

THE UNIVERSITY OF NORTH CAROLINA GREENSBORO
BRYAN SCHOOL OF BUSINESS & ECONOMICS
DEPARTMENT OF CONSUMER, APPAREL, & RETAIL STUDIES
FALL 2022

CRS 372: THE HISTORY OF FASHION
Mondays and Wednesdays: 3:30–4:45 pm • PETTY 136

PROFESSOR: Dr. Trish Kemerly

Email: twkemerl@uncg.edu

Office: 357 Stone Building

Office Hours: 9 am-11 am Mondays, 11 am-noon Tuesdays, or by appointment

REQUIRED MATERIALS:

- Tortora, Phyllis & Eubank, Keith. (2015, 6th Edition or later). *Survey of Historic Costume, A History of Western Dress*. New York: Fairchild.

COURSE DESCRIPTION: Survey of historic costume from pre-history to present, with special emphasis on social, economic, and political events as well as various cultures that have influenced modern dress in western cultures.

LEARNING OUTCOMES:

Upon completion of this course, students will:

- Be knowledgeable of the development of costume from ancient to present time.
- Develop an understanding of the role of costume in various cultures, both of the past and present.
- Understand the historical conditions—social, political, economic and technical—which influenced the mode of clothing worn during a given time period.
- Comprehend the historic development of the textile and apparel industries throughout Western Europe and the United States from home/cottage work to the international/global textile and apparel industries.
- Relate clothing worn with the conditions of the people who wore it.
- Develop a working knowledge of historic dress to use as reference points for contemporary design and use.

STUDENT RESPONSIBILITY

Each student is responsible for reading the syllabus and becoming familiar with the policies and schedule outlined within, including exam dates and assigned readings. Although every effort will be made to follow this syllabus closely, it is subject to change. You are responsible for any announcements concerning the course which are made during class, whether or not you are in attendance. Students are expected to read assignments prior to scheduled class dates. You are responsible for checking Canvas **regularly** to be apprised of any announcements pertaining to the course.

COURSE POLICIES

I. ATTENDANCE

Class attendance is expected. As outlined in the UNCG Undergraduate Bulletin:

Regular class attendance is a responsibility and a privilege of university education. It is fundamental to the orderly acquisition of knowledge. Students should recognize the advantages of regular class attendance, accept it as a personal responsibility, and apprise themselves of the consequences of poor attendance.

Class attendance records will be monitored, and excessive absences reported. The *Withdrawal Due to Class Attendance* form serves as a request to withdraw students from class due to excessive absences. Students are responsible for all material covered in class regardless of the reason for absence. This may include assigned readings, lecture and discussion, visuals, slides, videos and handouts. Because class lectures will not be limited to readings alone, it is important that you be present. If you must be absent, arrange to get class notes from another class member. It is assumed that you are aware of **ALL** relevant due dates and course requirements.

I allow students to have up to three unexcused absences without it affecting your attendance grade. After that, your attendance grade will drop with each additional absence. For example, 0-3 absences = 100 points, four absences = 85, five absences = 80, six absences = 75, and so forth. Ten or more unexcused absences will result in a zero for your attendance grade, and/or you may be dropped from the course. Exams missed due to an unexcused absence may **NOT** be made up.

Excused absences

An excused absence is limited to illness documented by a physician's statement on original letterhead or death in the immediate family. Please note: "Personal problems" are not considered grounds for an excused absence unless documented by a physician's statement. Written documentation of the excused absence must be submitted to me within one class period of the absence. It is **your responsibility** to initiate, follow-up and keep records of these procedures.

Promptness and attentiveness

Class begins at 3:30. Late arrivals are unacceptable. Plan to stay the entire time. Do not plan to attend other activities during class (e.g., work, meetings); you will not be excused from class. Excessively early departures will be considered as absences. You are expected to show both courtesy and respect towards other classmates as well as the professor. Excessive disruptions of any kind can and will result in removal from the course at ANY POINT in the semester.

II. EVALUATION

	Point Value	Percent of grade
Four exams (150 pts each)	600 points	58%
Contemporary Design Project	150 points	14%
Subcultural Contributions Essay	130 points	13%
Artifact Analysis	100 points	10%
Attendance/participation	50 points	5%
Total possible points	1,030 points	100%

Grading Scale

Final letter grades will be determined from the percentage of points earned out of the total possible points. The following percent scale will be used to assign grades:

A	= 100 - 93	B	= 86 - 83	C	= 76 - 73	D	= 66 - 63
A-	= 92 - 90	B-	= 82 - 80	C-	= 72 - 70	D-	= 62 - 60
B+	= 89 - 87	C+	= 79 - 77	D+	= 69 - 67	F	= Below 60

The UNCG Academic Integrity Policy States: “If knowledge is to be gained and properly evaluated, it must be pursued under conditions free from dishonesty. Deceit and misrepresentations are incompatible with the fundamental activity of this academic institution and will not be tolerated.” By choosing to enroll in this course and by completing the assignments, projects, examinations, you are by default held to the standards of the Academic Integrity Policy and subject to sanctions should you violate the policy in any manner.

UNCG seeks to comply fully with the Americans with Disabilities Act (ADA). Students requesting accommodations based on a disability must be registered with the Office of Disability Services in 215 Elliott University Center, 334-5440, <http://ods.dept.uncg.edu/>, oars@uncg.edu.

Make-up exams

All students are required to take all exams *during the scheduled class time*. Note: *There will be no make-up exam for the final exam regardless of excuse. As with any university-level course, you are expected to take the final exam during the scheduled day and time. Exams will not be given early.*

CARS Department Statement on Student Conduct and Complaint Behavior

The Department of Consumer, Apparel, and Retail Studies (CARS) expects that all students enrolled in the CARS major will behave professionally and in a manner that reflects positively on the department, the school, and the university. This expectation applies to conduct within CARS courses, when working at internship sites, and attending events where students are acting as representatives of the CARS program.

Complaints pertaining to a specific course must first be brought up with the instructor. Per the UNCG University Catalog, if a student wishes to appeal an assigned grade, the student should first discuss the concerns with the instructor. If desired, the student may further appeal to the department head, the dean of the school or college, and the provost, in that order. See the University Catalog for further details on Grade Appeals.

III. COURSE STRUCTURE

A variety of learning styles will be addressed in this class and are reflected in the structure of evaluation for the course. Class time will consist of a combination of lecture, slides, and class discussion as well as individual and group activities.

Exams (58%)

- Four exams (including the final) will be given.
- Each exam will cover assigned textbook readings and concepts presented from the textbook during in-class lectures leading up to the exam.
- Exam questions will be objective, subjective, or a combination format.
- Exam reviews will take place during the class period prior to the scheduled exam day.
- Scantron answer sheets (red, five-response) are required.
- Latecomers to an exam will NOT be allowed to take the exam once the first completed exam has been turned in. NO EXCEPTIONS.

Contemporary Design Project (14%)

- A Pinterest board of historic influences on contemporary dress is required.
- Each student will find images within current magazines that are influenced by historic silhouettes and design features.
- A minimum of 10 sets of images will be turned in, each indicating the influence of history on the design through photocopies and illustrations from historic costume books to be used as evidence to support your ideas. A typed explanation of the influences found will accompany each image.

Subcultural Contributions to Fashion (13%)

- For this assignment, you will select a subculture from history and give a detailed exploration of that subculture's contributions to fashion history.
- Your essay should describe the historical context in which the subculture lived — the struggles, cultural context, and main events that shaped fashion choices that the subculture contributed to history. Remember, this can include clothes, shoes, hairstyles, jewelry, cosmetics, etc.
- Detailed guidelines will be provided via Canvas.

Artifact Analysis (10%)

- An analysis of an artifact from the costume collection will occur in class.
- You will work in teams of 8-10 to complete an analysis of the garment(s), discussing its characteristics as a group.
- As an individual, you will hand in your own analysis/conclusions about the garment you analyzed.
- The analysis will take place during class time and therefore CANNOT be made up if missed for whatever reason.

Short Assignments (extra credit)

- Several assignments relative to topics discussed in class may be turned for bonus points throughout the semester via Canvas.
- Details regarding content and evaluation of each assignment will be provided via Canvas.

Late Penalty for ALL Required Assignments

Assignments are due at the beginning of class. Assignments turned in after class will be lowered **5 points**. Grades will be lowered 10 points per day late. Assignments will not be accepted after two weekdays.

V. CANVAS

Canvas will be used throughout the semester for the following:

- **Announcements:** This is where you will find any announcements pertaining to changes in the syllabus or instructions as to emergency situations if they arise
- **Files:** Under this heading you will find the course syllabus, class lectures, exam preparation materials, project guidelines, and other relevant materials.
- **Assignments:** See deadlines and instructions of the different assignments.
- **Grades:** This is where you can look up your exam and assignment scores.

CRS 372 COURSE SCHEDULE
(Subject to change)

	Date	Topics	Corresponding readings & items due
Week 1	Wed, Aug 17	Course overview and requirements	Read your syllabus! (Seriously. Do it.)
Week 2	Mon, Aug 22	What is costume history? Functions and origins of dress	<i>Ch. 1: Introduction</i>
	Wed, Aug 24	Ancient Middle East <ul style="list-style-type: none"> • Mesopotamia • Egypt 	<i>Ch. 2: Ancient Middle East</i> (c. 3500 – 600 B.C.)
Week 3	Mon, Aug 29	Crete and Greece	<i>Ch. 3: Crete and Greece</i> (c. 2900 – 300 B.C.)
	Wed, Aug 30	Etruscan and Roman Dress <ul style="list-style-type: none"> • Etruria and the Etruscans 	<i>Ch. 4: Etruria and Rome</i> (c. 800 B.C. – A.D. 400)
Week 4	Mon, Sept 5	Labor Day – no class today!	
	Wed, Sept 7	<ul style="list-style-type: none"> • Roman Dress • Exam review 	
Week 5	Mon, Sept 12	EXAM #1: Chapters 1–4	Study!
	Wed, Sept 14	Early Middle Ages	<i>Ch. 5: Early Middle Ages</i> (c. 300 – 1000) <i>DUE: Short Assignment #1</i> (optional)
Week 6	Mon, Sept 19	Late Middle Ages	<i>Ch. 6: Late Middle Ages</i> (c. 1300 – 1500)
	Wed, Sept 21	Renaissance Dress <ul style="list-style-type: none"> • Italian Renaissance 	<i>Ch. 7: Italian Renaissance</i> (c. 1400 – 1600)
Week 7	Mon, Sept 26	Renaissance Dress <ul style="list-style-type: none"> • Northern Renaissance 	<i>Ch. 8: The Northern Renaissance</i> (c. 1500 – 1600)
	Wed, Sept 28	The Seventeenth Century Exam review	<i>Ch. 9: The Seventeenth Century</i> (1600 – 1700) DUE: Contemporary Design Project Check-In #1

Week 8	Mon, Oct 3	EXAM #2: Chapters 5–9	Study!
	Wed, Oct 5	The Eighteenth Century	<i>Ch. 10: The Eighteenth Century (1700 – 1800)</i>
Week 9	Mon, Oct 10	Fall Break! ☺	<i>Class dismissed</i>
	Wed, Oct 12	No class today! Just because.	DUE: Subcultural contributions essay
Week 10	Mon, Oct 17	The 19 th Century <ul style="list-style-type: none"> • Directoire and Empire Period 	<i>Ch. 11: The Directoire and Empire Period (1790 – 1820)</i> <i>DUE: Short Assignment #2 (optional)</i>
	Wed, Oct 19	<ul style="list-style-type: none"> • The Romantic Period 	<i>Ch. 12: The Romantic Period (1820 – 1850)</i> DUE: Contemporary Design Project Check-In #2
Week 11	Mon, Oct 24	<ul style="list-style-type: none"> • The Crinoline Period 	<i>Ch 13: The Crinoline Period (1850 – 1869)</i> <i>DUE: Short assignment #3 (optional)</i>
	Wed, Oct 26	<ul style="list-style-type: none"> • The Bustle Period and the 90s • Exam review 	<i>Ch. 14: The Bustle Period and the Nineties (1870 – 1900)</i>
Week 12	Mon, Oct 31	EXAM #3: Chapters 10–14	
	Wed, Nov 2	The Twentieth Century <ul style="list-style-type: none"> • The Edwardian Period 	<i>Ch. 15: The Edwardian Period and WWI (1900 – 1920)</i> <i>DUE: Short Assignment #4 (optional)</i>
Week 13	Mon, Nov 7	<ul style="list-style-type: none"> • WWI 	<i>(Ch. 15 cont'd)</i>
	Wed, Nov 9	<ul style="list-style-type: none"> • The 1920s and 1930s 	<i>Ch. 16: The Twenties, Thirties, and WWII (1920 – 1947)</i>
Week 14	Mon, Nov 14	Artifact Analysis (in-class activity) (Individual analysis report due by Nov 18)	
	Wed, Nov 16	<ul style="list-style-type: none"> • WWII 	<i>(Ch. 16 cont'd)</i>

Week 15	Mon, Nov 21	<ul style="list-style-type: none"> • The New Look 	<i>Ch. 17: The New Look: Fashion Conformity Prevails (1947 – 1960)</i> DUE: Contemporary Design Project
	Wed, Nov 23	Thanksgiving Holiday (no class)	
Week 16	Mon, Nov 28	<ul style="list-style-type: none"> • The 1960s and 1970s 	<i>Ch 18: The Sixties and Seventies: Style Tribes Emerge (1960 – 1980)</i>
	Wed, Nov 30 <i>Last day of class!</i>	<ul style="list-style-type: none"> • The 1980s and 1990s • The 21st Century 	<i>Ch. 19: The Eighties and Nineties: Fragmentation (1980 – 1999)</i> <i>Ch. 20: The New Millennium</i>
FINAL EXAM (EXAM #4): Chapters 15–20 FRIDAY, DEC 2 — 3:30 PM–6:30 PM			