



**NEW YORK CITY COLLEGE OF TECHNOLOGY
CITY UNIVERSITY OF NEW YORK**

**DEPARTMENT OF BUSINESS
FASHION TEXTILES
SPRING 2016**

Course: MKT 1246

4 Credit Hours

Classroom Number: NAMM 922-A

Class meeting schedule:

Instructor: Dr. Alyssa Dana Adomaitis

Instructor Email: AAdomaitis@citytech.cuny.edu

Office Hours:

by appointment only

Office Location: NAMM 1025

Office Phone: 718.260-5757

COURSE DESCRIPTION:

This course is an introductory survey of today's complex and consistently transforming fashion and textiles business environment. A survey of fashion wholesale and retail environments will be explored to offer students a clear understanding of various textiles types with an emphasis on its interaction with fashion merchandisers, buyers, and retailers. Students acquire basic knowledge of fibers, yarns, cloth construction, finishes, and embellishments necessary to determine quality and to make appropriate fabric choices for contemporary fashion apparel and home furnishings.

Prerequisites: MKT 1100, MKT 1102;

Pre- or corequisite: ENG 1101

LEARNING OBJECTIVES:

1. Students will have a theoretical and practical understanding of the strategies and techniques of the textile industry.
2. Students will learn how to assess and identify assorted textile types including woven
3. Students must identify the difference between knitted and woven goods. Students will be exposed to knitted and woven swatches and must distinguish the differences of each fabric category.
4. Students must define and explain the difference between branded fibers and generic fibers.
5. Students must understand and retain the facts regarding the characteristics of all three natural and manufactured fibers.
6. Students must complete the textile swatch book with approximately 188 fabrics.
7. Students must understand the differences between natural and manufactured fibers.

LEARNING OUTCOMES:

Specific Course

By the end of the course, students will be able to:

Assessment of Outcomes:

Identify the basic fabric sources of the textile industry both in apparel and in home furnishings including purchasing from manufacturer and domestic converters.	Class discussions, quizzes, and examinations
Determine basic fiber sources, structures, and	Class discussions, lab hrs, and term

properties, and identify different fibers by using various testing techniques.	paper and oral presentation
Evaluate the difference between natural and manufactured fibers through proper research and analysis techniques and with reference to their generic and trade names.	Class discussion, examinations, and textile swatch kit
Compare the difference between spun and filament yarns, yarn twist, carded and combed cotton, worsted and woolen, and single and ply yarns.	Class discussion, lab hr analyses, examination, and term paper
Recognize the differences between the properties of construction (weaves, knits, and non-wovens) and apply this knowledge to decide the correct end uses for the fabric.	Class discussion, lab hr analyses, online-textile assessments, and term paper
Evaluate the various textile dyeing, printing, and finishing methods.	Class discussion, lab hr analyses, online-textile dyeing assessments, swatch kit and term paper
Interpret the current textile laws, regulations, and trade agreements and its relationship to the industry both domestic and abroad.	Class discussion, term paper, and examination

LEARNING OUTCOMES:

General Education:

By the end of the course, students will be able to:

Assessment of Outcomes:

Employ scientific reasoning and logical thinking	Lab experiments and term paper
Derive meaning from experiential learning as well as gather information from observation	Class discussions, lab experiments, research and term paper
Show curiosity and the desire to learn and understand outcomes.	Class discussion, textile swatch kit, and lab experiments
Gather, interpret, evaluate, and apply information discerningly from a variety of sources.	Lab experiments, library research, online textile assessments and field trips

REQUIRED TEXTBOOK and REQUIRED SWATCH KIT:

Elsasser, V. H. (2000). *Textiles: Concepts and Principles* 3rd Edition. Fairchild Publications: New York ISBN-13: 000-1563678446. *This text is also available as an e-text.*

Textile Fabric Consultants, Inc. (with Swatch Kit): *Eco Edition. Swatch Kit is a mandatory requirement for the course.*

Compliance with Federal Law: For information on the authors, titles, retail prices, ISBN numbers, and other details regarding the text books, please visit the college website at <http://citytech.cuny.edu/bookstore/edu>

TECHNOLOGY ENHANCEMENT:

- ❖ ITEXTILES online textiles learning and class lectures via:

Textile Fabric Consultants, Inc. (with Swatch Kit)

www.textilefabric.com

800-210-9394/615-459-7510

FAX 615-459-3744

Follow us on Twitter [@TextileFabricCo](https://twitter.com/TextileFabricCo)

- ❖ Blackboard Technology All students will be responsible for Blackboard access and participation
- ❖ SAFEASSIGN Technology for the submission of Final papers

COURSE POLICIES & PROCEDURES:

ATTENDANCE:

Class attendance is expected. **TWO or more absences and/or excessive lateness/ or leaving early (2 late class arrivals equals 1 absence,) will cause a failed grade.** Although students are graded on academic achievement and performance rather than on attendance per se, there are several in class activities, assignments, and quizzes that are completed and handed in during scheduled class times. These assignments are required and contribute to the final course grade.

Should a student be absent more than two days of a quarterly course, one must bring in documentation of the day and time of absence on official letterhead.

Students who are not present in class on the days of these assignments will **NOT** be given the opportunity to make-up these activities unless recognized by CUNY-CityTech.

It is *strongly recommended* that a student's personal appointments be scheduled at other than class times (*this includes job interviews and medical appointments*).

If you are absent when an assignment is due, you are responsible for having the assignment turned in during the class period. If you are absent from class, you are responsible for the material covered. *This means you must get the missed work and you are responsible to get the material by contacting your peers.*

In addition to class attendance, it is also expected that students will complete readings and homework as assigned and participate in class discussions to the extent that it is possible in a class setting. Participation is important in this course. When students' share their thoughts and experiences, class concepts become concrete in their minds as well as in the minds of other students. It is the sharing of our experiences that helps us to learn from each other as well as about each other. Members of this classroom will practice inclusively. We will listen to one another's views with respect regardless of race, gender, sexual orientation, or disability.

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.

Student Conduct Policy:

Loud, disruptive or inappropriate behavior is not permitted and will not be tolerated. Definition of such behavior is the sole judgment of the instructor. This will include, but is not limited to:

1. Use of or interruption by any electronic device, especially cell phones.
2. *Talking amongst students* or comments that are made to distract from the class.
3. Disrespectful comments to or about anyone or any group of people.
4. Food shall be permitted in the class unless it becomes a disruption to the classroom.
5. Do not attempt to discuss grades before, during or after class hours. Please make an office appointment for these discussions.
6. All rules of conduct in the Student Handbook apply.

Special Request:

As Fashion Marketing students and instructors we should be proud and stand out in a crowd. Unfortunately not all fashions are tasteful. Please hold yourself to a higher standard.

ELECTRONIC DEVICES:

Many people in our society have not yet learned professional, considerate, behavior regarding electronic devices. Turn off all cellular telephones, beepers, wrist watch alarms, etc. before you enter class. If you use a computer, please sit in the two front rows of the class. **If your electronic device audibly activates during class or you are found on a social media site such as Facebook or Twitter or a shopping website while in class lecture, you will be deducted 5 points from your final grade each time.** If you are expecting a life and death announcement from an immediate family member—brother/sister/parent/spouse/child — please notify me *before* class of that situation.

ACADEMIC INTEGRITY POLICY:

The value of an institution of higher education is dependent upon its ability to maintain the integrity of its academic environment. Academic dishonesty cannot and will not be tolerated at Berkeley College. Berkeley College is committed to supporting its mission to provide an educational experience designed to develop professional competencies including developing habits of personal and professional integrity. The College expects all members of its community - - students, faculty and staff - - to act honestly in all situations.

"Academic Dishonesty is any form of cheating and plagiarism which results in students giving or

receiving unauthorized assistance in an academic assignment or receiving credit for work which is not their own."

All students are expected to agree to a pledge of honesty concerning their academic work, and faculty is expected to maintain the standards of that code

Academic misconduct is defined as any act that violates the rights of another student with respect to academic work or involves misrepresentation of a student's own work. Academic misconduct includes but is not limited to: cheating on assignments, quizzes, or examinations, plagiarizing pieces of work, depriving others of necessary course work, and sabotaging another's work.

Academic dishonesty on exams, quizzes, or any other graded assignment will result in a zero for that graded activity or assignment.

Academic dishonesty includes use of any unauthorized assistance in taking quizzes, tests, or exams; dependence upon the aid of sources beyond those authorized by the instructor, or the acquisition of tests or other material belonging to a faculty member.

Plagiarism includes the paraphrase or direct quotation of published or unpublished works without full and clear acknowledgment of the author/source.

Academic dishonesty will bring about disciplinary action, which may include expulsion from the university. This is explained in the College's online handbook.

"Academic dishonesty (is any) form of cheating and plagiarism which result in students giving or receiving unauthorized assistance in an academic exercise or receiving credit for work which is not their own." (Kibler et. al. (1988), Academic integrity and student development: Legal issues and policy perspectives, Ashville, NC: College Administration Publications, Inc., p. 1.) All students are expected to agree to a pledge of honesty concerning their academic work, and faculty are expected to maintain the standards of that pledge.

INFORMATION (TECHNOLOGY) LITERACY STATEMENT

Information Literacy is a valuable set of skills that empowers students to become agile information seekers who adapt to changing modes of information delivery and are selective, critical, ethical users of information in all formats. These skills are embedded within course work throughout academic programs.

QUIZZES, EXAMINATIONS, AND GRADING:

In-class learning assignments are given and completed during class time. These are *unscheduled* but occur frequently. In-class assignments may consist of group activities, short reaction papers and so forth. QUIZZES are in the format of problem solving questions and given at the start of the class.

Should you arrive late on that day, you risk missing the quiz. **There are no make-ups on quizzes.** Students who miss any quiz for reasons that are recognized by CUNY-Citytech (e.g., documented family emergencies, documented illness and the like) *need to contact the instructor prior to missing the quiz.*

There are two exams scheduled during the quarter which includes a **comprehensive midterm** and a **final exam** which will be given during final exam week. **There are no make-up exams.** A student who is unable to take the exam at the scheduled time will result in a **0** on that exam unless absence is recognized by Berkeley College policy. The mid-term and final exams are worth 100 points each. The midterm exam is scheduled for _____ and the final exam is scheduled for _____. The date for the final **will not** be changed.

ASSIGNMENTS/ NO LATE WORK POLICY:

Assignments and projects are due at the beginning of class as scheduled. **NO LATE work will be accepted.** Assignments placed under the professor's door will *not* be accepted. 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.**

Process for Evaluation:

Outstanding (A) work went beyond the package and presentation requirements.

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.

Project Grading Criteria:

- 1) *Initiative* - Students must prove resourcefulness in presenting meaningful information in a well-structured package. Students must demonstrate inclusion of supporting information from course materials. Students must show evidence of adequate preparation in the presentation.
- 2) *Thoroughness* - Students must have covered all topical areas. Students should provide adequate coverage within each topical area.
- 3) *Accuracy* - Students must have reached appropriate conclusions from the information they received. Students must have applied course material accurately, reflecting knowledge and understanding of the material.
- 4) *Professionalism and Creativity* – The promotional package and presentation should reflect professionalism in preparation and clarity, and creativity. They should be attractive and eye-catching. The promotional package and presentation should show evidence of advance work and planning.

Papers will be graded on the following criteria:

- Clear and thorough application of direct and database marketing 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.

In a case of an emergency, you may e-mail your assignment to me prior the start time of the class to get full credit. Documentation of the emergency will be expected.

Please do not send me work if you are running late. It must constitute an emergency.

ACADEMIC WRITING CENTER (AG-18):

Any student needing help will find an array of services such as study skills training; support for reading and writing skills; and assistance with mathematics, oral communication and computer applications. Both peer and faculty tutors are available for assistance. The Academic Support Center offers academic assistance to all students through the use of services including tutoring, workshops and access to computer-based programs. For further information, please visit the Academic Support Center on campus and on Blackboard.

All term papers must be seen by ASC prior submission. Please have the appointment slip with edits attached to final submission of paper. ***You are to edit your own paper once edited by ASC.***

SAFEASSIGN AS A LEARNING TOOL

SafeAssign helps prevent plagiarism by providing both the student and the professor a feedback report that compares any student work submitted through the software with a comprehensive database of books, journals, websites and papers written by other students. Some of the writing assignments in this course will use Blackboard's **SafeAssign** software to help students improve their skill at paraphrasing statements contained in research on a topic and to help increase awareness of the proper use of citation when a student writes a paper using ideas or statements taken from a research source.

For any assignment requiring research and/or requiring more than two pages of writing, students will be expected to submit that assignment through **SafeAssign** in Blackboard, following the submission guidelines given with the assignment instructions. Prior to submitting a final draft of an assignment, students will have the opportunity to submit several drafts of that assignment to **SafeAssign** in order to get sufficient feedback from **SafeAssign** reports to help minimize the risk of plagiarism.

- ❖ **If the assignment continues to have evidence of plagiarism in the final draft of the assignment, the professor will file a report to the Department Chair documenting the use of the paper as an action of academic dishonesty.**
- ❖ **If a student fails to submit an assignment to SafeAssign, the professor will assign a grade of zero for that assignment.**

- ❖ **Please understand there are time limitations that must be met. Do not e-mail the professor that SAFEASSIGN was not accepting papers after submission time-out. It is then considered LATE, and NO LATE work is accepted.**
- ❖ **By submitting a paper to SafeAssign, that paper will become source material included in the SafeAssign database.**

GRADES:

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. Two hundred points can be earned through examinations and 100 points through quizzes. A student's score is converted into a percentage and grade will be assigned using the scale listed below. *Excessive absence/lateness can affect grade average by lowering it by 10%.*

PARTICIPATION	= 10% of final grade
SWATCH KIT	= 100 points
TERM PROJECT	= 200points
MIDTERM EXAM	= 100 points
<u>FINAL</u>	<u>= 100 points</u>
 TOTAL	 = 500 points

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 grade will be assigned using the scale listed below. *Excessive absence/lateness can affect grade average by lowering it by 10%.*

CREDIT HOUR ASSIGNMENT POLICY:

Course work performed outside of the classroom (such as reading, studying, writing papers, doing projects or receiving tutoring) is critical to academic success. **While the time requirements for individual students may vary somewhat, a general rule of thumb is that students should spend about two hours outside the classroom for every hour required in it.**

E-PORTFOLIOS/OPEN LAB:

CUNY-College of Technology asks all students to participate in building a program-long ePortfolio of the work that they complete while taking classes at the College. Through a process of *collect, select, reflect, and connect*, students learn to judge the quality of their own work, speak about their learning, and present evidence of their current knowledge and skills. College faculty will assist with this process by recommending that you store at least one significant piece of work from each course in your Blackboard content collection. For more information, see the "**ePortfolios at CUNY-College Technology**" organization in Blackboard.

MIDTERM REPORTS:

At the end of Week all students will be notified through their CUNY- College of Technology e-mail accounts and/or posted on Blackboard about their progress in this course.

COMPLIANCE WITH AMERICAN DISABILITIES ACT:

Any student who seeks a reasonable accommodation of a disability with respect to an academic matter should obtain a CUNY Citytech College Request for Accommodation of Disability Form, as soon as the need becomes apparent, from one of the ADA Coordinators. The ADA Coordinators can be reached in person or by phone at:

Room A-237 Student Support Services.

Phone # 1.718. 260.5143

Fax: # 1.718. 254-8539

COURSE SCHEDULE

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.

Credit hour Assignment Policy -Assigned homework such as reading course chapters, preparing the Swatch Kit which will be used as a reference guide for your term paper, daily current events, and writing assignments that will assist you to build a strong, thorough research paper is expected to take up to 6-7 hours weekly. Please plan accordingly.

Week	Topic	Assigned Reading
Jan. 29	Introduction to Textiles <i>Introduction to Swatch Kit</i>	Kadolph Chpt. 1-2 <i>Current Events Article</i>
Feb. 2	Textile Fibers and Properties <i>Terms & Definitions</i> <i>Term Paper Discussed 2-Person Formation</i>	Chpt.3 <i>Current Events Article</i> Define Textile Terms
Feb. 9	Natural Fibers	Chapt.4 & 5 <i>Intro. To Term paper</i>
Feb 12	<i>School Closed- Lincoln Birthday</i>	
Feb. 15	<i>School Closed –President’s Day</i>	

Feb. 16	<i>Writing Workshop for Formal Writing and Citations for a Research Paper</i>	<i>Study for Writing Quiz</i>
	Natural Fibers (<i>cont.</i>)	Chapt.4 & 5 <i>Revise Writing (ASC)</i>
Feb. 23	<i>Research Methods for Term Project Plagiarism</i> Librarian, Ian Berlin	<i>Research Topics</i>
Mar 1	Natural/Synthetic Fibers and Properties	
Mar 8	Midterm Exam Review/Term Paper Review	
Mar.10	<i>MIDTERM EXAM</i>	
Mar 15	Exhibition: Fairy Tale Fashion <i>Special Exhibitions Gallery</i> January 15 – April 16, 2016	
	<i>Museum at the Fashion Institute of Technology (FIT) Seventh Avenue at 27 Street New York City 10001-5992</i>	
Mar 17	Yarn Formation Mid-term Grades Posted on BB	Chapt. 10 & 11 <i>Textile Swatch Kit</i>
Mar 22	<i>Saturday Night Live Exhibition</i> Monday - Thursday, 11am – 7pm Location Exhibitions 417 Fifth Avenue, New York, NY 10016 (Between 37th and 38th Streets)	
Mar. 25	<i>NO CLASS –GOOD FRIDAY</i>	
Mar.29	Woven Fabrics & their Notable Properties	Chapt. 12 & 13
	Knit Fabrics & their Properties <i>(Bring in Completed Textile Swatch Kit) Term Paper –AG Review</i>	Chapt.14
Apr 5	Finishes: <i>Dying, Printing</i>	Chapt. 16-19

*Presentation Guidelines****Final Paper Due Via SAFEASSIGN- NO LATE Papers Accepted***

Apr 12	Aesthetic Value of Material	Chapt. 16-19
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Apr 19	Aesthetic Value of Material (cont.) <i>Apparel, Body, Construct (A-B-C)</i>	Chapt. 16-19 <i>M. DeLong</i>
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<i>Apr 22-30</i>	<i>Spring Recess</i>	
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<i>May 3-17</i>	Presentations of Textile Projects Schedule of Presentation	
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<i>May 17</i>	<i>Final Exam Review</i>	
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<i>April 19-25</i>	<i>FINAL EXAM WEEK</i>	
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May 19	<i>Final Examination 2:30 pm</i> <i>Final Exams are held on Final Exam Week</i>	
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REFERENCES

Diamond, Jay and Ellen, Fashion Apparel, Accessories and Home Furnishings. NJ: Pearson Prentice Hall, 2007

Dickerson, Kelly G., Inside the Fashion Business. NJ: Pearson Prentice Hall, 2003

Elsasser, Virginia Hencken. Know Your Home Furnishings. NY: Fairchild, 2004.
(GMT, BGN 747 ELS)

Miller, Judith, Costume Jewelry. NJ: Pearson Prentice Hall, 2008

Mueller, Carol, Marketing Today's Fashion. NJ: Pearson prentice Hall, 1995

Stall-Meadows, Celia, Know Your Fashion Accessories. NY: Fairchild, 2004

Wingate, Isabel B., Gillespie, Karen R., Know Your Merchandise. NY: McGraw –Hill, 1994

TERM PROJECT

MKT 1246: Textiles Term Project Guidelines

Dr. Adomaitis

1. Looking back at recent history, fashions continue to change due to fabric and technology. You will be looking back at fashion history of past musicians or actor/actresses/sports teams/ or service uniforms and critiquing fashions and describing the exact fabrics and construction. Select a garment before the year 1980 and compare with a current selection of after the year 2000. Make sure you can find the similar dress in both decades (i.e., military uniforms, school uniform, sport teams) in both selected eras to compare and contrast the apparel, garment in full regalia. It must be the similar garments.
 - a. describe the context of the movie, sporting event, venue, place, setting in which the dress/garment in work is most prominent (give a summary of the work and dates)
 - b. Introduction of the two garments you will select and compare (create excitement of the movie, sports team, rock band)
 - c. The name of the garment(s), era and date of costume; give origins to the garments
 - d. Who is the fashion designer or costume artist; give a summary of his/her bio and how the individual became the costume designer for this person, team, event
 - e. Color illustrations of each costume/uniform/outfit (pull from your paper)

2. Detail how the garment was constructed: Briefly explain this in PP
 - i. Natural (protein or plant) or Manufactured (Cellulosic, non-cellulosic) fibers (i.e. cotton shirt is a cellulosic fiber from plants)
 - ii. Construction : Sewn, glued, hand-constructed, machine
 - iii. What technology went into making the cloth for the major garments (cite articles)
 - iv. What are the physical properties (color, length, hand (texture), luster)
 - v. What were the mechanical properties (abrasion resistance, dimensional stability, elastic recovery, flexibility, resiliency, tenacity) briefly explain.....

3. Conclude:
 - a. Why were such garments selected - explain why the garments were selected for the occasion (differences/similarities) using the research information above to prove your answer. You can do a comparison chart

4. Please use ASC notes and follow guidelines such as topic sentences, transitions are needed - **Citations are need in text for any idea which is not original even though you may have written in your own words even in PP.** References are needed. APA .Times New Roman 12” font, black. Please print out 6 slides to a page in color. NO LATE assignments accepted.