



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Fashion							
Course Code		MTS212		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		30 working days							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Individual Study					
Name of Lecturer(s)									

Assessment Methods and Criteria

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

Recommended or Required Reading

1	BARBAROSOĞLU, Fatma Karabıyık, (2004), Fashion and Mentality in the Process of Modernization, İz Publishing, Istanbul.
2	Mark Tungate, 2006, Armaniden Zaraya, Becoming a Brand in Fashion, Rota Publications, Istanbul,

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 society relation, mass psychology and fashion
5	Theoretical	Features of fashion product, elements of fashion
6	Theoretical	Life span of fashion product
7	Theoretical	Advertising, marketing and brand studies in fashion products
8	Theoretical	Day-to-day clothing and trends in fashion
9	Intermediate Exam	Exam
10	Theoretical	Fashion trends
11	Theoretical	Fashion trends in the 20th century
12	Theoretical	Fashion trends in the 20th century
13	Theoretical	Famous modellers and styles that guide fashion
14	Theoretical	Famous modellers and styles that guide fashion
15	Theoretical	Famous modellers and styles that guide fashion
16	Final Exam	Exam



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	Determining the Place and Importance of Fashion in Clothing
2	To examine fashion trends
3	conceptual analysis of fashion
4	20th century fashion concept
5	fashionable celebrities

Programme Outcomes (Fashion Design)

1	Be able to use the theoretical and practical knowledge related to fashion design
2	Fashion marketing and promotional activities should be carried out in matters related to fashion design
3	Must be able to collect data for research, prepare and present research report, prepare project
4	Designing personal clothing to meet the expectations of the sector and preparing the creations on the computer
5	Should be able to recognize the fabric surfaces, select auxiliary materials, control materials.
6	It should be able to carry out steps of mold preparation, spreading, laying plan preparation.
7	Must be able to use the necessary equipment, equipment and machines for the applications related to fashion design, and make adjustments and maintenance.
8	Must be able to use computerized mold and design programs in the field of fashion design.
9	Must have the ability to manage and organize business by creating the idea of establishing a business in the field.
10	Can create a model she designs in her mind by applying the technical drawings of the clothes and fashion formal training.
11	Basic sewing techniques should be able to realize the production stages of women's, men's and children's wear.

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

	L1	L2
P1	4	4
P2	3	3
P3	5	5
P4	4	4
P5	5	5
P6	4	4
P7	5	5
P8	4	4
P9	5	5
P10	4	4
P11	5	5

