

Subject Description Form

Subject Code	ITC1002G
Subject Title	Freshman Seminar
Credit Value	3
Level	1
Pre-requisite(s) / <Co-requisite> / (Exclusion)	Nil
Objectives	<ul style="list-style-type: none"> • Introducing students to their chosen disciplines in their freshman year, and enthusing them about their major study, • Cultivating students' creativity and problem-solving ability, and global outlook, • Exposing students to the concepts and an understanding of entrepreneurship, • Engaging students, in their first year of study, in desirable forms of learning at university that emphasises self-regulation, autonomous learning and deep understanding, • Introducing students to the importance of academic honesty and learn ways to ensure that their work and behaviour at PolyU are acceptable.
Intended Learning Outcomes	<p>Upon completion of the subject, students will be able to:</p> <ol style="list-style-type: none"> a. generate innovative ideas and adopts a more flexible attitude to problem solving; b. apply various creative thinking skills to the task of generating creative ideas within the context of a successful global fashion business; c. use different perspectives and creative solutions to tackle problems and perceive knowledge proactively responding to various changes and developments in the global environment; d. command intra- and inter-personal skills within a collaborative learning environment; e. demonstrate an ability and passion for continuous learning and personal development. f. Demonstrate an understanding of the concepts of entrepreneurship and importance of academic honesty.

<p>Subject Synopsis/ Indicative Syllabus</p>	<p>(I) Problem Identification</p> <ul style="list-style-type: none"> • Concepts of mapping and analysing diverse types of problem materials • Methodologies of problem identification <p>(II) Thinking Modes and Methodologies for generating creative ideas</p> <ul style="list-style-type: none"> • Introduction to various thinking modes, brain functioning, habitual thinking and creative thinking skills • Applying creative thinking skills for idea development <p>(III) Introduction to Fashion and Textiles</p> <ul style="list-style-type: none"> • Introduction to fashion industry, new challenges and distinctive innovations in fashion and textiles • Introduction to various majors in fashion and textiles, including fashion technology, fashion design, fashion marketing and merchandising, fashion retailing, knitwear design, and intimate apparel <p>(IV) Fashion Innovations and Industry Insight</p> <ul style="list-style-type: none"> • Global developments, trends and innovations in fashion and textiles • Case study of different sectors of the fashion industry, entrepreneurships and strategic issues <p>(V) Importance of Academic Honesty</p>
<p>Teaching/Learning Methodology</p>	<ul style="list-style-type: none"> • Inspirational lectures and seminars by chair professors, reputable professionals or world-class researchers in fashion and textiles to enthuse students about their major study and to motivate students' career inspirations; • Seminars of industry insight by industry leaders to build students' first-hand knowledge and related problems in industry, and foster students' development of PolyU's desired graduate attributes, particularly in the areas of creativity, problem solving, entrepreneurship and global outlook; • Visitations and/or activities such as job shadowing (students are matched with alumni or mentor, and taken into a workplace to learn about careers of fashion business) that go beyond traditional classroom learning to enhance students' understanding of the industry and provide students an experience of real working conditions, workplace communication, teamwork, problem solving, etc.; and • Small group tutorials will be used to convey theories and concept, and supplement formal lectures and seminars to provide ample opportunities for staff-student and student-student interactions. The tutorials will also equip students with the attitudes and abilities essential for developing self-confidence,

self-regulation, autonomous learning, sense of responsibility and competitiveness in a professional manner.

- **Online self-learning** will also be incorporated to enhance a deep learning experience. Prior to the inspirational seminars and industry seminars, students are required to visit the online multimedia interactive learning website. Attractive visualization of the industry developments and video clips which show the distinctive fashion innovations and real-life cases can motivate students' career inspiration and engagement to their studies. Immediate feedback will be displayed whenever they give wrong answer.
- **The Online Tutorial on Academic Integrity** is provided for students, via LEARN@PolyU.

Assessment Methods in Alignment with Intended Learning Outcomes

Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)					
		a	b	c	d	e	f
1. Project	30%	✓	✓	✓	✓	✓	✓
2. Site visit checklist & report	30%			✓	✓	✓	
3. Knowledge building worksheet	20%		✓	✓			✓
4. In-class participation	20%			✓	✓	✓	
5. Online Tutorial Post-test	-						✓
Total	100%						

Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:

The assessment instrument will include a freshman project that the students' ability to generate creative ideas, tackle problems within a collaborative learning environment, as well as develop autonomous learning, entrepreneurship and personal development will be assessed. The site visit checklist (a list of questions including

	<p>information about the site and being collected during the visit), site visit report, knowledge building sheet and in-class discussion during tutorials aim to provide students a better understanding of work-based environment and real-life problem scenarios in global fashion business. Students' performance in terms of problem-solving techniques, creativity, critical thinking and analytical skills to be applied in the industry, as well as continuous learning and/or entrepreneurship will be assessed. Assessment criteria and rubrics for each of the assessment instrument have been formulated.</p> <p>Students are also required to complete the Online Tutorial on Academic Integrity by Week 5. It is part of the subject completion requirement. Students who fail to complete the Online Tutorial (including pass the Post-test, i.e. scored at least 75% and sign the Honour Declaration) will fail this subject. The Online Tutorial can be assessed on LEARN@PolyU. It takes approximately two hours to complete.</p>	
<p>Student Study Effort Expected</p>	<p>Class contact:</p>	
	<ul style="list-style-type: none"> ▪ Seminar/Guest speaker 	<p>26 Hrs.</p>
	<ul style="list-style-type: none"> ▪ Field trip/tutorial 	<p>12 Hrs.</p>
	<p>Other student study effort:</p>	
	<ul style="list-style-type: none"> ▪ Reading/writing/presentation preparing 	<p>67 Hrs.</p>
	<p>Total student study effort</p>	<p>105 Hrs.</p>
<p>Reading List and References</p>	<p><u>Books:</u></p> <p>Aleinikov, A. (2002), <i>MegaCreativity: 5 steps to thinking like a genius</i>, John Wiley & Sons, Singapore.</p> <p>Bono, E. (1985), <i>Six Thinking Hats</i>, Little, Brown and Company, USA.</p> <p>Braddock, S. and O'Mahony, M. (2005), <i>Techno Textiles 2: Revolutionary Fabrics for Fashion and Design</i>. Thames & Hudson, New York.</p> <p>Buzan, B. & Buzan, T. (2000), <i>The Mind Map Book</i>, BBC Worldwide, London.</p>	

Fletcher, K. (2008), *Sustainable Fashion and Textiles*. Sterling, London; Earthscan, VA.

Frings, G. S. (2005), *Fashion: From Concept to Consumer*. Eaglewood, Cliffs, Prentice Hall, N.J.

Harry, A. (2002), *CQ: Boost your creative intelligence*. Kogan page, London.

Hibbert, R. (2004), *Textile innovation: interactive, contemporary and traditional materials*. Line, London.

Jarnow, J. and Dickerson, K.G. (2003), *Inside the Fashion Business*. 7th Edition. Prentice-Hall.

Sternberg, R. (1996), *Successful Intelligence: How practical and creative intelligence determine success in life*. Plume, New York.

Udale, J. (2008). *Textiles and Fashion*. AVA Academia, Lausanne.

Websites:

<https://learn.polyu.edu.hk>

www.tdctrade.com

www.hkrita.com