

MAY 12 1994

LSC Use Only
Number: _____
Submission Date: _____
Action-Date: _____

UWUCC USE Only
Number: 94-41
Submission Date: _____
Action-Date: Appr. UWUCC 10/18/94
Appr Senate 11/1/94

CURRICULUM PROPOSAL COVER SHEET
University-Wide Undergraduate Curriculum Committee

I. CONTACT

Contact Person Joan Schmitt Phone 2346/2336

Department Human Development and Environmental Studies
(formerly Consumer Services)

II. PROPOSAL TYPE (Check All Appropriate Lines)

COURSE Aesthetic of Fashion
Suggested 20 character title

New Course* CS 252 Aesthetics of Fashion
Course Number and Full Title

Course Revision _____
Course Number and Full Title

Liberal Studies Approval + _____
for new or existing course Course Number and Full Title

Course Deletion _____
Course Number and Full Title

Number and/or Title Change _____
Old Number and/or Full Old Title

New Number and/or Full New Title

Course or Catalog Description Change _____
Course Number and Full Title

PROGRAM: Major Minor Track

New Program* _____
Program Name

Program Revision* _____
Program Name

Program Deletion* _____
Program Name

Title Change _____
Old Program Name

New Program Name

III. Approvals (signatures and date)

Joan C. Schmitt 11/26/90
Department Curriculum Committee

Donna Stimpert 3/29/94
Department Chair

Al. Ough Werneman 4.6.94
College Curriculum Committee

Harold E. Wingard
College Dean

+ Director of Liberal Studies (where applicable)

*Provost (where applicable)

AESTHETICS OF FASHION**NEW COURSE PROPOSAL****I. CATALOG DESCRIPTION**

CS 252 Aesthetics of Fashion 3 credits
3 lecture hours
Prerequisite: Sophomore standing 0 lab hours
(3c-01-3sh)

The study of contemporary apparel design and the relationship of design elements and principles to personal characteristics and social/professional orientation.

II. COURSE OBJECTIVES

Upon completion of this course the student will:

1. recognize fashion as an expression of art.
2. recognize fashion design as a process as well as a product.
3. analyze the functional, structural, and aesthetic aspects of apparel design.
4. interpret visual effects of apparel in relation to body form and personal coloring.
5. identify visual characteristics of dress as a means of communication.
6. effectively apply elements and principles of design to clothing selection and wardrobe planning.

III. COURSE OUTLINE

- A. Aesthetics vs Beauty (2 lecture hours)
- B. Concepts of Design (2.5 lecture hours)
 1. Design as a Process
 2. Design as a Product
- C. Aspects of Fashion Design (2.5 lecture hours)
 1. Functional Design
 2. Structural Design
 3. Decorative Design

- D. Elements of Design as Applied to Fashion
(17.5 lecture hours)
1. Line (1.5)
 2. Space (1.5)
 3. Shape and Form (1.5)
 4. Light (1.5)
 5. Color (7.0)
 6. Texture (2.5)
 7. Pattern (2)
- E. Application of Design Principles to Fashion
(6.5 lecture hours)
1. Repetition
 2. Parallelism (1.5)
 3. Sequence
- - - - -
 4. Alternation
 5. Gradation (1.5)
 6. Transition
- - - - -
 7. Radiation
 8. Rhythm (1.0)
 9. Concentricity
- - - - -
 10. Contrast
 11. Emphasis (1.5)
 12. Proportion
 13. Scale
- - - - -
 14. Balance
 15. Harmony (1.0)
 16. Unity
- F. Illusions in Fashion (1.5 lecture hours)
1. Visual
 2. Static
 3. Autokinetic
 4. Applied
- G. Fashionable Individualism, Acceptability
(.5 lecture hour)
- G. Culture, Personal/Professional Appearance
(.5 lecture hour)
- H. Visual Design in International Cultural Dress
(.5 lecture hour)
- I. Client Presentations (4.5 hours)

IV. EVALUATION METHODS

- A. EXAMS -- 40% of grade or 400 points
- There will be two(2) exams consisting of a combination of True/False, Multiple Choice, Matching, and potential Completion/Short Answer Essay.
 - Each exam is 20% of final grade.
 - Final Exam is NOT cumulative.
- B. QUIZZES -- 20% of grade or 200 points
- There will be four(4) quizzes each one accounting for 5% of the final grade.
 - The date for each quiz will be announced during the previous class period.
- C. PROJECTS -- 30% of grade or 300 points
- Tentatively a minimum of three(3)
 - The number of projects will vary depending on the topic being discussed and the need for theory application and/or exploration
 - The weight given to each project will vary so it would be advisable to work to your best ability on each one since the total number is tentative.
 - Each project will have complete instructions including the due date.
- D. IN-CLASS ASSIGNMENTS -- 10% of grade or 100 points
- Content, type and number(tentatively a minimum of five) are dependent on student need for concept comprehension and/or application.

FINAL POINT SCALE:

900 to 1000 points (90%-100%)	=	A
800 to 899 points (80%-89%)	=	B
700 to 799 points (70%-79%)	=	C
600 to 699 points (60%-69%)	=	D
less than 600 points (60%)	=	F

V. REQUIRED TEXTS

- Davis, M. L. (1987). Visual design in dress (2nd ed.). Englewood Cliffs, NJ: Prentice-Hall.
[Revised edition still in progress as of August 1994.]
- Fujii, D. (1991). Color with style. Tokyo: Graphic-sha Publishing.

Pooser, D. (1990). Successful style: A man's guide to a complete professional image. Los Altos, CA: Crisp.

Weiland, B., & Wood, L. (1984). Clothes sense. Portland, OR:Palmer/Pletsch.

[Most current explanation of theoretical principles: information not dated by fashion trends.]

VII. SPECIAL RESOURCE REQUIREMENTS

No special resource requirements are needed for this course.

VII. BIBLIOGRAPHY

Barthes, R. (1983). The fashion styles. New York: Hill & Wang.

Boyer, G. B. (1985). Elegance: A guide to quality in menswear. New York: W.W. Norton.

Calasibetta, C. M. (1986). Essential terms of fashion: A collection of definitions. New York: Fairchild.

Calasibetta, C. M. (1988). Fairchild's dictionary of fashion. New York: Fairchild.

Cho, E., Fisher, N., & Lueders, H. (1986). It's you! Looking terrific whatever your type. New York: Villard.

Duffy, M. (1987). The H-O-A-X fashion formula. Tucson: The Body Press.

Edwards, M. S. & Sharonloe, T. (1984). The fashion coloring book. New York: Harper & Row.

Eiseman, F. (1983). Alive with color. Washington D.C.: Acropolis Books.

Fatt, A. (1983). Conservative chic. New York: Time Books.

Feldon, L. (1982). Dressing sense. New York: G.P. Putnam's Sons.

Flusser, A. (1985). Clothes and the man: The principles of fine men's dress. New York: Villard.

Frings, G. S. (1991). Fashion from concept to consumer. Englewood Cliffs, NJ: Prentice-Hall.

- Gioello, D. A. (1979). Figure types & size ranges. New York: Fairchild.
- Gold, A. (1987). One world of fashion. New York: Fairchild.
- Gostalow, M. (1985). Dress sense. London: B.T. Batsford.
- Jackson, C. (1984). Color for men. New York: Ballantine.
- Jackson, C. (1984). Color me beautiful. Washington D.C.: Acropolis.
- Jewell, D. L. (1983). Executive style. Piscataway, NJ: New Century.
- Karpinski, K. J. (1986). The winner's style: The modern male's passport to perfect grooming. Washington D.C.: Acropolis.
- Kefgen, M. (1986). Individuality in clothing selection and personal appearance: A guide for the consumer. New York: Macmillan.
- Kumagai, K. (1985). Fashion and color. Tokyo, Japan.
- London, L. E. & Adams, A. H. (1985). Color right dress right: The total look. New York: Crown.
- Meyer, A. & Pierre, C. (1982). Clothwise. New York: E.P. Dutton.
- Molloy, J. T. (1987). New dress for success. New York: Warner.
- Murray, M. P. (1989). Changing styles in fashion. New York: Fairchild.
- Nethery, B. (1984). Uniquely you. Wheaton, IL: Tyndale House.
- Nicholson, J. & Lewis-Crum, J. (1986). Color wonderful. New York: Bantam.
- O'Hara, G. (1986). The encyclopedia of fashion. New York: Harry N. Abrams.
- Olds, R. (1982). Big and beautiful. Washington D.C.: Acropolis.
- Person, A. (1986). The complete closet: Wardrobe that works for you. Eugene, OR: Stretch & Sew.

Pooser, D. (1985). Always in style with color me beautiful. Washington D.C.: Acropolis.

Ryan, E. (1987). Color your life. San Francisco: Strawberry Hill.

The psychology of color. (1985). Lexington, MA: Lexington Books.

Wallace, J. (1983). Dress with style. Old Tappan, NJ: Fleming H. Revell.

Webb-Lupo, A. (1987). Clothing decisions. Encino, CA: Glencoe.

Wilson, W. (1985). Man at his best. New York: Addison Wesley.

HISTORICAL REFERENCES

(1981 or earlier)

August, B. (1981). Looking thin. New York: Rawson, Wade.

Leopold, A. & Cloutier, M. M. (1981). Short chic. New York: Rawson, Wade.

Molloy, J. T. (1977). The woman's dress for success book. New York: Warner.

Pinckney, G. & Swenson, M. (1981). Your new image. New York: Fashion Image/Crown Summit Books.

Thompson, J. (1981). Image impact. Reading, MA: A&W Publishers.

Wallach, J. (1981). Working wardrobe. New York: Warner.

COURSE ANALYSIS QUESTIONNAIRE

A. DETAILS OF THIS COURSE

A1 This course will be a free elective for students in the B.S. Fashion Merchandising program. The course is not intended for inclusion in the Liberal Studies program.

A2 This course does not require changes in any other courses or programs in the department.

A3 This lecture format course was developed by Betty Wood and was unanimously approved by the Consumer Services Department acting as the Curriculum Committee on November 26, 1990. It was offered as a Special Topic course during the Spring 1991 and Fall 1991 semesters. Upon Betty Wood's retirement the course was taken over by Joan Schmitt and taught Fall 1992 and Fall 1993 semesters. It has been determined that this course is best suited for sophomore level students and that the original prerequisite of AR 120 Principles of Design is not required for content comprehension.
[See memo on page 10 concerning Fall 1994 course offering.]

A4 This course is not intended to be dual level.

A5 This course is not to be taken for variable credit.

A6 Similar courses are offered at these institutions:

University of Minnesota: Aesthetics of Clothing
The Ohio State University:
Clothing Selection and Costume Design
California Polytechnic State University:
Fashion Analysis

A catalog description for each course is attached to this proposal on page 9.

A7 The content of this course is not recommended or required by any professional society, accrediting authority, law or other external agency.

B. INTERDISCIPLINARY IMPLICATIONS

B1 This course will be taught by a faculty member in the Fashion Merchandising program.

B2 This course does not overlap with any other courses at the University.

B3 One seat in each section of this course will be reserved for a student in the School of Continuing Education.

C. IMPLEMENTATION

C1 No new faculty are needed to teach this course.

C2 Other Resources

a. Current space allocations are adequate to offer this course.

- b. No additional equipment is necessary to teach this course.
 - c. The department budget is sufficient to purchase supplies for this course.
 - d. Library holdings are adequate.
 - e. No travel funds are needed.
- C3 No grant funds are associated with this course.
- C4 This course will be offered once a year in the Fall semester.
- C5 One section of the course will be offered at a time.
- C6 Forty students will be accommodated in this course.
- C7 No professional society recommends enrollment limits or parameters for a course of this nature.

D. MISCELLANEOUS

No additional information is needed.

A6 SIMILAR COURSES ARE OFFERED AT THE FOLLOWING INSTITUTIONS:

UNIVERSITY OF MINNESOTA

TexC 3662 Aesthetics of Clothing (3cr)
Perception of design elements and
artistic principles for clothing applied
in specific laboratory problems.

THE OHIO STATE UNIVERSITY

TC 270 Clothing Selection and Costume Design (3cr)
An application of design elements and
principles to clothing appropriate for
personal coloring, figure, personality,
and professional orientation.

CALIFORNIA POLYTECHNIC STATE UNIVERSITY

HE 237 Fashion Analysis (3cr)
Application of aesthetic principles to
apparel design. Fashion theory,
personal color analysis, figure
analysis, and wardrobe planning.

COLLEGE OF HEALTH AND HUMAN SERVICES
HUMAN DEVELOPMENT AND ENVIRONMENTAL STUDIES DEPARTMENT
207 ACKERMAN HALL, EXT. 2336

DATE: February 3, 1994
TO: Dr. Mark Staszkiwicz, Interim Provost
Dr. Hal Wingard, Dean
FROM: Donna Streifthau, Chairperson
SUBJ: CS 281 Aesthetics of Fashion

Please approve offering CS 281 Aesthetics of Fashion for Fall, 1994. The course was offered three times as CS 481; once as CS 281. Aesthetics of Fashion, originally written by Betty Wood, was intended as a Senior level course with prerequisites. It has evolved to a Sophomore level course without prerequisites as rewritten by Joan Schmitt. The course will be forwarded to the College Curriculum Committee this semester.

Thank you for your kind consideration in this matter.

DS/lk

Attachment: Syllabus

APPROVED:

Hal Wingard
Dr. Hal Wingard, Dean

2-3-94

Date

Mark Staszkiwicz
Dr. Mark Staszkiwicz, Interim Provost

2/7/94

Date

*+ with expectation that curriculum proposal
be submitted to UNCC this semester/94*

- cc: Dr. Wingard
 - Dr. Streifthau
 - Mr. Bormann
 - Ms. McCarty
 - Dr. Duntley
- 2/7/94

*C To J.S.
2/17/94*

94-41

MAY 12 1994

DEPARTMENT OF HUMAN DEVELOPMENT AND ENVIRONMENTAL STUDIES
COLLEGE OF HEALTH AND HUMAN SERVICES
202 ACKERMAN HALL, EXT. 2346

DATE: April 13, 1994
TO: Dr. Hal Wingard, Dean
FROM: Joan Schmitt *JS*
SUBJECT: New Course Proposals

Attached are two New Course Proposals which were approved during the April 6, 1994, College Undergraduate Curriculum Committee meeting. Suggested revisions made by the Committee have been incorporated.

CS 252 Aesthetics of Fashion
CS 385 Ready-to-Wear Analysis

These courses have been taught as Special Topic courses in the Fashion Merchandising program.