

Subject Description Form

Subject Code	ITC1C02
Subject Title	Fashion and Culture
Credit Value	3 credits
Level	1
Pre-requisite / Co-requisite/ Exclusion	Nil
Objectives	<p>Fashion has been used as a barometer to understand the contemporary social and cultural contexts because it embodies the spirit of the time. Every aspect of society including life style, taste, moral and aesthetic values, economy, politics, and custom are all integrated within the clothes people wear for specific times and places.</p> <p>This subject aims to provide the fundamental and essential knowledge of fashion and culture, as well as the integral relationship between the two, built throughout history for students who want to understand various aspects of contemporary culture, such as art, music, film and other significant issues of society manifest in fashion. Throughout the course, students are expected to read a wide range of written references to build their own knowledge and resources for comprehending the contemporary culture and fashion.</p>
Intended Learning Outcomes <i>(Note 1)</i>	<p>Upon completion of the subject, students will be able to:</p> <ol style="list-style-type: none"> a) identify various cultural phenomena that can be observed in modern society and analyze their close relation to fashion in terms of the socio-cultural contexts; b) build their own intellectual resources for developing critical and creative roles in the society based upon their understanding of contemporary fashion and culture; c) explain the background of the contemporary cultural situations in order to anticipate the cultural trends in the future; d) apply their insight built upon the knowledge obtained from this subject (i.e. how to interpret the social changes or significant cultural phenomenon through the study of fashion style of the specific time and place or how to optimize the collected data for anticipating the upcoming cultural trends and/or fashion style) in order to become leaders in various fields who are capable of influencing or creating cultural phenomena in the future.
Subject Synopsis/ Indicative Syllabus <i>(Note 2)</i>	<ol style="list-style-type: none"> 1. Basic Theory of Fashion and Culture <ul style="list-style-type: none"> -The basic study of fashion and culture -Relationship between fashion and culture 2. Pop culture and Fashion <ul style="list-style-type: none"> -Pop culture (music, film, and TV) and its influence on fashion 3. Art and Fashion

	<p>-General theory and history of the close relationship between art and fashion</p> <p>-Art meets fashion</p> <p>4. Subculture and Fashion</p> <p>-What is subculture?</p> <p>-Street fashion: visual communication of subculture</p> <p>5. Ecology and Fashion</p> <p>- Basic concept of “Eco-Friendly”</p> <p>- Roles of fashion to create eco-friendly culture and environment</p> <p>6. One more chapter will be added to deal with significant contemporary issues. These issues will change whenever the class is offered to reflect up-to-the-moment changes in current fashion.</p>
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<p>Teaching/Learning Methodology</p> <p><i>(Note 3)</i></p>	<p>Lectures using visual and written references will be given to facilitate student’s understanding of the subject. Summary of each lecture’s content will be distributed to students weekly.</p> <p>In order to engage students’ participation they are required to provide the presentation related to the topics covered during the lecture. One or two groups of students will present their study topic weekly.</p> <p>To enhance students’ literacy and critical thinking, reading assignments will be given bi-weekly. For the assessment, students are required to submit a brief written report containing a summary as well as topics for further discussion derived from the reading material.</p> <p>For English Writing requirement, students should submit one term paper. First, students are required to submit a proposal of their own topic developed from the preliminary research and the instructor will provide feedback. They will have opportunity to discuss about their research topics with the instructor during the course.</p> <p>Revised and final draft will be collected at the end of course.</p>
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<p>Assessment Methods in Alignment with Intended Learning Outcomes</p> <p><i>(Note 4)</i></p>	<table border="1"> <thead> <tr> <th rowspan="2">Specific assessment methods/tasks</th> <th rowspan="2">% weighting</th> <th colspan="6">Intended subject learning outcomes to be assessed (Please tick as appropriate)</th> </tr> <tr> <th>a</th> <th>b</th> <th>c</th> <th>d</th> <th></th> <th></th> </tr> </thead> <tbody> <tr> <td>1. Exam</td> <td>30</td> <td>√</td> <td></td> <td>√</td> <td>√</td> <td></td> <td></td> </tr> <tr> <td>2. Term paper</td> <td>40</td> <td>√</td> <td>√</td> <td>√</td> <td>√</td> <td></td> <td></td> </tr> <tr> <td>3. Group presentation</td> <td>30</td> <td>√</td> <td>√</td> <td>√</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Total</td> <td>100 %</td> <td colspan="6"></td> </tr> </tbody> </table> <p>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</p> <ol style="list-style-type: none"> Exam will be given to assess each student's understanding of the subject content. In order to develop and improve the students' level of literacy and higher order thinking, a term paper will be assigned. Students must perform research activities to collect information they need regarding the given topic(s). 	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)						a	b	c	d			1. Exam	30	√		√	√			2. Term paper	40	√	√	√	√			3. Group presentation	30	√	√	√				Total	100 %						
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	<p>3. Students will be organized into teams and each team will give the presentation weekly. This assignment is to assess each student’s ability to work as a member of the team, to develop presentation skills, and to identify the interesting and significant topics related to the contemporary fashion and culture.</p> <p>4. Reading assignment will be assessed by the discussion topics/issues students draw out of the reading materials.</p> <p>5. Class attendance and active participation during the presentation will be assessed.</p>	
Student Study Effort Expected	Class contact:	
	<ul style="list-style-type: none"> ▪ Lectures 	30 Hrs.
	Other student study effort:	
	<ul style="list-style-type: none"> ▪ Project and assignments (presentation and term paper) 	55 Hrs.
	<ul style="list-style-type: none"> ▪ Self study 	25 Hrs.
	Total student study effort	110 Hrs.
Reading List and References	<p>Essential Reading</p> <p>1. Davis, F. (1992). <i>Fashion, Culture and Identity</i>. Chicago: University of Chicago Press.</p> <p>“Chapter 1. Do Clothes Speak? What Makes them Fashion?” (p.1~18)</p> <p>2. McRobbie, A. (1999). <i>In the Culture Society: Art, Fashion, Popular Music</i>. London; New York: Routledge.</p> <p>“Chapter 2. Art, Fashion and Music in the Culture Society” (p.3~21)</p> <p>3. Barnard, M. (2002). <i>Fashion as Communication</i>, London: Routledge.</p> <p>“Chapter 2. Fashion, Clothing, Communication and Culture” (p.25~46)</p> <p>“Chapter 3. Functions of Fashion and Clothing” (p.47~68)</p> <p>4. Damhorst, M. L. (2005). <i>The Meanings of Dress</i>. (Ed.) New York: Fairchild Publications.</p> <p>Miller-Spillman, Kimberly. “Dress and Technological Change” (p.492~524)</p> <p>Damhorst, Mary Lynn. “Future Trend” (p.525~536)</p> <p>5. <i>Garb: A Fashion and Culture Reader</i>. (2008). Upper Saddle River, NJ: Pearson Prentice hall, 2008.</p> <p>“Part III. Fashion & Visual Culture” (p.178~230)</p> <p>6. Samovar, L. A. (2010). <i>Communication Between Cultures</i>. Belmont, CA: Wadsworth.</p> <p>“Chapter 2. Understanding Culture: Alternative Views of Reality” (p.28~53)</p> <p>7. Kaiser, S. B. (1998). <i>The Social Psychology of Clothing: Symbolic Appearances in Context</i>. New York: Fairchild Publications.</p>	

“Chapter 12. Society, Appearance and Fashion” (p. 387~410)

8. Ulasewicz, C. and Hethorn, J. (2008). *Sustainable Fashion-Why Now?: A Conversation about Issues, Practices, and Possibilities*. New York: Fairchild Publications. (Students can select any chapter for the reading assignment)

Reference

Vinken, B. (2005). *Fashion Zeitgeist: Trends and Cycles in the Fashion System*. Oxford; New York: Berg. “Chapter 2. Adorned in Zeitgeist”

Lynch, A. (2007). *Changing Fashion: A Critical Introduction to Trend and Cultural Meaning*. Oxford, UK; New York: Berg.

Paulicelli, E. and Clark, H. (2009). *The Fabric of Cultures: Fashion, Identity and Globalization*. (Ed.). London; New York: Routledge.

Seelye, H. N. (1993). *Teaching Culture: Strategies for intercultural communication*. Lincolnwood, Ill.: National Textbook Co.

Biagi, S.(1989). *Media Reader: Perspectives on Mass Media Industries, Effects and Issues*. Belmont, Calif.: Wadsworth Publications Co

Gelder, K. (2007). *Subcultures: Cultural Histories and Social Practice*. Abingdon, Oxon; New York: Routledge.

Muller, F. (2000). *Art and Fashion*. London: Thames and Hudson.

Troy, Nancy J. *Couture Culture: A Study in Modern Art and Fashion*. Cambridge, Mass: MIT Press, 2003. “Chapter 2. Fashion, Art and the Marketing of Modernism”

Fashioning Films Stars: Dress, Culture and Identity. (2005). London: BFI.

Muggleton, D. (2000). *Inside Subculture: the Postmodern Meaning of Style*. Oxford; New York: Berg.

Mendes, V. (1999). *20th-century Fashion*. London: Thames & Hudson.

Steele, V. (2000). *Fifty Years of Fashion*, New Haven and London: Yale University Press.

Chambers, I. (1986). *Popular Culture: The Metropolitan Experience*. London; New York: Methuen. “Chapter 6. Postmodern TV, Video and Film” (p.182~204), “Chapter 7. Postmodernism and Popular Culture” (p.205~223)