

## Syllabus

# Introduction to Fashion: Research, Culture, and Commerce

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## Summary

You are lucky to be entering a fast-paced, sometimes even exciting, multifaceted industry. It's also a lot of hard work. Starting your career in the fashion industry with a solid knowledge base is crucial, as once the ball starts rolling, you'll need to be able to keep up! By the end of this course, students will have explored and should understand the fashion cycle.

### Including:

- History, iconic designers, and designs
- Social influences, including the roles of culture and celebrity
- Fashion trends
- Proper research techniques for the Fashion Industry
- Identity building and brand positioning
- Basic production structure
- Industry terminology

Issues discussed will include art, popular culture, branding, ethics, globalization, and sustainability.

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## Assessment Methods for Course Learning Goals:

Course learning goals are assessed using a variety of performance-based tasks, multimedia object based projects (mindmap,



Padlet discussions, infographics etc.) and quizzes. Students must follow instructions, show critical thinking and be prepared to actively research in this course, including one research project (individual) and one research project (group).

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## Deadlines:

Assignments will be handled no differently than if you were working in the fashion industry. I recommend that you not wait until the last minute. Your lack of planning does not create urgency on the part of your instructor. Assuming so would mean that your time is more valuable than your instructor's, and we prefer to think that the time of all involved is valuable.

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## Learning Materials to be Used by Students:

### Required Books:

- Seivewright, S., & Sorger, R. (2017). **Research and Design for Fashion** (3rd ed., p. 200 pages). Bloomsbury Publishing Plc.
- Zaccagnini Flynn, J., & Foster, I. M. (2009). **Research Methods for the Fashion Industry** (1st ed., p. 352 pages). Fairchild Books.

### Additional Media & Articles:

- Additional articles and multimedia items will be provided as needed.
  - It is important to read and watch all assigned material in order to properly complete each week's assignments. This course is cumulative and we will refer back to past lessons in future weeks.
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## Course Timing:

This course runs on a weekly basis from Monday (Day 1) to Sunday (Day 7). All coursework and assignments are due at 11:59pm EST unless otherwise noted.

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## Grading Assessment:

| Letter Grade | Percentage    |
|--------------|---------------|
| A            | 90-100%       |
| B+           | 87-89%        |
| B            | 80-86%        |
| C+           | 77-79%        |
| C            | 70-76%        |
| D            | 60-69%        |
| F            | 59% and below |

Grades for each assignment will be advised as soon as they are graded.

For each day an assignment is late, 1 point will be removed from the grade for that assignment.

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## Grading and Policies:

Care, respect, and integrity are expected in written and classroom exchanges. All written work, including postings in discussions, should be proofread for clarity, spelling, and grammatical errors. Language that is appropriate for the classroom setting is expected within this class in all forms of communication,



postings, and assignments. Cheating, plagiarism, and fabrication of facts will not be tolerated. This is an online course and you are responsible for all required work therein.

All sources, including Outside sources, in any assignment, must be referenced appropriately via APA style. [See Purdue Owl for an APA Guide.](#)

Please familiarize yourself with the copyright laws as explained by Christopher B. Skvarka in his article, [The Mystery Behind the ©](#), and the [Creative Commons rules](#).

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## Disability Policy

We welcome students with disabilities into all of our educational programs. In order to receive consideration for reasonable accommodations, a student with a disability must contact the appropriate disability services office at the campus where you are officially enrolled, participate in an intake interview, and provide documentation. If the documentation supports your request for reasonable accommodations, your campus's disability services office will provide you with a *Letter of Accommodations*. Please share this letter with your instructors and discuss the accommodations with them as early in your courses as possible.

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## Email Policy

Course updates and other important communication will occasionally be e-mailed to you. You are responsible for all course-related e-mail, so please check your mail regularly, and be sure you are not losing messages to a spam box.

If you need to reach the instructor, she may be reached at:  
kdm151@scarletmail.rutgers.com



## Technology requirements

This course requires basic computer skills. Computer with Wifi Access and ample memory (or additional drive with memory), audio/video recording enabled device (cell phone, laptop or tablet) for use making videos and audio recordings.

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## Major Projects

### Week Six

#### Individual Project - Company Brief (25 points)

You will be writing a brief, plus any photographs that help you tell your story. More details will be provided during week three. Briefs will be 4-6 pages, double-spaced, 12pt. Times New Roman in APA style and are due Sunday, Week Six, 11:59 pm EST.

### Week Eleven

#### Group Project - Solving the Problem in a Company Brief (30 points)

In week eight you will be assigned groups, and I will assign briefs, one per group. You will then have until the end of week eleven to solve the problem given and create a presentation about your solution. You will receive complete details and group assignments in week eight. Solution presentation due: Sunday, Week Eleven, 11:59 pm EST. These must be multimedia in nature. This is not a paper.

## Week Fourteen

### Individual Critique - Solution Presentation (10 points)

In week thirteen you will each receive a presentation to critique. Critiques will be 2-3 pages, double-spaced, 12pt. Times New Roman in APA style and are due on Sunday, Week Fourteen, 11:59 pm EST.

Further details will be provided throughout the semester. Rubrics will be provided for each project/critique.

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## Weekly Assignments

### Lesson 1

- Mind Map (10 points)
- Padlet (7 points)

### Lesson 2

- Infographic (10 points)
- Diigo Set-up (7 points)
- Padlet (7 points)

**Participation (10% of overall grade):** Students are expected to participate throughout the semester. Students will be graded for their online participation quality of work as well as following the course requirements clearly laid out. Participation includes engaging in online Padlet discussions by posting reflective posts, providing online feedback to classmates' posts and projects, and working on your portion of the group project in a group manor. This shall be added at the end of the semester's grade based upon each student's participation. When in doubt, participate.