



NEW YORK CITY COLLEGE OF TECHNOLOGY
THE CITY UNIVERSITY OF NEW YORK
DEPARTMENT OF BUSINESS

BUF 3310 CONTEMPORARY DESIGNERS AND LUXURY MARKETS

Prerequisites: BUF 3100, SBS 3201

Credits: 3

INSTRUCTOR: Professor Devon Jackson

Office Hours: By Appointment (Monday's & Wednesday's 1:00 PM - 3:00 PM)

Contact Info: 929-427-8180 E-mail: DJackson@citytech.cuny.edu

Meeting Date/ Time: MoWe 4:00PM - 5:15PM

COURSE DESCRIPTION: Examines the aesthetics of major fashion designers from the 19th to the 21st centuries through lecture and study of museum clothing collections. Students will gain knowledge of historic fashion influences with application to contemporary and future fashion apparel.

Outcome	Assessment
Integrate past designers' styles with current fashion and fashion designers	Class discussion, <i>Designer Paper & Presentation</i>
Effectively discuss distinctions of fashions among different time periods and styling	Class discussion, reading current events, <i>Designer Paper & Presentation</i>
Apply critical thinking skills and appropriate design terminology to an analytical study and comparison among selected designers.	Class discussion, course work, <i>Designer Paper & Presentation</i>
Demonstrate knowledge of the key aesthetic and major style contributions of selected designer	Class discussion & midterm examination

GENERAL EDUCATION LEARNING OUTCOMES

Outcome	Assessment
Locate, interpret, and critically analyze appropriate resources used in historical research	Research and writing of <i>Designer Paper & Presentation</i>

LEARNING OUTCOMES: Upon successful Completion of this course, students will be able to
RECOMMENDED TEXTBOOK:

ASSESSMENT AND GRADING: Grading and add/drop policies are in accordance with University policies. Students need to submit assignments on or before the due date.

Grades are assigned based on total points earned in the course. The total number of points a student earns is divided by the total number of possible points. The total possible points are 500.

A student's score is converted into a percentage and a grade will be assigned using the scale

Derive solutions to problems through processes of visual communication and perception.	Class discussion, Research and writing of <i>Designer Paper & Presentation</i>
Synthesize information into a usable form to further understand culture	Class discussion, Research and writing of <i>Designer Paper & Presentation</i>
Build knowledge based on concepts, principles, theory, and creative connections	Class discussion, current events, course work, midterm & final examinations

GRADING ASSIGNMENTS

5 Current Event Projects (20 each)	100 points
Designer Project/Presentation	200 points
Midterm Exam	100 points
Final Exam	100 points
Total	500 points
Participation	10%

PROCESS FOR EVALUATION

Outstanding (A)	work exceeds the grading criteria.
Good (B)	work met all grading criteria, performed to top standards.
Average (C) work,	met all but one or two of the grading criteria.
Below Average (D)	work met only one or two of the grading criteria.

GRADE SCALE

A	=	93 – 100
A-	=	90 – 92.9
B+	=	87 – 89.9
B	=	83 – 86.9
B-	=	80 – 82.9
C+	=	77 – 79.9
C	=	70 – 76.9
D	=	60 – 69.9
F	=	59.9 and below

listed below.

COURSE POLICIES AND PROCEDURES:

PARTICIPATION: Your success in this class depends on your willingness to put effort into your work. You are expected to participate in all large and small group activities, exercises and discussions. Participation will help you understand the subject matter and will be considered when determining your final grade. **Participation is 10% of your final grade.** Coming to class is NOT participation.

Participation involves:

- **Active Learning.** Taking notes, asking questions and taking responsibility for your own learning.
- **Working with others in group activities:** A chain is only as strong as its weakest link. Don't drag your team down by refusing to get involved.
- **Attending class regularly.** If you aren't here, you can't learn.

NO LATE WORK POLICY: Assignments and projects are due at the beginning of class as scheduled. NO LATE work will be accepted. Assignments delivered to the Faculty Office will not be accepted.

GUIDELINES FOR WRITTEN ASSIGNMENTS: All papers MUST be typed. A page is the equivalent of a 1.5 line-spaced 8.5 x 11-inch paper with one inch margins using 12- point type. Follow the page length guidelines for each assignment and number each page. All work MUST contain the student name(s) and email address(es), the course name and number, the date the assignment is submitted, and the name of the assignment. Effective writing helps clarify ideas and communicate those ideas to others. Be organized, clear, and succinct. Grammar, punctuation, style, and spelling count. Write in college-level American English that is appropriate to the business community.

Effective writing helps clarify ideas and communicate those ideas to others. Be organized, clear, and succinct. Grammar, punctuation, style, and spelling count. Write in college-level American English that is appropriate to the business community.

Papers will be graded on the following criteria:

- Clear and thorough application of direct and database concepts and principles (including material covered in the assigned reading, lectures, and discussions).
- Demonstration of original, logical, strategic thinking including a complete analysis of facts, logical synthesis, and persuasive conclusion/recommendation. Specific examples should support the analysis. Address the specific requirements of the assignment.
- Quality of research (depth, breadth, appropriateness) and proper acknowledgement of references, including complete citations using APA style in-text notes, when appropriate.
- Appropriate language and tone, accurate spelling, correct grammar, appropriate punctuation, and logical organization. You will not receive an A if your writing is awkward, contains grammatical or punctuation errors, or is disorganized.

Written work must be word processed/typed on standard size 8 1/2" by 11" paper in black ink in Times New Roman font. All names must be typed on assignments to be accepted. Please plan accordingly for all your assignment due dates.

EMERGENCIES: In the case of an emergency, you may submit your assignment the following class day. For once a week courses you may e-mail your assignment to me prior the start of the

class to get full credit. Documentation on Professional Letterhead of the emergency will be expected. Coming late to class does not constitute an emergency.

COLLEGE POLICIES (ACADEMIC INTEGRITY, ADA, RESOURCES): See standard policy document

SCHEDULE OF TOPICS: The following is a schedule of topics that will guide the course. How much time is spent on each topic will depend on student's interest and involvement therefore, students will need to be flexible in terms of timing their reading of the assigned materials. When reviewing for an examination be certain to review end of chapter questions in addition to lecture notes and questions listed here.

SESSION	TOPIC	Midterm and Final Schedule
Week 1:	Gabrielle “Coco” Chanel / Karl Lagerfeld	
Week 2:	Christian Dior / Raf Simons	
Week 3:	Halston / Marios Schwab	
Week 4:	Saint Laurent	
Week 5:	Ralph Lauren	
Week 6:	MIDTERM EXAMINATION/ESSAY	Essay due
Week 7:	Hedi Slimane	
Week 8:	Versace / Vera Wang	
Week 9:	Giorgio Armani / Diana Von Furstenburg (DVF)	
Week 10:	John-Paul Gaultier	
Week 11:	Alexander McQueen / Marc Jacobs	
Week 12:	Tom Ford / Calvin Klein / Francisco Costa	
Week 13:	BURBERRY / Christian Bailey	
Week 14:	Michael Kors / Stella McCartney / Jason Wu	
Week 15:	Final Examination	Final Project Due