, by Stegemeyer, Anne. Fairchild: 2014 (classic in field).