SEMESTER LEARNING PLAN

Courses		CODE	Course Family	Credit Weight			SEMESTER	Compilation Date
Introduction to the Fashion Industry		99999440502051	Compulsory Study Program Subjects	T=2	P=0	ECTS=3.18	2	May 6, 2023
AUTHORIZATION		SP Developer		Course Cluster Coordinator			Study Program Coordinator	
		Dra. Yulistiana, M.PSDM		Indarti, S.Pd, M.Sn			Dr. Irma Russanti, S.Pd., M.Ds.	

Learning model	Case Studies

Program Learning Outcomes (PLO)	**PLO study program that is charged to the course**	
	PLO-14	Have in-depth theoretical concepts about various types of textile materials, fashion history, fashion design principles, fashion trends, fashion industry structure, sustainable practices in fashion, cultural exploration, and understanding of business aspects in the fashion industry, to carry out the entire creative process and formulate procedural problem solving.
	Program Objectives (PO)	
	PO - 1	Have good morals, ethics and personality in the learning process (S)
	PO - 2	Have knowledge of the basic concepts of the fashion industry which is one of the global industries (P)
	PO - 3	Able to apply logical, critical, innovative thinking, adapt to developments in science and technology and demonstrate independent, quality and measurable performance in analyzing the works of national and international fashion designers and their contribution to the fashion industry by conducting reference searches (KU)
	PLO-PO Matrix	

P.O	PLO-14
PO-1	
PO-2	
PO-3	

PO Matrix at the end of each learning stage (Sub-PO)

P.O	Week															
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
PO-1																
PO-2																
PO-3																

Short Course Description	This course contains a theoretical study of the fashion industry which includes definitions and terminology of fashion, the nature and categories of fashion, factors that influence the development and change of fashion, levels and scope of the fashion industry which consists of primary level, secondary level, retail level and auxiliary level , a career in the fashion industry, as well as getting to know national and international fashion designers, by digging up information about their characteristics/specialties, brands/labels and contributions to the fashion industry. Learning is carried out using a contextual and constructivist approach. The learning methods used are group discussions, case studies and presentations.

References	**Main :**	
	1. Hopkins, Jonh, 2012, Fashion Design: The Complete Guide, Singapore: AVA Publishing SA 2. Stone, Elaine, 2018. The Dynamic of Fashion. New York & London: Bloomsbury Publishing. 3. Jones, Sue Jenkin, 2011, Fashion Design, London: Laurence King Publishing Ltd	
	Supporters:	
	1. Granger, Michele M. 2015. The Fashion Industry and its Careers: An Introduction. New York & London: Bloomsbury Publishing. 2. Reilly, Andrew, 2014. Key Concept for the Fashion Industry (Understanding Fashion). New York & London : Bloomsbury Publishing 3. White, Tamiko. 2018. Careers in the Fashion Industry. White Noise Showroom, USA.	

Supporting lecturer	Dra. Yulistiana, M.PSDM.						
Week-	**Final abilities of each learning stage (Sub-PO)**	**Evaluation**		**Help Learning, Learning methods, Student Assignments, [Estimated time]**		**Learning materials [References]**	**Assessment Weight (%)**
		Indicator	**Criteria & Form**	**Offline (offline)**	**Online (online)**		
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
1	Students can explain the factors that influence fashion changes using the mind mapping method	1.Explain the social and cultural conditions that influenced changes in fashion in the 20th century 2.Explain fashion trends and developments that influenced changes in fashion in the 20th century 3.Describes designers and other influencers who influenced changes in 20th century fashion	**Criteria:** 1.1. completeness of information: 30% 2.2. Information depth: 30% 3.3. aesthetics: 20% 4.4. neatness: 10% 5.5. time: 10% **Form of Assessment** : Participatory Activities, Portfolio Assessment	2 X 50 mind mapping learning method		**Material:** • Factors causing fashion change **References:** *Hopkins, Jonh, 2012, Fashion Design: The Complete Guide, Singapore: AVA Publishing SA* **Material:** • Social, psychological and economic functions in fashion change **Reference:** *Jones, Sue Jenkin, 2011, Fashion Design, London: Laurence King Publishing Ltd*	10%
2	Students are able to explain the nature of fashion with confidence and the help of technology	1. explain the terminology of fashion 2. explain the components of fashion3. explain the fashion cycle4. explain the intangibles of fashion	**Criteria:** 1.1. Present with confidence: 10 2.2. good and clear communication: 10 3.3. material depth: 30 4.4. visualization: 20 5.5. ability to answer questions/mastery of material: 30 **Form of Assessment** : Participatory Activities, Portfolio Assessment	2 X 50 discussion learning method		**Material:** Fashion Culture **Bibliography:** *Hopkins, Jonh, 2012, Fashion Design: The Complete Guide, Singapore: AVA Publishing SA* **Material:** Fashion cycle and stages of the fashion cycle **Reference:** *Jones, Sue Jenkin, 2011, Fashion Design, London: Laurence King Publishing Ltd*	0%
3	Students are able to study environmental factors that influence fashion changes by utilizing technology	1. explain market segmentation 2. explain the economic environment 3. explain the sociological environment 4. explain the psychological environment	**Criteria:** 1.1. Present with confidence: 10 2.2. good and clear communication: 10 3.3. material depth: 30 4.4. visualization: 20 5.5. ability to answer questions/mastery of material: 30 **Form of Assessment** : Participatory Activities, Portfolio Assessment	2 X 50 discussion learning method			0%

4	Students are able to study the theory of fashion movements by utilizing technology	1. explain the factors that influence fashion movements2. explain the theory of fashion adoption3. explain the relationship between fashion leaders and followers4. explain the relationship between fashion and individuality	**Criteria:** 1.1. Present with confidence: 10 2.2. good and clear communication: 10 3.3. material depth: 30 4.4. visualization: 20 5.5. ability to answer questions/mastery of material: 30	2 X 50 discussion learning method			0%
5	Students are able to present case studies in the fashion business by utilizing technology	1. Explain the scope of fashion business 2. Explain diversity and competition in fashion business 3. Explain business growth and expansion	**Criteria:** 1.1. Present with confidence: 10 2.2. good and clear communication: 10 3.3. material depth: 30 4.4. visualization: 20 5.5. ability to answer questions/mastery of material: 30	2 X 50 discussion learning method			0%
6	Students are able to present case studies in the fashion business by utilizing technology	1. Explain the role of designers in the fashion business2. Explain the role of manufacturing in the fashion business3. Explain the role of retail in the fashion business	**Criteria:** 1.Score 1-100 2.1. Present with confidence: 10 3.2. good and clear communication: 10 4.3. material depth: 30 5.4. visualization: 20 6.5. ability to answer questions/mastery of material: 30	Method: 2 X 50 discussion			0%
7	Students are able to present fashion forecasting by utilizing technology	Explaining fashion forecasting	**Criteria:** Score: 1 - 100	Method: 2 X 50 discussion			0%
8	Students are able to do UTS		**Criteria:** Score: 1 - 100 if you can answer well	2 X 50			0%
9	Students are able to understand the business of fashion (Primary Level): The Material of Fashion, by utilizing technology	1. Explain the development of the fiber industry 2. Explain the development of the textile industry 3. Explain the development of the leather industry 4. Explain the development of the fur industry	**Criteria:** 1.Score 1-100 2.1. Present with confidence: 10 3.2. good and clear communication: 10 4.3. material depth: 30 5.4. visualization: 20 6.5. ability to answer questions/mastery of material: 30	Approach: deductive Method: discussion and lecture Model: Case Study, online using the WA Group platform, Google meet and Vinesa 2 X 50			0%
10	Students are able to understand the business of fashion (Secondary Level): The Producer of Apparel, by utilizing technology.	1. Explain the development of the women's clothing industry (womens apparel) 2. Explain the development of the men's clothing industry (mens apparel) 3. Explain the development of the children's apparel industry	**Criteria:** 1.Score 1-100 2.1. Present with confidence: 10 3.2. good and clear communication: 10 4.3. material depth: 30 5.4. visualization: 20 6.5. ability to answer questions/mastery of material: 30	Approach: deductive Method: discussion and lecture Model: Case Study, online using the WA Group platform, Google meet and Vinesa 2 X 50			0%

11	Students are able to understand the business of fashion (Secondary Level): The Other Producer, by utilizing technology.	1. Explain the development of the Innerwear industry 2. Explain the development of the Accessories industry 3. Explain the development of the Cosmetic industry 4. Explain the development of the Home Fashion industry	**Criteria:** 1. Score 1-100 2. 1. Present with confidence: 10 3. 2. good and clear communication: 10 4. 3. material depth: 30 5. 4. visualization: 20 6. 5. ability to answer questions/mastery of material: 30	Approach: deductive Method: discussion and lecture Model: Case Study, online using the WA Group platform, Google meet and Vinesa 2 X 50			0%
12	Students are able to understand The Business of Fashion: (Retail Level): The Market for Fashion by utilizing technology	1. Explain the global fashion market at the center of world fashion 2. Explain the development of fashion retailing (traditional type) 3. Explain the development of fashion retailing (non-store retailing)	**Criteria:** 1. Score 1-100 2. 1. Present with confidence: 10 3. 2. good and clear communication: 10 4. 3. material depth: 30 5. 4. visualization: 20 6. 5. ability to answer questions/mastery of material: 30	Approach: deductive Method: discussion and lecture Model: Case Study, online using the WA Group platform, Google meet and Vinesa 2 X 50			0%
13	Students are able to understand the business of fashion (Auxiliary Level)	1. Explain the development of the fashion magazine business 2. Explain the development of the broadcast media business (TV, TV cable, internet) 3. Explain the development of the advertising, publicity, PR agency business 4. Explain the development of the store design & visual merchandising service business 5. Explain the development of the information business resources (fashion consultants & information services, market research agencies, trade associations and exhibitions)	**Criteria:** 1. Score 1-100 2. 1. Present with confidence: 10 3. 2. good and clear communication: 10 4. 3. material depth: 30 5. 4. visualization: 20 6. 5. ability to answer questions/mastery of material: 30	Approach: deductive Method: discussion and lecture Model: Case Study, online using the WA Group platform, Google meet and Vinesa 2 X 50			0%
14	Students are able to understand careers in the fashion industry	1. Understand careers in the fashion industry (primary level) 2. Understand careers in the fashion industry (secondary level)	**Criteria:** 1. Score 1-100 2. 1. Present with confidence: 10 3. 2. good and clear communication: 10 4. 3. material depth: 30 5. 4. visualization: 20 6. 5. ability to answer questions/mastery of material: 30	Approach: deductive Method: discussion and lecture Model: Case Study, online using the WA Group platform, Google meet and Vinesa 2 X 50			0%

| 15 | Students are able to understand careers in the fashion industry | 1. Understand careers in the fashion industry (retail level) 2. Understand careers in the fashion industry (auxiliary level | **Criteria:**
1. Score 1-100
2. 1. Present with confidence: 10
3. 2. good and clear communication: 10
4. 3. material depth: 30
5. 4. visualization: 20
6. 5. ability to answer questions/mastery of material: 30 | Approach: deductive Method: discussion and lecture Model: Case Study, online using the WA Group platform, Google meet and Vinesa 2 X 50 | | | 0% |
| 16 | Students are able to do the UAS | | **Criteria:**
Score: 1 - 100, if you can answer the question well | 2 X 50 | | | 0% |

Evaluation Percentage Recap: Case Study

No	Evaluation	Percentage
1.	Participatory Activities	5%
2.	Portfolio Assessment	5%
		10%

Notes

1. **Learning Outcomes of Study Program Graduates (PLO - Study Program)** are the abilities possessed by each Study Program graduate which are the internalization of attitudes, mastery of knowledge and skills according to the level of their study program obtained through the learning process.
2. **The PLO imposed on courses** are several learning outcomes of study program graduates (CPL-Study Program) which are used for the formation/development of a course consisting of aspects of attitude, general skills, special skills and knowledge.
3. **Program Objectives (PO)** are abilities that are specifically described from the PLO assigned to a course, and are specific to the study material or learning materials for that course.
4. **Subject Sub-PO (Sub-PO)** is a capability that is specifically described from the PO that can be measured or observed and is the final ability that is planned at each learning stage, and is specific to the learning material of the course.
5. **Indicators for assessing** ability in the process and student learning outcomes are specific and measurable statements that identify the ability or performance of student learning outcomes accompanied by evidence.
6. **Assessment Criteria** are benchmarks used as a measure or measure of learning achievement in assessments based on predetermined indicators. Assessment criteria are guidelines for assessors so that assessments are consistent and unbiased. Criteria can be quantitative or qualitative.
7. **Forms of assessment:** test and non-test.
8. **Forms of learning:** Lecture, Response, Tutorial, Seminar or equivalent, Practicum, Studio Practice, Workshop Practice, Field Practice, Research, Community Service and/or other equivalent forms of learning.
9. **Learning Methods:** Small Group Discussion, Role-Play & Simulation, Discovery Learning, Self-Directed Learning, Cooperative Learning, Collaborative Learning, Contextual Learning, Project Based Learning, and other equivalent methods.
10. **Learning materials** are details or descriptions of study materials which can be presented in the form of several main points and sub-topics.
11. **The assessment weight** is the percentage of assessment of each sub-PO achievement whose size is proportional to the level of difficulty of achieving that sub-PO, and the total is 100%.
12. TM=Face to face, PT=Structured assignments, BM=Independent study.