AYDIN ADNAN MENDERES UNIVERSITY
COURSE INFORMATION FORM

Course Title	Modern Fasion Trends								
Course Code	MOT160		Couse Level		Short Cycle (Associate's Degree)				
ECTS Credit	2	Workload	50 *(Hours)*	Theory	2	Practice	0	Laboratory	0
Objectives of the Course	With this course the student; To determine the importance and place of fashion in clothing and to examine fashion trends								
Course Content	Definition of clothing and fashion, basic terms Conceptual analysis of fashion, The main factors in the evolution of fashion The relationship between fashion and society, mass psychology and fashion Features of fashion product, elements of fashion Life cycle of fashion product Advertising, marketing and branding in fashion products Clothes and fashion trends from antiquity to the present Fashion trends in the 20th century Famous fashion designers and styles								
Work Placement	N/A								
Planned Learning Activities and Teaching Methods	Explanation (Presentation), Case Study								
Name of Lecturer(s)									

Assessment Methods and Criteria		
Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	60

Recommended or Required Reading	
1	Elif Jülide Dereboy; “Moda ve Yüzyılın Moda Tasarımcıları”, Güzel Sanatlar-Moda Yayıncılık, Ankara, 2008
2	Elif Jülide Dereboy; “Kostüm ve Moda Tarihi”, Güzel Sanatlar-Moda Yayıncılık, Ankara,

Week	Weekly Detailed Course Contents	
1	Theoretical	Definition of clothing and fashion, basic terms
2	Theoretical	Conceptual analysis of fashion,
3	Theoretical	The main factors in the evolution of fashion
4	Theoretical	The relationship between fashion and society, mass psychology and fashion
5	Theoretical	Features of fashion product, elements of fashion
6	Theoretical	Life cycle of fashion product
7	Theoretical	Advertising, marketing and branding in fashion products
8	Theoretical	Advertising, marketing and branding in fashion products
9	Theoretical	Clothes and fashion trends from antiquity to the present
10	Theoretical	Clothes and fashion trends from antiquity to the present
11	Theoretical	Fashion trends in the 20th century
12	Theoretical	Fashion trends in the 20th century
13	Theoretical	Celebrity fashion designers and styles
14	Theoretical	Celebrity fashion designers and styles

Workload Calculation				
Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Midterm Examination	1	10	1	11

Final Examination	1	10	1	11
			Total Workload (Hours)	50
			[Total Workload (Hours) / 25*] = **ECTS**	2
**25 hour workload is accepted as 1 ECTS*				

Learning Outcomes	
1	
2	
3	
4	
5	

Programme Outcomes *(Automotive Technology)*	
1	Using the basic knowledge and skills acquired in his/her field of study, to have the ability to evaluate and interpret the data, to define and analyze the problems, to make solution suggestions based on evidence and proofs.
2	To choose and use efficiently contemporary techniques and means as well as information technologies required for the applications related to the field of study.
3	The ability to apply the processes related to industrial and service sector by examining.
4	To gain the ability to produce solutions to unforeseen situations, take responsibility in teams and to have the skill to conduct individual works.
5	To achieve an awareness of the necessity of lifelong learning and consistently self-improving besides of following the developments in science and technology.
6	To become skillful at using computer hardware and software in a baseline level required by the field of study.
7	To be aware of Business Law, Job Security, environmental protection and quality concepts.
8	To have a command of communication skills and foreign language in order to communicate efficiently and follow the latest developments in his/her field of study.
9	Acquiring enough conceptual and applied knowledge in Mathematics, Science and Basic Engineering issues related to his/her field.
10	To plan the processes in automotive technology field to meet the expectations of the sector.
11	To become skillful at making designs by means of technical and computer-aided drawings and simulation programs, and by using various software programs to be able to choose systems and components required in by the field apart from making the basic sizing computations and drawing the architectural and static projects and details.
12	Ability to use the methods and techniques of career planning and discussing the effects of character traits on career preferences.
13	To provide them with knowledge about substance use and addiction problem and prevention methods.

Contribution of Learning Outcomes to Programme Outcomes *1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High*

	L1	L2	L3	L4	L5
P1	1				
P2		2			
P3			1		
P4				2	
P5					3