

THE UNIVERSITY OF NORTH CAROLINA GREENSBORO  
BRYAN SCHOOL OF BUSINESS & ECONOMICS  
DEPARTMENT OF CONSUMER, APPAREL, & RETAIL STUDIES  
FALL 2023

**CRS 372: THE HISTORY OF FASHION**  
**Mondays and Wednesdays: 3:30–4:45 pm • STONE 142**

**PROFESSOR:** Dr. Trish Kemerly

**Email:** [twkemerl@uncg.edu](mailto:twkemerl@uncg.edu)

**Office:** 357 Stone Building

**Office Hours:** 1-3 pm Mondays, 11 am-noon Tuesdays, or by appointment

**REQUIRED MATERIALS:**

- Tortora, Phyllis & Eubank, Keith. (2015, 6<sup>th</sup> 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. 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

*Behold! The power of choice!*

There's a lot of information in this course, and I recognize that exams may not be the best way to encourage you to engage in the material, nor assess your understanding of it. So, I'm offering you some choices. There is a total possible 1,000 points for the class. There are a few required things that everyone will do toward earning those points, but after that, you have the option of which assignments you'd like to work toward. If you don't do well on exams, maybe some of the projects will interest you more. On the other hand, if you tend to do well on exams, then you don't have to spend your time doing extra work when you are already doing well in the class.

**To be clear, you cannot pass the class by only doing the required assignments. You **MUST** choose other assignments that will get you to a passing grade.**

We will discuss this in class, but I hope you will feel a better sense of control over your success in the course with the ability to choose some assignments that interest you and set you up for success!

<b>Required assignments</b>	<b>Point Value</b>	<b>Percent of grade</b>
Two exams (150 pts each)	300 points	30%
Contemporary Design Project (5 x 20 pts each)	100 points	10%
Artifact Analysis	100 points	10%
Attendance/participation	50 points	5%
<b>Total possible points</b>	<b>550 points</b>	<b>55%</b>

<b>Optional assignments</b>	<b>Point Value</b>	<b>Percent of grade</b>
Two exams (150 pts each)	+300 points	30%
Contemporary Design Project (5-10 additional)	+200 points	20%
Subcultural contributions project	+100 points	10%
Dress evolution project	+100 points	10%
Historic designer biography (25 pts each)	+50 points	5%
Film analysis (25 pts each)	+50 points	5%
<b>Total possible points</b>	<b>+800 points</b>	

In order for this system to work as intended, projects must be turned in on time so that grading can be distributed throughout the semester for the professor. It is not acceptable to turn in a bunch of assignments at the end of the semester and expect them to be graded.

### **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:

<b>A</b> = 100 - 93	<b>B</b> = 86 - 83	<b>C</b> = 76 - 73	<b>D</b> = 66 - 63
<b>A-</b> = 92 - 90	<b>B-</b> = 82 - 80	<b>C-</b> = 72 - 70	<b>D-</b> = 62 - 60
<b>B+</b> = 89 - 87	<b>C+</b> = 79 - 77	<b>D+</b> = 69 - 67	<b>F</b> = 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](mailto: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**

- 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.

### **Contemporary Design Project**

- 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.

### **Artifact Analysis**

- 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.

### **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)*

	<b>Date</b>	<b>Topics</b>	<b>Corresponding readings &amp; items due</b>
<b>Week 1</b>	Wed, Aug 16	Course overview and requirements	<b>Read your syllabus!</b> (Seriously. Do it.)
<b>Week 2</b>	Mon, Aug 21	What is costume history? Functions and origins of dress	
	Wed, Aug 23	Ancient Middle East <ul style="list-style-type: none"> <li>• Mesopotamia</li> <li>• Egypt</li> </ul>	
<b>Week 3</b>	Mon, Aug 28	Crete and Greece	
	Wed, Aug 30	Etruscan and Roman Dress <ul style="list-style-type: none"> <li>• Etruria and the Etruscans</li> </ul>	
<b>Week 4</b>	Mon, Sept 4	<b>Labor Day – no class today!</b>	
	Wed, Sept 6	<ul style="list-style-type: none"> <li>• Roman Dress</li> <li>• Exam review</li> </ul>	
<b>Week 5</b>	Mon, Sept 11	<b>EXAM #1: Chapters 1–4</b>	<b>Study!</b>
	Wed, Sept 13	Early Middle Ages	
<b>Week 6</b>	Mon, Sept 18	Late Middle Ages	
	Wed, Sept 20	Renaissance Dress <ul style="list-style-type: none"> <li>• Italian Renaissance</li> </ul>	DUE: Film analysis #1 (optional)
<b>Week 7</b>	Mon, Sept 25	Renaissance Dress <ul style="list-style-type: none"> <li>• Northern Renaissance</li> </ul>	
	Wed, Sept 27	The Seventeenth Century Exam review	<b>DUE: Contemporary Design Project check in</b>

<b>Week 8</b>	Mon, Oct 2	<b>EXAM #2: Chapters 5–9</b>	<b>Study!</b>
	Wed, Oct 4	The Eighteenth Century	
<b>Week 9</b>	Mon, Oct 9	<b>Fall Break!</b> 😊	<i>Class dismissed</i>
	Wed, Oct 11	<b>No class today! Just because.</b>	DUE: Subcultural contributions essay (optional)
<b>Week 10</b>	Mon, Oct 16	The 19 <sup>th</sup> Century <ul style="list-style-type: none"> <li>• Directoire and Empire Period</li> </ul>	DUE: Historic designer bio #1 (optional)
	Wed, Oct 18	<ul style="list-style-type: none"> <li>• The Romantic Period</li> </ul>	
<b>Week 11</b>	Mon, Oct 23	<ul style="list-style-type: none"> <li>• The Crinoline Period</li> </ul>	<i>DUE: Film analysis #2 (optional)</i>
	Wed, Oct 25	<ul style="list-style-type: none"> <li>• The Bustle Period and the 90s</li> <li>• Exam review</li> </ul>	
<b>Week 12</b>	Mon, Oct 30	<b>EXAM #3: Chapters 10–14</b>	
	Wed, Nov 1	The Twentieth Century <ul style="list-style-type: none"> <li>• The Edwardian Period &amp; WWI</li> </ul>	<i>DUE: Historic designer bio #2 (optional)</i>
<b>Week 13</b>	Mon, Nov 6	<ul style="list-style-type: none"> <li>• The 1920s and 1930s</li> </ul>	
	Wed, Nov 8	<ul style="list-style-type: none"> <li>• WWII</li> </ul>	
<b>Week 14</b>	Mon, Nov 13	<b>Artifact Analysis (in-class activity)</b> (Individual analysis report due by Nov 17)	
	Wed, Nov 15	<ul style="list-style-type: none"> <li>• The New Look</li> </ul>	<b>DUE: Required Contemporary Design Project submissions</b>

<b>Week 15</b>	Mon, Nov 20	<ul style="list-style-type: none"> <li>The 1960s and 1970s</li> </ul>	Due: Dress Evolution project (optional)
	Wed, Nov 22	<b>Thanksgiving Holiday (no class)</b>	
<b>Week 16</b>	Mon, Nov 27	<ul style="list-style-type: none"> <li>The 1980s and 1990s</li> </ul>	<b>DUE: <u>Extra</u> Contemporary Design Project submissions</b>
	Wed, Nov 29 <i>Last day of class!</i>	<ul style="list-style-type: none"> <li>The 21<sup>st</sup> Century</li> </ul>	
<b>FINAL EXAM (EXAM #4): Chapters 15–20</b> <b>FRIDAY, DEC 1 — 3:30 PM – 6:30 PM</b>			