AYDIN ADNAN MENDERES UNIVERSITY
COURSE INFORMATION FORM

Course Title	Fashion Trends						
Course Code	MOT262		Couse Level	Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	74 *(Hours)*	Theory	2	Practice	0	Laboratory	0
Objectives of the Course	To analyze the concept development processes of potential fashion markets and target consumers, the factors defining design and consumption trends in the global fashion market and the dynamics of prediction and forecasting via cases from the fashion industry						
Course Content	Designating the target group, Determining the expectations, Analyzing the trends, Demanded fabrics, Colors, Ornaments, Accesories, Dress forms, Following the innovations in textile materials and machinery.						
Work Placement	N/A						
Planned Learning Activities and Teaching Methods			Explanation (Presentation), Discussion, Individual Study				
Name of Lecturer(s)	Ins. Erkan Türkmen DÖNMEZ, Ins. Kutel Gültun ERKENEZ						

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	70

Recommended or Required Reading

1	İlgili görsel ve yazılı kaynaklar, internet ortamı, görsel sanatlar

Week	Weekly Detailed Course Contents	
1	Theoretical	Designating the target group
2	Theoretical	Designating the target group
3	Theoretical	Determining the expectations
4	Theoretical	Determining the expectations
5	Theoretical	Analyzing the trends
6	Theoretical	Analyzing the trends
7	Theoretical	Demanded fabrics
8	Theoretical	Trendy Colors
9	Theoretical	Trendy Ornaments
10	Theoretical	Trendy Accesories
11	Theoretical	Dress forms
12	Theoretical	Following the innovations in textile materials and machinery.
13	Theoretical	Following the innovations in textile materials and machinery.
14	Theoretical	New methods of clothes production

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Term Project	6	4	0	24
Midterm Examination	1	10	1	11
Final Examination	1	10	1	11
			Total Workload (Hours)	74
			[Total Workload (Hours) / 25*] = **ECTS**	3

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	
2	
3	

4	The students who succeeded in this course; • Students will be able to make applications upon the mechanism of fashion and trends
5	• Students will be able to identify, analyze and make a synthesis of trends
6	• Students will be able to visualise and interpret the fundamental concepts of fashion which constitutes the core of fashion knowledge in terms of contemporary fashion culture and current fashion trends

Programme Outcomes *(Fashion Design)*

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12	Ability to use the methods and techniques of career planning and discussing the effects of character traits on career preferences.
13	To have 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	L6
P1	5	5	5	5	5	5
P2	5	5	5	5	5	5
P3	5	5	5	5	5	5
P4	5	5	5	5	5	5
P5	5	5	5	5	5	5
P6	2	2	2	2	2	2
P7	2	2	2	2	2	2
P8	5	5	5	5	5	5
P9	5	5	5	5	5	5
P10	5	5	5	5	5	5
P11	5	5	5	5	5	5