Subject Description Form

Subject Code	**SFT103FY**
Subject Title	**Exploring Fashion**
Credit Value	**1**
Level	**1**
Pre-requisite/ Co-requisite/ Exclusion	Exclusion: SFT102FY Exploring Fashion
Objectives	The subject introduces students to their chosen disciplines in their freshman year, and enthusing them about their major study. It also exposes students to the concepts and an understanding of their discipline-based professional career development.
Intended Learning Outcomes	Upon completion of the subject, students will be able to: (a) Understand the concept and key processes in different sectors of the fashion industry (b) Appreciate the innovative ideas and creative products within the context of global fashion business (c) use different perspectives and creative solutions to evaluate and perceive knowledge proactively responding to different cultures and social developments in the local, national and global contexts; (d) command intra- and inter-personal skills within a collaborative learning environment; and communicate effectively in professional and day-to-day contexts.
Subject Synopsis/ Indicative Syllabus	(I) **Introduction to Fashion Industry** • Introduction to fashion industry, new challenges and distinctive innovations in fashion and textiles • Introduction to various specialisms in fashion, including design, knitwear design, business, intimate apparel and activewear, and innovation. (II) **Fashion Innovations and Industry Insight** • Global developments, trends and innovations in fashion and textiles • Case study of different sectors of the fashion industry to develop students' awareness of current and emerging technologies in the fashion industry, as well as their critical thinking and problem-solving skills • Excitements and social challenges in fashion business, with the need for continual learning

Teaching/Learning Methodology	• **Inspirational lectures and seminars** by reputable professionals or world-class researchers in fashion and textiles to enthuse students about their major study and to motivate students' career inspirations and continual learning; • **Seminars of industry insight** by industry leaders to build students' first-hand knowledge and related problems in industry; or . • **Visitations and/or activities** that go beyond traditional classroom learning to enhance students' understanding of the industry and provide students an experience of real working conditions, workplace communication, leadership and teamwork, etc.; and • **Small group tutorials/workshops** will be used to supplement formal lectures and seminars to provide ample opportunities for staff-student and student-student interactions. The tutorials or workshops will also equip students with the attitudes and abilities essential for developing self-confidence, self-regulation, autonomous learning, sense of responsibility in a professional manner.

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		
1. Knowledge Building Worksheet	50%	✓	✓	✓	✓		
2. Study Plan	50%	✓	✓	✓			
Total	100%						

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

The assessment instrument will include a knowledge building worksheet that the students' understanding of the industry, their ability to analyse creative ideas and fashion products within a collaborative learning environment will be assessed. Students' performance in terms of critical thinking and analytical skills, as well as continuous learning and personal development will be assessed. Assessment criteria and rubrics for each of the assessment instrument have been formulated.

Submitting GenAI-generated materials as students' own work or part of their work is an act of academic dishonesty. Students who are found committing academic honesty will face disciplinary actions. With proper Honour Declaration and clear elaboration on

	the level of GenAI usage, students may adopt AI-assisted idea generation and structuring and AI-assisted editing in their submitted work. However, their original work with no AI content must be provided in an appendix.	
Student Study Effort Expected	Class contact:	
	• Seminar	8 Hrs.
	• Tutorial	5 Hrs.
	Other student study effort:	
	• Reading/writing	26 Hrs.
	Total student study effort	39 Hrs.
Reading List and References	**Books:** Bartlett, D., Cole, S., Rocamora, A.D.B. (2013). *Fashion Media: Past and Present.* GB: Bloomsbury Academic. Braddock, S. and O'Mahony, M. (2005), *Techno Textiles 2: Revolutionary Fabrics for Fashion and Design.* Thames & Hudson, New York. Frings, G. S. (2008), *Fashion: From Concept to Consumer.* Upper Saddle River, N.J.: Pearson/Prentice Hall, N.J. Granger, M. (2012). *Fashion: the industry and its careers.* New York: Fairchild Books. Harris, C. (2017). *The Fundamentals of Digital Fashion Marketing.* New York: Bloomsbury Visual Arts. Hill, C. and Farley Gordon, J. (2015). *Sustainable Fashion: Past, Present and Future.* London: Bloomsbury Publishing Plc. Jin, B. and Cedrola, E. (2018). *Product Innovation in the Global Fashion Industry.* New York: Palgrave Pivot. Lee, S. and Jones, N.T. (2005). *Fashioning the Future: tomorrow's wardrobe.* London: Thames & Hudson.	