Course Outline

Code: FSH100
Title: Introduction to Key Concepts of Fashion

School: Communication & Creative Industries
Teaching Session: Semester 1
Year: 2019
Course Coordinator: Deborah Fisher, dfisher@usc.edu.au
Course Moderator: Dr Uwe Terton, uterton@usc.edu.au

Please go to the USC website for up to date information on the teaching sessions and campuses where this course is usually offered.

1. What is this course about?

1.1 Description
This course introduces broad, and at times, diverse ideas and systems within the fashion industry. You will engage with critical fashion theory through the lens of popular, material, consumer and visual culture. You will also learn the difference between fashion and clothing, become familiar with trend forecasting, consumerism, and identity construction, along with understanding our complex relationship with clothing. You will explore some of the challenges facing a global industry where a focus on sustainability is forcing major disruption to traditional processes.

1.2 Field trips, WIL placements or activities required by professional accreditation

<table>
<thead>
<tr>
<th>Activity</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nil</td>
<td>Nil</td>
</tr>
</tbody>
</table>

2. What level is this course?

100 level Introductory - Discipline knowledge and skills at foundational level, broad application of knowledge and skills in familiar contexts and with support. Normally associated with the first full-time year of an undergraduate program.

3. What is the unit value of this course?

12 units

4. How does this course contribute to my learning?

<table>
<thead>
<tr>
<th>Specific Learning Outcomes</th>
<th>Assessment tasks</th>
<th>Graduate Qualities or Professional Standards mapping</th>
</tr>
</thead>
<tbody>
<tr>
<td>On successful completion of this course, you should be able to:</td>
<td>You will be assessed on the learning outcomes in task/s:</td>
<td>Completing these tasks successfully will contribute to:</td>
</tr>
<tr>
<td>Investigate current fashion trends and predict fashion challenges in the future</td>
<td>1 and 3</td>
<td>Creative and Critical thinkers</td>
</tr>
<tr>
<td>Use research to examine fashion concepts from historical and contemporary perspectives</td>
<td>1, 2 and 3</td>
<td>Creative and critical thinkers</td>
</tr>
</tbody>
</table>
### Specific Learning Outcomes
On successful completion of this course, you should be able to:

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<tr>
<td>Examine and reflect on how clothing and adornment demonstrate aspects of identity</td>
<td>Creative and critical thinkers</td>
</tr>
<tr>
<td>Reflect upon simple principles of consumerism and its effect on global fashion industries.</td>
<td>Sustainability focussed</td>
</tr>
<tr>
<td>Apply a material culture approach to analyse the link between clothing and the wearer</td>
<td>Empowered</td>
</tr>
<tr>
<td>Use written, oral and visual modes to communicate in academic and creative ways</td>
<td>Empowered</td>
</tr>
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</table>

#### 5. Am I eligible to enrol in this course?
Refer to the USC Glossary of terms for definitions of “pre-requisites, co-requisites and anti-requisites”.

- **5.1 Enrolment restrictions**
  Nil

- **5.2 Pre-requisites**
  Nil

- **5.3 Co-requisites**
  Nil

- **5.4 Anti-requisites**
  Nil

- **5.5 Specific assumed prior knowledge and skills (where applicable)**
  Nil

#### 6. How am I going to be assessed?

- **6.1 Grading scale**
  Standard – High Distinction (HD), Distinction (DN), Credit (CR), Pass (PS), Fail (FL)

- **6.2 Details of early feedback on progress**
  You will receive formative feedback on your work during the Week 3 workshop by the lecturer and by peer feedback activities.

- **6.3 Assessment tasks**

<table>
<thead>
<tr>
<th>Task No.</th>
<th>Assessment Product</th>
<th>Individual or Group</th>
<th>Weighting %</th>
<th>What is the duration / length?</th>
<th>When should I submit?</th>
<th>Where should I submit it?</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Artefact - Creative, and Written Piece</td>
<td>Individual</td>
<td>30%</td>
<td>Poster &amp; 1000 words rationale</td>
<td>Week 5</td>
<td>Online Assignment</td>
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</table>
Course Outline: FSH100 Introduction to Key Concepts of Fashion

<table>
<thead>
<tr>
<th>Assessment</th>
<th>Description</th>
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| **Assessment 1:** Cool-Hunting Poster and Rationale | The goal of this task is to analyse fashion at a “street” level and identify and present an upcoming trend. The aim is to observe people in a local setting and determine some aspects of their dress, which indicates an emerging trend. The inspiration for this might be a friend or group of friends, or someone else you regard as a style icon. You could observe a group of strangers, although you would need their permission for photographs. You will use a trend forecasting service such as Vogue.com or WGSN to determine the validity of the trend. Find at least three different instances of the trend. In 1000 words, you will name and describe the trend. You will discuss why you think it is an upcoming trend, and how you determined that. Consider how the trend might be influenced by or influence, popular culture. Your written rationale will include some visual evidence of the trend such as photos or sketches. You will create an A4 cool hunting poster demonstrating your accurate prediction of the upcoming trend. The criteria for this assessment include:

- Identification and justification of the emerging fashion trend
- Application of research from a variety of sources
- Communication of emerging fashion trend

**Goal:** The goal of this task is to analyse fashion at a “street” level and identify and present an upcoming trend. The aim is to observe people in a local setting and determine some aspects of their dress, which indicates an emerging trend. The inspiration for this might be a friend or group of friends, or someone else you regard as a style icon. You could observe a group of strangers, although you would need their permission for photographs. You will use a trend forecasting service such as Vogue.com or WGSN to determine the validity of the trend. Find at least three different instances of the trend. In 1000 words, you will name and describe the trend. You will discuss why you think it is an upcoming trend, and how you determined that. Consider how the trend might be influenced by or influence, popular culture. Your written rationale will include some visual evidence of the trend such as photos or sketches. You will create an A4 cool hunting poster demonstrating your accurate prediction of the upcoming trend. The criteria for this assessment include:

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**Product:** Artefact - Creative, and Written Piece

**Format:** Professional/Industry Format

**Assessment Task 2:** Oral-Visual Presentation & Reflection | The goal of this task is to research a group, culture or subculture within society and report on the links between identity and fashion. The aim is to research a group, culture or subculture within society and report on the links between identity and fashion. The group may be significant for one or several reasons; religious, political, cultural or anti-fashion. Some starting points might be “Punk” for political causes or “the Amish” for religious identity for example. You should examine and describe the aesthetic characteristics of the items of dress, appearance or body modification of the group, using a material culture approach. This means you will discuss the relationship between the object or item of clothing and the wearer.

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**Product:** Oral and Written Piece

**Format:** Professional/Industry Format

In this task, your group will research a significant group of people who use dress to display aspects of their identity. The group may be significant for one or several reasons; religious, political, cultural or anti-fashion. Some starting points might be “Punk” for political causes or “the Amish” for religious identity for example. You should examine and describe the aesthetic characteristics of the items of dress, appearance or body modification of the group, using a material culture approach. This means you will discuss the relationship between the object or item of clothing and the wearer.

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Using fashion history research as the starting point, describe how the group has evolved to its current form and the relevance of their appearance in contemporary society.

You should strive to demonstrate how the items of clothing are used to “make meaning” or show a message. Consider the visual communication of the items identified and describe how this is applied.

Develop this information into a case study. From the case study, prepare an informative and engaging **10 minute oral/visual presentation** (script and slides to be submitted) to inform your classmates about the clothing of the group of people selected and the reasons behind their clothing choices. Provide your ideas on how this particular group might have changed or developed twenty years from now. Be prepared for questions.

You will also submit an **individual written** reflection of **1000 words** that evaluates your personal response to the project and the findings you have made. This could include a reflection on your views on the clothing of the group you have investigated and your interpretation of meaning the clothing might suggest.

**Criteria:** You will be evaluated on:

- Application of research from a variety of sources
- Analysis of the links between clothing and material culture
- Identification of the key aspects of the group aesthetics
- Discussion of how clothing is used to communicate identity.
- Reflection of personal views of the chosen groups fashion
- Communication

**Assessment Task 3:** Visual Essay - A Fashionable Future

**Goal:** The goal of this task is to investigate an aspect of fashion as consumer culture through a visual essay to understand some of the challenges facing the fashion industry in the future.

**Product:** Essay

**Format:** Academic Format

You will write a 2000 word essay with a minimum of 5 peer-reviewed academic sources and 5 images. To successfully complete this assessment task, you will investigate an aspect of the fashion industry and how it might approach a particular future challenge such as fast-fashion, changing modes of fashion presentation, collaborations and co-design opportunities for example. It is important to identify, analyse and understand the influences that will shape the fashion industry in the future. You will then develop an essay that includes illustrations to support your research. Sources must be reliable and referenced. Topics provided will be aligned with key readings from the course and provided in Blackboard.

**Criteria:** You will be evaluated on:

- Investigation of current fashion trends
- Identification and analysis of a potential challenge for the fashion industry in the future
- Application of research from a variety of sources
- Communication

7. **Directed study hours**

The directed study hours listed here are a portion of the workload for this course. A 12 unit course will have total of 150 learning hours which will include directed study hours (including online if required), self-directed learning and completion of assessable tasks. Directed study hours may vary by location. Student workload is calculated at 12.5 learning hours per one unit.

<table>
<thead>
<tr>
<th>Location</th>
<th>Directed study hours for location:</th>
</tr>
</thead>
<tbody>
<tr>
<td>USC Sunshine Coast</td>
<td>Workshop: 3 hours</td>
</tr>
</tbody>
</table>
8. **What resources do I need to undertake this course?**

Please note that course information, including specific information of recommended readings, learning activities, resources, weekly readings, etc. are available on the course Blackboard site. Please log in as soon as possible.

8.1 **Prescribed text(s) or course reader**

Nil

8.2 **Specific requirements**

There are no special requirements but a mobile digital device may prove helpful.

9. **How are risks managed in this course?**

Risk assessments have been performed for all laboratory classes and a low level of health and safety risk exists. Some risk concerns may include equipment, instruments, and tools, as well as manual handling items within the laboratory.

It is your responsibility as a student to review course material, search online, discuss with lecturers and peers, and understand the health and safety risks associated with your specific course of study. It is also your responsibility to familiarise yourself with the University's general health and safety principles by reviewing the [online Health Safety and Wellbeing training module for students](#), and following the instructions of the University staff.

10. **What administrative information is relevant to this course?**

10.1 **Assessment: Academic Integrity**

Academic integrity is the ethical standard of university participation. It ensures that students graduate as a result of proving they are competent in their discipline. This is integral in maintaining the value of academic qualifications. Each industry has expectations and standards of the skills and knowledge within that discipline and these are reflected in assessment.

Academic integrity means that you do not engage in any activity that is considered to be academic fraud; including plagiarism, collusion or outsourcing any part of any assessment item to any other person. You are expected to be honest and ethical by completing all work yourself and indicating in your work which ideas and information were developed by you and which were taken from others. You cannot provide your assessment work to others. You are also expected to provide evidence of wide and critical reading, usually by using appropriate academic references.

In order to minimise incidents of academic fraud, this course may require that some of its assessment tasks, when submitted to Blackboard, are electronically checked through SafeAssign. This software allows for text comparisons to be made between your submitted assessment item and all other work that SafeAssign has access to.

10.2 **Assessment: Additional requirements**

**Eligibility for Supplementary Assessment**

Your eligibility for supplementary assessment in a course is dependent on the following conditions applying:

- **a)** The final mark is in the percentage range 47% to 49.4%
- **b)** The course is graded using the Standard Grading scale
- **c)** You have not failed an assessment task in the course due to academic misconduct

10.3 **Assessment: Submission penalties**
If standard graded course, add:
Late submission of assessment tasks will be penalised at the following maximum rate:

- 5% (of the assessment task's identified value) per day for the first two days from the date identified as the due date for the assessment task.
- 10% (of the assessment task's identified value) for the third day
- 20% (of the assessment task's identified value) for the fourth day and subsequent days up to and including seven days from the date identified as the due date for the assessment task.
- A result of zero is awarded for an assessment task submitted after seven days from the date identified as the due date for the assessment task.

Weekdays and weekends are included in the calculation of days late.
To request an extension, you must contact your Course Coordinator and supply the required documentation to negotiate an outcome.

10.4 Study help
In the first instance, you should contact your tutor, then the Course Coordinator. Additional assistance is provided to all students through Academic Skills Advisers. To book an appointment or find a drop-in session go to Student Hub.
Contact Student Central for further assistance: +61 7 5430 2890 or studentcentral@usc.edu.au

10.5 Links to relevant University policy and procedures
For more information on Academic Learning & Teaching categories including:
- Assessment: Courses and Coursework Programs
- Review of Assessment and Final Grades
- Supplementary Assessment
- Administration of Central Examinations
- Deferred Examinations
- Student Academic Misconduct
- Students with a Disability

Visit the USC website: http://www.usc.edu.au/explore/policies-and-procedures#academic-learning-and-teaching

10.6 General Enquiries
In person:
- **USC Sunshine Coast** - Student Central, Ground Floor, Building C, 90 Sippy Downs Drive, Sippy Downs
- **USC SouthBank** - Student Central, Building A4 (SW1), 52 Merivale Street, South Brisbane
- **USC Gympie** - Student Central, 71 Cartwright Road, Gympie
- **USC Fraser Coast** - Student Central, Student Central, Building A, 161 Old Maryborough Rd, Hervey Bay
- **USC Caboolture** - Student Central, Level 1 Building J, Cnr Manley and Tallon Street, Caboolture

Tel: +61 7 5430 2890
Email: studentcentral@usc.edu.au