Module	Contextual Studies for Fashion
Course code	BAFDH-CSF
Credits	5
Important notes	Available for semester abroad students
Allocation of marks	100% Continuous assessment

Module aims and objectives

This module introduces contextual studies through the key designers, styles and periods to trace the evolution of historical fashion in the social, economic and political contexts from the mid-nineteenth up to the current time. It focuses on the most important couturiers that were active from c.1850, describing how their key innovations were made and worn and their contribution to the history of haute couture. It will enable the learner to analyse, compare and contrast different periods and styles in design, and describe the garments and accessories that make up a fashionable outfit. This subject area encourages students to make connections between theory and practice, to engage in critical analysis of contemporary designers and act as a reference point for research and development of current issues, themes and ideas that are required in other modules in the programme. The module introduces academic referencing, essay research and structure and writing skills, enabling learners to establish their own voice in a academic environment.

Minimum intended module learning outcomes

On successful completion of this module, the learner will be able to:

1. Demonstrate knowledge of major ideas, developments, concepts and theories in historical and contemporary fashion design

2. Position their own work in relation to other practitioners and within a variety of contexts: historical, contemporary; cultural, social; global; ethical, economic

3. Analyse critically, formulate independent judgements, and articulate reasoned arguments, using appropriate terminology

4. Reference from a variety of sources, whilst selecting, evalutaing, manipulating and articulating ideas and information comprehensibly in visual, oral and written form.

Module content, organisation and structure

CLASS PLAN/ MODULE CURRICULUM		
Semester / Week no	**Topic No**	**Topic Name**
1	1	**Introduction to Module, MLO & Assignments** **Worth and the Impact of the Fashion Brand** The concept and value of the 'house', brand and designer label from the 19th century to today: Maison Worth, Maison Margiela, Maison Valentino
2	2	**Early 20th Century Fashion- Haute Couture as Influencer** Doucet, Paquin, Poiret &the influence of the Russian Ballet, Orientalism, Fortuny, Grès and Classicism

3	3	**1920s and 1930s – Decades of Liberation and Innovation** The Jazz Age, Chanel, Lanvin, Vionnet, Schiaparelli and Surrealism
4	4	**The New Look and its Impact** Wartime rationing and utility dress, the post-war revival of couture, Dior's New Look, Balenciaga, Givenchy, and Chanel's comeback in the 1950s
5	5	**Ireland's Fashion Designers and the revival of Irish heritage textiles** Sybil Connolly, Neili Mulcahy, Irene Gilbert, Clodagh, Ib Jorgensen, John Rocha, tweed, crochet, lace and linen. Contemporary Irish talent: Sharon Wauchob, JW Anderson, Simone Rocha, Richard Malone, Richard Quinn
6	6	**Visit to the National Museum of Ireland, Collins Barracks** Tours of 'Curators' Choice', 'The Way we Wore' and Ib Jorgensen displays
7	7	**Accessibility – RTW and Building Bigger** Yves Saint Laurent's Rive Gauche, Claire McCardell (daywear sport), Mary Quant, BIBA, Pierre Cardin, André Courrèges, Donna Karan, Ralph Lauren
8	8	**Rebellion/Non-conformity – Style Tribes** Hippy, Punk, New Romantic, Skinhead, Raver, Grunge Rabanne, Clarke, Rhodes, Westwood, Galliano, Mugler, Gaultier, Margeila, McQueen
9	9	**Culture Shock- East meets West - a New Perspective** Kenzo, Issey Miyake, Yohji Yamamoto, Rei Kawakubo/Comme Des Garcons
10	10	**Modernism and Minimalism** Azzedine Alaïa, Giorgio Armani, Helmut Lang, Jil Sander, Hussein Chalayan, Raf Simons
11	11	**Diversification – Developing Luxury Markets and Heritage Brands** Prada, Gucci, Louis Vuitton, Hermès, Burberry
12	12	**Essay Writing Guidelines** Compiling a Bibliography, Referencing using the Harvard System, essay structure and presentation, using images and image sources, using the GCD Library.

Work-based learning and practice-placement

There is no work-based learning or practical placement involved in the module.

E-learning

The College VLE is used to disseminate notes, advice and online resources to support the learners. The learners are also given access to Lynda.com as a resource for reference.

Module physical resource requirements

Requirements are for a fully equipped classroom for 60 learners. The classroom is equipped with a PC (to include Adobe and Microsoft office). No special Software is required for this module. The studio is available to learners outside of contact teaching hours, to facilitate group assignment tasks and to support peer to peer learning.

Moodle, the College VLE, can be accessed in the learner's home, various open labs on campus and in the library. The College library has a dedicated design section with a variety of books available to the learners.

Reading lists and other information resources

Recommended Reading:

- Buxbaum, G., 2006. *Icons of Fashion. The 20th Century*, Munich, Berlin, London, New York: Prestel
- Laver, J. 2012. *Costume and Fashion: a Concise History*, London: Thames and Hudson
- Mendes, V., and De La Haye, A., 2010. *20th Century Fashion*, London: Thames & Hudson