

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,• Fostering students' creativity and problem-solving ability, and global outlook,• Exposing students to the concepts and an understanding of their discipline-based professional career development with the incorporation of entrepreneurship,• Engaging students, in their first year of study, in desirable forms of learning at university setting that are conducive to smooth adjustment to university life, self-regulation, and autonomous learning,• Introducing students to the importance of academic integrity in the study.-
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. integrate and apply discipline knowledge and critical 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 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;e. demonstrate an ability and passion for continuous learning and personal development with the incorporation of entrepreneurship.f. Demonstrate an understanding of the importance of academic integrity.

<p>Subject Synopsis/ Indicative Syllabus</p>	<p>(I) 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 specialisms in fashion and textiles, including technology, intimate apparel and activewear, design, knitwear design and technology, and retail and marketing. <p>(II) 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 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 <p>(III) Importance of Academic Integrity</p>
<p>Teaching/Learning Methodology</p>	<ul style="list-style-type: none"> • Inspirational lectures and seminars by professors, 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, and foster students' development of PolyU's desired graduate attributes (i.e. which are professional competence, critical thinking, effective communication, innovative problem solving, lifelong learning, ethical leadership, and socially responsible global citizenship). • 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 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 in a professional manner. • Online Module (ITC0066 Enriching First Year Experience at ITC) via Blackboard LMS will also be incorporated to empower students to learn beyond the confines of the classroom (pedagogies that promote the learning to lean ability of the students). The module consolidates a wide range of informative resources and useful tips that not only facilitate students in setting suitable learning goals, but also formulate logical and realistic action plans for their academic success. • 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. Integrative Project	30%	✓	✓	✓	✓		
2. Site visit checklist & report	25%			✓	✓	✓	
3. Knowledge building worksheet	20%		✓	✓	✓		
4. Study Plan	25%	✓		✓	✓	✓	
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 integrative 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 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, critical thinking and analytical skills to be applied in the industry, as well as continuous learning will be assessed. Assessment criteria and rubrics for each of the assessment instrument have been formulated.

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.

Student Study Effort Expected	Class contact:	
	▪ Seminar/Guest speaker	26 Hrs.
	▪ Field trip/tutorial	12 Hrs.
	Other student study effort:	
	▪ Reading/writing/presentation preparing	67 Hrs.
	Total student study effort	105 Hrs.
Reading List and References	<p><u>Books:</u> Bartlett, D., Cole, S., Rocamora, A.D.B. (2013). <i>Fashion Media: Past and Present</i>. GB: Bloomsbury Academic.</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>Frings, G. S. (2008), <i>Fashion: From Concept to Consumer</i>. Upper Saddle River, N.J.: Pearson/Prentice Hall, N.J.</p> <p>Granger, M. (2012). <i>Fashion: the industry and its careers</i>. New York: Fairchild Books.</p> <p>Hibbert, R. (2004), <i>Textile innovation: interactive, contemporary and traditional materials</i>. Line, London.</p> <p>Hill, C. and Farley Gordon, J. (2014). <i>Sustainable Fashion: Past, Present and Future</i>. London: Bloomsbury Publishing Plc.</p> <p>Jarnow, J. and Dickerson, K.G. (2003), <i>Inside the Fashion Business</i>. 7th Edition. Prentice-Hall.</p> <p>Jin, B. and Cedrola, E. (2018). <i>Product Innovation in the Global Fashion Industry</i>. New York: Palgrave Pivot.</p> <p>Lee, S. and Jones, N.T. (2005). <i>Fashioning the Future: tomorrow's wardrobe</i>. London: Thames & Hudson.</p> <p>Udale, J. (2008). <i>Textiles and Fashion</i>. AVA Academia, Lausanne.</p> <p><u>Websites:</u> https://learn.polyu.edu.hk www.tdctrade.com</p>	