



Fashion Image FSHN 2309 MARKETING DEPARTMENT

**Class Schedule: Thursdays, Northridge PB3, 7:05-9:45pm,
Spring semester 2010**

Instructor: Kathy M. Walton
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METHOD OF PRESENTATION: Classroom

COURSE DISCRIPTION:

FSHN 2309 FASHION IMAGE (3-3-0). Instruction in the techniques used to analyze the fashion image of individual clients. Emphasis on personal coloring, seasonal color harmonies, appropriate fabric textures, body proportion and silhouette, figure, facial and hair analysis, and wardrobe coordination. Study of fashion image consultant business practices and job qualifications. Offered in Spring. [Skills: R](#) () Course Type: W

REQUIRED TEXTBOOKS/ MATERIALS:

ISBN	Title		Publisher	Author
978-1-56367-590-4	Your Personal Style	2009	Fairchild	Nancy Plummer

Statement of Purpose: The primary purpose of this course is to broaden the perspective from which you view self image related to fashion. Much of what we will do in this course involves the application of color, self image and clothing/grooming aspects that impact the way people look and the perceptions associated with image. If you have studied these disciplines you will have an advantage over students who have not. If you have not studied any of them previously you may find areas that you wish to pursue by doing further study.

Objectives: When you have completed this course, you should be able to:

1. Demonstrate an understanding of the role of image in today's fashion culture.
2. Analyze the dress of a particular social group or individual and communicate image related information with the class.
3. Manipulate elements of image to achieve a specific goal.

INSTRUCTIONAL METHODOLOGY:

This course will be taught via traditional and non-traditional classroom methods. To be successful in this class, students must be motivated, responsible, organized, and self-disciplined learners. Each student is responsible to maintain satisfactory progress during the semester by reading the course materials, accomplishing the required projects, attending and participating in class, and taking the required exams by the deadlines. The flow of the course will be week to week with specific assignments and activities due each week. Deadlines are clearly stated (see course calendar) to assure that you will not fall behind

and they will be enforced. All course expectations must be completed by the end of the semester. All tests and assignments are mandatory. Projects turned in after a deadline will receive a 10% point penalty per day late. Missing assignments and/or projects will receive a grade of zero. Projects may be turned in prior to due dates. All exams will be administered at the testing centers and will be closed-book.

REQUIREMENTS:

Readings and Abstracts (100 points): Each week, you will need to complete the assigned readings from the textbook. In addition, research and share five articles with the class throughout the semester.

Exams (200 Points, 100 points each): There will be two exams based on the textbook (closed book, to be taken at the testing centers). The exams will be a series of short essays based on the book and class material. You will need a writing tool to complete the exams. All policies of the testing centers will be enforced. See www2.austincc.edu/testctr for requirements, schedules, and policies.

Application Project 1 (100 points): You will need to complete and turn in to the instructor by **February 25**.

Self Study of Image: Take a look at your own personality as it relates to your style of dress. Determine the image and lifestyle trends that influence your look and discuss them in a research paper. The paper should be 500-1000 words in length and submitted electronically (Word format, please). Include three images that reflect your style (either photos of you or photos you find that reflect your style) and include them in a paper. Cite any sources you use in APA format.

Application Project 2 (200 points): You will need to complete and present to the class according to the schedule (see sign-up sheets).

Style Study of an Image Trendsetter: Select a specific individual or fashion category well known in the fashion world and study the influences they have had on fashion image locally, regionally or globally. Some examples of individuals include any of the first Ladies or other political figure; celebrities like Brittany Spears, Audrey Hepburn or Elton John; or athletes like Lance Armstrong. Examples of fashion categories would be groups like Native Americans, religious groups such as Hindu, maternity wear, uniforms of a specific group (like the military), people with obesity, bikers, dressing for job interviewing, etc. Select your theme and submit it to me by **February 10** for approval. You will research the topic, develop and deliver a 20 oral presentation to the class (**April 1,8,or 15**). You will illustrate your presentation using Powerpoint or other visual format.

Team Application Project 3 (300 points): You will be assigned to a Learning Team for collaboration in a group application project. Your team will conduct an “extreme makeover” for a specific person. Your team will: 1) select the cooperative person, 2) develop a strategy for the makeover, 3) organize the work and make individual assignments, 3) implement your makeover, and 4) create a series of 10-30 PowerPoint slideshow to document and illustrate your results during our “Extreme Makeover Reveal” class (your model may participate). Your group will receive a collective score for the final project; however each team member will submit an evaluation of each team member’s contribution. Individual performance may result in a reduction of project points based on contribution. This project is due on **May 6**.

Attendance (100 points): There will be opportunities for you to share ideas, perspectives, discuss current events, share a news item, etc throughout the course. You will be able to earn 7 points a week by attending class. There are 5 bonus points possible if you attend all classes.

GRADING SYSTEM:

1000-900 points = A
899-800 points = B
799-700 points = C
699-600 points = D
Less than 599 points = F

SCHEDULE:

January 21: Orientation

January 28: Chapter 1; Image Trendsetter demo on Princess Diana

February 4: Chapter 2-3; abstract 1 due

February 11: Chapter 4; Image Trendsetter theme submitted, Abstract 2 due

February 18: Team work day

February 25: Chapter 5-6; Application 1 paper due

March 4: Mid-Term Exam (testing center)

March 11: Chapter 7-8; Abstract 3 due

March 18: Spring Break

March 25: Chapter 9-10; abstract 4 due

April 1: Image Trendsetter Presentations

April 8: Image Trendsetter Presentations

April 15: Image Trendsetter Presentations

April 22: Chapter 11-12; abstract 5 due

April 29: Team work day

May 6: Extreme Makeover Reveal

May 13: Final Exam at testing center

COURSE POLICIES:

Change of Address/Phone: Keep the instructor informed as to any changes in your address, phone or email, by leaving a phone message or email.

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 proceed through the course in an independent, self-paced manner.

Withdrawal Policy: It is the student's responsibility to withdraw from a course according to procedures defined by the Admissions office at any campus. The last day to complete withdrawal from the course is April 21, 2008. Failure to successfully complete the course or withdraw from the course will result in a grade of "F" which will become part of the student's permanent record. Incomplete grade are rarely given and only in accordance with the policies of Austin Community College.

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

Academic Freedom Statement: Each student is strongly encouraged to participate in class. In any classroom situation that includes discussion and critical thinking, there are bound to be many differing viewpoints. These differences enhance the learning experience and create an atmosphere where students and instructors alike will be encouraged to think and learn. On sensitive and volatile topics, students may sometimes disagree not only with each other but also with the instructor. It is expected that faculty and students will respect the views of others when expressed in classroom discussions.

Scholastic Dishonesty Statement: Acts prohibited by the College for which discipline may be administered include scholastic dishonesty, including but not limited to cheating on an exam or quiz, plagiarizing, and unauthorized collaboration with another in preparing outside work. Academic work submitted by students shall be the result of their thought, research or self-expression. Academic work is defined as, but not limited to tests, quizzes, whether taken electronically or on paper; projects, either individual or group; classroom presentations, and homework" (see [Student Handbook](#)). 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 this institution.

Student Discipline Statement: Classroom behavior should support and enhance learning. Behavior that disrupts the learning process will be dealt with appropriately, which may include having the student leave class for the rest of that day. In serious cases, disruptive behavior may lead to a student being withdrawn from the class. ACC's policy on student discipline can be found in the [Student Handbook](#).

Students with Disabilities Statement: Each ACC campus offers support services for students with documented physical or psychological disabilities. Students with disabilities must request reasonable accommodations through the Office for Students with Disabilities on the campus where they expect to take the majority of their classes. Students are encouraged to do this three weeks before the start of the semester" (see [Student Handbook](#)).

SCANS (SECRETARY'S COMMISSION ON ACHIEVING NECESSARY SKILLS):

Course SCANS Competencies for Fashion Image, FSHN 2309

Please go to <http://www.austincc.edu/mkt/scans.htm#whatis> for a complete definition and explanation of SCANS. This list summarizes the SCANS competencies addressed in this particular course.

SCANS Competencies For FSHN 2309			
RESOURCES 1.1 Manages Time	INTERPERSONAL 2.1 Participates as a Member of a Team 2.2 Teaches Others 2.4 Exercises Leadership 2.5 Negotiates to Arrive at a Decision 2.6 Works with Cultural Diversity	INFORMATION 3.1 Acquires and Evaluates Information 3.2 Organizes and Maintains Information 3.3 Uses Computers to Process Information	SYSTEMS (None for this course)

