DHA 3217 Fashion Trends and Visual Analysis

Class time MW 1:55-2:45 am, Rm. 144 McNH
Lab-002 M 3:00-4:55 pm, Rm. 305pc McNH
Lab-003 W 3:00-4:55 pm, Rm. 305pc McNH

Instructor: Dr. Juanjuan Wu
Office: 368C McN.
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Email: jjwu@umn.edu

Lab002 TA: Cara Damminga
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Lab003 TA: Jinie Kim
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Office Hours: M3-4pm
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Email: kimx1890@umn.edu

Syllabus

COURSE DESCRIPTION
Systematic visual analysis of the apparel-body-construct (ABC) with an emphasis on current fashion trends within segmented markets.

COURSE OBJECTIVES
Upon completion of this course, you should be able to:
- Develop a holistic understanding of fashion, trends, and forecasting in a global setting.
- Understand the dynamic relationships between the viewer, the ABC, & the context.
- Apply visual analysis methods to fashions for segmented markets and understand the interrelationship between fashion, markets, and consumers.
- Effectively communicate your understanding of aesthetics and fashion trends in both visual and written form.

TEXTS

COURSE FORMAT
The course objectives are met through lectures, labs, student presentations, class discussions and small group activities, and writing papers.
COURSE REQUIREMENTS AND GRADING (800 total points)

Market Segment Store Visit Report-----------------------------------------------40 pts
Market Segment Media Research Report------------------------------------------100 pts
Market Segment Presentation--------------------------------------------------60 pts
Campus Fashion Photo Shoot & Forecast-----------------------------------------100 pts
Midterm Exam------------------------------------------------------------------100 pts
Final Exam------------------------------------------------------------------100 pts
12 Lab Assignments: -----@20------------------------------------------------240 pts
Attendance and Class Participation------------------------------------------60 pts

GRADING SCALE
At the end of the semester, points for each assignment will be added together and a letter grade will be assigned based on the scale below.

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Total Points</th>
<th>Grade</th>
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</thead>
<tbody>
<tr>
<td>93-100</td>
<td>744 - 800</td>
<td>A</td>
</tr>
<tr>
<td>90-92</td>
<td>720 - 743</td>
<td>A-</td>
</tr>
<tr>
<td>87-89</td>
<td>696 - 719</td>
<td>B+</td>
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<tr>
<td>83-86</td>
<td>664 - 695</td>
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<tr>
<td>80-82</td>
<td>640 - 663</td>
<td>B-</td>
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<tr>
<td>77-79</td>
<td>616 - 639</td>
<td>C+</td>
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<td>73-76</td>
<td>584 - 615</td>
<td>C</td>
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<tr>
<td>70-72</td>
<td>560 - 583</td>
<td>C-</td>
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<tr>
<td>67-69</td>
<td>536 - 559</td>
<td>D+</td>
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<tr>
<td>60-66</td>
<td>480 - 535</td>
<td>D</td>
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<tr>
<td>0-59</td>
<td>0 - 479</td>
<td>F</td>
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CLASS EXPECTATIONS/POLICIES

- Class attendance is expected. Please be on time. Attendance will be taken at the beginning of each class. **More than two unexcused absences from class will lead to an automatic deduction of 50 points from your final total points.** All excused absences require Written Documentation (hospital admittance receipt, doctor’s note, etc.). It is also your responsibility to obtain missed handouts, class notes, and other course materials from your classmates and/or Webvista.

- You are expected to finish readings and any assignments prior to class and to contribute to the discussion of the course materials in a meaningful way during each class period. Part of your learning experience is based on class interaction, which also makes up part of your grade.

- Written work must be word processed and double spaced using the APA format. All assignments must be submitted on time at the beginning of lab as a hard copy (**emails are not acceptable**). In the event of an emergency, notify the lab instructor before the due date. Unexpected late assignments will have 2 points deducted per day. The weekend will count as one late day. After a week from the due date, late assignments will not be graded. Instead, you will get the equivalent of an “F” grade on this
assignment. Makeup exams will only be arranged under unusual circumstances and written documentation must be provided.

- There is **No Make-Up Option** for the group project presentations. Group projects only work when all members actively contribute. Group evaluations of each group member can be implemented if the group so decides, which might result in lower grades for those group members who shirk responsibility for the project.

- Incomplete grades will only be given under extreme circumstances (such as prolonged illness) with a documented, written agreement between you and the instructor.

- You are expected to be attentive during class, ask questions if you do not understand something, and to offer your opinion. You are also expected to listen respectfully to other students and to the instructor. Racism, sexism, homophobia, classism, ageism and other forms of bigotry are inappropriate to express in this class.

**UNIVERSITY OF MINNESOTA POLICIES AND PROCEDURES**

**Disability Accommodations.** Reasonable accommodations will be provided for students with documented disabilities. Please contact the instructor to work out the details for any necessary accommodation. You will also need to work with the Office of Disabilities Services, 12 Johnston Hall, 612-626-1333.

**Disruptive Classroom Conduct.** All activities in the University, including this course, are governed by the University of Minnesota Student Conduct Code. Students who engage in behavior that disrupts the learning environment for others may be subject to disciplinary action under the Code. "Disruptive classroom conduct" is now an explicit violation of the Code. It is defined as follows: Disruptive classroom conduct means engaging in behavior that substantially or repeatedly interrupts either the instructor's ability to teach or student learning. The classroom extends to any setting where a student is engaged in work toward academic credit or satisfaction of program-based requirements or related activities.” In addition, students responsible for such behavior may be asked to cancel their registration (or may have their registration canceled).

**Scholastic Dishonesty.** Scholastic dishonesty means plagiarizing; cheating on assignments, quizzes, or examinations; engaging in unauthorized collaboration on academic work; taking, acquiring, or using test materials without faculty permission; submitting false or incomplete records of academic achievement; acting alone or in cooperation with another to falsify records or to obtain dishonestly grades, honors, awards, or professional endorsement; altering, forging, or misusing a University academic record; or fabricating or falsifying of data, research procedures, or data analysis.” Discovery of academic misconduct is grounds for an “F” or “N” for the course.
<table>
<thead>
<tr>
<th>Week (date)</th>
<th>Topic</th>
<th>Readings &amp; Assignments Due</th>
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<tbody>
<tr>
<td>1 (9/9)</td>
<td>Introduction/Syllabus</td>
<td>No lab: Pick Your Market Segment in Lecture</td>
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</table>
| 2 (9/14,16) | Define Fashion/ Fashion Trends | Brannon, Ch.1, 2  
Lab-1: Liked and disliked ABCs  
Also, bring in a favorite piece of clothing, write one or two paragraphs on why it is your favorite and be prepared to show your item and read your writing to the class |
| 3 (9/21,23) | Fashion Movement/ Fashion Market Segmentation | Brannon, Ch.3  
Lab-2: What’s in? |
| 4 (9/28,30) | Fashion Forecasting-1/(examples of what’s in)  
Fashion Forecasting-2 | Brannon, Ch. 4  
Lab-3: Media research |
| 5 (10/5,7) | Forecast Reporting  
Store Visit | Brannon, Ch.11  
**Due in Lab (10/5 or 7): Store Visit Report**  
Lab-4: Media research |
| 6 (10/12,14) | Aesthetic Response/ Perception of Form & Meaning | Delong Ch.1, 2  
Lab-5: Media research |
| 7 (10/19,21) | Four-step Viewing/ Priorities in Viewing the ABC | Delong Ch.3  
Lab-6: Media research |
| 8 (10/26,28) | Midterm Exam Review  
**Midterm Exam (Mon. 10/13)** | No Lab |
| 9 (11/2,4) | Body Views/ Materials of the ABC | Delong Ch.5, 6  
Lab-7: What’s in (in your market segment)? |
| 10 (11/9,11) | Visual Definers- Line/Shape/Point  
Visual Definers- Texture/Color | Delong Ch.7  
**Due in Lab (11/9 or 11): Media Research Report** |
<table>
<thead>
<tr>
<th>Week</th>
<th>Dates</th>
<th>Topic</th>
<th>Reading/Activity</th>
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<tbody>
<tr>
<td>11</td>
<td>(11/16,18)</td>
<td>Organizing the ABC-Gestalt Part Modifiers</td>
<td>Delong Ch.8</td>
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<td>Lab-8: Online discussion: Pick a trend (campus fashion)</td>
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<tr>
<td>12</td>
<td>(11/23,25)</td>
<td>Interpreting the ABC Evaluating the ABC</td>
<td>Delong Ch.9, 10</td>
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<td>Lab-9: Online discussion: Pick a different trend (campus fashion)</td>
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<tr>
<td>13</td>
<td>(11/30,12/2)</td>
<td>Fashion Photography Visual Analysis of Newton</td>
<td>Lab-10: Online discussion: Pick a photo by your favorite fashion photographer</td>
</tr>
<tr>
<td>14</td>
<td>(12/7,9)</td>
<td>Role of Fashion Designers Final Exam Review</td>
<td>Lab-11: Online discussion: Pick a design by your favorite fashion designer</td>
</tr>
<tr>
<td>15</td>
<td>(12/14,16)</td>
<td>Campus Fashion Photo Shoot Presentation</td>
<td>Lab-12: Critique of Photo Shoots Due: Photo Album</td>
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<td>Campus Fashion Photo Shoot Presentation</td>
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<tr>
<td>16</td>
<td>(12/18, Fri.)</td>
<td>Final Exam (1:30-3:30pm)</td>
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