

**ARTH 1204-E432 20<sup>th</sup> Century Dress and Culture**  
**Final Research Presentation Guidelines**

Objective: to complete a research project on a designer you have chosen.

What: You will present a 5-minute PowerPoint presentation that is also submitted with your notes on Black Board. Your notes can take the form of a detailed outline or a paragraph form essay, and should be about one page. For your presentation, you will use images to contextualize the work of your designer in the history of 20<sup>th</sup>-century fashion. Ask questions like:

- What major contribution(s) did he/she make to fashion?
- What creative processes/ ideologies of creation/ techniques were used?
- What brand identity was he/she attempting to shape? With what branding techniques? (photography, ad campaign, etc.)
- What was the target consumer market, and how were they reached?
- How did the work of this person stand out in history, and how did it conform to the historical attitudes/happenings of the time (Modernism, politics, etc.)?

In addition to the study of his/her work, (briefly) include relevant biographical details (place/date of birth; place of study; place of work). But note that this part should not take up much time, the emphasis on the project is on the work and contributions of this designer, contextualized culturally and historically. Following your presentations, you will answer questions from your peers.

Deadline: **May 4<sup>th</sup>, 2020 by 12pm NOON** \*Send your presentations to Alexis via Black Board.

Presentation dates: either May 4<sup>th</sup> or 11<sup>th</sup>, TBD