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**COURSE OUTLINE FOR INTRO TO THE FASHION INDUSTRY: Spring 2021**

**Introduction to the Fashion Industry (BUF 1101-0L02)—3 credits/3 hours**

**Required Textbook:** *Dynamics of Fashion* (5<sup>th</sup> edition), Elaine Stone, Fairchild Publishing, 2018.

This is a hybrid online course (asynchronous with synchronous option). For those who choose the **synchronous** option, the class meets **Mon/Wed 8:30-9:45am** through **Blackboard Collaborate Ultra**.

For those who choose the **asynchronous option**, all exams and assignments are due according to the course schedule. **You may also attend online synchronous classes, as needed.**

**Course Description/Overview:** The course introduces you to the elements of merchandising in the fashion industry. It encompasses the major segments of fashion merchandising: textile mills; designers and manufacturers as well as other producers; auxiliary fashion industries; and retailers. The role of technology and the dynamics of fashion retailing in the age of the Internet is also emphasized. Students will develop an understanding of how the business of fashion has evolved into the fast-paced multimedia global entity that we witness today. Consequently, whenever possible, you will be expected to adopt visual merchandising technologies and multimedia techniques for your activities in this course. Aspects of 21<sup>st</sup> century marketing are integral to an understanding of this subject.

**Learning Objectives – Course Specific:**

- Understand the major segments of the fashion industry, including textile mills; designers and manufacturers as well as other producers; auxiliary fashion industries; and retailers.
- Develop an overview of the fashion merchandising process from the raw materials through production and distribution and (into the final phase) the product created for the end user or consumer.
- Describe the role of the designer, fashion editor, fashion show producer, and merchandiser (or retailer) into the entire system.
- Understand the role of technology in 21<sup>st</sup> century fashion.

- Understand how business as well as social and cultural trends affect the fashion industry.
- Understand the global implications of fashion.
- Develop an overview of the diverse career opportunities available in the fashion industry. Analyze how the process of change (including fashion change) affects and is affected by dress across time and cultures.

**Learning Objectives – General Education:**

- Foster an inquisitive mind that includes perspective taking and the ability to see relations in context.
- Locate, interpret, and critically analyze appropriate resources.
- Derive solutions through processes of communication and negotiation.
- Understand and evaluate value/moral systems in a social structural context that are part of organization, institutions, and cultures.

**Student Learning Outcomes – Course Specific:**

- Demonstrate knowledge of the primary, secondary, and ancillary levels of the fashion industry.
- Evaluate the interrelationship between the domestic and international fashion markets and their significance to the fashion industry.
- Develop knowledge of fibers, yarns, cloth construction, finishes and textile terminology necessary to determine quality of fabrics.
- Illustrate the importance of studying consumer behavior and its impact on merchandising strategies.
- Distinguish the relationship between fashion forecasting and the design and development of collections, lines and private label merchandise.
- Outline the various career opportunities in the fashion industry.

**Student Learning Outcomes – General Education:**

- Effectively communicate ideas in written, oral, visual, and mathematical forms using appropriate technology.
- Develop critical thinking skills that move freely between core business principles and industry specific objectives.
- Develop professional level skills in the areas of comprehensive reading, writing and analytical skills.

**Writing Intensive Course (WI)**

As BUF 1101 is a writing intensive course, students are expected to:

- 1) Learn how to conduct research using databases;
- 2) Complete online assignments (discussion boards) and other writing assignments;
- 3) Develop the ability to describe and analyze a fashion-related topic (final research paper assignment).

### **Classroom Guidelines**

1. Students will participate via Blackboard Collaborate Ultra chat, break-out groups, on Blackboard discussion boards, and online during class sessions. **Students are encouraged to use video while in class.**
2. Debate, opinions and participation are welcomed and encouraged! Respect for other classmates is essential.
3. While taking notes on your computer is fine, please do not use your cell phones, tablets, or computer internet/email during class for personal/work use. It is distracting and disrespectful to other students, guest speakers, and me.

**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. **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: [http://www.citytech.cuny.edu/aboutus/docs/policies/CUNY\\_ACADEMIC\\_INTEGRITY\\_6-2011.pdf](http://www.citytech.cuny.edu/aboutus/docs/policies/CUNY_ACADEMIC_INTEGRITY_6-2011.pdf)

**Grading Policy** - The final term grade will be based on the following criteria:

1. Research paper 20%
2. Class participation 20% (includes homework assignments, in-class work, presentation)
3. Midterm Exam 20%
4. Final Exam 20%
5. Short writing assignments 20%

Students are expected to participate in each class they attend, through Blackboard chat, break-out groups, and discussion boards on Blackboard.

**Class participation** will be graded on:

1. Submission of homework assignments, in-class work, and presentation of research paper (video or in-class via Blackboard)

2. Demonstrated reading of assigned materials
3. Attentive, vocal, and contributory participation during class sessions as well as **via chat, discussion boards, and break-out groups on Blackboard**
4. Respect for other students' viewpoints
5. Sharing of outside material germane to learnings

**Grading System**: All grades will be based in proportion to the following 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

**Assessment Methods:** Short Writing Assignments (film review/reaction paper, article summary, interview assignment), Research Paper, Midterm, Final Exam, Class Participation (includes research paper presentation, thesis/sources, research paper topic, Tignon assignment, Blackboard forum discussions, class engagement).

**Course Technology/Resources:** Blackboard, textbook website, OWL, Business of Fashion, Fashion Snoops

**Blackboard:** This is a hybrid online class (both synchronous and asynchronous). As a City Tech student, it is necessary to become familiar with Blackboard and Blackboard Collaborate, the online instructional software. In order to learn more about Blackboard, visit the City Tech web support team in room G600 or call 718.254.8565 to find out about workshops for students.

**O.W.L.:** When you want to review references on how to write or check APA style, the Online Writing Lab (OWL) is a good resource. It is maintained by Purdue University. **Use it often!** <http://owl.english.edu>

**Other relevant resources:** Business of Fashion at <https://www.businessoffashion.com> and Fashion Snoops at <https://www.fashionsnoops.com> (username: fscuny password: ilovesnoops1)

**Expectations:**

Students are expected to contribute to the class learning experience by participating in general class discussions. This will require reading the assignments in advance and then *actively participating during the class session via chat, break-out discussion groups, and/or by raising your hand on Blackboard.*

**Class Schedule:**

**Week One:**

Feb 1/Mon	Welcome! Review syllabus
Feb 3/Wed	Be prepared to discuss CH 1 “A Century of Fashion” from <i>Dynamics of Fashion</i> (DOF) Discuss <i>Tignon</i> assignment

**Week Two:**

Feb 8/Mon	Continue to discuss CH 1 <b>*Tignon Assignment DUE</b>
Feb 10/Wed	Be prepared to discuss CH 2 “The Nature of Fashion”

**Week Three:**

Feb 15/Mon	<b>NO CLASS</b> (Presidents’ Day)
Feb 17/Wed	Be prepared to discuss CH 3 “The Environment of Fashion”

### **Week Four:**

- Feb 22/Mon Be prepared to discuss CH 4 “The Movement of Fashion.”  
\*Discuss interview assignment.  
**Discussion Board Questions and Response DUE** (CH 1, 2, 3),
- Feb 24/Wed Be prepared to discuss CH 5 “The Business of Fashion”  
\*Discuss research paper assignment (topic, thesis, sources, summaries)

### **Week Five:**

- March 1/Mon Be prepared to discuss CH 6 “Textiles: Fibers and Fabrics”  
**\*Interview Assignment DUE**
- March 3/Wed **\*In-class research session, discuss thesis statement/sources**  
Discuss Article Summary Writing Assignment

### **Week Six:**

- March 8/Mon Be prepared to discuss CH 7 “Leather and Fur”  
**Discussion Board Questions and Response DUE** (CH 4, 5, 6, 7)
- March 10/Wed Be prepared to discuss CH 9 “Women’s Apparel”  
**\*Article Summary Writing Assignment DUE**

### **Week Seven:**

- March 15/Mon Be prepared to discuss CH 10 “Men’s Apparel”  
**\*Topic for research paper DUE**
- March 17/Wed **Film:** *Fresh Dressed* (**work offline** - students will view on their own), available through Amazon Prime at <https://www.amazon.com/Fresh-Dressed-Damon-Dash/dp/B06XJ3TZGT>  
Students will work on review/reaction paper on *Fresh Dressed*

### **Week Eight:**

- March 22/Mon **Film:** In-class discussion of *Fresh Dressed*

Students will **submit review/reaction paper via BB assignment link, DUE on March 22 – before class starts**

March 24/Wed **Review for Midterm** (CH 1-7, 9, 10 and *Fresh Dressed*)

**Week Nine:**

March 29/Mon SPRING BREAK

March 31/Wed SPRING BREAK

**Week Ten:**

April 5/Mon **MIDTERM EXAM**

April 7/Wed Be prepared to discuss CH 11 “Children’s & Teens’ Apparel”

**\*Research paper thesis and sources DUE**

**Week Eleven:**

April 12/Mon **Research paper: in-class review, writing exercises**

April 14/Wed Be prepared to discuss CH 12 “Innerwear, Bodywear, Legwear”

**Week Twelve:**

April 19/Mon Be prepared to discuss CH 13 “Accessories”

**\*Research paper DUE**

April 21/Wed Lecture & Discussion on Beauty

**Discussion Board Questions and Response DUE** (CH 11, 12, 13)

**Week Thirteen:**

April 26/Mon Be prepared to discuss CH 14 “Beauty”

April 28/Wed Be prepared to discuss CH 15 “Home Fashions”

**Discussion Board Questions and Response DUE** (CH 14, 15)

**Week Fourteen:**

May 3/Mon **Presentations**

May 5/Wed **Presentations**

**Week Fifteen:**

May 10/Mon      Presentations

May 12/Wed      Presentations

**Week Sixteen:**

May 17/Mon      Presentations

May 19/Wed      Review for Final Exam (CH 11-15)

**Week Seventeen:**

May 24/Mon      **FINAL EXAM**

*\*Schedule subject to change. Most recent schedule will be posted on Blackboard.*