

This document may be updated during the semester. The Syllabus is designed to answer most questions about the course you may have, but you can also find most of this information in the announcements on Blackboard. Please review it very carefully and have a printed copy handy for reference.

Department of Business:
Course Outline for BUF 3310 ~ SPRING 2022



CONTEMPORARY DESIGNERS AND LUXURY MARKETS
BUF 3310 [27086] (In-Person) Mondays 6:00pm-8:30pm
Professor Roger Gonzalez ~ email: RGonzalez@CityTech.CUNY.edu Mobile: 646-285-3033

Required Textbook(s) & Supplemental Material(s):

Who's Who in Fashion

Edition: 6th
ISBN: 9781609019693
Author: Alford
Publisher: Fairchild Books/Bloomsbury Publishing
Formats: PAPERBACK

Trendmakers

ISBN: 9781474259781
Author: Lantz
Publisher: Bloomsbury Academic
Formats: PAPERBACK, BryteWave Format

Required course can be purchased at the Citytech Bookstore. Here is the link:

<https://www.bkstr.com/newyorkcitystore/course-materials-results?shopBy=course&divisionDisplayName=&departmentDisplayName=BUF&courseDisplayName=3310§ionDisplayName=E042&programId=1564&termId=100072172>

Please go to this link asap to purchase the books.

Any issues, please reach out to Rick at the Bookstore: 718-855-7339

Course Description/Overview:

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.

Learning Objectives - Course Specific:

Upon successful Completion of this course, students will be able to...

- Integrate past designers' styles with current fashion and fashion designers
- Effectively discuss distinctions of fashions among different time periods and styling
- Apply critical thinking skills and appropriate design terminology to an analytical study and comparison among selected designers.
- Demonstrate knowledge of the key aesthetic and major style contributions of selected designer

General Education Learning Outcomes:

Upon successful Completion of this course, students will be able to...

- Locate, interpret, and critically analyze appropriate resources used in historical research
- Derive solutions to problems through processes of visual communication and perception.
- Synthesize information into a usable form to further understand culture
- Build knowledge based on concepts, principles, theory, and creative connections

CUNY’s Academic Integrity Policy: *Academic dishonesty is prohibited in The City University of New York.* Penalties for academic dishonesty include academic sanctions, such as failing or otherwise reduced grades, and/or disciplinary sanctions, including suspension, or expulsion. All Assignments submitted via Blackboard will be subject to plagiarism review.

Cheating is the unauthorized use or attempted use of material, information, notes, study aids, devices or communication during an academic exercise.

Plagiarism is the act of presenting another person’s ideas, research or writings as your own. The following are some examples of plagiarism, but by no means is it an exhaustive list.

Internet Plagiarism includes submitting downloaded term papers or parts of term papers, paraphrasing or copying information from the internet without citing the source, and “cutting and pasting” from various sources without proper attribution.

For a more detailed explanation, you can find the full Academic Integrity Policy here: <https://bit.ly/3ontuHh>

College Attendance Policy:

A student may be absent without penalty for 10% of the number of scheduled class meetings during the semester as follows:

Class Meets: 1 time weekly (for 2.5 hour course) or 2 times weekly for 1hr, 15 minutes.

Allowable Absence(s): 2 classes missed for meeting once weekly / 3 classes missed for twice weekly.

Excessive Absence:

If a student’s class absences exceed the limit established for a given course or component, or the student is not handing in assignments, or completing discussions, or participating, the instructor will alert the student that a grade of “WU” or “F” may be assigned. If a student remains officially registered for a course and never attends that course, a final grade of “*WN” will be assigned. If the student withdraws officially from the course, student will be assigned a grade in accordance with the existing withdrawal policy of the College.

ATTENDANCE WILL ALWAYS BE TAKEN AS REQUIRED.

Cancelled class meetings or changes to the schedule due to weather or other reasons are typically announced by the College Administration.

Grading Policy:

How Grading is determined:

Grading for this course is relatively simple. Instead of averages, the course is graded on a direct point system that you can follow. As you complete your work throughout the semester, you earn points for your work based on the quality of your work. With each submission, the points accumulate, working towards 500 total points.

Grading System Currently:

All grades will be based in proportion to the following scale:

A	=	465-500 pts	93-100
A-	=	450-464 pts	90-92.9
B+	=	435-449 pts	87-89.9
B	=	415-434 pts	83-86.9
B-	=	400-414 pts	80-82.9
C+	=	385-399 pts	77-79.9
C	=	350-384 pts	70-76.9
D	=	300-349 pts	60-69.9
F	=	299 pts or below	59.9 and below.

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.

Grading Assignments

5 online assignments (20 each) = **100** points
 Designer Project/Presentation = **100** points
 5 Blackboard Discussions (20 Points each) = **100** points
 Midterm Video Project = **100** points
 Final Exam = **100** points
Total 500 points

Other Assessment Methods:

Participation is KEY! Everytime you come to class and participate at least once, you will receive credit for having participated. If you do not participate, you lose 2-points for that session. There are 13 meetings in this course, so if you never participate, you can lose a total of as much as 26 points off the 500. Yes, I will keep record.

Spelling, grammar, neatness, original thinking, and clean design are always considered when grading your work. Please always double check your work before submitting it. Also, please ensure to follow all instructions precisely as given. You may lose points for not adhering to these specific rules. For instance, if you are asked to format an assignment in a certain way, but don't, you will lose points. Rubrics for assignments are provided to further ensure you earn the highest grades possible. Remember: handing in assignments on a timely basis (when due) affects your grade positively.

Course Technology:

YOU MUST KNOW and USE BLACKBOARD (BB): Blackboard is going to be a key tool utilized in this course and most likely in most or all of your other classes at Citytech. Please master BB if you have not. The college offers **Free Blackboard Workshops** for students every semester. It is strongly recommended that you take them. The sooner you master BB, the better. Most of your work will be through BB or via email.

On BB, it is required that you fill out the contact information, and include a picture of yourself to better indentify you. A school ID Picture is perfectly acceptable.

In this course we will not accept **printed** reports or assignments (unless otherwise requested), especially if/when the class is online. In-person classes are subject to the same paperless rule. **Please make sure that your BB account is onected to your college email address**, especially if you are a new or transfer student. All announcements are channeled through BB, so if your email address is not updated, or you are not checking your email of BB, you will miss the work and deadlines.

YOU SHOULD CHECK YOUR BLACKBOARD AT LEAST 3-5 X PER WEEK (Mon/Wed/Fri at the least). Most of the information and updates can be found in the Announcements tab on BB. Keep in mind that your other classes will also be using BB. We strongly recommend that you download the Blackboard App on your smart phone or device. This app will alert you every time something goes on BB.

Email: One of the most important things you must do is have an updated school email address and check it daily for updates. Please take care of this from day one. When you register, the email on file is used and shared with the professor. When we send a BB announcement, it goes to that email. If you are not opening that precise email, you will not receive the message.

Power Point or Keynote: Presentations may be a key part of doing any business. YOU MUST become adept at one or any of the presentation apps used in business. I strongly encourage you to use Powerpoint (PPT) or Keynote (Mac), but you can use any of the others that you find online. I believe BB is mostly PPT friendly.

Adobe PDF: This is a free app (software) that comes with most computers and is readily available. You must know how to use it, as it is required when handing in certain assignments. You must be able to convert documents to pdf, so please practice doing and learning this skill. It will come in handy later in life, anyway.

Video: There is no marketing or business in this age without video. Video is one of the most powerful tools in the business equation. Video is no longer a difficult or expensive part of the process thanks to the smartphones and digital technologies. If you have a smartphone, for the most part you are capable of creating videos for upload to numerous sharing sites, like Youtube. We will go over this in class, but do a little research beforehand and get familiar with video marketing, because one of your assignments will involve video.

Social Media Platforms: This is a class where you will be required to familiarize with one or two popular social media platforms. These include, but are not exclusive, to Facebook, Instagram, Twitter, LinkedIn, Tik Tok, and YouTube. Please explore all these apps and platforms if you are not familiar with them.

Zoom: Zoom has become a necessary tool in business, education, and media as a result of the pandemic. You do not need to pay for a zoom account as links will be sent to you. But you are required to know how to use Zoom. When you join a class meeting on Zoom, please make sure that a recognizable name is on your account. If you log on using a mobile phone, sometimes it only shows the phone number. Please make sure to change that anytime you join a zoom.

How to manage the workload and modules.

1. When you start the semester, almost all the assignments, discussions and assignments will become available on Blackboard. Be a master of Blackboard. Download the App on your device, and check in regularly (3-4x per week). Also, always be checking your email. I know its a lot, but that's the fastest mode of communication.
2. You will receive a full semester class grid complete with dates, deadlines and descriptions of when you should be doing the work. Read it. Print it, and keep it handy. On the weekends, before attending class that week, make sure you are up to date and that you have met all deadlines. If you are not, do not skip the class! Doing so just lowers your grade. Let me know so that we can work out some way for you to be up to date.
3. Due to a change in schedule or an unexpected shift to online (hopefully not), there will be Instructional Zoom meetings. These will happen weekly at the time scheduled for your class. We do not record the Zoom meetings to respect student privacy, so if you miss these, the best way to find out what was discussed is to have a class buddy, someone who might take notes to share with you. Do what you can to be present at these Zoom meetings. I will take notes to see who joins these meetings and participates. **Otherwise, its all in-person!**

Below is a general outline for the semester.

Intro Session ~ Review of course. - February 7

Lesson 1 ~ Gabrielle “Coco” Chanel / Karl Lagerfeld. - February 14

Lesson 2 ~ Christian Dior / Raf Simon. February 28

Lesson 3 ~ Halston / Marios Schwab / Saint Laurent. March 7

Lesson 4 ~ Ralph Lauren. March 14

Lesson 5 ~ Hedi Slimane. March 21

Lesson 6 ~ **MIDTERM VIDEO PROJECT DUE in Class***. March 28

Lesson 7 ~ Versace / Vera Wang. April 4

Lesson 8 ~ Giorgio Armani/Diane Von Furstenburg (DVF). April 11

Spring Break ~ April 15-22

Lesson 9 ~ John Paul Gaultier / Alexander McQueen / Marc Jacobs. April 25

Lesson 10 ~ Tom Ford / Calvin Klein / Francisco Costa. May 2

Lesson 11 ~ Michael Kors / Stella McCartney. May 9

Lesson 12 ~ Full in-class review for Final. May 16

FINAL Project DUE in-class. May 23.

There will be changes and adjustments to this outline based on our progress.

* The midterm project will be a video presentation to be shown in class.

The midterm project consists of a student presentation to be completed on video and submitted prior to the March 28th class. This project will assume that you are opening a designer shop, and will apply the aesthetics of one of any favorite designer(s) in your designs. The video cannot exceed 2 minutes in length and can utilize any style you want. More on this project's requirements on BB.

OTHER REQUIREMENTS:

- √ Please always act like a professional in this course.
- √ Please always be respectful of others in the course.
- √ Lateness to any meetings (virtual or in-person) is not appreciated and could result in points deducted.
- √ Do not fly solo, find a study buddy in the class.
- √ Buy Books!
- √ Please resolve your own IT (Tech) issue with the IT department at the school.

The best way to reach me is via EMAIL. RGonzalez@Citytech.cuny.edu. I use the school email, please do so yourself.

Meetings with the professor (that would be me) can be scheduled via email.
Professional hours are by appointment or Monday from 5-6pm

A meeting to discuss or review any student matter can be scheduled with the professor up to one hour before the scheduled class on any day there is a class. Please call or email to arrange a meeting.

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This course outline/syllabus is subject to minor revisions as the semester progresses.  
Please note the date of the last revision in the heading.  
When revisions are made, they will be dated and an announcement will be made.  
Exact dates are on the Semester Meeting Grid which will be available in the contents folder on Blackboard later this week.