

# COLLEGE OF DESIGN

UNIVERSITY OF MINNESOTA

## Syllabus Overview

Course Title	ADES4218W/ApSt5218 Fashion, Design, & the Global Industry
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Course Designator	ADES	Section Number	001
Course Number	4218	Semester and Year	Fall 2016

Class Meeting Days & Time	Completely Online
Number of Credits	3
Final Exam Date & Time (Also state if there is NO final)	No final exam

### Instructor's Information

Name	MinJung Park
Office Location	Room 346 McNeal Hall
Email	park1163@umn.edu
Office Hours	Wed 3:00pm~4:00pm or by appointment

### Course Information and Instructor's Expectations

#### Course Description:

Study of the relationship of apparel fashion design to time and place and to globalization. Focus on fashion centers, the fashion industry, and the Chinese fashion industry as a case study.

#### Required and Recommended Materials:

\*Berg Fashion Library and the Moodle course website will be used for reading assignments. Readings from the Berg Fashion Library (BFL) are accessed online through the U of MN library system. Most reading assignments can be accessed through the BFL; exceptions will be listed. Included in the BFL are the following categories of material sources: an encyclopedia of 10 volumes on world dress, journals, i.e. Fashion Theory, Fashion Practice, Textile; and books online, i.e., Fashion's World Cities, Chinese Fashion from Mao to Now (paper copies available).

\*Need for access to computer on a daily or alternate day basis.

- The University of Minnesota's [Student Writing Support](#)
- [Online Writing Lab](#) (OWL) at Purdue University. For instance, students might be directed to visit

- The University of North Carolina at Chapel Hill's [\(UNC\) Writing Center](#) website has useful links for different types of writing assignments.

#### **Established Course Objectives:**

1. To learn about the factors involved in fashion design related to time and place.
2. To understand the relationships of apparel design and the fashion industry based upon locale.
3. To learn the importance of context, i.e. place, time, & culture milieu, in establishing a design identity in products.
4. To understand how one fashion industry in one specific location, e.g. China, relates to both domestic and international fashion.
5. To learn to apply the knowledge about fashion centers to design.
6. To achieve a deep understanding of the interrelationships of fashion, design, and the global apparel industry through analytical and critical thinking expressed in extensive writing.

#### **Student Learning Outcomes:**

1. **Can locate and critically evaluate information**  
Students will use the Online Berg Fashion Library (BFL) to locate and critique scholarship and images related to fashion in various cultural contexts in a class discussion forum in written format as well as in a cumulative essay. The insights, depth, and writing quality of students' critique of the articles will be evaluated by both the instructor and their peers.
2. **Can communicate effectively**  
Students will learn to effectively communicate through various writing assignments, including essay questions, forum discussions, and team writing projects. They will learn to: 1) integrate visual information with verbal information to portray dynamic relationships between design, creators, and users; 2) gather and integrate into writing ideas drawn from a variety of sources, enhance credibility by identifying and using accurate information, approach and use source information critically and analytically, base new ideas on precedent and theory; 3) analyze and synthesize information quickly on a weekly basis; 4) work-write as a team member on collaborative endeavors; 5) respect and accept critical evaluations of writing and be able to respectfully and constructively critique the writing of others. Students' writing will be evaluated on a weekly basis by both the instructor and their peers.

## Course Structure (Please read it carefully)

1. This course will consist of readings, posts, individual and team writing activities, and a quiz. A new week will start on Saturday at 12:00 a.m., and the week will be closed on Friday at 11:55pm. Always remember to cite the sources of information (including images) using the APA style.
2. **Readings:** Each week there will be assigned readings of approximately 20-30 pages.
3. **Essay Assignments:** This course is writing intensive. Quality writing is an essential requirement of your coursework. It serves the goal of this course to critique and integrate readings into your own thinking and writing.

Copying and pasting others' work without paraphrasing is NOT acceptable. To reference others' work, you should read first, then paraphrase (act of using your own words), and cite the source of the information. To avoid plagiarism, check out this website. <http://www.plagiarism.org/>

Please elaborate on your answers (there will be a minimum word requirement for each question). The grading will be based on both quantity and quality of your writing. Out of 13 essay assignments, 6 essay assignments will be randomly graded.

To find additional help to improve your writing you can visit the Student Writing Support (<http://writing.umn.edu/sws>).

4. **Team Writing Forum:** This is a semester-long team writing project that will be broken into weekly activity writing assignments. The purpose of this assignment is for you to understand the characteristics of fashion centers and apply the knowledge you learn in this course.

First, you need to finish the assigned questions individually; you are required to upload at least one original individual post by **Tuesday, 11:55pm.**

Next, you need to upload at least one response to another student's post by **Friday, 11:55pm.**

As a team project, you will integrate the best work of your team as a cohesive project (2,500 words) and post it to the whole class twice in the semester.

When posting to the whole class, you post only one original post AS A TEAM and each of you need to respond to another team's posting INDIVIDUALLY at least once. These activities include taking photographs, sharing a video, and analyzing

designed products from the fashion centers we are studying in this course. Please be creative with your posts.

**5. Grading Late Work**

: ONLY ONE late assignment (including forum posts and essay assignments) will be accepted throughout the semester. I will not accept any other late assignments. The one late assignment should be submitted by email within 48 hours of the due date (You won't be able to submit your work on Moodle after the deadline).

**Extra Credit Options:**

**Retail Connect" Assignment (10 pts, Extra Credit)**

This is an assignment to enrich your retail and design education and to earn extra credit. After attending the Retail Connect event, you will need to turn in a one-page, single-spaced report to your course instructor to receive extra credit. In your report, you will summarize the main points of the event and reflect on what you have gained from it. You can connect what you have learned from the event to your course work or professional experience.

**Retail Connect 2016**

*featuring Best Buy President Shari Ballard*

Thursday, October 13, 2016

6:30-8:30 PM

McNamara Alumni Center

Registration: <http://z.umn.edu/retailconnect2016>

*Assignment Due: the first class after the event*

## University Policies

### Release of Work Statement:

Students understand that enrollment in this course grants consent for their work to be selected for inclusion in college or departmental publications (online or in print). Your instructor may select to use your work to represent her/his skills as an instructor in a teaching portfolio (online or in print).

### Grading Structure:

<http://policy.umn.edu/Policies/Education/Education/GRADINGTRANSCRIPTS.html>

### Make Up Work for Legitimate Absences:

<http://www.policy.umn.edu/Policies/Education/Education/MAKEUPWORK.html>

### Personal Electronic Devices in Classroom:

<http://policy.umn.edu/Policies/Education/Education/STUDENTRESP.html>.

### Use of Class Notes and Materials:

<http://policy.umn.edu/Policies/Education/Education/CLASSNOTESSTUDENTS.html>

### Scholastic Dishonesty and Student Conduct Code:

<http://policy.umn.edu/Policies/Education/Education/STUDENTRESP.html>.

### Sexual Harassment:

<http://policy.umn.edu/hr/sexualharassment>

### Statement on Climate of Inclusivity:

You are expected to be attentive during class, ask questions if you do not understand something, and to offer your opinion. You are also expected to listen respectfully to other students and to me when speaking. The University of Minnesota is committed to providing a safe climate for all students, faculty, and staff. All persons shall have equal access to its programs and facilities without regard to race, color, creed, religion, national origin, sex, age, marital status, disability, public assistance status, veteran status, or sexual orientation. Racism, sexism, homophobia, classism, ageism and other forms of bigotry are inappropriate to express in this class. Reports of harassment are taken seriously, and there are individuals and offices available for help.

(or refer to [http://regents.umn.edu/sites/regents.umn.edu/files/policies/Equity\\_Diversity\\_EO\\_AA.pdf](http://regents.umn.edu/sites/regents.umn.edu/files/policies/Equity_Diversity_EO_AA.pdf))

### Academic Freedom and Responsibility:

[http://regents.umn.edu/sites/regents.umn.edu/files/policies/Academic\\_Freedom.pdf](http://regents.umn.edu/sites/regents.umn.edu/files/policies/Academic_Freedom.pdf)

**Availability of Disability and Mental Health Services:**

The University of Minnesota is committed to providing all students equal access to learning opportunities. Disability Services (DS) is the campus office that works with students who have disabilities to provide and/or arrange reasonable accommodations.

- Students who have, or think they may have, a disability (e.g. mental health, attentional, learning, vision, hearing, physical or systemic), are invited to contact DS to arrange a confidential discussion at 612- 626-1333 (V/TTY) or [ds@umn.edu](mailto:ds@umn.edu).
- Students registered with DS, who have a letter requesting accommodations, are encouraged to contact the instructor early in the semester to discuss accommodations outlined in their letter.

As a student you may experience a range of issues that can cause barriers to learning, such as strained relationships, increased anxiety, alcohol/drug problems, feeling down, difficulty concentrating and/or lack of motivation. These mental health concerns or stressful events may lead to diminished academic performance or reduce your ability to participate in daily activities. University of Minnesota services are available to assist you with addressing these and other concerns you may be experiencing. You can learn more about the broad range of confidential mental health services available on campus via [www.mentalhealth.umn.edu](http://www.mentalhealth.umn.edu) or contact Counseling/Consulting Services at 612-624-3323.

**Academic Services:**

If you would like additional help, please contact one of the offices listed below.

Center for Writing	10 Nicholson Hall, Mpls	612-626-7579
Student Academic Success Service	340 Appleby Hall, Mpls 199 Coffey Hall, St. Paul	612-624-3323

### Course Requirements and Evaluation Criteria

Requirements	Weight
One quiz in Week 1	10%
Forum posts	35%
Essay Assignments	35%
Team writing project	20%
Total	100%

- Grades will be assigned on a total points scale and each assignment will have different weight.
- Grades reflect your effort, contribution, and ability.

### Grading Scale

Letter	Percentage	UMN Description of Letter Grade
A	93% ~ 100%	Represents achievement that is <b>outstanding</b> relative to the level necessary to meet course requirements
A-	90% ~ 92.99%	
B+	87% ~ 89.99%	Represents achievement that is <b>significantly above</b> the level necessary to meet course requirements
B	83%~ 86.99%	
B-	80%~ 82.99%	
C+	77%~ 79.99%	Represents achievement that meets the course requirements in every respect; <b>satisfactory</b>
C	73%~ 76.99%	
C-	70%~ 72.99%	
D+	67%~ 69.99%	Represents achievement that is worthy of credit even though it fails to meet fully the course requirements
D	60%~ 66.99%	
F	Below 60%	Represents that coursework was completed but at an achievement level unworthy of credit

\*Note: **The final percentage will NOT be rounded up.** For example, if you get 92.9999%, your final grade will be A-.

## Course Schedule

Week	Dates	Topic
1	9/6-9/9	Course Overview
2	9/10-9/16	Introduction to Fashion Cities APA Style Guide
3	9/17-9/23	Fashion, Dress, Culture, and City Centers
4	9/24-9/30	Fashion Industry – History and Development
5	10/1-10/7	Fashion: Origins of the Industry and Change
6	10/8-10/14	Paris and New York as World Fashion Cities
7	10/15-10/21	Millan and Tokyo as World Fashion Cities
8	10/22-10/28	Countries and Fashion Identity
9	10/29-11/4	Place and Fashion Products
10	11/5-11/11	Design Practices
11	11/12-11/18	Optimizing Local Resources
12	11/19-11/25	China’s Role in Global Fashion World 1
13	11/26-12/2	China’s Role in Global Fashion World 2
14	12/3-12/9	The Trend/Future of the Fashion World
15	12/10	Last Week: Final Project Submission