

COLLEGE OF DESIGN

UNIVERSITY OF MINNESOTA

Syllabus Overview

Course Title	Fashion: Trends and Communication
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Course Designator	ADES	Section Number	001
Course Number	3217	Semester and Year	Fall 2016

Class Meeting Days & Time	8:45-10:00am Tuesdays and Thursdays
Classroom	144 McNeal Hall
Number of Credits	3 credits
Final Exam Date & Time (Also state if there is NO final)	4-6 p.m., Saturday, December 17

Instructor's Information

Name	Dr. Kathryn Reiley	Haeun (Grace) Bang, T.A.
Office Location	346 McNeal Hall	344 McNeal Hall
Office Phone	No office phone; please email	
Email	kreiley@umn.edu	haeun001@um.edu
Office Hours	10-11am Tues/Thurs	1-2pm Tuesdays

Course Information and Instructor's Expectations

Course Description: Relation of fashion trends to visual analysis of apparel. Application to design/retail. Study of techniques and processes of identifying socio-cultural indicators, past and present trends, and methods for determining future trends in fashion and related industries. Communication skills are developed through assignments, in-class activities, lecture/discussion, guest-speaker presentations and a trend forecasting project.

Course Prerequisites: 3000 level course is for students at Sophomore/Junior and above levels, and priority for fashion related major or minor.

Required and Recommended Materials:

Textbook: Evelyn L. Brannon (2015) *Fashion Forecasting*, 4th ed. Fairchild Books.

Textbook: Kim, Eundeok, Fiore, Ann Marie & Kim Hyejeong (2011). *Fashion Trends, Analysis and Forecasting*. London: Bloomsbury

Trend Notebook –Plain large notebook or binder

*Berg Fashion Library and other online websites will be used for assignments. The Berg Fashion Library (BFL) is accessed online through the U of MN library system. Included in the BFL are the following categories of material sources: an encyclopedia of 10 volumes on world dress, journals, i.e. Fashion Theory, Fashion Practice, Textile; and books online.

*Need for access to computer on a weekly basis.

Established Course Objectives:

Students will develop the knowledge of terminology, principles, and concepts related to trend identification and communication of trends. Students will be able to identify, define and apply macro and micro trends in the fashion industry and related industries using techniques such as cross-cultural analysis and ethnographic research. Students will develop the ability to analyze, edit and interpret social and cultural indicators and research findings to develop and communicate trends. Students in this course will demonstrate professional oral, written, and visual communication skills to present trends in style/look, color, lines, shapes, materials/textures for a target market. (#1,2,5)

Student Learning Outcomes following course completion: (must identify from the list at least one outcome and how it relates to this course how it will be addressed and how it will be assessed, <http://www.slo.umn.edu/>)

1. Can identify, define, and solve problems
2. Can locate and critically evaluate information
3. Have mastered a body of knowledge and a mode of inquiry
4. Understand diverse philosophies and cultures within and across societies
5. Can communicate effectively
6. Understand the role of creativity, innovation, discovery, and expression across disciplines
7. Have acquired skills for effective citizenship and life-long learning

Release of Work Statement:

Students understand that enrollment in this course grants consent for their work to be selected for inclusion in college or departmental publications (online or in print). Your instructor may select to use your work to represent her/his skills as an instructor in a teaching portfolio (online or in print).

Attendance:

Students are responsible for attending all class meetings. Absence in more than 2 classes will mean one grade lowered—late assignments will need to be completed but with a grade lower than that earned if on time. Individual effort and teamwork will be assessed
Students are responsible for reading and understanding information in the syllabus.
Students are responsible for being on time and prepared for all class sessions.
Students are responsible for meeting all course requirements, observing deadlines.
Students are responsible for seeking help when needed.
Students may not share or make commercial use of class notes, or other course materials.

Workload:

For a 3 credit course, student is expected to work for a grade of C in the various reading assignments, individual and team activities for 3 hours per credit per week.

Grading Structure:

<http://policy.umn.edu/Policies/Education/Education/GRADINGTRANSCRIPTS.html>

Students will be graded according to the U of MN policies and procedures and the following percentages for assignments below. For additional details and criteria please consult Moodle.

A 93-100%	B+ 89-87%	C+ 79-77%	D+ 69-67%
A- 92-90%	B 86-83%	C 76-73%	D 66-60%
	B- 82-80%	C- 72-70%	F Below 60%

COURSE ASSIGNMENTS AND GRADING

➤ Exams	~200 pts	30%
➤ In-class activities	~125 pts	19%
➤ Team/ Group project	~240 pts	35%
➤ Participation/ Professionalism	<u>~110 pts</u>	<u>16%</u>
	~675 total pts	

- At the end of the semester, points will be assessed for each of the above and a letter grade will be assigned based on the scale A-F with plus or minus indicating performance relative to the letter grade definition.

A: achievement outstanding relative to the level necessary to meet course requirements (excellent above and beyond with evidence of initiative and creativity)

B: achievement significantly above the level necessary to meet course requirements (good)

C: achievement that meets the basic course requirements in every respect (just fine)

D: achievement worthy of credit even though not fully meeting basic course requirements.

F: performance that fails to meet basic course requirements and unworthy of credit

Accepting and Returning Assignments:

Assignment must be turned in to the instructor at the beginning of the class period it is due on the syllabus and will be returned one week later.

Incompletes will be given only in cases of your own documented medical or family emergency. At least 75% of coursework completed with a passing grade is required for an incomplete. Please discuss incompletes with instructor prior to the end of the term.

Grading Late Work:

Work turned in within 1 week of due date will be graded as late—one letter grade lower—unless a documented medical or family emergency. Exception is team final presentation that cannot be late or missed. Basic course requirements must be completed for a passing grade: class participation, individual and team activities, quizzes and examination. See details on Moodle under Evaluation link.

Policy for Missed Exams:

It is expected that students will not miss scheduled examinations. However, in the case of prolonged hospitalization or other excusable reasons according to the University of Minnesota policies, a student needs to notify the instructor via email prior to the scheduled examination and arrange for a makeup examination. Failure to notify the instructor that you are unable to take the exam at the scheduled time will result in a 0 on the exam. The makeup examination can only be arranged with advanced notification and after the instructor receives written documentation of your absence.

Make Up Work for Legitimate Absences:

<http://www.policy.umn.edu/Policies/Education/Education/MAKEUPWORK.html>

Late work with a justified and documented absence will not be penalized if turned in within one week of due date.

Extra Credit Options:

Extra credits options will be announced during the semester as professional participation. Note: These are not in lieu of completing basic course requirements.

University Policies

Personal Electronic Devices in Classroom:

<http://policy.umn.edu/Policies/Education/Education/STUDENTRESP.html>.

Use of Class Notes and Materials:

<http://policy.umn.edu/Policies/Education/Education/CLASSNOTESSTUDENTS.html>

Scholastic Dishonesty and Student Conduct Code:

<http://policy.umn.edu/Policies/Education/Education/STUDENTRESP.html>.

Sexual Harassment:

<http://policy.umn.edu/hr/sexualharassment>

Statement on Climate of Inclusivity:

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 me when speaking. The University of Minnesota is committed to providing a safe climate for all students, faculty, and staff. All persons shall have equal access to its programs and facilities without regard to race, color, creed, religion, national origin, sex, age, marital status, disability, public assistance status, veteran status, or sexual orientation. Racism, sexism, homophobia, classism, ageism and other forms of bigotry are inappropriate to express in this class. Reports of harassment are taken seriously, and there are individuals and offices available for help.

(or refer to http://regents.umn.edu/sites/regents.umn.edu/files/policies/Equity_Diversity_EO_AA.pdf)

Academic Freedom and Responsibility:

http://regents.umn.edu/sites/regents.umn.edu/files/policies/Academic_Freedom.pdf

Availability of Disability and Mental Health Services:

The University of Minnesota is committed to providing all students equal access to learning opportunities. The Office of Equity and Diversity has a *Disability Resource Center* (DRC) that works with students who have disabilities to provide and/or arrange reasonable accommodations.

- Students who have, or think they may have, a disability (e.g. mental health, attentional, learning, vision, hearing, physical or systemic), are invited to contact DS to arrange a confidential discussion at 612- 626-1333 (V/TTY) or drc@umn.edu.
- Students registered with DRC, who have a letter requesting accommodations, are encouraged to contact the instructor early in the semester to discuss accommodations outlined in their letter.

For additional information please visit: <https://diversity.umn.edu/disability/>

As a student you may experience a range of issues that can cause barriers to learning, such as strained relationships, increased anxiety, alcohol/drug problems, feeling down, difficulty concentrating and/or lack of motivation. These mental health concerns or stressful events may lead to diminished academic performance or reduce your ability to participate in daily activities. University of Minnesota services are available to assist you with addressing these and other concerns you may be experiencing. You can learn more about the broad range of confidential mental health services available on campus via www.mentalhealth.umn.edu or contact Counseling/Consulting Services at 612-624-3323.

Academic Services:

If you would like additional help, please contact one of the offices listed below.

Student Writing Support <http://writing.umn.edu/sws/index.html>

Student Academic Success Service <http://www.uccs.umn.edu/>

Course Schedule
(This schedule is subject to change)

Date	Course Topic	Homework
Tues Sept 6	Introduction to course and Fashion Forecasting Process <u>Activity:</u> Assign Teams and select consumer market segment 1. Identify preconceived ideas about market segment	1. <u>Read:</u> Brannon Chapter 1 “The Fashion Forecasting Process”
Thurs Sept 8	Fashion Forecasting Process <u>Activity:</u> Observing the Zeitgeist	1. <u>Read:</u> K,F,K, Chapter 1 “The Basics of Fashion Trends and Forecasting” 2. Begin creating your Trend Notebook —Research apparel innovations, trends, classics and fads currently available for your market segment.
Tues Sept 13	Introducing Innovation <u>Activity:</u> Fashion Leaders	1. <u>Read:</u> Brannon Chapter 2 “Introducing Innovation”
Thurs Sept 15	Spread of Innovations <u>Activity:</u> Diffusion of Innovations	1. <u>Read:</u> K,F,K, Chapter 2 “Consumers Role in Fashion Adoption” 2. <u>Read:</u> “Smart Clothing in Practice: Key Design Barriers to Commercialization” on Moodle 3. <u>Prepare:</u> Write 2-3 questions to ask Dr. Dunne about Wearable Technology Trends and bring to class
Tues Sept 20	Guest Speaker: Dr. Lucy Dunne, Apparel Design Professor Wearable Technology Trends	1. <u>Read:</u> K,F,K, Chapter 5 “Consumer and Industry Fashion Innovation and Diffusion Accelerators”
Thurs Sept 22	Video: <i>Bill Cunningham, New York</i>	1. <u>Read:</u> Brannon Chapter 3: The Direction of Fashion Change
Tues Sept 27	The Direction of Fashion Change <u>Activity:</u> Trend Labels	1. <u>Read:</u> “Hooked on Vintage” article and “A Consumer Vision for Sustainable Fashion Practice” article—Both on Moodle site

Thurs Sept 29	Vintage Fashion Trends	1. <u>Read:</u> K,F,K, Chapter 3 “The Process and Methods of Fashion Trend Analysis and Forecasting”
Tues Oct 4	Cultural Indicators <u>Activity:</u> Megatrends	1. <u>Due:</u> Labeling Assignment group paper 2. <u>Read:</u> Brannon Chapter 4: Cultural Indicators
Thurs Oct 6	Guest Speaker: Kira Erickson Culturally Appropriate Active Wear for East African Girls	1. Continue to work on Megatrend paper
Tues Oct 11	Guest Speaker: Dr. Marilyn DeLong Fashion and the Older Woman	1. Continue to work on Megatrend paper
Thurs Oct 13	Guest Speaker: Dr. Jean McElvain, Associate Curator, Goldstein Fashion Trends, Classics and Fads from the Goldstein costume collection	1. <u>Due:</u> Megatrend group paper 2. <u>Read:</u> Brannon Chapter 5: Color Forecasting 3. <u>Research:</u> Begin collecting images of past 5 years of fashion in your market segment. Bring color examples to class Tues, Oct 18
Tues Oct 18	Color Forecasting <u>Activity:</u> Past/Present Color Trends	1. <u>Read:</u> Brannon Chapter 6: Textile Development 2. <u>Research:</u> Bring image examples of textiles past and present in market segment
Thurs Oct 20	Textile Development <u>Activity:</u> Past/Present Textile Trends <u>Assigned:</u> Store Analysis	1. Study for Midterm Exam
Tues Oct 25	Study Day	1. Study for Midterm Exam
Thurs Oct 27	Midterm Exam	1. <u>Read:</u> Brannon Chapter 8: Consumer Research 2. Work on Store Analysis

<p>Tues Nov 1</p>	<p>Consumer Research</p> <p>Activity: Create Market Segment Survey and Collect Data using Survey Monkey</p>	<ol style="list-style-type: none"> 1. Read: K,F,K, Chapter 6 “Social Responsibility and Sustainability Related to Fashion Trends and Forecasting” 2. Continue to work on Store Analysis 3. Homework: Select and contact interview subjects for personal interviews. Begin to write interview questions. Bring to class Tu Nov 8
<p>Thurs Nov 3</p>	<p>Guest Speaker: Anna Carlson, Designer, Anna Carlson Design</p> <p>2. Apparel Production Trends— Slow Fashion: Natural Dyes, Garment Quality and Challenging Fast Fashion</p>	<ol style="list-style-type: none"> 1. Due: Store Analysis 2. Read: Brannon Chapter 7: The Look—Design Concepts and Style Directions 3. Homework: Schedule and begin interview research. Continue collecting survey data
<p>Tues Nov 8</p>	<p>Elements of Design</p> <p>Activity: Oscar de la Renta: Examination of Design Concepts and Style Directions of designer collection in the Goldstein museum</p> <p>Activity: Group Discussion of Interview questions</p>	<ol style="list-style-type: none"> 1. Read: Brannon Chapter 9: Sales Forecasting 2. Read: K,F,K, Chapter 7 “The Format of Trend Forecasts and the Influence of Trend Forecasting on Business Decisions” 3. Homework: Schedule and begin interview research. Continue collecting survey data
<p>Thurs Nov 10</p>	<p>Trend Forecasting and Business</p> <p>Activity: Apparel Products and Product Life Cycle</p>	<ol style="list-style-type: none"> 1. Read: Brannon Chapter 11: Presenting the Forecast 2. Homework: Schedule and begin interview research. Continue collecting survey data
<p>Tues Nov 15</p>	<p>Presenting the Forecast</p> <p>Activity: Begin creating trend boards for final project</p>	<ol style="list-style-type: none"> 1. Homework: Begin to gather and summarize survey and interview data

Thurs Nov 17	Guest Speakers: Jenny Olson, Ann VanBellinger (UM alum), and Crista Bukoskey from Target Corp <ul style="list-style-type: none"> Industry Professionals in Trend Development at Target 	1. <u>Homework:</u> Complete Trend Assignment 4-summary of survey and interview data
Tues Nov 22	Guest Speaker: Grace Bang, TA Sustainability and Creativity in Capsule Wardrobe Project	1. <u>Due:</u> Trend Assignment 4-Survey and Interview data summary 2. <u>Read:</u> Brannon Chapter 10: Competitive Analysis
Thurs Nov 24	No Class—Thanksgiving Holiday	1. <u>Read:</u> K,F,K, Chapter 4 “The Role of Fashion Industry Professionals in Trend Development and Forecasting”
Tues Nov 29	Activity: Final Project Work Day	1. <u>Due:</u> Trend notebook—Physical book or digital uploaded to Moodle 2. <u>Homework:</u> Final Project
Thurs Dec 1	Final Project Presentations	<u>Due:</u> Final Group project—Powerpoint with additional info in notes section
Tues Dec 6	Final Project Presentations	1. <u>Homework:</u> Study for Final Exam
Thurs Dec 8	Final Project Presentations	1. <u>Homework:</u> Study for Final Exam
Tues Dec 13	Final Exam —During class time 8:45-10am	