Subject Description Form

Subject Code	SFT1A03M				
Subject Title	Fashion and Beauty				
Credit Value	3 credits				
Level	1				
Pre-requisite/ Co-requisite/ Exclusion	N/A				
Objectives	This subject aims to help students to develop a critical understanding towards the role of fashion styling and beauty communication from sociological and psychological perspectives, and their cultural representations. Through lectures, mass media analysis, group discussions and hands-on practical sessions, this subject will equip students with the knowledge of fashion etiquette, body modifications skills for the development of professional image presentation and attire management required in various societal occasions. The objectives of this subject are:				
	a. To introduce the concepts and theories of fashion styling and dress codes in different occasions;				
	b. To explore various perspectives of fashion, ideal of beauty and dressing behaviors in modern society locally and globally;				
	c. To analyze and interpret fashion styles as a communication tool to reflect collective behaviors and social communication;				
	d. To examine the sociological, cultural, and psychological significances of fashion styling and its influences on beauty standards, appearances and identities; and				
	e. To develop students' basic techniques of fashion styling, body supplements and body modifications in fashion for development of professional image presentation and attire management in workplace.				
Intended Learning Outcomes	Upon completion of the subject, students will be able to:				
(Note 1)	a. Recognize the concept and theories of fashion styling and dress codes in contemporary society;				
	b. Define the socio-cultural role of fashion and beauty in the development of individual and collective identities;				
	c. Demonstrate critical thinking and analytical skills to interpret the meanings of fashion and beauty as a non-verbal communication in its various denotations;				
	d. Evaluate and discuss the interrelationships among sociological, cultural, and psychological factors of fashion styling and the impact on beauty standards, appearances and identities; and				

Please read the notes at the end of the table carefully before completing the form.

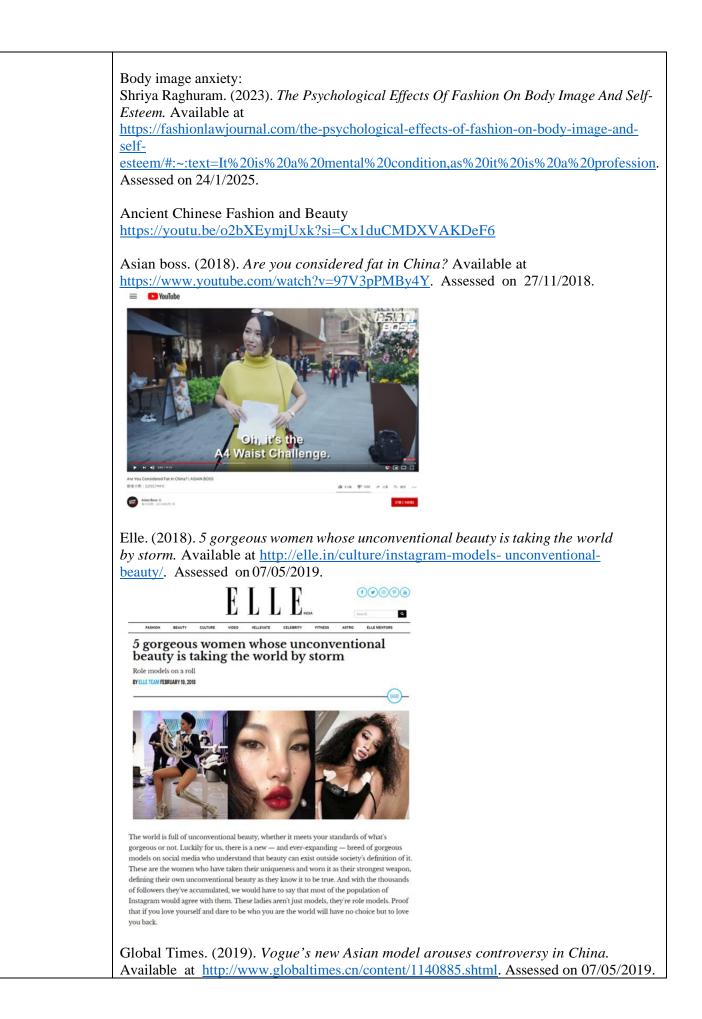
	e. Develop and implement the basic skills and techniques of fashion styling, bod supplements and body modifications in fashion for professional imag presentation and attire management in workplace.					
	<u>Please explain how the Intended Learning Outcomes relate to the following three</u> essential features of GUR subjects: Literacy, Higher order thinking, and Skills for life- long learning:					
	Literacy: Students are required to read and analyze a range of scholarly articles, mass media contents and video materials, and conduct related research for quiz and in-class presentations concerning the subject of fashion and beauty. In this context, students are expected to write a reflective journal with guided comprehension questions. It will enable students to articulate their understanding of fashion in various aspects by applying them on the written reflections. [Intended Learning Outcomes (a), (b), (c) and (d)]					
	Higher order thinking: This subject provides critical debates and discussions to the multi-perspective issues of fashion, ideal of beauty and dressing behaviors in personal and socio- cultural contexts. Through the case studies analysis, students are encouraged to develop and expand their critical thinking and analytical skills, exchange their views on related issues, and apply various theories and concepts covered in class. [Intended Learning Outcomes (c) and (d)]					
	Life-long learning: This subject extends the holistic value, professional image presentation and social communication skills of students by imparting the critical understanding of fashion styling, professional attire management and social etiquette, with the aim of equipping them as communication professionals in real-life. Throughout this subject, students will be able to apply their self-reflective awareness and social identity development plan to improve their professional advancement and employment opportunities on a life-long basis. In addition, this subject also offers insights of proper grooming in workplace with fashion styling for a well- rounded development of professional, personal and social					
	lifestyle. [Intended Learning Outcomes (a), (b), (c), (d) and (e)]					
Subject Synopsis/	1. Principles of Fashion Styling					
Indicative Syllabus	a. Understanding the concept of proportion, silhouette and fabrication in fashion styling.					
(Note 2)	b. Understanding the colour theory and the use of colour					
	coordination in fashion styling. c. Classification of body and face types, and corrective anatomy.					
	d. Functions and roles of body supplements in fashion.					
	e. Identification of various fashion trends.					
	f. Analyzing fashion styles in contemporary society.					
	2. Dress Codes for Every Occasion					
	a. Definitions of different dress codes, e.g.) smart casual, lounge					
	suit, black tie, etc.					
	 b. Comparing and contrasting differences between dress code and self- expression in contemporary society. 					
	c. Interpretation of proper dressing styles in real-life settings.					

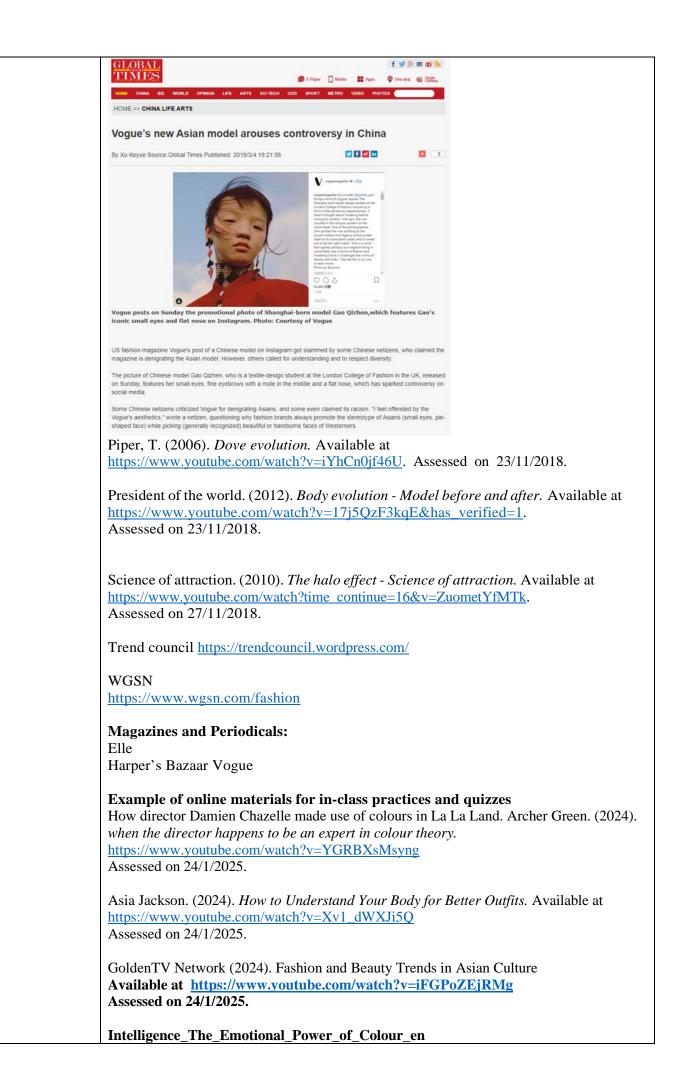
	 5. Fashion Etiquette a. Understanding and identifying the etiquette rules for various dressing styles, e.g.) casual, business, semi-formal, formal, etc. b. Deployment of appropriate fashion styles for various occasions/ purposes, e.g. job interview, workplace, cocktail evening, etc. c. Understanding the principles of professional image presentation and attire management.
	 4. The Roles of Fashion a. Socio-cultural and psychological perspectives of fashion. b. Fashion for individual expression and social affiliation. c. Influences of mass media on fashion styles.
	 5. Fashion, Personality and Self a. Impacts of fashion on human behaviors, impression formation, attributions and social perception. b. Psychological manipulations of fashion. c. Correlations between fashion, self-consciousness and perceived mood.
	 6. Fashion Perceptions and Body Image a. Aesthetics of physical appearance. b. Judgment and acceptance of fashion styles, bodies and stereotypes. c. Relationships between fashion, body image and body distress.
	 7. Fashion and Identity a. Relationships between fashion and identity. b. Individual and collective identities of fashion. c. Sexual and gender identities of fashion. d. Race, ethnicity and national identity of fashion. e. Value and common purposes of fashion on identity.
	 8. The Language of Fashion and Beauty a. Non-verbal communication by fashion and beauty. b. Understanding the ideology of beauty. c. Exploring the perception of body satisfaction and attractiveness form different social-cultural backgrounds. d. Barbie and Ken: Impacts on beauty standards and appearances.
	 9. Body modifications: Makeup a. Skin care and the physiology of skin. b. Morphology of facial features. c. Facial anatomy and chiaroscuro. d. Beauty and corrective cosmetic applications for professional etiquette in workplace. e. Psycho-social impact of cosmetics.
	 Body modifications: Hairstyling a. Hair care and hygiene. b. Anatomy and cosmetology of hair. c. Hairstyling techniques for professional etiquette in workplace. d. Psychology of hairstyles. e. Hair, culture and identity.
Teaching/Learning Methodology (Note 3)	Lectures / Seminars Lectures are structured to convey the comprehensive knowledge and skills specific to fashion styling and beauty communication. Interactive lectures and seminars will be conducted by the integration of theoretical basis, practice and multi-media aids. This

	approach will offer more opportunities for students to interact with one another and deepen their understanding of concepts taught across a range of professional contexts. Tutorials: Group Discussions and Presentations In-class analysis of case studies related to fashion and presentations on the assigned topics of supplementary readings and online resources for group discussions will be implemented during tutorials. Students are required to explore, communicate and critically discuss the multi-perspective issues of fashion, ideal of beauty and dressing behavior in personal and socio-cultural contexts among peers. In-class Practical Sessions During the practical sessions, students will be given the opportunities to practice the techniques of fashion styling, makeup and hairstyling so as to develop a professional image according to the various scenarios of job interview. Regarding the diversity of job natures and corporate identities, students are expected to prepare the appropriate clothing, accessories, makeup and hairstyling tools and products before attending the practical sessions. Thus, students are required to experiment their acquired skills and knowledge of professional appearance presentation and attire management in workplace.							
	In-class quizzes This task combines dig Using the online platfor features, proportions, a social event. Students v to find corresponding F the avatar's coherence a management.	rm, students nd hairstyles, will then select Pantone codes	will cre , tailore ct cloth s. They	eate a vin ed to a sp ing colo will ana	tual av pecific ors and alyze ho	atar by scenaric use an F ow these	customiz o such as Pantone c e color cl	zing facial a formal or color board tool hoices enhance
Assessment Methods in	Specific assessment % Intended subject learning							
Alignment with	methods/tasks	weighting outcomes to be assessed (Please tick as appropriate)						
Intended Learning Outcomes			а	b	c	d	e	
(Note 4)	1 Group discussions and presentations	40%	~	~	~	~		
	2. In-class practical sessions	40%	~	~			~	
	3. In-class quizzes	10%	~				~	
	4. Participation in Lectures and Tutorials	10%	~	~	~	~	~	
	Total	100%						-
								-
	Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:				g the intended			
	Group Discussions an Students will be eval contents, communica	uated based	on th	eir col		-		

	 psychosociological and cultural perspectives on fashion and assigned top from the supplementary reading list and online resources for group disc presentations. Each presentation will conduct within 15 minutes and accomminutes critical discussion. [Intended Learning Outcomes (a), (b), (c) and (d)] In-class Practical Sessions (40%): Student will be assessed on the basis of their practical skills and technique styling, body supplements and body modifications in fashion for profess development and appearance management regarding the diversity of job corporate identities. The students' professional image presentation management will help assess their understanding of theories related to the procedures and appropriate products of makeup and hairstyling for various skins and hair conditions, proper selectio and accessories based on various body shape to develop a successful image casual work environments, concepts of grooming and hygiene for profess development, as well as the applications of professional etiquette, commu presentation skills in workplace. [Intended Learning Outcomes (a), (b) and (e)] In-Class Quizzes (10%) This task combines digital avatar design with color theory and conversion tech Using the online platform, students will create a virtual avatar by customizing f features, proportions, and hairstyles, tailored to a specific scenario such as a for social event. Students will then match clothing colors and use an Pantone color to find corresponding Pantone codes. They will analyze how these color choice the avatar's coherence and functionality, integrating creative design with techni management. [Intended Learning Outcomes (a) and (e)] Participation in Lectures and Tutorials (10%) The lectures and tutorials will provide a participatory learning platform for participate discussion, debates and role-plays throughout the interacti activities. The students' learning attitude and performance, and peer inter direct indi	es of fashion sional image natures and and attire e application n of clothing in formal to sional image nication and hiques. Facial rmal or board tool es enhance cal color students to ve in-class ractions are cation tool
	conventions.	
Student Study Effort Expected	Class contact:	27 Цта
F	Lecture/SeminarTutorial	27 Hrs. 6 Hrs.
	In-class practical session	6 Hrs.
	Other student study effort:	45.11
	Preparation for presentations/ projects	45 Hrs.
	Reading and writing	35 Hrs.
	Total student study effort	119 Hrs.

Reading List and References	 Calefato, P. (2004). <i>The clothed body</i>. Oxford, England: Berg. Chapter 1 "Dress, Language and Communication", pp. 5-14; Chapter 2 "Dress and Social Identity", pp. 15-26; and Chapter 4 "Taste Between Common Sense and Received Meaning", pp. 41- 54.
	 Howson, A. (2013). <i>The body in society: An introduction</i>. Cambridge: Polity Press. Chapter 1 "The body in everyday life", pp. 16-49; and Chapter 2 "The body, gender and sex", pp. 50-84.
	 Lennon, S., Johnson, K. K. P. & Rudd, N. (2017). Social psychology of dress. New York: Fairchild Books. Chapter 7 "Dress and Body Image", pp. 157-184; Chapter 8 "Dress and Personality", pp. 185-207; and Chapter 9 "Dress and the Self", pp. 208-234.
	Rampley, M. (2005). <i>Exploring visual culture: Definitions, concepts, contexts</i> . Edinburgh: Edinburgh University Press. Chapter 5 "Fashion: Style, Identity and Meaning", pp.67-85.
	Supplementary Readings for Group Discussions and Presentations: Andsager, J. (2014). Research directions in social media and body image. <i>Sex Roles</i> , 71(11), pp.407-413.
	Chu, D. (2014). Kong Girls and Lang Mo: Teen perceptions of emergent gender stereotypes in Hong Kong. <i>Journal of Youth Studies</i> , <i>17</i> (1), pp.130-147.
	de Freitas, C., Jordan, H. & Hughes, E. (2018). Body image diversity in the media: A content analysis of women's fashion magazines. <i>Health Promotion Journal of Australia</i> , 29(3), pp.251-256.
	Dittmar, H., Halliwel, E. & Ive, S. (2006). Does Barbie make girls want to be thin? The effect of experimental exposure to images of dolls on the body image of 5-8 year old girls. <i>Developmental Psychology</i> , 42(2), pp.283-292.
	Entwistle, J. (2001). The Fashioned Body: Fashion, Dress and Modern Social Theory. <i>Fashion Theory</i> , <i>5</i> (2), pp.225-228.
	Sherman, A. M., & Zurbriggen, E. L. (2014). "Boys can be anything": Effect of Barbie play on girls' career cognitions. <i>Sex roles</i> , <i>70</i> (5-6), pp.195-208.
	Svendsen, L. (2006). Fashion: A philosophy. London: Reaktion.
	Widdows, H. (2018). <i>Perfect me!: beauty as an ethical ideal</i> . Princeton, New Jersey: Princeton University Press.
	Examples of Online Resources for Group Discussions and Presentations: Cultural appropriation Christian Allaire. (2023). <i>Is Fashion Finally Turning the Page on Cultural</i> <i>Appropriation?</i> Available at <u>https://www.vogue.com/article/cultural-appropriation-appreciation-fashion-september-2023</u> Assessed on 24/1/2025.
	Dior horse-face skirt Oscar Holland. (2022). <i>Dior accused of 'culturally appropriating' centuries-old</i> <i>Chinese skirt</i> Available at <u>https://www.cnn.com/style/article/dior-cultural-</u> <u>appropriation-accusations-chinese-skirt/index.html</u> . Assessed on 24/1/2025.





https://www.wgsn.com/fashion/article/674731d12c393bca4fe15cbe US_Plus-Size_How_to_Gain_Market_Share https://www.wgsn.com/fashion/article/54075 Body_Positive_New_Plus_Size_Retail_Strategies https://www.wgsn.com/fashion/article/67230
Online platforms: <u>https://readyplayer.me/</u> <u>https://www.pantone.com/color-finder</u> https://www.pantone.com/pantone-connect <u>https://dnschecker.org/convert-rgb-to-pantone-pms.php</u>

Note 1: Intended Learning Outcomes

Intended learning outcomes should state what students should be able to do or attain upon subject completion. Subject outcomes are expected to contribute to the attainment of the overall programme outcomes.

Note 2: Subject Synopsis/Indicative Syllabus

The syllabus should adequately address the intended learning outcomes. At the same time, overcrowding of the syllabus should be avoided.

Note 3: Teaching/Learning Methodology

This section should include a brief description of the teaching and learning methods to be employed to facilitate learning, and a justification of how the methods are aligned with the intended learning outcomes of the subject.

Note 4: Assessment Method

This section should include the assessment method(s) to be used and its relative weighting, and indicate which of the subject intended learning outcomes that each method is intended to assess. It should also provide a brief explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes.

(Form AR 140) 2.2025