UNIVERSITY OF RHODE ISLAND
College of Business Administration

TMD 240, Development of Contemporary Fashion  
Summer Session 3, 2019 (10 weeks)
Instructor: Dr. Linda Welters  
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COURSE DESCRIPTION: History of contemporary fashion from the beginning of the 20th century to present. Influence of designers, buyers, consumers and technology on the marketplace.

OUTCOMES: At the conclusion of the course, each student should be able to:

1. recognize and identify characteristic features of men's and women's fashionable apparel in each decade since 1900.
2. discuss the effects of the following on fashion in the 20th and 21st centuries
   - art, music, and entertainment
   - cultural movements
   - war and other historic events
   - sports and other leisure activities
   - developments in technology
   - consumer preferences
3. assess the role of designers, fashion leaders, fashion press, merchants, and manufacturers on fashion and the fashion industry.
4. evaluate past fashions using both primary and secondary sources.

GENERAL EDUCATION: This course fulfills A4 (Arts & Design Knowledge) and B1 (Writing Effectively).

TEACHING METHOD: modules on Sakai, study of examples from the Historic Costume Collection, films, weekly assignments, online discussion.

INSTRUCTOR AVAILABILITY: Post all questions to SAKAI (Discussion and Private Messages>Questions). Instructor will check daily, including weekends. This means you will have a response within 24 hours.


The text is required reading for the course. See schedule in the syllabus for due dates. Additional required readings will be posted in “Assignments.”

COURSE REQUIREMENTS & WEIGHTING:

1. 150 points --- quizzes (10 quizzes at 15 points each)
2. 150 points --- final examination (cumulative)
3. 140 points --- seven small assignments (20 points each)
4. 50 points --- one major project
5. 10 points --- class discussion online

Total possible points = 500. Final grade is determined by percentage (earned points to total possible points).

GRADING:

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<th>Grade</th>
<th>Points</th>
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<tr>
<td>A</td>
<td>93-100</td>
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<tr>
<td>A-</td>
<td>90-92</td>
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<td>B+</td>
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<td>B</td>
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INCOMPLETES FOR MEDICAL REASONS ONLY.

ATTENDANCE POLICY: Students must stay abreast of reading, assignments, and participation. SAKAI offers a Statistics option, which allows the instructor to see when and how many times each student has participated. Satisfactory grades depend on students completing tasks when due. Instructor reserves the right to reduce a grade for late work.

ACADEMIC HONESTY: Students are expected to produce work that is their own. This applies to assignments as well as test taking. One problem that has escalated after the arrival of Google is cutting and pasting from the web. It is easy for instructors to spot work that is plagiarized. This results in grades of “F” for the assignment, plus a report that is sent to the Dean. Do not cut and paste! Learn to credit sources from which you use material. This will be repeated as we progress through the course.
<table>
<thead>
<tr>
<th>WEEK</th>
<th>TOPIC</th>
<th>READING/ASSIGNMENT</th>
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| 1 week of 5/20 | Fashion in the Victorian Era  
- Introduction  
- Victorian Fashion  
- Couture, Dressmaking, Tailoring, Ready-to-Wear  
- Selling Fashion | Cole & Deihl Ch. 1 & 2  
Assignment 1: Analysis of a fashion plate  
Quiz 1 on Friday |
| 2 week of 5/27 | Edwardian Fashion  
- Women’s Styles 1900-1908  
- Women’s Styles 1908-1913  
- Men’s Styles 1900-1913 | Cole & Deihl Ch. 3  
Assignment 2: The state of sportswear pre-WWI  
Quiz 2 on Friday |
| 3 week of 6/3 | Fashion from WWI through the Jazz Age  
- Women’s Styles 1914-1919  
- Men’s Style 1914-1919  
- Women’s Styles 1920-1929  
- Men’s Styles 1920-1929 | Cole & Deihl Ch. 4 & 5  
Assignment 3: extract from contemporary sources (*A Shopping Guide to Paris*) (1920s)  
Quiz 3 on Friday |
| 4 week of 6/10 | Fashion in the 1930s  
- Women’s Fashion 1930-1939  
- Rise of American Designers  
- Men’s Fashion 1930-1939  
- Fashion and Cinema’s Golden Age | Cole & Deihl Ch. 6  
Assignment 4: Comparison of fashion photography and fashion illustration  
Quiz 4 on Friday |
| 5 week of 6/17 | Fashion during WWII  
- Women’s Fashion 1940-45  
- Men’ Fashion 1940-45 | Cole & Deihl Ch. 7  
Assignment 5: read a scholarly article about WWII from a refereed journal or edited book  
Quiz 5 on Friday |
| 6 week of 6/24 | Post-war Fashion  
- Dior’s New Look  
- Styles for Suburban Living  
- Balenciaga, James, Gres and later 1950s fashion | Cole & Deihl Ch. 8  
Assignment 6: watch a movie about 1950s subculture & fashion (*The Wild One* or *Rebel Without a Cause*)  
Quiz 6 on Friday |
| 7 week of 7/1 | Fashion during the Swinging Sixties  
- Courreges, Quant and the era of the Mini  
- London’s Youthquake  
- Peacock Revolution | Cole & Deihl Ch. 9  
Assignment 7: Music and fashion. Discuss the style of a 1960s performer or group  
Quiz 7 on Friday |
| 8 week of 7/8 | Fashion in the Seventies  
- Yves Saint Laurent and the 1970s  
- Menswear in the 1970s  
- American Design Comes of Age | Cole & Deihl Ch. 10  
Major Project step 1: select a small set of photos of your family members wearing fashions of 1970s and 1980s; post to drop box  
Quiz 8 on Friday |
| 9 week of 7/15 | Fashion in the Eighties  
- Christian Lacroix, Karl Lagerfeld & Women’s Fashion  
- Men’s Fashion: Armani and Ralph Lauren  
- Fashion and the Entertainment Industry | Cole & Deihl Ch. 11  
Major Project step 2: interview family members about the fashions they are wearing; post interviews to drop box  
Quiz 9 on Friday |
| 10 week of 7/22 | Fashion from 1990 into the new millennium  
- Prada, Gucci, Galliano and McQueen  
- Menswear and Hip Hop  
- Fashion in the New Millennium | Cole & Deihl Ch. 12 & 13  
Major Project step 3: Analyze the family photos using secondary sources; post to drop box  
Quiz 10 on Thursday |
| 7/26/19 | Final Exam | Friday TBA |