

**GENERAL STUDIES COURSE PROPOSAL COVER FORM**

**Course information:**

Copy and paste **current** course information from [Class Search/Course Catalog](#).

College/School Herberger Institute for Design and the Arts Department/School School of Art  
 Prefix: FSH Number: 435 Title: Contemporary Fashion Units: 3

Course description:

Is this a cross-listed course? (Choose one) If yes, please identify course(s): \_\_\_\_\_

Is this a shared course? (Choose one) If so, list all academic units offering this course: \_\_\_\_\_

*Note- For courses that are crosslisted and/or shared, a letter of support from the chair/director of **each** department that offers the course is required for **each** designation requested. By submitting this letter of support, the chair/director agrees to ensure that all faculty teaching the course are aware of the General Studies designation(s) and will teach the course in a manner that meets the criteria for each approved designation.*

Is this a **permanent-numbered** course with topics? Yes

If **yes**, each topic requires **an individual submission**, separate from other topics.

**Requested designation:** Humanities, Arts and Design–HU **Mandatory Review:** (Choose one)

*Note- a **separate** proposal is required for each designation.*

**Eligibility:** Permanent numbered courses **must** have completed the university’s review and approval process. For the rules governing approval of omnibus courses, contact [Phyllis.Lucie@asu.edu](mailto:Phyllis.Lucie@asu.edu).

**Submission deadlines dates are as follow:**

For Fall 2020 Effective Date: October 10, 2019

For Spring 2021 Effective Date: March 5, 2020

**Area proposed course will serve:**

A single course may be proposed for more than one core or awareness area. A course may satisfy a core area requirement and more than one awareness area requirements concurrently, but may not satisfy requirements in two core areas simultaneously, even if approved for those areas. With departmental consent, an approved General Studies course may be counted toward both the General Studies requirement and the major program of study. It is the responsibility of the chair/director to ensure that all faculty teaching the course are aware of the General Studies designation(s) and adhere to the above guidelines.

**Checklists for general studies designations:**

Complete and attach the appropriate checklist

- [Literacy and Critical Inquiry core courses \(L\)](#)
- [Mathematics core courses \(MA\)](#)
- [Computer/statistics/quantitative applications core courses \(CS\)](#)
- [Humanities, Arts and Design core courses \(HU\)](#)
- [Social-Behavioral Sciences core courses \(SB\)](#)
- [Natural Sciences core courses \(SQ/SG\)](#)
- [Cultural Diversity in the United States courses \(C\)](#)
- [Global Awareness courses \(G\)](#)
- [Historical Awareness courses \(H\)](#)

**A complete proposal should include:**

- Signed course proposal cover form
- [Criteria checklist](#) for General Studies designation being requested
- Course catalog description
- Sample syllabus for the course
- Copy of table of contents from the textbook and list of required readings/books

**It is respectfully requested that proposals are submitted electronically with all files compiled into one PDF.**

**Contact information:**

Name Dennita Sewell E-mail dennita.sewell@asu.edu Phone 602-738-2833

**Department Chair/Director approval: (Required)**

Chair/Director name (Typed): Joanna Grabski Date: 8/18/20

Chair/Director (Signature): 



**!** Unless otherwise noted, all on-campus, in-person fall classes will include class sessions that you will attend in-person and/or class sessions you will attend remotely, through ASU Sync. ASU Sync is a technology enhanced and fully interactive remote learning experience using Zoom. [Learn more about ASU Sync](#)

Course	Title	Class#	Instructor	Days	Start	End	Location	Dates	Units	Seats Open	GS
FSH 435	Contemporary Fashion	▲ 88292	Sewell	W	3:05 PM	4:20 PM	Tempe - COORL1-74	08/20 - 12/04(C)	3	8 of 80 ●	Select

**Course Description:** Identifies and analyzes contemporary fashion designers and brands in relation to fashion research and inspiration for design and branding. Provides a comprehensive understanding to their approach to silhouettes, construction innovation, textiles, garment details and accessories.

**Enrollment Requirements:** Prerequisite(s): minimum 45 hours OR Visiting University Student

**Reserved Seat Information:** Seats in this class have been reserved for students in the specified programs, majors or groups listed below. Reserved seats are subject to change without notice.

Reserved Groups	Fashion majors
Reserved Available Seats	0
Students Enrolled	38
Total Seats Reserved	1
Reserved Until	08/15/2020
Reserved Groups	RC Fashion minor or Interdisciplinary Studies Fashion concentration students
Reserved Available Seats	0
Students Enrolled	26
Total Seats Reserved	1
Reserved Until	08/15/2020
Non Reserved Available Seats: 8	

**Fees:** None

**Book List**

Not yet provided by instructor. Refer to syllabus for additional details.

**Full Class Details**

FSH 435	Recitation ▼	91503	Sewell	M	12:10 PM	1:25 PM	Tempe - TMPCT151	08/20 - 12/04(C)	0	9 of 40 ●	Select
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The Arizona State University faculty is at the forefront nationally in advancing research and discovery. They inspire new ways of thinking, innovating and solving problems socially, culturally and economically in our region and in the international community.

[Read more about faculty excellence](#)

Feedback



**Arizona State University Criteria Checklist for**  
**HUMANITIES, ARTS AND DESIGN [HU]**

**Rationale and Objectives**

The humanities disciplines are concerned with questions of human existence and meaning, the nature of thinking and knowing, with moral and aesthetic experience. The humanities develop values of all kinds by making the human mind more supple, critical, and expansive. They are concerned with the study of the textual and artistic traditions of diverse cultures, including traditions in literature, philosophy, religion, ethics, history, and aesthetics. In sum, these disciplines explore the range of human thought and its application to the past and present human environment. They deepen awareness of the diversity of the human heritage and its traditions and histories and they may also promote the application of this knowledge to contemporary societies.

The study of the arts and design, like the humanities, deepens the student's awareness of the diversity of human societies and cultures. The arts have as their primary purpose the creation and study of objects, installations, performances and other means of expressing or conveying aesthetic concepts and ideas. Design study concerns itself with material objects, images and spaces, their historical development, and their significance in society and culture. Disciplines in the arts and design employ modes of thought and communication that are often nonverbal, which means that courses in these areas tend to focus on objects, images, and structures and/or on the practical techniques and historical development of artistic and design traditions. The past and present accomplishments of artists and designers help form the student's ability to perceive aesthetic qualities of art work and design.

The Humanities, Arts and Design are an important part of the General Studies Program, for they provide an opportunity for students to study intellectual and imaginative traditions and to observe and/or learn the production of art work and design. The knowledge acquired in courses fulfilling the Humanities, Arts and Design requirement may encourage students to investigate their own personal philosophies or beliefs and to understand better their own social experience. In sum, the Humanities, Arts and Design core area enables students to broaden and deepen their consideration of the variety of human experience.

Revised April 2014

Proposer: Please complete the following section and attach appropriate documentation.

<b>ASU - [HU] CRITERIA</b>			
<b>HUMANITIES, ARTS AND DESIGN [HU] courses must meet <i>either</i> 1, 2 or 3 <i>and</i> at least one of the criteria under 4 in such a way as to make the satisfaction of these criteria A CENTRAL AND SUBSTANTIAL PORTION of the course content.</b>			
YES	NO		Identify Documentation Submitted
—	—	<b>1.</b> Emphasizes the study of values; the development of philosophies, religions, ethics or belief systems; and/or aesthetic experience.	syllabus
—	—	<b>2.</b> Concerns the interpretation, analysis, or creation of written, aural, or visual texts; and/or the historical development of textual traditions.	syllabus
—	—	<b>3.</b> Concerns the interpretation, analysis, or engagement with aesthetic practices; and/or the historical development of artistic or design traditions.	syllabus
—	—	<b>4.</b> In addition, to qualify for the Humanities, Arts and Design designation a course must meet one or more of the following requirements:	syllabus
—	—	<b>a.</b> Concerns the development of human thought, with emphasis on the analysis of philosophical and/or religious systems of thought.	
—	—	<b>b.</b> Concerns aesthetic systems and values, especially in literature, arts, and design.	syllabus
—	—	<b>c.</b> Emphasizes aesthetic experience and creative process in literature, arts, and design.	syllabus
—	—	<b>d.</b> Concerns the analysis of literature and the development of literary traditions.	syllabus
		<b>THE FOLLOWING TYPES OF COURSES ARE EXCLUDED FROM THE [HU] DESIGNATION EVEN THOUGH THEY MIGHT GIVE SOME CONSIDERATION TO THE HUMANITIES, ARTS AND DESIGN:</b>	
		• Courses devoted primarily to developing skill in the use of a language.	
		• Courses devoted primarily to the acquisition of quantitative or experimental methods.	
		• Courses devoted primarily to teaching skills.	

Course Prefix	Number	Title	General Studies Designation
FSH	435	Contemporary Fashion	HU

Explain in detail which student activities correspond to the **specific** designation criteria. Please use the following organizer to explain how the criteria are being met.

Criteria (from checksheet)	How course meets spirit (contextualize specific examples in next column)	Please provide detailed evidence of how course meets criteria (i.e., where in syllabus)
1	<p>Learning Outcomes: analyse the creative and business practices of global fashion apparel brands.</p> <p>Lectures discuss the aesthetic components of fashion activations such as runway shows</p>	<p>Assignment: Fashion Event Critical Analysis. Students attend a fashion related cultural event and write a critical analysis of it.</p> <p>Week 1: Fashion Week &amp; Runway Principles Week 9 Emerging Talent and fashion without Fashion</p>
2	<p>Learning Outcomes: Evaluate the quality of information found in fashion industry reporting sources. Analyze information sources to determine key ideas.</p> <p>Weekly written critical analysis of current articles drawn from industry publications.</p>	<p>Lecture: Week 13: Fashion Communication and the shifting media landscape.</p> <p>Assignment: Fashion News Review. Summarize a current fashion news article. Reflect on what you read and give your own assessment.</p>
3	<p>This course follows fashion week around the world and explores how and why specific cities have become fashion capitals. Discussion of the requirements and conditions present in these cities that have allowed the creative and business components to thrive.</p>	<p>lectures: Weeks 2-8. New York, Milan, Paris, London as fashion capitals; Global fashion weeks.</p> <p>Assignment: Conversation Café: Students select current articles relevant to the week's discussion and reflect upon a critical analysis of the topic then lead a class discussion on the topic to draw forward others perspectives</p>
4. b, c, d	<p>Through readings, presentations, lectures and discussions this class examines the creative practices, cultural responses and systems of creative fashion practice. From many different angles the creative practice of fashion is understood in relation to the writing, thoughts, practices and cultural influences on fashion design, the industry and its many facets.</p> <p>Lectures will cover analysis of aesthetic processes across fashion activations.</p>	<p>Learning Outcomes: --Analyze the creative and business practices of global fashion and apparel brands and individuals --understand the systems of cultural thought and ideas behind the development of current fashion practices.</p> <p>Assignment: Fashion Event Review. A critical analysis of a film, exhibition or other fashion event.</p> <p>Assignment: Final Paper Fashion Disruptor. an analysis of a designer or fashion brand and there relationship to current fashion practice and</p>

		aseshetics.  Lectures weeks 1-9 fashion and couture traditions and aesthetic principals of fashion capitals, designers and brands.
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ARIZONA STATE UNIVERSITY  
SCHOOL OF ART

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## FSH 494 Contemporary Fashion

3 credits; 15 weeks

M 12:30-1:25 **OR** 1:35-2:50,  
Remote on Zoom

W 3:05 pm – 4:20 pm,  
Coor L1-74 & Sync

<https://asu.zoom.us/j/2792088731>

Instructor: Dennita Sewell

[dennita.sewell@asu.edu](mailto:dennita.sewell@asu.edu) cell 602-738-2833

Office Tempe Center, Room 153B

Office Hours: by appointment via email or Calendly

<https://calendly.com/dennita-sewell/dennita-sewell-office-hours>



*Continue to embrace the present and invent the future.*

*Karl Lagerfeld*

## Syllabus

**Course Description:** This course provides a comprehensive understanding about the designs, innovations, textiles and business practices driving today's fashion industry leaders and emerging talents. Leading ideas about 21<sup>st</sup> Century fashion designers, brands and systems are identified and analyzed in relation to current events. The class follows fashion week around the world in real time responding to news making events. The historical development of traditional and emerging fashion capitals around the world will be discussed as a basis for analysis of current aesthetic practices, the creative process, and the business activations that move products and services to consumers.



Some questions discussed throughout the class are:

Who is leading the fashion industry forward?

What are the values, ethics and aesthetic systems of the fashion industry?

Where are the key decisions for the future of the industry being made?

When are the deciding moments for trends and who is in charge?

How is the industry changing now and what are the disrupting factors?

These questions and many more will be used as a point of departure for class discussions and related readings.

**Attendance** is key to success in this class. Set aside a regular time to read the text, prepare your presentations, and write your papers. The **workload** is straightforward. Stay on track and do not fall behind and leave research and writing your papers until the last minute. At the beginning of the semester, record assignment due dates for in your calendars so you can plan for the workflow.

**Enrollment Requirements:** Students should have completed one year of First Year Composition as well as FSH 204: Social Aspects of Fashion with a grade of C or better. Or approval from the instructor.

**Course Goals:** At the conclusion of this course you will be able to identify and discuss a wide range of current issues important to the fashion industry and understand its global, social and cultural impact. The assignments of this class help you to construct your own knowledge and views of its future based on research and critical analysis that prepares you to be a conscious and innovative fashion professional.

**Learning Outcomes:**

- Understand current fashion industry systems from a global perspective.
- Evaluate the quality of information found in fashion industry reporting sources.
- Analyze information sources to determine key ideas.
- Analyze the creative and business practices of global fashion apparel brands and individuals.
- Recognize key industry professionals and their roles.
- Understand the systems of cultural thought and ideas behind the development of current fashion design and business practices.

## Required Readings:

Readings are posted on Canvas in Modules for each week

## Requirements and assessment:

This course is made up of a series of lecture discussions building on the assigned readings with weekly fashion News Reviews, in class Presentation, an Event Review and a Final Paper.

_News Reviews: 130 points (13 x 10 pts each)	Due: weekly on Wednesday
Conversation Cafe: 2 x 25 pts	Mondays throughout the semester
Final paper Theme and Bibliography: 15 pts	Due: September 9
Final paper outline draft: 15 pts	Due: October 7
Peer review of 2 paper outline drafts: 15 pts	Due: October 21
Fashion event review: 60 pts	Due: November 4
Final paper: 100 pts	Due: November 25
in-class participation: 15 pts	throughout the semester
Total: 400 points	

Your semester grade is based on the following scale:

370-400 = A

360-369 = A-

350-359 = B+

330-349 = B

320-329 = B-

310-319 = C+

280-309 = C

260-279 = D

0-259 = E

## Assignment Details

### Fashion News Review

130 pts (13 reviews x 10 pts each)

**Submit on Canvas weekly**

**Available up until Wednesday at midnight from August 26 through December 2**

**There are no reviews due the week of November 11 & 25**

Objective: No matter what job you will have in the fashion industry staying up to date on current events will be required. This assignment will help you understand fashion industry issues through reading and analyzing current fashion news articles. In this assignment you will exercise your thoughts, insights and opinions in relation to what you have read.

- 1) Choose a current article from one of the Best Sources guide below.
- 2) Summarize the article's subject, key points, and author's conclusion.

Format your review by according to this outline:

- Title of article and author, correctly cited
- Attach a PDF file or URL address/link of the original article.
- Summarize the key points of the article in 2 paragraphs with a minimum of four complete sentences in each.
- In a 3<sup>rd</sup> paragraph, reflect on what you read and give your own assessment. You may include the author's conclusion for comparison. Use appropriate evaluation vocabulary.

### Conversation Cafe

2 x 25 points

**Sign up for 2 presentation dates throughout the semester**

- Each Monday the class will consist of 5-7 minute powerpoint presentations by students about an article relevant to that week's topic from current news sources followed by a group discussion that reflects upon a critical analysis of the topic.
- Each student will sign up for two dates to present an article and lead the class discussion. A virtual signup sheet will be circulated the first two weeks of class for you to pick the date you will fulfill this requirement.
- **Every student will be expected to participate in the discussions to earn participation points. There are 30 points possible. This requires participation in class every week to earn full points.**

Your Conversation Café presentation should include:

- Introduce yourself: your name, your major, your professional interests
- Title, author, publication and date of the article you will be discussing.
- Summarize the key points of the article then add your own perspectives and insights based on your accumulated knowledge about fashion. You may use notecards to summarize your points, but don't read through your presentation. Speak clearly and concisely. Know your material and be prepared.
- Prepare **2** questions to generate discussion about the article's topic. Your questions will prompt the class learn from each other's perspectives and gain multiple insights into the topic. Work hard to create level 3 Transformational Questions that prompt the exploration of other's perspectives.
- The presentation must be accompanied by a **power point** of 4-5 slides that illustrate the points of the article including one slide to show your written questions. **Submit the power point to canvas on the day of your presentation.**
- **Each presentation/discussion will be limited to 5-7 minutes followed by 5-10 minutes of discussion.**

### Fashion Event Critical Analysis

60 points

Due: November 4

Students will attend a fashion-related exhibition/talk/lecture/special event/movie and compose a typed, 2-page, double-spaced critical analysis of the event. Submit on Canvas.

Use a Process of Analysis to write a critic of the event. Think of this as a Who, What, Where, When, Why, and was it effective. This writing is your opinion but don't use phrases like "I think" or "my opinion."

Introduction—Background information

- Who/what/where/when: Name, Title, Author, venue, date and time
- Thesis statement. An objective summary of what you believe the topic or purpose of the event to be.

Body—Critical Analysis

- How is the event organized?
- What is the style and rhetoric of the source?
- How effective is the event message?
- How was the topic treated; did they do it justice?
- Did the event appeal to its target audience?

- Use what you know to write an effective, clear argument that you can justify. Take a position of authority and Identify examples—quotes, summaries or paraphrases from the event or other sources that support your claims. Giving positive or negative critical feedback in an organized way has credibility. Use phrases like “This was not effective because ....”
- use correct fashion industry terminology to make your points.

#### Conclusion

- Come to a conclusion about the event and write a concise summary that articulates the claim or purpose of the event. Include a call to action in the form of a positive or negative recommendation for the reader. Convince the reader that the event has something to say or not.

#### Tips:

- Shows evidence of critical thinking
- Use appropriate vocabulary and correct grammar.
- Simplify and your language and thoughts

<b>Final Paper Fashion Disruptor</b>
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**100 points**

**Due: November 25**

Identify a brand, individual, system or idea that is causing a disruption to the current fashion system and write a research paper. Site and use articles from credible news sources (see Best Sources Guide below). Draw conclusions from the sources and analyze the reasons why you think the disruptor person or idea will or will not be impactful.

- 1) Select a topic
- 2) Do your research.
- 3) Create and refine a thesis statement
- 4) Develop an outline
- 5) Make your point in the introduction
- 6) Convince the reader with your body paragraphs
- 7) Conclude with strength
  - a. Restate your thesis statement
  - b. One important detail which is usually found in your last paragraph
  - c. Conclude—wrap it up
  - d. Clincher—give the reader something to think about

#### **Please use the following guidelines.**

- use Ariel or Calibri 12-point font. Double space.
- The paper should be approximately 1,800 words.

- Use a minimum of 7 references in the bibliography
- Follow the Citation Guidelines below

**When I grade, I will be looking for:**

- professional presentation, quality of writing, grammar and
- Quality of topic and analysis
- quality of sources, observations, analysis and depth of ideas

Learning to write is an extremely important part of your education, and I grade on both your quality of writing and the content of your papers. As college students, you should be acquainted with grammatical basics. Proofread your papers carefully for spelling errors and consult a dictionary for accurate meanings. I will allow three (3) spelling errors per paper. Additional errors may result in the lowering of your paper grade. **Do not write in the style of a blog post.** You are writing a college research paper. Be professional in your choice of phrases. Avoid clichés, slang and repetition.

**Best Sources for Fashion News, Reviews, Presentations and Fashion Disruptor Paper:**

Use credible fashion industry sources and major publications as resources. Use books and major periodical articles as well. Short entries found online written by bloggers are not good sources **Trade publications including—**WWD, WGSN, Vogue, Harper’s Bazaar, Sourcing Journal, Business of Fashion, The Fashion Law, Fung Global Retail Technology, National Retail Federation, Vogue and Harper’s Bazaar.

**Newspapers and major magazines including—**Wall Street Journal, New York Times, The New Yorker, Fast Company, New York Magazine

ASU’s Design library has provided the two links below to the Vogue and Women's Wear Daily archives subscriptions. These links are a great source for background research for your presentations and papers for this class and for other fashion classes.

FASHION LIBRARY GUIDE <https://libguides.asu.edu/c.php?g=1061515>

**Vogue Archive** (<https://urldefense.proofpoint.com/v2/url?u=https-3A-libguides.asu.edu-voguearchive&d=DwlCAg&c=l45AxH-kUV29SRQusp9vYR0n1GycN4-2jlnuKy6zbqQ&r=UVulxLwC87bISHa0Gz6zq0lbw31VTlca9RYD5O-LM9A&m=CowcVMWQSB-qVzVO5Mwj3RNhKaZU-YfTxuo4xUhUHMk&s=tKolwvirJf6o1vn-3R54jEU5GM-7achI-oIHJaiEsCs&e=>)

**Woman’s Wear Daily Archive** (<https://urldefense.proofpoint.com/v2/url?u=https-3A-libguides.asu.edu-womensweardaily&d=DwlCAg&c=l45AxH-kUV29SRQusp9vYR0n1GycN4-2jlnuKy6zbqQ&r=UVulxLwC87bISHa0Gz6zq0lbw31VTlca9RYD5O-LM9A&m=CowcVMWQSB-qVzVO5Mwj3RNhKaZU-YfTxuo4xUhUHMk&s=3XoV-qkTesVQj-BhhFxmTUDI-GeOAsCXYOhmarLPwXE&e=>)

**Citation of Sources**

Sources should always be cited in both presentations and papers.

Please use the Chicago Manuel of Style Author-Date style guide format. Samples are on the link here. [https://www.chicagomanualofstyle.org/tools\\_citationguide/citation-guide-2.html](https://www.chicagomanualofstyle.org/tools_citationguide/citation-guide-2.html)

## WEEKLY SCHEDULE

### PART 1—THE HAUTE COUTURE TRADITION

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**August 24 & 26**

**Week 1: Fashion Week & Runway Principles**

Introduction to class and presentation structures and topics.

**Reading:** Module Week 1

**Assignment:** [Fashion News Review #1 Due: August 26](#)

**August 31 & September 2**

**Week 2: The Couture Tradition**

The birth of couture through the 1920s and 30s.

Le Chambre Syndicale de la Couture Parisienne

**Reading:** Module Week 2

**Assignment:** [Fashion News Review #2 Due: September 2](#)

**September 7— No class – Labor Day**

**September 9**

**Week 3: The Golden Era of Couture**

Lecture presentation and in-class discussion

Post WWII domination of fashion --Balenciaga, Christian Dior, Givenchy

Reading-Module Week 3

**Assignment:** [Fashion News Review #3 Due: September 9](#)

[Final paper Theme and bibliography Due: September 9](#)

## PART 2—FASHION WEEK IN THE MAJOR FASHION CAPITALS

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### **September 14 & 16**

#### **Week 4: New York as a Fashion Capital, CFDA, fashion week reviews**

Reading-Module Week 4

Assignment: **Fashion News Review #4 Due: September 16**

### **September 21 & 23**

#### **Week 5: London**

London as a fashion capital, British Fashion Council, fashion week reviews

Reading-Module Week 5

Assignment: **Fashion News Review #5 Due: September 23**

**Final Paper theme & Bibliography Resubmissions Due: September 21** \*Only if required.

### **September 28 & 30**

#### **Week 6: Milan**

Milan as a fashion capital, Camera Nazionale Della Moda Italiana, fashion week reviews

Reading-Module Week 6

Assignment: **Fashion News Review #6 Due: September 30**

### **October 5 & 7**

#### **Week 7: Paris**

Paris as a fashion capital, Fédération de la Haute Couture et de la Mode, Fashion Week reviews

Reading-Module Week 7

Assignment: **Fashion News Review #7 Due: October 7**

**Final Paper Outline Draft Due: October 7**



**October 10-13**      **Fall Break**      No Class & No News Review  
**October 14**

**Week 8: Global Fashion Weeks**

Global Fashion, Local Traditions. Fashion weeks in India, Hong Kong and Africa

Reading-Module Week 8

Assignment: **Fashion News Review # 8 Due: October 14**

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## PART 3—FASHION’S NEW IDENTITY

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**October 19 & 21**

**Week 9: Emerging Talent and Fashion without Fashion**

Who is supporting emerging talent? Blurring the lines between fashion and art.

Reading-Module Week 9

Assignment: **Fashion News Review #9 Due: October 21**  
**Peer Review Paper outline Due: October 21**

**October 26 & 28**

**Week 10: Guest Speaker**

Reading-Module Week 10

Assignment: **Fashion News Review #10 Due: October 28**

**November 2 & 4**

**Week 11: Sustainability and the fashion industry**

A New Textiles Economy: Redesigning Fashion’s Future Ellen MacArthur Foundation Report

Reading-Module Week 11

Assignment: **Fashion News Review #11 Due: November 4**

Fashion Event Review Due: November 4

## PART 4—MOVING PRODUCT & PROMOTING BRANDS

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**November 9**            **No class on November 11-Veterans Day**

**Week 12: presentations on Monday**

Reading-Module Week 12

Assignment: **No Fashion News Review**

**November 16 & 18**

**Week 13: Fashion Communication**

The shifting media landscape and creative fashion communication

Reading-Module Week 13

Assignment: **Fashion News Review #12 Due: November 18**

**November 23 & 25**

**Week 14: Established Fashion Brands**

The tradition and purpose of the store. Aesthetics and design of retail activations.

Reading-Module Week 14

Assignment: **No Fashion News Review**  
**Final Paper Fashion Disruptor Due: November 25**

**November 30 & December 2**

**Week 15: Experiential Activations**

Direct to consumer, the Drop & pop-ups

Reading-Module Week 15

Assignment: **Fashion News Review #13 Due: December 2**

## **Attendance Policy:**

*Attendance and participation for the duration of the class period is mandatory. If you have more than 3 absences (unexcused), your final grade will be lowered 1/3 grade for each subsequent absence (i.e. B to B-). You should notify me by email prior to absence if possible and provide doctor's note where applicable. Repeated tardiness and leaving class early will be recorded, and as a result, your final grade will be lowered. It is the student's responsibility to keep track of his/her absences.*

*Excused absences related to religious observances/practices in accord with [ACD.304-04](#), "Accommodation for Religious Practices." Students may be excused for the observance of religious holidays. Students should notify the instructor at the beginning of the semester about the need to be absent from class due to religious observances. Students will be responsible for materials covered during their absence and should consult with the instructor to arrange reasonable accommodation for missed exams or other required assignments.*

*Excused absences related to university sanctioned activities in accord with [ACD.304-02](#), "Missed Classes Due to University-Sanctioned Activities." Students required to miss classes due to university sanctioned activities will not be counted absent. However, absence from class or examinations due to university-sanctioned activities does not relieve students from responsibility for any part of the course work required during the period of the absence. Students should inform the instructor early in the semester of upcoming scheduled absences and immediately upon learning of unscheduled required class absences. Reasonable accommodation to make up missed exams or other required assignments will be made. Consult the instructor BEFORE the absence to arrange for this accommodation.*

*Line-of-duty absence and missed assignment policy:*

*A student who is a member of the National Guard, Reserve, or other U.S. Armed Forces branch who misses classes, assignments or examinations due to line-of-duty responsibilities, shall have the opportunity to make up the coursework in accordance with [SSM 20-18 Accommodating Active Duty Military Personnel](#). This accommodation also applies to spouses who are the guardian of minor children during line-of-duty activities. This policy does not excuse students from course responsibilities during their absence. Students should first notify the Pat Tillman Veterans Center of their activation and then the instructor to discuss options.*

## **Instructor Absence Policy:**

Students should wait for an absent instructor 15 minutes in class sessions of 90 minutes or less, and 30 minutes for those lasting more than 90 minutes, unless directed otherwise by someone from the academic unit.

### **Academic Integrity and Student Honor Code:**

Besides academic performance, students should exhibit the qualities of honesty and integrity. Every student is expected to produce his/her original, independent work. Any student whose work indicates a violation of the ASU Academic Misconduct Policy including cheating, plagiarism, and dishonesty will be subject to disciplinary action. Plagiarism is defined as deliberately passing off someone else's words or ideas as your own. All necessary and appropriate sanctions will be issued to all parties involved with plagiarizing any and all course work. Plagiarism and any other form of academic dishonesty that is in violation with the Student Code of Conduct will not be tolerated. Arizona State University and the Herberger Institute for Design and the Arts expect the highest standards of academic integrity from all students. Failure to meet these standards may result in suspension or expulsion from the university or other sanctions as specified in the ASU Student Academic Integrity Policy (<http://provost.asu.edu/academicintegrity>), "[e]ach student must act with honesty and integrity, and must respect the rights of others in carrying out all academic assignments." This policy also defines academic dishonesty and sets a process for faculty members and colleges to sanction dishonesty. Violations of this policy fall into five broad areas that include but are not limited to:

- Cheating on an academic evaluation or assignments
- Plagiarizing
- Academic deceit, such as fabricating data or information
- Aiding Academic Integrity Policy violations and inappropriately collaborating
- Falsifying academic records

I sanction any incidents of academic dishonesty in my courses using University and HIDA guidelines. Should you have any question about whether or not something falls subject to this clause, feel free to contact me or review the university policy on academic integrity at the above link. Per ASU policy, a student may not avoid the consequences of academic dishonesty by withdrawing from a course, and may be placed back in the course in order to face sanctions resulting from academic integrity violations. You are responsible for abiding by this policy.

### **Copyright:**

Students must refrain from uploading to any course shell, discussion board, or website used by the course instructor or other course forum, material that is not the student's original work, unless the students first comply with all applicable copyright laws; faculty members reserve the right to delete materials on the grounds of suspected copyright infringement. A statement that the course content, including lectures and other handouts, is copyrighted material. Students may not share outside the class, upload, sell, or distribute course content or notes taken during the conduct of the course (see ACD 304-06, "Commercial Note Taking Services" for more information). THIS CONTENT IS PROTECTED AND MAY NOT BE SHARED, UPLOADED, SOLD, OR DISTRIBUTED.

### **Student Conduct:**

ASU adheres to a university-wide Student Code of Conduct. The philosophy behind this policy states: The aim of education is the intellectual, personal, social, and ethical development of the individual. The educational process is ideally conducted in an environment that encourages reasoned discourse, intellectual honesty, openness to constructive change and respect for the rights of all individuals. Self-discipline and a respect for the rights of others in the university community are necessary for the fulfillment of such goals. The Student Code of Conduct is designed to promote this environment at each of the state universities. You are expected to treat your instructor and your fellow classmates with respect and kindness. In all correspondence and in Discussion Board postings, you should show respect for the viewpoints of others who may disagree with you or see things from a different perspective. Criticizing, ridiculing, insulting, or belittling others will not be accepted. Keep in mind that electronic communications do not have the advantage of nonverbal cues that are so much a part of interpersonal communication. Humor or satire can sometimes be misinterpreted in strictly electronic communication forums.

### **Threatening or disruptive behavior:**

Self-discipline and a respect for the rights of others in the classroom or studio and university community are necessary for a conducive learning and teaching environment. Threatening or violent behavior will result in the administrative withdrawal of the student from the class. Disruptive behavior may result in the removal of the student from the class. Threatening, violent, or disruptive behavior will not be tolerated in this class, and will be handled in accordance with ASU policy (SSM 104-02). For more information please visit: <https://eoss.asu.edu/dos/srr/PoliciesAndProcedures> and <https://eoss.asu.edu/dos/safety/ThreateningBehavior>.

### **Classroom Behavior (Technology Usage):**

It is encouraged that you bring technology (cell phones, tablets and laptops) to class to help you take notes and do research, however please turn off cell phone ringers and do not use your phone to make personal calls in class or use any technology to use social media in class. Do not answer your phone in class. If you believe you are receiving an emergency call, please step outside to take it.

### **Withdrawal:**

If you are unable to complete the course, it is your responsibility to arrange for withdrawal from the class. You will not be automatically withdrawn and unless you are officially withdrawn from the course you will receive a final grade based upon the total points you have earned for the semester. Students are required to pay all tuition and fees for any registered course unless enrollment is officially cancelled during the 100% refund period. Please visit the Academic Calendar to review the withdrawal deadlines for this semester. For more information on Drop/Add and Withdrawal visit: <https://students.asu.edu/drop-add>

### **Special Accommodations:**

Your instructor is willing to make any reasonable adaptations for limitations due to any disability documented with the DRC, including learning disabilities. Please contact the instructor during office hours or by appointment to discuss any special needs you may have. You must contact the Disability Resource Center to process the paperwork for special course accommodations. To request academic accommodations due to a disability, please contact the ASU Disability Resource Center (<http://www.asu.edu/studentaffairs/ed/drc/#> ; Phone: (480) 965-1234; TDD: (480) 965-9000). This is a very important step as accommodations may be difficult to make retroactively. If you have a letter from their office indicating that you have a disability which requires academic accommodations, in order to assure that you receive your accommodations in a timely manner, please present this documentation to me as soon as possible so that your needs can be addressed effectively.

### **Disability Support Services:**

Students with disabilities must have an equally effective and equivalent educational opportunity as those students without disabilities. Students experiencing difficulty accessing course materials because of a disability are expected to contact the course instructor so that a solution can be found that provides all students equal access to course materials and technology. Qualified students with disabilities who will require disability accommodations in this class are encouraged to make their requests to me at the beginning of the semester either during office hours or by appointment. It may be difficult to make accommodations retroactively. **Note:** Prior to receiving disability accommodations, verification of eligibility from the Disability Resource Center (DRC) is required. Disability information is confidential.

### **Information for Students with Disabilities:**

Students who feel they will need disability accommodations in this class but have not registered with the Disability Resource Center (DRC) should contact DRC immediately. Students should contact the Disability Resource Center on the campus that your class is being held. Campus-specific location and contact information can be found on the DRC website. DRC offices are open 8 a.m. to 5 p.m. Monday – Friday. Check the DRC website for eligibility and documentation policies (<https://eoss.asu.edu/drc>)

### **Policy on Sexual Discrimination:**

Policy on sexual discrimination as described in ACD 401, "Prohibition Against Discrimination, Harassment, and Retaliation", including the fact that the instructor is a mandated reporter and therefore obligated to report any information regarding alleged acts of sexual discrimination. Arizona State University is committed to providing an environment free of discrimination, harassment, or retaliation for the entire university community, including all students, faculty members, staff employees, and guests. ASU expressly prohibits discrimination, harassment, and retaliation by employees, students, contractors, or agents of the university based on any protected status: race, color, religion, sex, national origin, age, disability, veteran status, sexual orientation, gender identity, and genetic information. As an employee of ASU, I am a mandated

reporter and obligated to report instances of reported or suspected incidences of sexual harassment.

### **Student Rights and Responsibilities:**

Students must abide by all the requirements stated in this syllabus. In addition, all students should be aware of their Rights and Responsibilities at Arizona State University and abide by the ASU Student Honor Code.

### **Student Services & Resources:**

You will find a list of student resources at: <https://eoss.asu.edu/resources>

Resources included are advisement, registration, financial aid, disability services, counseling, tutoring, library, and more.

### **Non-emergency Student of Concern process:**

If you are concerned for a fellow student's well-being, please review the information and complete the form at:

<https://herbergerinstitute.asu.edu/resources/new-students/student-of-concern-process>

FOR EMERGENCIES CALL 911. (Be prepared with the physical address of the location.)

### **Academic Calendar and Important Dates:**

The academic calendar can be found here: <https://students.asu.edu/academic-calendar>

### **Subject to change:**

The Instructor reserves the right to change portions of this syllabus (assignments, deadlines etc.) by verbal instructions during scheduled class time. The student is responsible for noting changes and acting accordingly. Grading and absence policies are not subject to change.

### **Computer, Internet, and Electronic Communications Policy:**

<http://www.asu.edu/aad/manuals/acd/acd125.html>

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