

Instructor: Debbie Shivel

Office: 410C Academic Complex

Office hours: as posted or by appointment

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Text:

Stone, Elaine, (2013). *The Dynamics of Fashion*, 4rd edition, New York: Fairchild Publications.

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Course Description:

An online survey of fashion industry functions to include design, production, marketing of apparel, and current trends.

Course Objectives:

- To acquire a basic comprehension of the nature of fashion.
- To appreciate the economic, psychological, and sociological factors influencing fashion business.
- To identify and describe the classifications of goods that comprises the fashion industry.
- To realize the global dimension of fashion markets and enterprises.
- To recognize the scope of employment opportunities, the skill set needed for career success and the various avenues to obtain the needed skills.
- To analyze current trends.
- To explore the processes of designing, producing and marketing apparel goods.

Course Requirements and Policies

1. A high-speed internet connection is required for this course.
The students must be proficient in the use of Blackboard. If this is the first attempt at an online course and using Blackboard, it is the responsibility of the student to be self-trained in using the required software and tools. Blackboard provides excellent tutorials that will facilitate student training.
2. All assignments **MUST** be completed in Microsoft Word (.doc or .docx) NOTE: RTF and PDF files are not always Blackboard compatible.

3. The students are expected to use WKU email and it is recommended that students check their email on a daily basis.
4. The students must be organized and disciplined to complete assignments, exams and discussion boards in a timely manner.
5. Students must be informed. A full description of assignments and discussion boards, along with a course calendar, can be found under Course Information on Blackboard.
6. Each chapter must be read and assigned activities completed *before* class convenes in order to be prepared for class discussion. Because it is impossible for all text information to be covered in lecture power points, it is imperative that students conduct an ongoing study of the text.
7. All work must be submitted in a timely manner. All due dates are listed on the course calendar. Late work will not be accepted.
8. All work must be submitted on Blackboard. Work will not be accepted via email.
9. All quizzes and exams should be submitted using **Mozilla Firefox**.

Evaluation

Chapter Quizzes 260

13 quizzes at 20 points each

Apparel Company Report Quiz 20

Content will be found in Apparel Company Report Fact Sheets uploaded on Discussion Boards.

Final Exam 100

Discussion Boards 210

14 Discussion Boards at 15 points each

Apparel Company Report 100

Disability Accommodations

“Students with disabilities who require accommodations (academic adjustments and/or auxiliary aids or services) for this course must contact the Office for Student Disability Services, Room 445, Potter Hall. The OFSDS telephone number is (270) 745-5004 V/TDD. Please DO NOT request accommodations directly from the professor or instructor without a letter of accommodation from the Office for Student Disability Services.”

Plagiarism

“Plagiarism is a serious offense and is considered an act of Academic Dishonesty. The academic work of a student must be his/her own. Students who commit any act of dishonesty may receive from the instructor a failing grade. The faculty member may also present the case to the Office of the Dean of Student Life for disciplinary sanctions.”