

Montgomery County Community College  
ART 109  
History of Fashion Design  
3-3-0

**COURSE DESCRIPTION:**

This course will present a survey of the evolution of fashionable dress from the late 19<sup>th</sup> century to the present day. Emphasis will be placed on an examination of individual garments and movements considered by scholars to be outstanding, historically significant or influential. The course will also cover the development of 20<sup>th</sup> century mass fashion and its associated cultural and economic impact. Technological advances in textile and apparel production will be examined as will an exploration of the role of the fine and decorative arts movements in fashion change. Finally, the creation of fashionable dress will be viewed as a means of personal creative expression.

**PREREQUISITES:**

REA 011 - Fundamentals of College Reading or REA 017, Vocabulary and Reading Comprehension Development II with a minimum grade of C  
ENG 010A - Basic Writing or ENG 011 - Basic Writing II or  
ESL 011 - Basic Writing II with a minimum grade of C

*Concurrent Course Requirements*

None

LEARNING OUTCOMES Upon successful completion of this course, the student will be able to:	LEARNING ACTIVITIES	EVALUATION METHODS
1. Articulate, both verbally and in writing, technical issues and aesthetics reflected by individual items of dress.	Lectures Image analysis Artifact study Discussions	Research projects Student presentations Written examinations

LEARNING OUTCOMES	LEARNING ACTIVITIES	EVALUATION METHODS
2. Identify works of apparel considered significant in the historical record, discussing the various contexts in which they developed.	Lectures Image analysis Library Research Internet Research Discussions	Research projects Student presentations Written examinations
3. Articulate the relationships between historic/cultural contexts and noted fashion design practitioners and style leaders/influencers.	Lectures Assignments Discussions Library research Internet research	Written examinations Research projects Student presentations
4. Summarize the impact of technological and economic changes on the development and adoption of dress styles and trends in the time period covered.	Lectures Discussions	Written examinations
5. Discuss and compare the nature and growth of global centers of production responding to fashion change during the time period covered.	Lectures Discussions Library research Internet research	Written examinations

At the conclusion of each semester/session, assessment of the learning outcomes will be completed by course faculty using the listed evaluation method(s). Aggregated results will be submitted to the Director of Educational Effectiveness. *The benchmark for each learning outcome is that 70% of students will meet or exceed outcome criteria.*

#### SEQUENCE OF TOPICS:

1. The Industrial Revolution; textile production and trade. Charles Worth and the House of Worth
2. The Belle Epoque: Poiret, Fortuny
3. The French couture and dressmaking tradition
4. The US apparel industry and workforce migration
5. WWI – 1920's and social change; sportswear and Chanel
6. Between the wars – Surrealism: US film industry; Vionnet
7. WWII—rationing, millinery
8. The New Look
9. American ready-to-wear: McCardell
10. 1950's: French couture, minor houses and prêt-à-porter, anti-fashion
11. 1960's: YSL, Britain, ethnic couture; Courrèges
12. 1960's: US anti-fashion, menswear, Op/Pop, ready-to-wear
13. 1970's: US collection designers: eclecticism; Levi's
14. 1970's: Punk: Streetwear, Westwood
15. 1980's: Gaultier, Mugler, Armani, Klien, *Alaïa*, Lagerfeld, Lacroix
16. 1980's: Japan
17. 1990's: Margiela, Prada, Chalayan, Ford; labels and accessories. Grunge.
18. 2000: McQueen, McCartney, Jacobs. "It" items, retreads and revivals

#### Required Text:

Baudot, Francois. (1999). *Fashion: The Twentieth Century*.  
Universe. ISBN: 0-7893-0376-0

Other learning materials may be required and made available directly to the student and/or via the College's Libraries and/or course management system.

#### COURSE APPROVAL:

Prepared by: Lisa McPherson, Cheryl Gelover  
Provost or designee Compliance Verification:

Date: 2/21/2020  
Date: 4/13/2020



*This course is consistent with Montgomery County Community College's mission. It was developed, approved and will be delivered in full compliance with the policies and procedures established by the College*

