

Introduction to Fashion

Introduction to Fashion

FSHD-1302

Credit Fall 2017

08/28/2017 - 12/17/2017

Course Information

Section 001

Distance Learning

ONL DIL

Vanessa Farrow

Office Hours

No office hours have been entered for this term

COURSE REQUIREMENTS

COURSE INFORMATION

FALL 2017

INTRODUCTION TO FASHION, FSHN 1302

SECTION 33984 DIL 001 ONL (16 weeks)

Internet Access Required

MANDATORY orientation on August 28, 2017 in Blackboard.

Departmental Web Site: <http://www.austincc.edu/mkt>

Facebook Site <https://www.facebook.com/MRKGatACC>

COURSE CATALOG DESCRIPTION

FSHN 1302 INTRODUCTION TO FASHION - Survey of the world of fashion businesses. Introduction to the creation and merchandising of fashion through the study of fashion vocabulary, the fashion process, fashion publications, and career opportunities.

REQUIRED TEXT/MATERIALS

Required textbook: *The World of Fashion*, 5th Edition, Jay Diamond and Ellen Diamond, Fairchild Publications, 2013. **ISBN-13: 9781609015275.**

Printed material in the text must be read and studied, the terms and review questions at the end of each chapter should be studied, and exams taken **on or before the dates listed below**. Also, one individual project described in this syllabus must be completed by the specified deadline date, and Blackboard articles as assigned.

Please buy textbook and have in your possession by first week of class!!!

We will cover the entire book in one semester. Please take some time and review the contents of the Publisher's Web site. You may purchase this book at any ACC bookstore. It is also available at other bookstores in Austin as well as online. The ACC bookstore online is at <http://austincc.bkstore.com/bkstore/content>.

INSTRUCTIONAL METHODOLOGY

This course is an Internet DIL course. You will be required to log into Blackboard to check grades and upload your assignments. Successful completion of this course requires maturity and self-discipline. Each student is responsible for maintaining steady progress during the semester. I am here to assist you, please talk to me whenever you have questions, comments, or concerns about this course. Go to <http://acconline.austincc.edu> for student entry into Blackboard. You will need your student ID and password to log into Blackboard. Blackboard access is available the first day of the semester.

DIL COURSE INFORMATION

DIL courses are designed for anyone, who has scheduling problems, work-schedules that conflict with normal class times, or any reason they may have. Some students are concerned about the transferability or status of DIL courses. The course content, college credit and transferability are equivalent to those offered in the classroom. The first step to success is your Distance Learning **MANDATORY course orientation on August 28, 2017**.

FSHN 1302 is an interactive training system that combines electronic learning materials with online instructor guidance and expertise. It is accessed via the Internet from the student's computer at home or work or in an ACC lab, any time. Concepts are presented through the textbook, the Publishers Web site, information on the instructor's Web site, and Blackboard.

You will cover the same material as in a regular class. You must have access to the Internet and an email account. The primary framework for instruction is the Internet. The Interactive capabilities such as email and listserv, access to library on-line, office hours, discussion forums, facilitate student to instructor communication. This asynchronous learning allows students who have other responsibilities to participate in course offerings. Being able to send a message to the instructor at any time, instead of traveling to the campus during the instructor's posted office hours, makes it possible for those who have limited or no time beyond the normal class time to talk to the instructor.

Course content is delivered in Blackboard. This syllabus, assignments, core course information, announcements, structured student activities, and discussion information are all located in Blackboard. You will view web pages, send and receive email, download files, and upload files you have created using ACC's Blackboard system. If you do not have an ACCeID you will need to activate it by going to the "First-time login" link at <http://www.austincc.edu/acceid/step1.htm>. Go to <http://acconline.austincc.edu> for student entry into Blackboard. You will need your student ID and password to log into Blackboard. **Blackboard access is available the first day of the semester. You must complete your MANDATORY course orientation in Blackboard.**

You must be able to communicate with the instructor by email. You need an individual account, which is not shared with anyone else. In EVERY email message you send me, the subject line must include FSHN 1302, DIL. Also your first and last name must be included somewhere in the message.

Tests will be taken on-campus in the Testing Centers. Testing center information is at <http://www.austincc.edu/testctr/>. You must have your ACC ID in order to take a test in an ACC testing center.

IN ORDER TO TAKE AN EXAM AT A TESTING CENTER YOU MUST SHOW YOUR STUDENT ID AND A CURRENT PHOTO ID. Student ID's should be mailed to you or you can pick them up in the Bursar's office on the campuses.

Exams may be taken at the testing center nearest you.

Northridge, 512.223.4735**Riverside, 512.223.6242****Rio Grande, 512.223.3164****Cypress Creek, 512.223.2075****Pinnacle, 512.223.8002****Round Rock, 512.223.0142**

Fredericksburg, 1.830.997.6363

Eastview, 512.223.5145

South Austin Campus, 512.223.9240

Elgin, 512.223.9420

Hays, 512.223.6896

Highland, 512.223.

The testing center requires that you begin the exam at least one hour before closing.

Please see specific information about the policies and procedures of your Testing Center at their Web site or pick up a guide from the Testing Center. <http://www.austincc.edu/testctr/>

As the online instructor I will monitor your progress and advise you as appropriate via email, telephone, or chat room discussions. You will be evaluated by means of tests, assignments, and projects.

Distance Learning Student Information is available at <http://dl.austincc.edu/students/#Resources>.

Distance Learning Help Line, 1-512-223-8026, Toll free 1-888-223-8026 or dl@austincc.edu. Distance Learning Help Line is open 8am to 5pm Monday-Friday.

COURSE RATIONAL

The purpose of this course is to survey of the world of fashion businesses. Introduction to the creation and merchandising of fashion through the study of fashion vocabulary, the fashion process, fashion publications, and career opportunities.

COMMON COURSE LEARNING OBJECTIVES/OUTCOMES

to acquaint the student with the fundamentals of fashion and basic principles that govern all fashion movement and change.

1. to learn basic fashion terminology, and to understand, define and grasp key terms, principles, concepts and theories involved in course coverage.
2. to explore the manner in which economic, sociological and psychological factors influence fashion demand.
3. to understand the roles and responsibilities of designers, manufacturers, and retailers.
4. to acquaint the student with the history and development, organization, and operation merchandising and marketing activities and trends of industries engaged in producing and marketing fashion.
5. to explore the impact of fashion merchandising on our everyday lives, and be able to identify trends, recognize leaders, and industry momentum as it effects individual fashion decisions.

GRADING

Grades will be based on the following areas of performance.
Exams consist of multiple choice, true/false, and short answer questions.

Exam One 150 points – Chapters 1-7

Exam Two 150 points – Chapters 8-11

Exam Three 150 points – Chapters 12-17

Exam Four 150 points – Chapters 18-21

Final 150 points – Chapters 22-24

Exams Total 750 points

Written Assignment 100 points

Introduction & Bio, 20 points

End-of-Chapter Assignments, 100 points

Discussion Board Participation, 30 points

Exams plus assignments equal 1000

A=900-1000points// B=800-899 points// C=700-799 points// D=600-699 points F Below 600 points.

IMPORTANT DATES FOR SPRING 2017

Exam One, Sept 26, 2017

Exam Two, Oct 17, 2107

Exam Three, Nov 9, 2017

Exam Four, Nov 28, 2017

Final, Take on Dec 14, 2017

Written Project due Dec 5, 2017

November 27, 2017 is the last day to drop.

TESTING

You must complete 5 exams this semester. The exams will be taken in the ACC testing centers. You may have one page of notes front and back with you in the testing center. Additional information about the testing centers will be available in Blackboard. Each exam will consist of multiple choice, true/false and short answer questions. Additional information about the exams will be available in Blackboard. If you miss an exam, with my permission you will be allowed to take a make-up exam in the testing center. Testing center information is at <http://www.austincc.edu/testctr/>

INTRODUCTION TO FASHION ASSIGNMENTS

WRITTEN PROJECT (100 points)

You may select from the following options your choice of written project. It is to be neatly typed, double-spaced, and approximately 4 – 5 pages in length. If you choose to fax or send your project to me as an email attachment, please put your name and FSHD 1302 at the top of your paper and make sure to address it to me. Papers without names will not be graded. ALWAYS make a backup copy of your paper in case it should be lost in transmission.

OPTIONS FOR WRITTEN PROJECTS: Select only one

Remember to attach a copy of the magazine/periodical articles you used, the internet sites you used, and a bibliography of the texts that you used in researching your assignment.

1. Select an influential American or International designer, give a brief bio of this individual, and describe what contributions this person made to the world of fashion. Describe some unique/different styles that they are known for. Include photos/copies or illustrations of the style/designs they have contributed. Describe the audience demographics (target market) that they typically design for (age, income level, sex, etc.) Are they known for couture or off the rack fashions, or both? Have they licensed their name for products on the market?

NOTE: If you select any of the designers already profiled in the text boxes "World of Fashion Profiles" in your text, then you must supply MORE information than what is already in our text. Preferably, select some other designer not highly profiled in our text.

2. Visit 3 men or women's fashion/sportswear stores (one specialty store, one department store, and one discount). Identify the target market (demographics, sex, age, occupation, career, income level) that they serve. Note the clientele who visit the store. Describe what styles; designs are carried by each store. Do they carry fads or classical styles? Describe the store layout and atmosphere. How would you improve the lighting, displays, visual merchandising techniques? How does each type of store compare to one another in terms of price points, brand names, and designer labels?

NOTE: Examples for specialty stores could be Chicos, the Gap, Susan Dell, Ann Taylor, etc.

3. Peruse/study 4 different internet sites for men/women/children's wear fashions. Describe what format the web site used? Was it user-friendly? How easy/difficult was it to utilize the site (number of pages, returning to home page, etc.) Did it include a "shopping cart" feature? How easy was it to obtain detailed information on items (sizing, color, wash/dry clean info, ordering info). Was there an email feature for questions/answers? Who do you think the target market is for each of these sites? How would you improve the website if it was yours?

NOTE: Suggestions might be Nordstrom.com, coldwatercreek.com, polo.com, specific designer websites like Betsy Johnson or catalogue companies like Spiegel, Lands End, etc.

CHAPTER ASSIGNMENTS

You must complete the following chapter assignments. Chapters 1-24 (The World of Fashion) assignments have a value of 4.17 points. The total value of the end-of-chapter assignments is 100 points. (4.17 x 24 is 100). Assignments must be placed in Blackboard by midnight on the day the assignment is due.

Chapter/Assignments	Assignments	Due Date (16 week)	Point Value
Email Instructor	Vanessa.Farrow@austincc.edu	Aug 29	10

Orientation on Blackboard	In Blackboard	Aug 29	10
Chapter 1	Page 23, Answer question 8	Aug 31	4.17
Chapter 2	Page 54, Answer question 3	Sept 5	4.17
Chapter 3	Page 84, Answer question 1	Sept 7	4.17
Chapter 4	Page 104, Answer question 8	Sept 12	4.17
Discussion Board One	Blackboard	Sept 12	7.5
Chapter 5	Page 127, Answer question 3	Sept 14	4.17
Chapter 6	Page 151, Answer question 5	Sept 19	4.17
Chapter 7	Page 184, Answer question 6	Sept 21	4.17
Exam One	Exam One - Chapters 1-7	Sept 26	150
Chapter 8	Page 205, Answer question 1	Sept 28	4.17
Chapter 9	Page 228, Answer question 7	Oct 3	4.17
Chapter 10	Page 255, Answer question 7	Oct 5	4.17
Chapter 11	Page 278, Answer question 3	Oct 10	4.17
Discussion Board Two	Blackboard	Oct 12	7.5
Exam Two	Exam Two - Chapters 8-11	Oct 17	150
Chapter 12	Page 307, Answer question 2	Oct 19	4.17
Chapter 13	Page 330, Answer question 4	Oct 24	4.17
Chapter 14	Page 350, Answer question 6	Oct 26	4.17
Discussion Board Three	Blackboard	Oct 26	7.5
Chapter 15	Page 367, Answer question 3	Oct 31	4.17
Chapter 16	Page 390, Answer question 3	Nov 2	4.17
Chapter 17	Page 425, Answer question 4	Nov 7	4.17
Exam Three	Exam Three – Chapters 12-17	Nov 9	150
Chapter 18	Page 439, Answer question 5	Nov 14	4.17
Chapter 19	Page 460, Answer question 2	Nov 16	4.17

Chapter 20	Page 482, Answer question 13	Nov 21	4.17
Discussion Board Four	Blackboard	Nov 21	7.5
Chapter 21	Page 504, Answer question 4	Nov 23	4.17
Exam Four	Exam Four - Chapters 18-21	Nov 28	150
Chapter 22	Page 525, Answer question 10	Nov 30	4.17
Written Project	Choice of 3 listed above	Dec 5	100
Chapter 23	Page 554, Answer question 10	Dec 7	4.17
Chapter 24	Page 587, Answer question 1	Dec 12	4.17
FINAL	Chapters 22-24	Dec 14	150

DISCUSSION BOARD PARTICIPATION (30 points)

You are expected to read the Chapters and participate in the bulletin board discussions. In order to earn the full 30 points you must participate in all bulletin board discussions. Discussion topics will be established throughout the class. To earn points you must participate by either stating your comments to the topic (that I provide) or responding to your classmates' posts. Comments should be well thought out and in complete sentences. You should check the bulletin board at least twice a week for any bulletin boards that may be established in order to discuss a topic. More information about bulletin board discussions will be provided in Blackboard.

CLASS OUTLINE/CALENDAR FOR FALL 2017

16 week Class Schedule Aug 28 – Dec 13, 2017

This is the schedule for the MW class.

November 27, 2017 is last day to receive a W

September 4, 2107 is a holiday

Thanksgiving is November 23 - 24, 2017

Month/Day Schedule	Chapter Reading Assignment
Aug 29	First Class Day - Orientation on Blackboard
Aug 31	Chapter 1
Sept 5	Chapter 2
Sept 7	Chapter 3

Sept 12	Chapter 4
Sept 14	Chapter 5
Sept 19	Chapter 6
Sept 21	Chapter 7
Sept 26	Test #1
Sept 28	Chapter 8
Oct 3	Chapter 9
Oct 5	Chapter 10
Oct 10	Chapter 11
Oct 17	Test #2
Oct 19	Chapter 12
Oct 24	Chapter 13
Oct 26	Chapter 14
Oct 31	Chapter 15
Nov 2	Chapter 16
Nov 7	Chapter 17
Nov 9	Test #3
Nov 14	Chapter 18
Nov 16	Chapter 19
Nov 21	Chapter 20
Nov 23	Chapter 21
Nov 28	Test #4
Nov 30	Chapter 22
Dec 7	Chapter 23
Dec 12	Chapter 24
Dec 14	FINAL

INSTRUCTOR CLASS POLICIES

- v Missed Exams – If you miss an exam you have 48 hours to contact me and arrange to take the exam as soon as possible. You will then have 5 days to take a make-up exam. The exam will be placed in the testing center. The final must be taken at the scheduled time. There is no make-up for the final.
- v Student Withdrawal Policy – It is the responsibility of the student to withdraw from this class. If you are unable to complete this course due to illness, moving, etc., please officially drop or you will receive an F. **Remember that November 27, 2017 is the last day to officially drop.**
- v Assignments will not be accepted late. Academic work submitted will be your thought, research, or self-expression. Absolutely no Plagiarism.
- v Counseling services are available to help you with a variety of needs, if you need more information please don't hesitate to ask.
- v All students must take the final, no exceptions.

DEPARTMENTAL COURSE/CLASS POLICIES

Departmental policies for Incompletes, Attendance, and Withdrawal are as follows:

Incomplete Policy: An incomplete (I) will be granted to a student in rare circumstances. Generally to receive a grade of I, a student must have completed all examinations and assignments to date, be passing, and have personal circumstances that prevent course completion that occur after the deadline to withdraw with a grade of W.

Attendance Policy: All students are expected to attend classes. Non-attendance will have an impact on the student's grade.

Austin Community College Policies for Academic Freedom, Scholastic Dishonesty, Student Discipline, and Students with Disabilities are as follows:

Withdrawal Policy

It is the responsibility of each student to ensure that his or her name is removed from the roll should he or she decide to withdraw from the class. The instructor does, however, reserve the right to drop a student should he or she feel it is necessary. If a student decides to withdraw, he or she should also verify that the withdrawal is submitted before the Final Withdrawal Date. The student is also strongly encouraged to retain their copy of the withdrawal form for their records.

Students who enroll for the third or subsequent time in a course taken since Fall, 2002, may be charged a higher tuition rate, for that course.

State law permits students to withdraw from no more than six courses during their entire undergraduate career at Texas public colleges or universities. With certain exceptions, all course withdrawals automatically count towards this limit. Details regarding this policy can be found in the ACC college catalog.

Statement on Scholastic Dishonesty

A student attending ACC assumes responsibility for conduct compatible with the mission of the college as an educational institution. Students have the responsibility to submit coursework that is the result of their own thought, research, or self-expression. Students must follow all instructions given by faculty or designated college representatives when taking examinations, placement assessments, tests, quizzes, and evaluations. Actions constituting scholastic dishonesty include, but are not limited to, plagiarism, cheating, fabrication, collusion, and falsifying documents. Penalties for scholastic dishonesty will depend upon the nature of the violation and may range from lowering a grade on one assignment to an "F" in the course and/or expulsion from the college. See the Student Standards of Conduct and Disciplinary Process and other policies at <http://www.austincc.edu/current/needtoknow>

Student Rights and Responsibilities

Students at the college have the rights accorded by the U.S. Constitution to freedom of speech, peaceful assembly, petition, and association. These rights carry with them the responsibility to accord the same rights to others in the college community and not to interfere with or disrupt the educational process. Opportunity for students to examine and question pertinent data and assumptions of a given discipline, guided by the evidence of scholarly research, is appropriate in a learning environment. This concept is accompanied by an equally demanding concept of responsibility on the part of the student. As willing partners in learning, students must comply with college rules and procedures.

Statement on Students with Disabilities

Each ACC campus offers support services for students with documented disabilities. Students with disabilities who need classroom, academic or other accommodations must request them through the Office for Students with Disabilities (OSD).

Students are encouraged to request accommodations when they register for courses or at least three weeks before the start of the semester, otherwise the provision of accommodations may be delayed.

Students who have received approval for accommodations from OSD for this course must provide the instructor with the 'Notice of Approved Accommodations' from OSD before accommodations will be provided. Arrangements for academic accommodations can only be made after the instructor receives the 'Notice of Approved Accommodations' from the student.

Students with approved accommodations are encouraged to submit the 'Notice of Approved Accommodations' to the instructor at the beginning of the semester because a reasonable amount of time may be needed to prepare and arrange for the accommodations.

Additional information about the Office for Students with Disabilities is available at <http://www.austincc.edu/sas>

Safety Statement

Austin Community College is committed to providing a safe and healthy environment for study and work. You are expected to learn and comply with ACC environmental, health and safety procedures and agree to follow ACC safety policies. Additional information on these can be found at <http://www.austincc.edu/ehs>. Because some health and safety circumstances are beyond our control, we ask that you become familiar with the Emergency Procedures poster and Campus Safety Plan map in each classroom. Additional information about emergency procedures and how to sign up for ACC Emergency Alerts to be notified in the event of a serious emergency can be found at <http://www.austincc.edu/ehs>

Please note, you are expected to conduct yourself professionally with respect and courtesy to all. Anyone who thoughtlessly or intentionally jeopardizes the health or safety of another individual will be dismissed from the day's activity, may be withdrawn from the class, and/or barred from attending future activities.

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Use of ACC email

All College e-mail communication to students will be sent solely to the student's ACCmail account, with the expectation that such communications will be read in a timely fashion. ACC will send important information and will notify you of any college related emergencies using this account. Students should only expect to receive email communication from their instructor using this account. Likewise, students should use their ACCmail account when communicating with instructors and staff. Instructions for activating an ACCmail account can be found at <http://www.austincc.edu/accmail>

Testing Center Policy

Under certain circumstances, an instructor may have students take an examination in a testing center. Students using the Academic Testing Center must govern themselves according to the Student Guide for Use of ACC Testing Centers and should read the entire guide before going to take the exam. To request an exam, one must have:

- [ACC Photo ID](#)
- Course Abbreviation (e.g., ENGL)
- Course Number (e.g., 1301)
- Course Synonym (e.g., 10123)
- Course Section (e.g., 005)
- Instructor's Name

Do NOT bring cell phones to the Testing Center. Having your cell phone in the testing room, **regardless of whether it is on or off**, will revoke your testing privileges for the remainder of the semester. ACC Testing Center policies can be found at <http://www.austincc.edu/testctr/>

Student and Instructional Services

ACC strives to provide exemplary support to its students and offers a broad variety of opportunities and services. Information on these services and support systems is available at: <http://www.austincc.edu/support>

Links to many student services and other information can be found at: <http://www.austincc.edu/current/>

ACC Learning Labs provide free tutoring services to all ACC students currently enrolled in the course to be tutored. The tutor schedule for each Learning Lab may be found at: <http://www.austincc.edu/tutor/students/tutoring.php>

For help setting up your ACCeID, ACC Gmail, or ACC Blackboard, see a Learning Lab Technician at any ACC Learning Lab.

Concealed Handgun Policy

The Austin Community College District concealed handgun policy ensures compliance with Section 411.2031 of the Texas Government Code (also known as the [Campus Carry Law](#)), while maintaining ACC's commitment to provide a safe environment for its students, faculty, staff, and visitors.

Beginning August 1, 2017, individuals who are licensed to carry (LTC) may do so on campus premises except in locations and at activities prohibited by state or federal law, or the college's concealed handgun policy.

It is the responsibility of license holders to conceal their handguns at all times. Persons who see a handgun on campus are asked to contact the ACC Police Department by dialing 222 from a campus phone or [512-223-7999](tel:512-223-7999).

Refer to the concealed handgun policy online at austincc.edu/campuscarry.

READINGS

Required textbook: *The World of Fashion*, 5th Edition, Jay Diamond and Ellen Diamond, Fairchild Publications, 2013. ISBN-13: 9781609015275.

COURSE SUBJECTS

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Oct 24	Chapter 13
Oct 26	Chapter 14
Oct 31	Chapter 15
Nov 2	Chapter 16
Nov 7	Chapter 17
Nov 9	Test #3
Nov 14	Chapter 18
Nov 16	Chapter 19
Nov 21	Chapter 20
Nov 23	Chapter 21
Nov 28	Test #4
Nov 30	Chapter 22
Dec 7	Chapter 23
Dec 12	Chapter 24

Dec 14	FINAL
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STUDENT LEARNING OUTCOMES/LEARNING OBJECTIVES

COMMON COURSE LEARNING OBJECTIVES/OUTCOMES

to acquaint the student with the fundamentals of fashion and basic principles that govern all fashion movement and change.

1. to learn basic fashion terminology, and to understand, define and grasp key terms, principles, concepts and theories involved in course coverage.
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