

**Business of Fashion**  
**Course Number: 29:134:475**  
**Course Title: Industry of Fashion I**

## **COURSE DESCRIPTION**

The Fashion Industry is a vibrant, creative network that requires vision, skill and dedication. Through an exploration of traditional and modern cultural influences; students will gain insight to industry standard creative concepts and product knowledge. Students will participate in lectures covering the history of fashion industry from the Edwardian period through fashion trends in present times. This course focuses on the research, conceptual and adoptive phases in developing a finished fashion product. Students will learn fashion terminology and will acquire the technical skills used in production manufacturing. This course will give students hands on experience in identifying manufactured seam and other garment finishes that are often associated with quality control and assurance.

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## **COURSE MATERIALS**

Required Textbook: The Fundamentals of Fashion Design: Second Edition by Richard Sorger, Jenny Udale Bloomsbury  
Academic ISBN 2940411786

- Supply list Distributed in class

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Check Canvas ([canvas.rutgers.edu](https://canvas.rutgers.edu)) and your official Rutgers email account regularly. Canvas Use: This course requires an ongoing constant use of canvas by students.

As all announcements, assignments, changes, etcetera are posted there; the student is responsible for remaining up to date at all times.

Please be sure to bring the syllabus and any potentially relevant handouts to each class (not the book).

\*\*\*Note: This syllabus is extremely detailed. Please be sure you refer to it for answers to your questions on administrative matters/exams/dates/assignments, etcetera before asking me. This is the best way to make sure I don't make a mistake in answering your question, and in not losing valuable information that ultimately you will be held accountable for. My memory is not perfect, which is why I take care to give you the information in detailed and organized written manner upfront to the extent possible.

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## **LEARNING GOALS AND OBJECTIVES**

This course is designed to help students develop skills and knowledge in the following area(s):

- Recognition of various target markets within the Business of Fashion
- Consumer Research and Profiling
- Identify various segments of the fashion production business process
- A historical and cultural overview of fashion and contemporary dress
- Understanding the sample room environment by executing sewing room techniques
- Analyzing fashion products according to demographics and psychographics
- Usage of Fashion terminology and understanding of industry acumen
- Exploration of career opportunities within the industry.

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## **ACADEMIC INTEGRITY**

*I do NOT tolerate cheating.* Students are responsible for understanding the RU Academic Integrity Policy (<http://academicintegrity.rutgers.edu/>).

I will strongly enforce this Policy and pursue *all* violations. On all examinations and assignments, students must sign the RU Honor Pledge, which states, “On my honor, I have neither received nor given any unauthorized assistance on this examination or assignment.” I will screen all written assignments through *SafeAssign* or *Turnitin*, plagiarism detection services that compare the work against a large database of past work. Don’t let cheating destroy your hard-earned opportunity to learn. See [business.rutgers.edu/ai](http://business.rutgers.edu/ai) for more details.

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## **ATTENDANCE AND PREPARATION POLICY**

- Expect me to attend all class sessions. I expect the same of you. If I am to be absent, my department chair or I will send you notice via email and Canvas as far in advance as possible. If you are to be absent, report your absence in advance at <https://sims.rutgers.edu/ssra/>. If your absence is due to religious observance, a Rutgers-approved activity, illness, or family emergency/death and you seek makeup work, also send [me/TA] an email with full details and supporting documentation [within X days of your first absence]. [Explain other aspects of your absence policy in detail; it will save you trouble later.]
- For weather emergencies, consult the campus home page. If the campus is open, class will be held.
  - Expect me to arrive on time for each class session. I expect the same of you.
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  - Expect me to remain for the entirety of each class session. I expect the same of you.
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- Expect me to prepare properly for each class session. I expect the same of you. Complete all background reading and assignments. You cannot learn if you are not prepared. The minimum expectation is that for each [X]-hour class session, you have prepared by studying for at least twice as many hours.
- Expect me to participate fully in each class session. I expect the same of you. Stay focused and involved. You cannot learn if you are not paying attention.

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## **READINGS**

Readings from the book and handouts will be assigned for each class. In addition, readings from the handout package will be assigned regularly and are considered required. It is important to arrive to class having read the assigned chapter(s) and handout(s) on the day required. I reserve the right to call upon

you during class to provide explanations or answers to questions. Please be aware that the degree of the student's preparation (or lack thereof) may be used to determine marginal grades.

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## **CLASSROOM CONDUCT**

List rules for how students should behave in class, along with what happens if they violate these rules. Items to cover include: cold calling, hand-raising, cell phones, laptops, bathroom breaks, food & drink, side conversations, sleeping, name cards, seating arrangements, etc. Be as clear and specific as possible. If you use clickers, inform students of the penalties for not bringing a clicker, and notify them that operating a clicker for another student is a violation of academic integrity and will not be tolerated.

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## **EXAM DATES AND POLICIES**

There are 2 exams in this course:

Midterm Exam:

Final Exam:

During exams, the following rules apply:

- If you have a disability that influences testing procedures, provide me an official letter from the Office of Disability Services at the start of the semester.
  - No cell phones or other electronics are allowed in the testing room.
  - You must show a valid Rutgers photo ID to enter the room and to turn in the exam.
  - Alternate seating; do not sit next to another student or in your usual seat.
  - Use the bathroom prior to the exam start; bathroom breaks, if essential, will be escorted.
  - Your exam will not be accepted unless you sign the Honor Pledge.
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## **GRADING POLICY**

Course grades are determined as follows:

There will be one midterm (exam written) and a Final Project (paper plus design collection) – See dates below  
2 Weekly homework will be assigned (theory and knowledge essay format). Group homework assignments will be assigned 3 times throughout the semester. In each of these, you will receive one grade only: the team grade. Learn to collaborate creatively as part of a design team.

Homework/Participation 20%

Midterm 35 %

Final Project 45%

**Class Attendance:** You are expected to attend class, and be responsible for knowing what goes on in class. Most course announcements will be made as announcements on canvas. Some E-mail will be sent, but to the Canvas e-mail address only. It is your responsibility to check canvas frequently. Grade

**Grubbing:** Consider a note along these lines: “Your final grade is not subject to negotiation. If you feel I have made an error, submit your written argument to me within one week of receiving your final grade. Clarify the precise error I made and provide all due supporting documentation. If I have made an error, I will gladly correct it. But I will adjust grades only if I have made an error. I cannot and will not adjust grades based on consequences, such as hurt pride, lost scholarships, lost tuition reimbursement, lost job opportunities, or dismissals. Do not ask me to do so. It is dishonest to attempt to influence faculty in

an effort to obtain a grade that you did not earn, and it will not work.

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## COURSE SCHEDULE

Topic	Lecture	Home Reading Assignments
<p><b><u>Week 1:</u></b> <b><u>Introduction to Course</u></b></p> <p><i>Notes: You will need to go home and read the first handouts. Make sure this is the course for you!</i></p>	<p><b>Lecture:</b></p> <p>Course objectives, requirements, general overview, introduction to material</p>	<p>Read Chapter 5 The Fashion Machine</p> <p>*** Purchase Supplies that are immediately need as per class discussion</p>
<p><b><u>Week 2: Fashion History &amp; Sustainability in Fashion</u></b></p>	<p><b>Lecture:</b> Overview of the history of fashion from the Edwardian period to Modern. Examine contemporary fashion and analyze its cultural and historical roots. A retrospective on the social, environmental, cultural and economical influence of sustainable design will be reviewed. How ethics and social awareness get incorporated into today's industry.</p>	<p>Read Handout &amp; Chapter 2 in book</p>

<p><b><u>Week 3: Textiles and Fabrics</u></b></p>	<p><b>Lecture:</b> Study the qualities and properties of different textiles and fabrics. Examine the construction, fibers, language drape and care of different textiles. Learning to master identification and usage of various fabrics and their uses in the fashion industry.</p> <ul style="list-style-type: none"> <li>• Understand the business of the textile industry supply &amp; chain.</li> </ul>	<p>Read Chapter 4</p> <p><b>***Parallel Stitching</b></p> <p><b>Plain Seam [Single]</b></p> <p><b>Due Beginning of Class</b></p>
<p><b><u>Week 4: Market Elements</u></b></p>	<p><b>Lecture:</b> Trend and Market Research, Consumer Identification, Seasonality, Couture, Ready to Wear, Fast Fashion, Trend Analysis and Forecasting.</p> <ul style="list-style-type: none"> <li>• Overview of the Trend Forecasting business and how it affects the design arena.</li> </ul>	<p>Read Chapter 2</p> <p><b>***Plain Seam [Double]</b></p> <p><b>Turn &amp; Stitch</b></p> <p><b>Due Beginning of Class</b></p>
<p><b><u>Week 5: The Design Process from Concept to Creation</u></b></p>	<p><b>Lecture:</b> Explore the design process beginning from trend research, inspiration and fabric research to generating concept boards and coordinating color stories. Demonstrating Fashion sketching</p>	<p>Read Chapter 3</p> <p><b>***French Seam</b></p> <p><b>Flat Felled Seam [Single]</b></p> <p><b>Due Beginning of Class</b></p>

	<p>techniques to interpret ideas. Learn visual interpretation of fashion apparel including body proportion, drape and fit used in basic fashion sketching.</p> <ul style="list-style-type: none"> <li>• Designing according to various budgets for specific Target markets in the Fashion Business.</li> </ul>	
<p><b><u>Week 6:</u></b> <b><u>Introduction to Production and Manufacturing</u></b></p>	<p><b>Lecture:</b> Learn the basic of garment construction as well as the basic professional techniques used in constructing a designer’s sample garment.</p> <ul style="list-style-type: none"> <li>• Explore machine sewing business manufacturing techniques from cutting to construction and industry finishing.</li> </ul>	<p><b>***<i>Accordion Pleats</i></b></p> <p><b><i>Gathers</i></b></p> <p><b><i>Due Beginning of Class</i></b></p>
<p><b><u>Week 7,8,9: Fashion Construction Techniques and Drape</u></b></p>	<p><b>Lecture:</b> Introduction to fashion business manufacturing sewing techniques in apparel construction. Basic draping principles, the importance of balance and structure will be explored. Translate creative, critical thinking and technical skills onto fabric.</p>	<p>Review Chapter 2; Read Chapter 4</p> <p><b>***()<i>Midterm Due</i></b></p>

	<ul style="list-style-type: none"> <li>•Analysis of saving costs in a fashion production manufacturing business.</li> </ul>	
<p><b><u>Week 10: A Day in the Life</u></b></p>	<p><b>Lecture:</b> Meet a Guest artist from the industry. Learn about the creative process in action. Understand the design process and the interaction between the creative teams and other industry professionals. Leadership, teamwork and collaboration skills are discussed as well as industry practice.</p>	<p><b>Homework:</b></p> <p>Read Handout</p> <p><b>***Purchase ALL needed materials for accessory</b></p>
<p><b><u>Week 11,12,13,14: Design and Branding your Final Collection</u></b></p>	<p><b>Lecture:</b> Develop and Brand a collection and construct one garment from the collection. Create a visual mood/concept board with appropriate fabric swatches. Apply the elements of design as they relate to fabric. Identify your color story, your customer. Identify your target market and price point within the industry. Create a brief cost sheet that includes production cost &amp; materials. Written research paper on relevance in terms of</p>	<p><b>Homework:</b></p> <p>Review Chapter 4, Read Handouts</p> <p><b>***() Accessory Due</b></p> <p><b>Final Presentation Due</b></p>

	<p>sustainability historical, cultural, economic influences, current relevance and design perspective.</p> <ul style="list-style-type: none"> <li>• Ethical business practice in sustainable fashion.</li> </ul>	
<b><u>Week 15:</u></b>	<b>Reflections: Class Critiques</b>	

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**SUPPORT SERVICES**

If you need accommodation for a *disability*, obtain a Letter of Accommodation from the Office of Disability Services. The Office of Disability Services at Rutgers, The State University of New Jersey, provides student-centered and student-inclusive programming in compliance with the Americans with Disabilities Act of 1990, the Americans with Disabilities Act Amendments of 2008, Section 504 of the Rehabilitation Act of 1973, Section 508 of the Rehabilitation Act of 1998, and the New Jersey Law Against Discrimination. More information can be found at [ods.rutgers.edu](http://ods.rutgers.edu).

[Rutgers University-New Brunswick ODS phone (848)445-6800 or email [dsoffice@echo.rutgers.edu](mailto:dsoffice@echo.rutgers.edu)]

[Rutgers University-Newark ODS phone (973)353-5375 or email [ods@newark.rutgers.edu](mailto:ods@newark.rutgers.edu)]

If you are *pregnant*, the Office of Title IX and ADA Compliance is available to assist with any concerns or potential accommodations related to pregnancy.

[Rutgers University-New Brunswick Title IX Coordinator phone (848)932-8200 or email [jackie.moran@rutgers.edu](mailto:jackie.moran@rutgers.edu)]

[Rutgers University-Newark Office of Title IX and ADA Compliance phone (973)353-1906 or email [TitleIX@newark.rutgers.edu](mailto:TitleIX@newark.rutgers.edu)]



If you seek **religious accommodations**, the Office of the Dean of Students is available to verify absences for religious observance, as needed.

[Rutgers University-New Brunswick Dean of Students phone (848)932-2300 or email [deanofstudents@echo.rutgers.edu](mailto:deanofstudents@echo.rutgers.edu)]

[Rutgers University-Newark Dean of Students phone (973)353-5063 or email [DeanofStudents@newark.rutgers.edu](mailto:DeanofStudents@newark.rutgers.edu)]

If you have experienced any form of **gender or sex-based discrimination or harassment**, including sexual assault, sexual harassment, relationship violence, or stalking, the Office for Violence Prevention and Victim Assistance provides help and support. More information can be found at <http://vpva.rutgers.edu/>.

[Rutgers University-New Brunswick incident report link: <http://studentconduct.rutgers.edu/concern/>. You may contact the Office for Violence Prevention and Victim Assistance at (848)932-1181]

[Rutgers University-Newark incident report link: [https://cm.maxient.com/reportingform.php?RutgersUniv&layout\\_id=7](https://cm.maxient.com/reportingform.php?RutgersUniv&layout_id=7) . You may also contact the Office of Title IX and ADA Compliance at (973)353-1906 or email at [TitleIX@newark.rutgers.edu](mailto:TitleIX@newark.rutgers.edu). If you wish to speak with a staff member who is confidential and does **not** have a reporting responsibility, you may contact the Office for Violence Prevention and Victim Assistance at (973)353-1918 or email [run.vpva@rutgers.edu](mailto:run.vpva@rutgers.edu)]

If students who have experienced a temporary condition or injury that is adversely affecting their ability to fully participate, you should submit a request via <https://temporaryconditions.rutgers.edu> .

If you are a military **veteran** or are on active military duty, you can obtain support through the Office of Veteran and Military Programs and Services. <http://veterans.rutgers.edu/>

If you are in need of **mental health** services, please use our readily available services.

[Rutgers University-Newark Counseling Center: <http://counseling.newark.rutgers.edu/>]

[Rutgers Counseling and Psychological Services–New Brunswick: <http://rhscaps.rutgers.edu/>]

If you are in need of **physical health** services, please use our readily available services.

[Rutgers Health Services – Newark: <http://health.newark.rutgers.edu/>]

[Rutgers Health Services – New Brunswick: <http://health.rutgers.edu/>]

If you are in need of *legal* services, please use our readily available services: <http://rusls.rutgers.edu/>

Students experiencing difficulty in courses due to *English as a second language (ESL)* should contact the Program in American Language Studies for supports.

[Rutgers–Newark: [PALS@newark.rutgers.edu](mailto:PALS@newark.rutgers.edu)]

[Rutgers–New Brunswick: [eslpals@english.rutgers.edu](mailto:eslpals@english.rutgers.edu)]

If you are in need of additional *academic assistance*, please use our readily available services.

[Rutgers University-Newark Learning Center: <http://www.ncas.rutgers.edu/rlc>

[Rutgers University-Newark Writing Center: <http://www.ncas.rutgers.edu/writingcenter>]

[Rutgers University-New Brunswick Learning Center: <https://rlc.rutgers.edu/>]

[Optional items that many faculty include:

- Students must sign, date, and return a statement declaring that they understand the RU Academic Integrity Policy.

- Students must sign, date, and return a statement declaring that they understand this syllabus.]