

FASH A170: CULTURE, DRESS & SELECTION

Item	Value
Curriculum Committee Approval Date	11/13/2024
Top Code	130300 - Fashion
Units	3 Total Units
Hours	54 Total Hours (Lecture Hours 54)
Total Outside of Class Hours	0
Course Credit Status	Credit: Degree Applicable (D)
Material Fee	No
Basic Skills	Not Basic Skills (N)
Repeatable	No
Open Entry/Open Exit	No
Grading Policy	Standard Letter (S)
Associate Arts Local General Education (GE)	<ul style="list-style-type: none"> Area 7 Life Skills, Lifelong Learning, and Self-Development 7A Theory/ Non-activity (OE1)
Associate Science Local General Education (GE)	<ul style="list-style-type: none"> Area 4 Social and Behavioral Sciences (OSD)

Course Description

Formerly: Clothing Design & Selection. This course is an exploration of the psychology of dress, examining apparel selection through historical, cultural, and cross-cultural analysis of Western and non-Western clothing behavior. It highlights the interconnections between identity and dress while addressing the socio-psychological, economic, and political/religious factors that shape clothing choices. Students will focus on how art elements and principles influence dress and personal appearance. By the end of the course, students will equip themselves with valuable insights for the fashion industry, enabling them to design, produce, and curate products that cater to a culturally diverse consumer base. Transfer Credit: CSU.

Course Level Student Learning Outcome(s)

1. Recognize ways that clothing communicates culture in society.
2. Compare and contrast the sociological, cultural and psychological implications of historical versus current modes of fashion, Western and Non-Western cultural applications.
3. Demonstrate the use of design elements and principles applied to clothing selection.

Course Objectives

- 1. Analyze the cultural, psychological, sociological, historical, and economic aspects of clothing and dress.
- 2. Identify and appreciate apparel contributions from various cultures to the global fashion industry
- 3. Demonstrate the importance of apparel in understanding culture in both historic and contemporary times
- 4. Identify how socialization theories shape guidelines for dress through cultural, historical, and group factors, as well as personal tastes and preferences

- 5. Verbalize philosophies of clothing and be able to discuss the cultural values in which they are based.
- 6. Use the principles and elements of design in the selection of clothing.
- 7. Research and report on clothing designers contribution to material culture and their significance to fashion adoption
- 8. Describe clothing items using art elements and design principles and identify separate design details, styles, and silhouettes in Western and Non-Western clothing.
- 9. Select clothing suited to the individual's figure and personality, occasion, use, and financial expenditure.

Lecture Content

Introduction to Dress, Culture, and Theory Overview of the basic concepts needed to study the complex topic of dress and culture Defining Basic Concepts: Dress Culture Theory: How Theories Help Us to Study and Understand Dress Meaning, Collective Selection/ Socialization Theory Analysis of the various levels of influences on individuals in their choices of dress; how the fashion system evolves through cultural, social, and individual needs Modesty Protection Adornment Clothing, the communicator of culture Evaluation of styles Customs and laws Attitudes, values, and interests Clothing and human behavior Clothes and the self-concept Conformity and individuality Fashion defined Creator Manufacturer Retailer Physical influences of dress Examines the micro level of fashion lifecycles, how individuals choose fashion styles based on their negotiations with the self Body types /face shapes Body measurements Assessment of how the body is a form of self-expression through various adornment and procedural practices Frameworks for Viewing the Body: taxonomy, contextual perspective, and model of clothing in context Cultural Standards of Beauty different forms of beauty Westernized beauty ideas Body image as a mental construct of how people think of and feel about their bodies Introduction to design elements/ principles Silhouette in dress Line direction in dress Fabric Texture Color Balance Rhythm Proportion Emphasis Unity and harmony Appearance for Gender Explanation of how sex, gender, and sexuality can create expectations and communicative statements through the way a person dresses Social construction of gender and gender roles and their relationship to clothing Issues surrounding violating expected codes of gendered dress include dress codes Race, Ethnicity and Religion The differences between race and ethnicity and how they manifest through clothing and appearance Social Identity Theory that people identify with groups and compare themselves to other groups through social comparison to identify distinct differences Cultural appropriation of dress Religious Dress and Social Change Dress, Religion, and Morality Dress and Religious Fundamentalism Non-American Clothing Research Project Presentation Designer and their cultural significance to Clothing Selection Wardrobe Analysis Final Exam

Method(s) of Instruction

- Lecture (02)
- DE Live Online Lecture (02S)
- DE Online Lecture (02X)

Instructional Techniques

1. Lecture
2. Research
3. Student presentation

Reading Assignments

Cultural research paper and presentation, designer report, wardrobe analysis, Art Elements and Design Principles notebook. 3-4 hours per weeks

Writing Assignments

1. Reading/writing assignment 2. Short answer forms 3. Final exam-- True/False and short answer 4. Designer report, 3-5 pages 5. Research Project, 3-5 pages 2-3 hours per week

Out-of-class Assignments

research, reading, writing. 1-2 hours per week

Demonstration of Critical Thinking

Reading and writing assignments Art Element/ Design Principles notebook Designer report Cultural Study Wardrobe Analysis Final exam

Required Writing, Problem Solving, Skills Demonstration

1. Reading/writing assignment 2. Short answer forms 3. Final exam-- True/False and short answer 4. Designer report, 3-5 pages 5. Research Project, 3-5 pages

Eligible Disciplines

Family and consumer and studies/home economics: Master's degree in family and consumer studies, life management/home economics, or home economics education OR bachelor's degree in any of the above AND master's degree in child development, early childhood education, human development, gerontology, fashion, clothing and textiles, housing/ interior design, foods/nutrition, or dietetics and food administration OR the equivalent. Master's degree required. Fashion and related technologies (merchandising, design, production): Any bachelor's degree and two years of professional experience, or any associate degree and six years of professional experience.

Textbooks Resources

1. Required Marshall, S., Jackson, H., Stanley, M.S.. Individuality in Clothing Selection and Personal Appearance , 7 ed. Upper Saddle River. Prentice Hall, 2012 Rationale: Articulation with transfer CSU 2. Required Workman, Jane E, and Beth W. Freeburg.. Dress and Society., 6th ed. New York.: Fairchild, 2009 Rationale: This text is used as an instructors resource 3. Required Miller-Spillman, K., Reilly, A.. The Meaning of Dress, 4th ed. New York : Fairchild, 2019 4. Required Eicher, J., Evenson, S.. The Visible Self, 4th ed. New York : Bloomsbury , 2015 Rationale: Used as an instructors resource