



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Fashion							
Course Code		GIY203		Course 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 students; Determine the place and importance of fashion in clothing and examine the trends of fashion will be given qualifications.							
Course Content		Definition of clothing and fashion, basic terms. Conceptual analysis of fashion, the main factors in the evolution of fashion.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Demonstration					
Name of Lecturer(s)									

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Fashion textbook
2	Lecture notes

Week	Weekly Detailed Course Contents	
1	Theoretical	Definition of clothing and fashion, basic terms
2	Theoretical	Conceptual analysis of fashion
3	Theoretical	Key factors in the evolution of fashion
4	Theoretical	Fashion and community relation, 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 brand studies in fashion products
8	Theoretical	From ancient ages today clothing and fashion trends
9	Intermediate Exam	Midterm
10	Theoretical	Fashion trends in 20th century
11	Theoretical	Fashion trends in 20th century
12	Theoretical	Famous fashion designers and their styles
13	Theoretical	Famous fashion designers and their styles
14	Theoretical	Famous fashion designers and their styles
15	Theoretical	Famous fashion designers and their styles

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Project	14	0	1	14
Reading	3	0	2	6
Midterm Examination	1	0	1	1
Final Examination	1	0	1	1
Total Workload (Hours)				50
[Total Workload (Hours) / 25*] = ECTS				2

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	Recognizing the concept of fashion
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2	Recognizing the fashion products and elements of fashion
3	Understanding the importance of fashion in clothing
4	To examine fashion trends
5	Recognizing famous fashion designers and their styles

