

FCS 271/L Apparel Selection/Design Spring 2009

Professor: Shirley Warren
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Office Hours: Tu 9:30-11:00 am
W by appt only
Th 9:30-11:00 am
12:30-1:00 pm

Tuesday: Lecture 4:20-6:00 pm
Thursday: Lab 12:30-1:50 pm

"It is the unseen, unforgettable, ultimate accessory of fashion... that heralds your arrival and prolongs your departure".



Gabrielle "Coco" Chanel

FCS 271/271L APPAREL SELECTION AND DESIGN

Text books:

INDIVIDUALITY IN CLOTHING SELECTION AND PERSONAL APPEARANCE

Marshall, S.G., Jackson, H.O., Stanley, M.S., Kefgen, M., Touchie-Sprcht, P.

THE TRIUMPH OF INDIVIDUAL STYLE

Mathis, Carla, Connor, Helen Villa

• COURSE DESCRIPTION

The purpose of this course is to give you an investigation of individuality in clothing selection, personal appearance and consumer buying. We will critically analyze the study of design, line, and color as they relate to dress and personal appearance. Fashion vocabulary, recognition and description of styles and trends are stressed. The psychological and sociological significance of clothing is included in the analysis for men and women.

• COURSE LEARNING

There will be five individual analyses to assist you in clothing selection and personal appearance, the four analyses will include, personality, physical/facial, design/color and closet and wardrobe. There will be one oral presentation on image management presented in PowerPoint format. The final makeover presentation will include a thorough introduction, plan of action and detailed written analysis of a professional individual.

• COURSE OBJECTIVES

1. To develop an understanding of one's individuality and personal appearance
2. To learn to express individuality through clothing selection and personal appearance
3. To develop an individual clothing philosophy
4. To develop the skills of consumer buying of clothing
5. To develop insight and better understanding of oneself and others through the study of clothing design
6. To use design principles and elements in the selection of clothes
7. To use textiles in creating the desired look in clothing

8. To Analyze figure proportions and characteristics
9. Be able to describe one major color system and its advantages and disadvantages
10. Anticipated fashion trends and spot fashion fads
11. To plan a well-coordinated, workable and becoming wardrobe
12. To select clothing to the individual's figure and personality

- **STUDENT INSTRUCTION AND COURSE POLICIES**

This course has been developed to investigate the importance of apparel and personal appearance both to the individual and his society. It is my hope that the semester will be an exciting learning experience for both the student and the professor. Because of the evolving and dynamic nature of the subject matter, a great deal is required of all class members. Each student has a definite responsibility for participating in the class.

1. Read the assigned textbook chapters before class and be prepared to discuss concepts and practices.
2. Ask for clarification when the text and lecture are not clear. Your questions are welcomed and encouraged.
3. There will be **Four Multiple Choice, True/false Exams including the final.** Exams will cover textbook, lectures, handouts and other material emphasized in class. **Bring a SCANTRON Form 882-E and a No. 2 pencil to each exam. General rules regarding exams are as follows:**
 - **There are no make-up exams, you may drop your lowest exam score excluding the final, if you find you need to miss an exam, this will be your dropped score**
 - **You may not leave the room during the exam unless you have completed the exam**
 - **Bring tissue, if you have a cold or allergies since you will not be permitted to leave the room during an exam. If you leave during the exam you will be asked to turn in your exam**
 - **You will not be permitted to take the exam after the first person finishes the exam and has left the room**

- **Cell phones, Blackberries, etc must be turned off, powered off, and place in your purse or back pack. If your cell phone rings or vibrates, you will be asked to turn in your exam and leave the classroom**
4. All projects should be held together with a **binder clip** (do not place projects in notebooks, with the exception of the final project). **All assignments must be typed or computer generated** (any assignment not type will not be accepted). Do not use plastic sleeves or protectors. Do keep size to 8 ½ ' by 11'. Nothing larger.
 5. Please make your projects as neat and legible as possible.. You may use a variety of ways to illustrate design and fashion concepts (fashion periodicals, SnapFashun Software, your own illustrations, etc.) Be creative, but be professional.
 6. Attitude, attention, attendance, and punctuality will affect your grade. **Occasional** unavoidable absences (illness, emergencies) will be excused. Each unexcused absence will result in a deduction of 5 points up to a possible deduction of 25 points. Please notify me by phone or e-mail. Regular absences and skipping this class to prepare for other classes will not be excused. Minimal attendance at a class meeting (i.e., arriving late or leaving early is distracting to others and will be counted as an unexcused absence
 7. No eating or drinking in the classroom (water is acceptable)
 8. All projects are due at the beginning of the specified class time. **Any late assignments will receive a 20% penalty and no assignment will be accepted more than two weeks after the due date. *Turning assignments in at the end of class or in my mailbox on the due will be considered late and graded accordingly.***
 9. Grading is based on points earned. Plus and minus grades will be used. . Because the exam does not take up the entire class time, there will be lecture before and/or after the exam. **There are no extra credit assignments.** Use your time wisely and do a through job on required work.

90-100%	A
89-80%	B
79-70%	C
69-60%	D
59%-Below	F
 10. I strongly suggest that you check your grade progress periodically. Use the chart below to keep track of your progress:

<u>Projects/Exams</u>	<u>Point Value</u>	<u>Points Earned</u>
Appropriate/Inappropriate Me (1)	20	_____
Personality Analysis (2)	26	_____
Physical/Facial Analysis (3)	71	_____
Design/Color Analysis (4)	68	_____
Closet/Wardrobe/ Analysis (5)	50	_____
Final Project	100	_____
Image Management	25	_____
Attendance/Participation	25	_____
Exam 1	50	_____
Exam 2	50	_____
Exam 3	50	_____
Final Exam	100	_____
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<i>Total Possible Points</i>	635	_____

"In order to be irreplaceable, one must always be different".



Gabrielle 'Coco' Chanel

FCS 271/271L TOPIC, ASSIGNED READING, ASSIGNMENT DUE

Date:	Topic:	Objectives/Assignments/Assigned Reading:
1		
1/20	Introduction	Get Acquainted Review Syllabus
1/22	The Importance of Image	<i>Assign: Image Management</i>
2		
1/27	Sociopsychological Influences	Chapter 4 <i>Assign: Appropriate/inappropriate me</i>
1/29	Oral/PowerPoint Presentations	<i>Due: Image Management Reports</i>
3		
2/3	1/27 Fashion Personalities	Chapter 14 p.380
2/9	1/29 Personality Borrowing <i>Pictures Taken for physical/facial analysis 1:00-1:50</i>	<i>Assign: Personality Analysis</i>
4		
2/10	Target Market Influences	Chapter 1
2/12	<i>First Impression Presentation</i>	<i>Due: Appropriate/inappropriate me (1)</i>
5		
2/17	Cultural Influences	Chapter 3 Bring clothing of other cultures to class
2/19		<i>Due: Personality Analysis (2)</i>
6		
2/24	Fashion Industry Influences	Chapter 2 History of fashion design, French influence & American design emergence
2/26	Physical Influence	Chapter 5 (<i>Mathis: Ch. 2-5</i>) Body shapes & particulars <i>Due: Make-over consent form</i>

7		
3/3	Figure Proportions <i>Exam I (Ch 1-4)</i>	Body types & proportions/ Handouts
3/5	Face Shapes	Chapter 6: pp 213-220 Chapter 14: pp 14 <i>Assign: Physical/facial Analysis</i>
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8		
3/10	Face Framing	Line in Face and Body Mathis: Chapter 1
3/12	Physical and facial analysis	
<hr/>		
9		
3/17	Design Elements	Characteristics of good designs Space, shape, form and line
3/19	Design Principles Fabric Design	Chapter 9 & 10 Balance, proportion, emphasis, rhythm, unity <i>Due: Physical/Facial Analysis (3)</i>
<hr/>		
10		
3/24	Texture Components that determine texture	Chapter 8 (Mathis: Chapter 7) <i>wear a mixture of texture to class</i>
3/26	Color Theory	Influence on color perception Chapter 7 (Mathis: Ch. 6) <i>Assign: Design/Color Analysis</i>
<hr/>		
11		
3/31	<i>Cesar Chavez Holiday</i>	<i>No Formal Class</i>
4/2	Color Season	Personal Color Identification <i>Exam II Ch 5, 6, 8-10 (Mathis: Ch 7)</i>
<hr/>		
12		
4/7	<i>Spring Break – Enjoy!</i>	
4/9		
<hr/>		
13		
4/14	Closet Organization	
4/16	Wardrobe/Accessories	Chapter 14 Wardrobe Planning/Accessory Analysis <i>Due: Design/Color Analysis (4)</i> <i>Assign: Closet and Wardrobe Analysis</i>
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14

4/21 Clothing Purchasing
Clothing Care

Chapter 15
Chapter 13

4/23 Clothing Fit

Chapter 11
Trends Spring Fashion Show

15

4/28 Clothing Quality
Exam III
Ch 6 (213-220) 7 Mathis: Ch 6

Chapter 12 Perspectives on clothing quality
Due: Wardrobe/Accessory Analysis (5)

4/30

16

5/5 *Client Makeover Presentations*

5/7 *Client Makeover Presentations continued*

17

5/12 *Final Exam -- 5:30-7:30*

Name & Phone # for others in class

_____	_____
_____	_____

Fashion is not something that exist in clothes...it has something to do with ideas, with the way we live, with what happens around us...

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271 Apparel Selection
Oral Presentation: Image Management
(25 points)

Purpose:

Image is the way other people see us. Clothing and the way we present ourselves sends a primary visual message about you that no one can ignore. The purpose of this report is to discuss the role of image management and fashion designers influence on image and how these new trends that designers set affect the fashion market with everyday people.

Procedure:

Select and read two articles regarding a specific fashion designer and any aspect of image management, appearance management, etc. Summarize the article, outlining the major points. Be clear and concise but not overly brief. Include a copy of each article you have summarized in your report.

Suggested Topics:

- Image Management
- Appearance Management
- Personal Branding
- Visual Branding
- Fashion Consulting
- Image Consulting
- Designers and the role they play in image management

Criteria considered for grading:

- Title Page: name, date, class, and selected topic (2 points)
- Introduction: a brief statement concerning the general topic of the article (5 points)
- Summary: summarize the major points of each article (5 points)
- Conclusion: give your opinion of image management based on the articles researched and discuss how each article relates. (5 points)
- Copies of article attached to report (3 points)
- Spelling/grammar, typed, binder clipped (no folders)
- **Oral/Power Point Presentation**

