Syllabus Overview Fashion: Trends and communication

<table>
<thead>
<tr>
<th>Course Designator</th>
<th>ADES</th>
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<tbody>
<tr>
<td>Course Number</td>
<td>3217</td>
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<tr>
<td>Section Number</td>
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<tr>
<td>Semester and Year</td>
<td>Fall, 2013</td>
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Class Meeting Days & Time: Monday, Wednesday 3:00-4:15 pm
Classroom: 144 McNeal
Number of Credits: 3
Final Exam Date & Time: December 16, 8:00-10:00 am

Instructor's Information / Teaching Assistant

<table>
<thead>
<tr>
<th>Name</th>
<th>Marilyn DeLong; Kathryn Reiley</th>
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<tr>
<td>Office Location</td>
<td>351 McNeal; 344 McNeal</td>
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<tr>
<td>Office Phone</td>
<td>612-625-1219</td>
</tr>
<tr>
<td>Email</td>
<td>mdelong @umn.edu; <a href="mailto:kreiley@umn.edu">kreiley@umn.edu</a></td>
</tr>
<tr>
<td>Office Hours</td>
<td>Monday 4:15 &amp; by appointment; T-Thurs. 1:30-2:30 pm</td>
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Course Information and Instructor’s Expectations

Course Description:
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 student – e.g. Sophomore/Junior and above and priority for fashion related major or minor

Required and Recommended Materials:
**Required Materials:**
*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.
-Trend Notebook – Plain large notebook

Student Learning Outcomes following course completion: (must identify 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/)

Students will develop the knowledge of terminology, principles, and concepts related to trend identification and communication of trends. Students will be able to identify and define
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. (#1,2,5)

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 and Related Expectations:
Students are responsible for all class meetings and materials, including 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 and other course procedures. Students are responsible for seeking help when needed. Students may not share or make commercial use of notes, course materials such as lectures.

Workload: For a 3 credit course, student is expected to work for a grade of C in the various assignments 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:

COURSE ASSIGNMENTS AND GRADING
- Quizzes 30 %
- Individual and in-class activities 30%
- Team/ Group project 30%
- Class Participation/ Professionalism 10%
- At the end of the semester, points will be added together 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 in every respect.
  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 within one week. 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 with instructor.
Grading Late Work:  
Work turned in within 1 week of due date will be graded as late—one letter grade lower for each week late—unless a documented medical or family emergency. Exception is team final presentation that cannot be late.

Policy for Missed Exams:  
It is expected that students will not miss 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:  
There will be extra credits options announced throughout the semester. 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/CLASSROOMPED.html  
Students may use personal electronic devices such as laptops or other devices for taking notes and completing assignments. Students may be directed to turn off devices if not being used for class purposes. If the student does not comply, the student will be asked to leave the classroom. Students are not permitted to record any part of a class unless explicitly granted permission to do so by the instructor.

Use of Class Notes and Materials:  
http://policy.umn.edu/Policies/Education/Education/CLASSNOTESSTUDENTS.html

Scholastic Dishonesty and Student Conduct Code:  
http://www1.umn.edu/regents/policies/academic/Student_Conduct_Code.pdf

Sexual Harassment:  
http://www1.umn.edu/regents/policies/humanresources/SexHarassment.pdf

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
Academic Freedom and Responsibility:
http://www1.umn.edu/regents/policies/academic/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. Disability Services (DS) is the campus office 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 ds@umn.edu.
- Students registered with DS, who have a letter requesting accommodations, are encouraged to contact the instructor early in the semester to discuss accommodations outlined in their letter.

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.

<table>
<thead>
<tr>
<th>Service</th>
<th>Location</th>
<th>Phone</th>
</tr>
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<tbody>
<tr>
<td>Center for Writing</td>
<td>10 Nicholson Hall, Mpls</td>
<td>612-626-7579</td>
</tr>
<tr>
<td>Student Academic Success Service</td>
<td>340 Appleby Hall, Mpls</td>
<td>612-624-3323</td>
</tr>
<tr>
<td></td>
<td>199 Coffey Hall, St. Paul</td>
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Course Structure:
This course will consist of readings, discussions, in-class and out of class activities, and quizzes. Each week there will be assigned readings of approximately 20-30 pages, along with in-class activities and a semester long group project.

Teams will be selected and assigned based upon your responses to survey questions and diversification of member expertise and skills within each team. Each team will select a market segment to work with throughout the course, select a product to focus upon and then carry through to research the basic trends for that product and how the product fits within the Zeitgeist. The final presentation of each team will communicate to a product market what you have discovered about the consumer, the direction or trend, and the products you believe your market segment would find desirable. Individual and Group Project: the semester-long group project will be broken into weekly activities. You need to follow directions and may need to finish this assignment first individually and then discuss with your assigned team. Follow directions as you will eventually integrate the best work of your group as a cohesive project for presentation. These activities include taking photographs, sharing a video, and analyzing your consumer segment and concluding with market trends.

Grading Criteria include: Correct use of concepts and terms applied from the assigned reading (you are encouraged to quote the readings and reference the page number in the readings), clarity of writing and illustration to justify viewpoint; insights that show evidence of creativity & innovation

Note: for optimal grade beyond C “meets course requirements” -- creativity and innovation is essential

Course Outline of Topics

Note: You will be notified of any modifications in the Topics.

September

• 4 -W: Introduction to course and overview.


• 9 –M: Fashion and Fashion Cycles

Activity: Web Search for Long and Short Term Trends and Forecasting

• 11- W: Fashion and Fashion Cycles

Read: K,F,K, Fashion Trends, Chapter 2, Consumers’ Role in Fashion Adoption p.23-43

Activity: Assign Teams and select consumer segment. Continue Web Searches for forecasts related to your consumer segment.

• 16-M: Consumers and Diffusion of Innovations, Researching the Consumer

Due: Individual Summary of Web Searches for Long and Short Term Trends and Forecasting

Read: K,F,K, Chapter 3 Process and Methods of Fashion Trend Analysis & Forecasting p.45-68

• 18-W: Fashion Trend Analysis and Forecasting

Read: Chapter 4 Role of Fashion Industry Professionals in Trend development & forecasting p. 71-95

Activity: Team Discussion of Short and Long term forecasting for consumer segment.

• 23- M: Role of Industry Professionals in Trend Development

Activity: Begin to develop interview questions (see separate instructions about what questions to include)

• 25- W: Trend Development

Read: Chapter 5 Consumer and Industry Fashion Innovation and Diffusion Accelerators p.97

Activity: Develop and turn in questions to check for your consumer group prior to interviewing

• 30-M: Fashion Innovation and Diffusion

Activity: Interview members of your market segment #2.

Read: Chapter 7 Format of Trend Forecasts & Influence of Trend Forecasting on Business Decisions 143

October

• 2- W: Format of Trend Forecasts
Activity: Interview members of your consumer group and write Summary of interviews for each team member.

Read: Chapter 6 Social Responsibility & Sustainability Related to Fashion Trends and Forecasting p.119
- 7-M Social Responsibility and Sustainability

Read: Read Chapter 1, Fiore, Defining Aesthetic Experience

Due: Summary of interviews turned in by each team member

Activity: Work on Team summary of Individual Interviews
- 9-W: Aesthetics & Consumer Experience

Activity: Post on team website summary of interviews along with how the market segment relates to short and long term trends and forecasts

Discussion of Team posts

Read: Chapter 2 & 3: Fiore, Branding and the 5Ps; Value Derived from the 5 Ps pp27-61 and through
- 14-M: Branding and the Aesthetic Experience-- Guest Speaker

Activity: Product and Branding #3

Read: Chapter 4: Factors Influencing Aesthetic Evaluation or Preference p. 101
- 16-W: Quiz

Activity: Due: #3: Product and branding

21-M: The Coherent Aesthetic Experience

Activity: Market analysis (See separate instructions #4)

Read: Chapter 5: Color p131

23-W: Color, the Product and Consumer

Activity: Continue Market analysis
- 28-M: Color, the Product and Consumer

Due #4 Market Analysis of Target Market

Activity: Each team will develop a theme for their Target Market

*Tuesday, October 29 Robyn Waters Trend Analyst-McNamara Center, Mpls Campus
- 30-W: Attend either or both: Robyn Waters on Tuesday; Jim Link, the new Creativity on Wednesday. Follow class directions for attendance at the events

Read: Chapter 6: Light p.167

November

- 4-M: Light

Activity: Develop the color direction for your target market. See #5A

Read: Chapter 7 Line and Shape p.197
- 6-W: Line and Shape

Activity: Develop the line / shape direction for your target market. See #5A

Read: Chapter 8 Texture 241
- 11-M: Texture

Activity: Develop the texture direction for your target market. See #5A
- 13-W: Texture

Read: Chapter 9, Space and Movement 273
- 18-M: Due: #5A Individual Selections of Color, Line, Shape and Texture Directions for Target market
- 20-W: Team Activity: Select Color, Line and Shape, and Texture Selections for Target market

Read: Chapter 11, Complexity, Order, Novelty
- 25-M: Complexity, Order, Novelty

Read: Chapter 12, Principles of Design

Thanksgiving holiday

December

- 2-M: Principles of Design

Activity: Team work on Boards / Presentations
- 4-W: Deadline--#5B Post Team Target Market Trend forecast
9-M Final Presentations
11-W Final Presentations
Final Exam: December 16-Monday, 8:00-10:00 am. Turn in Individual evaluation of one team forecast (assigned and your own team evaluation).