

The University of Western Ontario
Writing 2293F – Fashion Writing: Substance & Style
Fall 2013

Section: # .001

Time/Room: Wednesdays 12:30 – 3:20pm
SH 3307

Instructor: Claudia B. Manley

Email: cmanley2@uwo.ca

Office: 3270 Lawson Hall

Office hours: Wednesdays 3:30 – 4:30pm,
Thursdays 12:30 – 1:30pm, and by
appointment

Course Description:

Using high fashion magazines as well as select books, film/video, and internet resources, this course will cover the basic areas of fashion writing (review, trend reports, profiles, etc.) as well as explore how fashion can be used as a lens to discuss other areas of cultural and social significance. Students will learn about fashion history, how to draw connections between design inspiration and trends, how to watch a fashion show, and more.

Required Text:

Breward, Christopher. Fashion. Oxford University Press: Oxford, 2003.
Readings – Sakai

Grade Breakdown:

In-class/response papers	15%
Exams	30%
Designer Profile	10%
Fashion Show Review	10%
T-shirt	10%
Final Project	25%

Submitting Assignments

Assignments are due in-class on the date specified on the schedule. **Late essays will be penalized a full letter grade per day** unless your instructor has granted you an extension beforehand. You must apply for extensions ahead of the due date and provide a suitable reason; they are not automatic.

If necessary, please submit essays to the Writing Department Drop Box outside Lawson 3270, making sure you include your instructor's name and your section number. However, do not

- fax assignments
- e-mail assignments

Keep copies of all assignments submitted.

When submitting assignments on Sakai, please title your papers thusly: Last Name_Assignment # (for example, Manley_2).

Communication

All students are required to have an active UWO e-mail account and to check it regularly between class meetings. It is the primary way that I communicate with you outside of class. There will be no accommodations made for students who miss assignments or important messages because their UWO account is full and not receiving new e-mails. You are also to have a working knowledge of our Sakai website. There will be required online discussions assigned throughout the semester.

Students should also carefully consider how they address me via email as well as the content of said email. While we may engender an informal community in class, email is a mode of professional communication and should be treated that way. Therefore, addressing me as "Yo, Teach!" should be recognized as inappropriate.

Please note that I only check my UWO e-mail Monday through Thursdays (10am – 6pm). I will neither be reading nor responding to e-mail on Fridays, Saturdays, or Sundays. **I will respond to all emails within 24 hours or on the first Monday following a weekend. I do not discuss work or provide critiques over email; please see me during my office hours if you wish to discuss your work.**

Attendance policies

Attendance is required to improve as a writer. If you miss more than six hours of class meetings (the equivalent of two weeks of class meetings), your final grade will be penalized a full letter grade (for example, an earned grade of 80% would be reported as a 70%); if you miss more than nine hours of class meetings, you will not be given a passing grade for the course.

Attendance also extends to tardiness. If you are more than 15 minutes late, you will be penalized an hour of attendance. Please make every effort to be on time as late entry can disrupt the flow of discussion in our class.

Early departures from class, which have not been previously arranged with the instructor, will also be counted as an absence. If you leave during the break, you will be docked an hour of attendance.

This policy will only be waived for medical or compassionate reasons. If you have good reasons for waiving an absence of one class meeting, discuss these with your instructor within one week of that absence. If your absence is extended and prolonged (over one week of continuous non-attendance), then you should discuss it with your academic advisor in your home faculty, who may require documentation. That advisor may then contact all of your instructors.

Note: a class meeting missed in order to write a test, exam, or other form of 'make-up class' in another course **will** count as non-attendance, and **will** attract penalties as defined above if applicable. Instructors at the University of Western Ontario **shall not require** a student to write a make-up test or similar at times which conflict with that student's other scheduled class times. If you are asked or 'required' to do this, you should immediately contact an academic counsellor in your Dean's office. If you elect to miss a class in order to write such a test, that is **your** choice; your absence will not be excused.

See also: '**Medical Accommodation Policy**' below.

Scholastic Offences, including Plagiarism

The University Senate requires the following statements, and Web site references, to appear on course outlines:

"Scholastic offences are taken seriously and students are directed to read the appropriate policy, specifically, the definition of what constitutes a Scholastic Offence, at the following Web site: http://www.uwo.ca/univsec/pdf/academic_policies/appeals/scholastic_discipline_undergrad.pdf

Students must write their essays and assignments in their own words. Whenever students take an idea, or a passage of text from another author, they must acknowledge their debt both by using quotation marks where appropriate and by proper referencing such as footnotes or citations. Plagiarism is a major academic offence (see Scholastic Offence Policy as above).

All required papers may be subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for the detection of plagiarism. All papers submitted for such checking will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement currently between The University of Western Ontario and Turnitin.com (<http://www.turnitin.com>)."

Prerequisites

The University Senate requires the following statement to appear on course outlines:

"Unless you have either the requisites for this course or written special permission from your Dean to enroll in it, you may be removed from this course and it will be deleted from your record. This decision may not be appealed. You will receive no adjustment to your fees in the event that you are dropped from a course for failing to have the necessary prerequisites."

The prerequisite for registration in this course is a) a final grade of 65 or more in one of Writing 2101, 2121, 2111, or 2131, or b) a final grade of 70 or more in Writing 1000F/G, or c) Special Permission of the Program.

Medical Accommodation Policy

For UWO Policy on Accommodation For Medical Illness, see:

http://www.uwo.ca/univsec/handbook/appeals/accommodation_medical.pdf (downloadable Student Medical Certificate (SMC): <https://studentservices.uwo.ca> under the Medical Documentation heading)

Students seeking academic accommodation **on medical or other grounds** for any missed tests, exams, participation components and/or assignments **worth 10% or more of their final grade** must apply to the Academic Counselling office of their home Faculty and provide documentation. Academic accommodation on medical grounds cannot be granted by the instructor or the Program in Writing, Rhetoric, and Professional Communication, and the Program requires students in these circumstances to follow the same procedure when seeking academic accommodation on non-medical (i.e. non-medical compassionate or other) grounds.

Students seeking academic accommodation **on medical grounds** for any missed tests, exams, participation components and/or assignments **worth less than 10% of their final grade** must also apply to the Academic Counselling office of their home Faculty and provide documentation. Where in these circumstances the accommodation is being sought on **non-medical grounds**, students should consult in the first instance with their instructor, who may elect to make a decision on the request directly, or refer the student to the Academic Counselling office of their home Faculty.

Students should also note that individual instructors are not permitted to receive medical documentation directly from a student, whether in support of an application for accommodation on medical grounds, or for other reasons (e.g. to explain an absence from class which may result in a grade penalty under an 'Attendance' policy in the course). **All** medical documentation **must** be submitted to the Academic Counselling office of a student's home Faculty.

Students who are in emotional/mental distress should refer to MentalHealth@Western: <http://www.uwo.ca/uwocom/mentalhealth/> for a complete list of options about how to obtain help.

Special Requests: Special Examinations, Incomplete Standing, Aegrotat Standing

Please refer to the "Information for All Students in a Writing Course" for more detailed information. Briefly, remember that your instructor does not have the discretion to initiate, consider, or grant (or not) such requests; you must go directly to the Dean's office of your home faculty.

Assignment Breakdown:

(detailed assignment sheets will be handed out in class)

In-class work (15%)

In-class work is essential to success in this course. This mark is based on your ability to take class concepts and apply those concepts to the feedback you provide to your classmates and to the discussion of class readings. It also includes all written work completed during class as well as additional assignments. There will be in-class writing assignments during most classes.

For each reading, you will write and upload a response paper to Sakai before the class meeting, e.g. the response paper for Chapter 1 from Fashion is due before the start of class on September 25th. Response papers are generally only a few paragraphs in length (no more than a page, double-spaced) and should address the content of the reading as well as how you might use it for your own writing. You may opt to skip two response papers without penalty.

No late response papers will be accepted.

Designer Profile (750 – 1,000 words) (10%) – October 2

Students will randomly choose a designer and write a profile of them.

Exam 1 (15%) – October 9

This exam will cover material from chapters 1 – 3 and 9 from our book as well as associated class discussions.

Exam 2 (15%) - October 30

This exam will cover fashion and sewing/tailoring terms within the context of description.

Fashion Show Review (750 – 1,000 words) (10%) – November 20

Students will be required to watch an online fashion show of their choice and write a thoughtful and informed review of it

Completion of T-shirt (10%) – December 4

Over the course of the semester, students will be working on modifying a t-shirt of their choice. Sewing and embellishment techniques will be discussed in class. Students will be given some in-class time to work on this project.

Final Project (25%) – December 4

Students will work collaboratively in small groups to create a blog-style fashion magazine. General roles and areas will be assigned in class, but everyone will contribute at least one piece of writing to the project. Students will be given some in-class time to work on this project.

Schedule

Date	Focus	Readings & Assignments
September 11	Trends, Style, & Fashion	
September 18	Anatomy of a fashion magazine -Note: online class meeting -	Analysis of fashion magazine – Instructions & Guidance on Sakai
September 25	History	Intro & Chapter 1: Rise of the Designer Chapter 9: Fashion Capitals
October 2	Moving into Fashion Description Pt. 1	Chapter 2: Making Clothes Chapter 3: Innovating Change Designer Profile Due
October 9	The Rise of the Fashion Publication Description Pt. 2	Chapter 4: Disseminating Desire Chapter 5: Fashion on the Page Exam 1
October 16	Contemporary Fashion Publications	Bring in a favourite/regularly read fashion magazine
October 23	Types of Fashion Writing The Fashion Show	Readings on Sakai/Owl
October 30	Fashion Journalists	Exam 2 Readings on Sakai
November 6	Fashion & Contemporary Culture	Chapter 6: Fashion and Film Readings on Sakai
November 13	Fashion & Identity	Chapter 8: Style & Modernity Chapter 10: Fashion & Identity
November 20	Guest speaker – Serah-Marie McMahon	Fashion Show Review due
November 27	Sustainability & Ethical Issues in Fashion	Readings TBD
December 4	Last Class	Final Project due & T-shirt due