SECTION I

SUBJECT AREA AND COURSE NUMBER

CLTX 670

COURSE TITLE

INTRO TO FASHION INDUSTRY

TYPE COURSE

NON FEE   VOCATIONAL

CATALOG COURSE DESCRIPTION

This course introduces students to the fashion industry and its employment opportunities. Students will learn about the fashion industry past and present, fashion retail segments and career opportunities. Topics include industry terminology, history from couture to ready-to-wear, major fashion industries, employability skills, and soft skills for the work environment. (FT)

LECTURE/LABORATORY HOURS

          90

ADVISORY

NONE

RECOMMENDED SKILL LEVEL

Eighth grade reading level, ability to communicate effectively in the English language and knowledge of general math

INSTITUTIONAL STUDENT LEARNING OUTCOMES

1. Social Responsibility
   SDCE students demonstrate interpersonal skills by learning and working cooperatively in a diverse environment.
2. Effective Communication
   SDCE students demonstrate effective communication skills.
3. Critical Thinking
   SDCE students critically process information, make decisions, and solve problems independently or cooperatively.

INSTITUTIONAL STUDENT LEARNING OUTCOMES (CONTINUED)

4. Personal and Professional Development
    SDCE students pursue short term and life-long learning goals, mastering necessary skills and using resource management and self-advocacy skills to cope with changing situations in their lives.

COURSE GOALS

1. Develop an understanding of the fashion industry and its terminology.
2. Gain knowledge of the history of the fashion industry and its influence on today's fashion.
3. Learn the different segments of the fashion industry.
4. Gain knowledge of fashion retail industries.
5. Understand employment opportunities in the fashion industry.
6. Develop employability skills for entry-level employment.
7. Develop an understanding of soft skills and their importance in the workplace.

COURSE OBJECTIVES

1. Explain the history of the fashion industry.
2. Recognize and use proper fashion industry terminology.
3. Compare segments of fashion retail industry.
4. Analyze current trends for evidence of historical fashion trend influence.
5. Research and explain employment opportunities in fashion careers.
6. Analyze and explain employability skills needed in the fashion industry.
7. Explain soft skills and their application in the workplace.

SECTION II

COURSE CONTENT AND SCOPE

1. Overview of the Fashion Industry
2. History of the Fashion Industry
    2.1. Couture
    2.2. Industrial revolution and invention of the sewing machine
    2.3. Retail and mass production
3. Influence of Fashion History on Today's Fashion
    3.1. 1900's-2010's
    3.2. Fashion cycle
    3.3. Today's trends
4. Segments of the Fashion Industry
    4.1. Textiles
    4.2. Manufacturers
    4.3. Retailers
    4.4. Fashion communications
    4.5. Market consultants
    4.6. Future of the fashion industry

COURSE CONTENT AND SCOPE (CONTINUED)

5. Fashion Retail Industries
   5.1. Apparel
      5.1.1. Women's
      5.1.2. Men's
      5.1.3. Children's
   5.2. Intimate apparel
   5.3. Fashion accessories
      5.3.1. Footwear
      5.3.2. Hosiery
      5.3.3. Jewelry
      5.3.4. Gloves
      5.3.5. Handbags
      5.3.6. Millinery
      5.3.7. Belts
      5.3.8. Watches
      5.3.9. Scarves
      5.3.10. Hair ornaments
   5.4. Cosmetics & fragrances
   5.5. Home fashions
      5.5.1. Bedding
      5.5.2. Tableware
      5.5.3. Fabrics
      5.5.4. Floor coverings
      5.5.5. Decorative enhancements
      5.5.6. Works of art
      5.5.7. Paint
      5.5.8. Wall coverings
      5.5.9. Decorative ornaments
6. Employment Opportunities in the Fashion Industry: Job Descriptions, Skills Needed, Locations, Trends
   6.1. Textiles careers
      6.1.1. Textile designer
      6.1.2. Colorist
      6.1.3. Grapher
      6.1.4. Converter
      6.1.5. Dyer
      6.1.6. Production manager
      6.1.7. Textile sales representative
   6.2. Manufacturing careers
      6.2.1. Designer
      6.2.2. Assistant Designer
      6.2.3. Merchandiser
      6.2.4. Assistant Merchandiser
      6.2.5. Stylist
      6.2.6. Patternmaker/Grader
      6.2.7. Cutter

COURSE CONTENT AND SCOPE (CONTINUED)

        6.2.8. Production Manager
        6.2.9. Quality Controller
        6.2.10. Manufacturer's Sales Representative
    6.3. Retailing careers
        6.3.1. General Merchandise Manager
        6.3.2. Divisional Merchandise Manager
        6.3.3. Buyer
        6.3.4. Assistant Buyer
        6.3.5. Product Developer
        6.3.6. Store Manager
        6.3.7. Regional Manager
        6.3.8. Department Manager
        6.3.9. Fashion Director
        6.3.10. Advertising Manager
        6.3.11. Visual Merchandiser
        6.3.12. Personal Shopper
        6.3.13. Interpreter
        6.3.14. Entrepreneur
    6.4. Market consultant careers
        6.4.1. Resident Buyer
        6.4.2. Assistant Resident Buyer
        6.4.3. Fashion Forecaster
    6.5. Fashion communications careers
        6.5.1. Fashion Editor
        6.5.2. Fashion Photographer
        6.5.3. Commentator
        6.5.4. Shopping Network Host
        6.5.5. Wardrobe Consultant
        6.5.6. Fashion Educator
        6.5.7. Fashion Blogger
    6.6. Fashion modeling careers
        6.6.1. Informal Model
        6.6.2. Runway Model
7. Fashion retail employability skills
        7.1.1. Job searching techniques
        7.1.2. Online application skills
        7.1.3. Effective resume writing skills
        7.1.4. Interviewing skills
        7.1.5. Job sustainability
8. Soft Skills in the Workplace
    8.1. Definition of soft skills
    8.2. Examples of soft skills
        8.2.1. Communication skills
        8.2.2. Conflict Resolution skills
        8.2.3. Customer service
        8.2.4. Problem solving

COURSE CONTENT AND SCOPE (CONTINUED)

    8.3.   Importance of soft skills in the workplace
    8.4.   Soft skill development

APPROPRIATE READINGS

Students may be given reading assignments from the course textbook, informational handouts, trade publications and internet articles.

WRITING ASSIGNMENTS

Appropriate writing assignments may include, but are not limited to: maintaining a portfolio of class assignments, research projects, reflective writing assignments, developing interview questions.

OUTSIDE ASSIGNMENTS

Outside assignments may include, but are not limited to: internet research, articles, studying as needed to perform successfully in class, informational interviews, retail business evaluations and a portfolio.

APPROPRIATE ASSIGNMENTS THAT DEMONSTRATE CRITICAL THINKING

Assignments that demonstrate critical thinking may include, but are not limited to: Research current fashion trends within different fashion retail segments.

EVALUATION

A student's grade will be based on multiple measures of performance related to the course objectives. The assessment will measure development of independent critical thinking skills and content knowledge. Multiple measures may include, but are not limited to the following: written assessments, completion of assigned projects, class participation, group activities, portfolio, and attendance.

METHOD OF INSTRUCTION

Methods of instruction will include, but are not limited to: lecture, laboratory, audio-visual presentations, field trips, guest speakers, group and individual instruction, and job shadowing may also be utilized. This course, or sections of this course, may be offered through distance education.

In Fashion, Elaine Stone, Bloomsbury Publishing, current edition
The World of Fashion, Jay Diamond/Ellen Diamond, Fairchild Publications, current edition

Periodicals
Women's Wear Daily

PREPARED BY: Donna Namdar and Tammie Pontsler   DATE: September, 2016

DATA REVISED BY: DATE:

Instructors must meet all requirements stated in Policy 3100 (Student Rights, Responsibilities and Administrative Due Process), and the Attendance Policy set forth in the Continuing Education Catalog.

REFERENCES:

San Diego Community College District Policy 3100
California Community Colleges, Title 5, Section 55002
Continuing Education Catalog