



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Modern Fashion Trends							
Course Code		MTS114		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 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, Key factors in the evolution of fashion Fashion and society relation, mass psychology and fashion Features of fashion product, Elements of fashion Life span of fashion product Advertising, marketing and brand studies in fashion products Day-to-day clothing and trends in fashion Fashion trends in the 20th century Famous modellers and styles that guide fashion							
Work Placement		30 working days							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Case Study					
Name of Lecturer(s)		Lec. Şükrü ÖMÜR							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Elif Jülide Dereboy; "Fashion and Fashion Designers of the Century", Fine Arts-Fashion Publishing, Ankara, 2008
2	Elif Jülide Dereboy; "Costume and Fashion History", Fine Arts-Fashion Publishing, Ankara,

Week	Weekly Detailed Course Contents	
1	Theoretical	Clothing and fashion definition, the basic terms for
2	Theoretical	Fashion conceptual analysis,
3	Theoretical	The main factors in the evolution of fashion
4	Theoretical	The relationship between fashion and society, mass psychology and fashion
5	Theoretical	Fashion product features, elements of fashion
6	Theoretical	Fashion product life cycles
7	Theoretical	Fashion products, advertising, marketing and branding
8	Theoretical	Fashion products, advertising, marketing and branding
9	Intermediate Exam	Exam
10	Theoretical	Antiquity to the present day clothing and fashion trends
11	Theoretical	Antiquity to the present day clothing and fashion trends
12	Theoretical	20. century fashion trends
13	Theoretical	20. century fashion trends
14	Theoretical	Famous fashion designers and fashion styles of directing
15	Theoretical	Famous fashion designers and fashion styles of directing
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	Know the 20th century fashion trends
2	Knows fashion-oriented modellers and styles of these mods
3	Know the factors that affect the fashion
4	To be aware of the relationship between fashion and culture, art, sociology and psychology
5	conceptual analysis of fashion

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	L3	L4
P1	2	2	3	4
P2	3	3	4	5
P3	4	4	3	4
P4	3	5	4	4
P5	4	3	5	1
P6	3	2	4	1
P7	2	4	3	2
P8	3	3	2	3
P9	2	2	2	2
P10	1	2	3	3
P11	2	2	4	4

