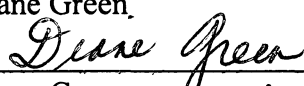



City College of San Francisco  
Course Outline of Record

I. GENERAL DESCRIPTION

A. Approval Date	September 2014
B. Department	Fashion
C. Course Number	FASH 42
D. Course Title	Introduction to the Fashion Industry
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	An understanding of the many components that comprise the fashion industry will act as a foundation for other fashion classes and prepare students for industry employment.
E. Field Trips	Optional
F. Method of Grading	Letter, Pass/No Pass
G. Repeatability	0

III. CATALOG DESCRIPTION

Overview of the fashion industry that prepares students to be on the cutting edge of what is happening. Emphasis on the economic, political, sociological, technological and psychological environment that affects fashion changes and evolution. Role of manufacturers, designers and retailers will be explored along with the elements of fashion marketing.

IV. MAJOR LEARNING OUTCOMES

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

- Compare the economic, sociological, technological, psychological, and political reasons why fashion evolves and changes.
- Analyze and explain key factors and theories in the adoption of fashion.
- Summarize the different roles of the designer, manufacturer and retailer in the fashion industry.
- Examine the materials used in creating fashion: textiles, leather and fur.

V. CONTENTS

- Economics of fashion change
  - The fashion cycle
  - Availability of resources
  - Consumer income

- B. Effect of society on fashion change
  - 1. Religion
  - 2. Class structure
  - 3. Levels of education
  - 4. Increased mobility and leisure time
  - 5. Changing role of women
  - 6. Changing ideologies
- C. Technology and fashion change
  - 1. Mass media
  - 2. Textile technology
  - 3. Improved clothing manufacturing
- D. Psychology of fashion change
  - 1. Boredom and curiosity
  - 2. Need for self assurance
  - 3. Desire for acceptance and companionship
  - 4. Reaction to convention
- E. Political environment and fashion change
  - 1. Foreign policy
  - 2. Trade regulations
  - 3. Sumptuary laws
- F. Theories of fashion adoption
  - 1. Trickle down theory
  - 2. Trickle across theory
  - 3. Trickle up theory
- G. Roles of designers and manufacturers in the fashion industry
  - 1. Fashion influence
  - 2. Sources of inspiration
  - 3. Branding and marketing of designer names
  - 4. Developing and producing a line
  - 5. Licensing and private label
  - 6. Offshore production
- H. Roles of Retailer in the fashion industry
  - 1. Women's, men's and children's fashion apparel
    - a. Categories
    - b. Size ranges
    - c. Price zones
  - 2. Advertising and promotion of fashion apparel
- I. Textiles: fibers and fabrics
  - 1. Natural and synthetic fibers
  - 2. Steps in the production of fabrics
  - 3. Effects of new technology and imports
- J. Leather and fur industry
  - 1. Categories of leather
    - a. Steers and cows
    - b. Buffalo
    - c. Pigs

- d. Lamb
- 2. Types of fur
  - a. Mink
  - b. Sable
  - c. Chinchilla
  - d. Astrakhan and persian lamb
  - e. Shearling

## VI. INSTRUCTIONAL METHODOLOGY

### A. Assignments

- 1. In-class
  - a. In class discussions from Women's Wear Daily and Vogue on topics such as the influence of contemporary iconic designers
  - b. Make an alphabetized notebook of pictures of furs using magazines in the classroom
  - c. Field trips such as visiting retail stores and museum exhibits
- 2. Out-of-class
  - a. Readings as assigned from textbook, instructor handouts or websites, on topics such as the marketing of designer labels, the psychology of fashion change, the changing role of women and fashion.
  - b. Illustrated analysis (2-3 pages) of theories of fashion adoption
  - c. Written analysis (1 page) of the influence of fashion in a contemporary book and movie

### B. Evaluation

- 1. Participation in class discussions
- 2. Illustrated analysis of theories of fashion adoption
- 3. Written book and movie analysis
- 4. Alphabetized notebook of pictures of furs
- 5. Final exam

### C. Textbooks and other instructional materials

- 1. Textbook: Elaine Stone, In Fashion, Fairchild Publications, New York, 2010.
- 2. Instructor generated reading materials from Women's Wear Daily, New York Times, Wall Street Journal and consumer fashion magazines such as Vogue.

## VII. TITLE 5 CLASSIFICATION

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