



UNIVERSITI TEKNOLOGI MARA

FES650: SEMINAR : FASHION EVOLUTION AND TREND ANALYSIS

<b>Course Name (English)</b>	SEMINAR : FASHION EVOLUTION AND TREND ANALYSIS <b>APPROVED</b>
<b>Course Code</b>	FES650
<b>MQF Credit</b>	2
<b>Course Description</b>	This course focuses on the mechanism and factors that cause changes and affect the evolution in the fashion styles during the 20th century until present. This course also discusses issues related to fashion history, fashion forecasting, types of fashion styles, fashion terms, fashion philosophy, and other areas pertaining to fashion trends and evolution. An understanding of ready to wear market is needed in order to explore the concept and factors affecting the mass production and mass customization of fashion goods.
<b>Transferable Skills</b>	Management and design organization
<b>Teaching Methodologies</b>	Lectures, Blended Learning, Presentation
<b>CLO</b>	CLO1 Define the development and changes in fashion during the 20th century until present. CLO2 Identify factors that influence fashion changes for both local and international fashion market. CLO3 Evaluate the impact of environmental factors on fashion trends and evolution.
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Topics</b>	
<b>1. Introduction to 20th Century Fashion Evolution</b> 1.1) Chronology	
<b>2. Factors influencing fashion changes &amp; trends Issues</b> 2.1) n/a	
<b>3. Fashion Trends Between 19th - 20th Centuries</b> 3.1) Contemporary thoughts/philosophy & its influences	
<b>4. Avante Garde Fashion Designers &amp; Their Trends</b> 4.1) 1940s to 1950s events & its influences on fashion	
<b>5. Fashion of 1960s to 1970s</b> 5.1) n/a	
<b>6. Fashion of 1980s to 2000s and Current</b> 6.1) n/a	
<b>7. Comparative Studies: Islamic Wear &amp; Western Fashion</b> 7.1) Design elements 7.2) Philosophy 7.3) Concept	
<b>8. Comparative Studies: Traditional &amp; Western Fashion</b> 8.1) Design elements 8.2) Philosophy 8.3) Concept	
<b>9. Haute Couture</b> 9.1) Definition 9.2) Concept 9.3) Designers	

<b>10. Ready to Wear Fashion Malaysian Fashion Scene</b> 10.1) Definition 10.2) Concept 10.3) Branding 10.4) Venue
<b>11. Fashion Forecasting (Trend Analysis)</b> 11.1) Function 11.2) Methodology 11.3) Analysis
<b>12. Forecasting Specialties</b> 12.1) Costing 12.2) Target market 12.3) Promotion
<b>13. The Direction of Fashion Change</b> 13.1) Trend-setter
<b>14. Presenting the Forecast</b> 14.1) n/a

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Refer to Project Brief	20%	CLO1
	Assignment	Refer to Project Brief	20%	CLO2
	Assignment	Refer to Project brief	60%	CLO3

Reading List	Recommended Text	• Frings, G.S. 2005, <i>Fashion: From Concept to Consumer (8th Ed.)</i> , NJ: Pearson Prentice Hall Upper Saddle River
	Reference Book Resources	<ul style="list-style-type: none"> <li>• Frings, G.S 2005, <i>Fashion: From Concept to Consumer (8th Ed.)</i>, NJ: Pearson Prentice Hall</li> <li>• Keiser, S.J., &amp; Garner, M.B 2003, <i>Beyond Design</i>, Fairchild Publications Inc</li> <li>• Buxbaum, G 2005, <i>Icons of Fashion: The 20th Century</i>, Prestel</li> </ul>
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	