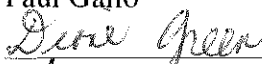



City College of San Francisco  
Course Outline of Record

I. GENERAL DESCRIPTION

A. Approval Date	September 2014
B. Department	Fashion
C. Course Number	FASH 55
D. Course Title	Icons of Contemporary Fashion
E. Course Outline Preparer(s)	Paul Gallo
F. Department Chairperson	 Diane Green
G. Dean	 Kimberly Harvell

II. COURSE SPECIFICS

A. Hours	Lecture: 52.5 total Units 3
B. Prerequisites	None
Corequisites	None
Advisories	None
C. Course Justification	Aspiring fashion designers need to know the difference between classic, trendy and innovative clothing and how that applies to the industry they want to work in. By examining the birth and growth of the fashion world new designers will understand the origin of some of the most classic garments ever created, the designers who started this phenomenon and all the people and places where fashion has erupted since then. This will inform their design aesthetic for the rest of their careers.
D. Field Trips	No
E. Method of Grading	Letter, Pass/No Pass
F. Repeatability	0

III. CATALOG DESCRIPTION

Birth of fashion industry and mass manufacturing of designer clothing. Start of the Couture Houses of Paris, the birth of American Fashion and the global expansion of clothing manufacturing.

IV. MAJOR LEARNING OUTCOMES

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

- A. Assess and apply knowledge of the history of the fashion industry to their design projects.
- B. Create designs that reflect major trends in fashion.
- C. Distinguish between clothing that is classic, trendy or innovative.

V. CONTENTS

- A. Origins of the fashion industry
  1. Marie Antoinette
  2. Beginnings of the haute couture industry in Paris
  3. Clothing manufacturing in the U.S.
- B. Post WWI and the Roaring 20's
  1. Flappers and suffragettes
  2. Paul Poiret

3. Madeleine Vionnet
4. Social changes
5. Makeup
6. Coco Chanel
7. Fashion magazines
8. Stock market crash
- C. The Depression to WWII
  1. Hollywood
  2. Fabric advances
  3. German occupation of Paris
  4. New York fashion week
  5. Italian fashion
- D. Post WWII boom
  1. Christian Dior
  2. Salvatore Ferragamo
  3. Fashion modeling industry
  4. Marilyn Monroe
  5. Diana Vreeland
  6. Richard Avedon
  7. Balenciaga
- E. 1960's and social upheaval
  1. Jacqueline Kennedy
  2. Andres Courreges
  3. Feminist movement
  4. Pierre Cardin
  5. Twiggy
  6. Peggy Moffitt
  7. Halston
- F. 1970's reinterprets the past
  1. Disco
  2. YSL
  3. Cher
  4. Calvin Klein
  5. London punk scene
  6. Giorgio Armani
- G. 1980's global expansion
  1. Versace
  2. Computer patternmaking
  3. Vivienne Westwood
  4. Japanese designers
  5. Hip Hop
  6. Donna Karan
- H. 1990's world wide web
  1. Kate Moss
  2. Grunge
  3. Technological advances
  4. Jean Paul Gaultier
  5. Rifat Ozbek
  6. Karl Lagerfeld
- I. Turn of the Century
  1. Computer meltdowns
  2. Reinterpreting classic fashions
  3. Project runway
  4. Zac Posen

5. Proenza Schouler

VI. INSTRUCTIONAL METHODOLOGY

- A. Assignments
  - 1. In-class
    - a. Discussions of topics covered in class
    - b. Drawing clothing from specific decades
    - c. Oral presentations of creative design projects
  - 2. Out of class
    - a. Creative design projects such as drawings, written analyses, or power points reflecting major fashion trends and eras discussed in class.
    - b. Research of specific time periods for creative design projects
- B. Evaluation
  - 1. Participation in class discussions
  - 2. Drawings
  - 3. Oral presentations
  - 4. Creative design projects
  - 5. Midterm exam
  - 6. Final exams
- C. Textbooks and other instructional materials
  - 1. Instructor generated handouts on topics such as major designers or fashion trends in history
  - 2. Websites featuring fashion content such as [www.Vogue.com](http://www.Vogue.com), [www.shmoop.com](http://www.shmoop.com) and [www.factmonster.com](http://www.factmonster.com)
  - 3. Jane Farrell-Beck and Jean Parsons. 20th Century Dress in the United States, 1<sup>st</sup> ed, Fairchild. 2007

VII. TITLE 5 CLASSIFICATION

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