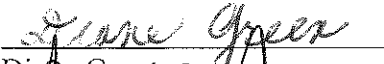
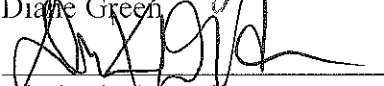


City College of San Francisco  
Course Outline of Record

I. GENERAL DESCRIPTION

A. Approval Date	February 2015
B. Department	Fashion
C. Course Number	FASH 28
D. Course Title	The Social Meaning of Clothing
E. Course Outline Preparer(s)	Diane Green
F. Department Chairperson	 Diane Green
G. Dean	 Kimberly Harvell

II. COURSE SPECIFICS

A. Hours	Lecture: 52.5 total
B. Units	3
C. Prerequisites	None
Corequisites	None
Advisories	None
D. Course Justification	By understanding the interrelationship of clothing and culture on a local, international and historical level, students will be able to draw connections between their own lives and expand their awareness and understanding of others.
E. Field Trips	Optional
F. Method of Grading	Letter, Pass/No Pass
G. Repeatability	0

III. CATALOG DESCRIPTION

Analysis of the social meanings and expectations associated with dress and behavior in various cultures and subcultures. An exploration of essential topics such as gender, celebrity, social hierarchy, art, cultural norms and violation of cultural norms.

IV. MAJOR LEARNING OUTCOMES

Upon completion of this course a student will be able to:

- A. Analyze and interpret the importance of clothing behavior to the individual and their culture.
- B. Identify the psychological message expressed by various segments of society in their choice of clothing.
- C. Compare and contrast fashion's sociological perspective on sex, gender, celebrity and the violation of cultural norms.
- D. Evaluate the historical importance of fashion as a reflection of political, economic, and social change.

V. CONTENTS

- A. Introduction to the social meaning of clothing
  1. Overview of the role dress plays in cultures and subcultures across the globe

2. Definitions of:
  - a. Dress and social hierarchy
  - b. Dress and gender
  - c. Dress and celebrity
  - d. Dress and cultural norms
  - e. Dress and violation of cultural norms
  - f. Dress and role of fine art
- B. "Queer" style
  1. Male and female modes of dress
    - a. Lesbian dressing from garcon suiting to "lipstick" styles
    - b. Gay men from dandies, fops, Oscar Wilde to clone dressing
  2. Art drag
  3. Cross dressing and androgynous style
- C. Fashion and celebrity
  1. Cult of fashion and the cult of celebrity
  2. 20th century fashion icons
    - a. Audrey Hepburn
    - b. Elizabeth Taylor
    - c. Grace Kelly
    - d. Bob Mackie
    - e. Cher
  3. "High" celebrity fashion culture
    - a. Nicole Kidman
    - b. Madonna
    - c. Olsen twins
  4. "Low" celebrity fashion culture
    - a. Kim Kardashian
    - b. Paris Hilton
  5. Television as both trendsetter and tastemaker
    - a. Sex and the City
    - b. Mad Men
    - c. Ugly Betty
    - d. Gossip Girl
- D. Fashion and fine art
  1. Influence of fine art on great contemporary designers
    - a. YSL --- Mondrian and Monet
    - b. Schiaparelli --- Jean Cocteau and Dali
  2. Warhol Factory -- street fashion
- E. Porn chic identity as the new cool
  1. Film
  2. Popular tabloids
  3. Campus culture
  4. Facebook profiles
- F. Fetish style as sub-cultural fashion
  1. Club scene
  2. Goths

3. Vampires
- G. Influential impact of Punk Style on mainstream fashion
  1. DIY (Do It Yourself) fashion
  2. Deconstruction as a design aesthetic
- H. Japanese contemporary youth sub-cultures
  1. Lolitas in Harajuku
  2. Gyari and Gyaru-o in Shibuya
  3. Age-jo in Shinjuku
  4. Mori girl in Kovenji
  5. Akihabara and Ikebukuno
- I. Exploring three great moments of change in 20th century fashion and society
  1. Transition from corseted Victoriana to liberated Jazz Age fashion
  2. WW II austerity to New Look Excess
  3. Romantic fifties become the swinging sixties
- J. Cultural perspective on African American fashion
  1. Africans in early Europe and their fashion presence
    - a. Madame Dubarry
    - b. Black London and the Hottentot Venus
    - c. Black Dandies and black Victorians
  2. African American clothing and society
    - a. Josephine Baker and Jack Johnson
    - b. Uniform attire: Pullman porters and Rosie the Riveter
    - c. Brothers and their Zoot suits
  3. Black pride and times of change
    - a. Black Panther movement
    - b. Dashikis, berets and rejection of European standards of beauty
    - c. Afros, cornrows and the politics and economics of black hair
    - d. Hip-hop style and its influence

## VI. INSTRUCTIONAL METHODOLOGY

### A. Assignments

1. In-class
  - a. Weekly group discussions on topics covered in lectures, readings or videos
  - b. Create a contract demonstrating the topics that will be covered in capstone research scrapbook project such as Japanese contemporary youth subcultures, "Queer" style, Punk style.
  - c. Field trips such as visiting retail stores and neighborhoods
2. Out of class
  - a. Readings as assigned from textbook, instructor handouts or websites, on topics such as "Queer" style, Japanese subculture fashions, fashion and celebrity
  - b. Completion of capstone research scrapbook project (20-30 pages) that illustrates "Queer" style, fashion and celebrity, fashion and fine art, porn chic, fetish style, punk style, Japanese contemporary youth sub-culture

fashion, great moments in 20th century fashion and African American fashion.

- c. Watch a movie and analyze (1-2 pages ) how it reflects one of the following: dress and gender, dress and cultural norms, dress and violation of cultural norms

B. Evaluation

1. Participation in class activities and discussions
2. Completion of capstone research scrapbook project
3. Written movie analysis
4. Final exam on topics such as porn chic, fetish style, punk style, African American fashion

C. Textbooks and other instructional materials

1. Andrew Reilly, Kimberly A. Miller Spillman, Patricia Hunt-Hurst, The Meanings of Dress, 3rd edition, Fairchild Publications, 2012
2. Pamela Church Gibson, Fashion and Celebrity Culture, Berg Publishers, 2012
3. Yuniya Kawamura, Fashioning Japanese Subcultures, Berg Publishers, 2012
4. Annette Lynch, Porn Chic, Berg Publishers, 2012
5. Frenchy Lunning, Fetish Style, Bloomsbury Publishing, 2013
6. Monica Sklar, Punk Style, Bloomsbury Publishing, 2014
7. Adam Geczy and Vicky Karaminas, Queer Style, Bloomsbury Publishing, 2013
8. Websites and videos on topics such as fashion and celebrity, porn chic, fetish style, punk style

VII. TITLE 5 CLASSIFICATION

CREDIT/DEGREE APPLICABLE (meets all standards of Title 5. Section 55002(a)).