

Critical Fashion Thinking & Practice

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Course Description & Objectives :

With the rise of social media and the public's heightened awareness, it has become imperative for fashion professionals to closely monitor and stay on par with consumers' ever-changing values and ethical demands. *Critical Fashion Thinking & Practice* thus focuses on the current trajectory of decolonization in the fashion world, examining repercussions the industry has engendered and practicing productive discourses on diverse burning issues. In this process, students will also have the opportunity to learn about Korean fashion and art through multiple field trips, conjoined with the *Fashion Entrepreneurship* course. The primary objective of this course, overall, is contemplating the ways in which the decolonization movement could go beyond simply holding the industry accountable and contribute in fostering a more empathetic and just society.

Requirements :

No Requirements

Course Schedule :

WEEK 1

- Course Orientation - Jul 10 2023
- Class 1 - Jul 11 : Introduction to Korean Costume History
- Class 2 - Jul 12 : **Field Trip to Seokjuseon Memorial Museum**
- Class 3 - Jul 13 : Fashion Activism / Film Viewing (The Royal Tailor, 2014)

WEEK 2

- Class 4 - Jul 17 : Weekly Assignment - Fashion Activism Case Study
- Class 5 - Jul 18 : **Field Trip to Musinsa Studio, Dongdaemun Design Plaza & Dongdaemun Market**
- Class 6 - Jul 19 : Decolonization of Fashion / Film Viewing (The True Cost, 2015)
- Class 7 - Jul 20 : **Field Trip National Museum of Modern and Contemporary Art, Minju Kim & Gyeongbokgung Palace**

WEEK 3

- Class 8 - Jul 24 : Weekly Assignment - Decolonizing Fashion Brands Case Study

Class 9 - Jul 25 : Cultural Appropriation in Fashion / Film Viewing (The First Monday in May, 2016)

Class 10 - Jul 26 : **Field Trip to Eyeye, Andy & Debb (Pending) & Clio**

Class 11 - Jul 27 : The Fashioned (or Colonized) Body / Film Viewing (White Hot, 2022)

WEEK 4

Class 12 - Jul 31 : **Field Trip to National Museum of Korea**

Class 13 - Aug 1 : In-class Study for the Final Project (Moodboard, Illustrations/Flats, Merchandising, Branding, Marketing, and etc.)

Class 14 - Aug 2 : **Field Trip to Marie Claire Korea**

Class 15 - Aug 3 : Final Project Presentation

Assignments :

- Weekly Group Assignments
- Final Branding Assignment

Evaluation :

Category	Points	Content
<i>Attendance</i>	20	Three tardiness will count as one absence, and three absences will result in lowering one letter grade with no exception.
<i>Discussion & Participation</i>	40	In this course, active participation is as important as assignments.
<i>Assignments & Seminars</i>	40	Weekly assignments and final project.
<i>TOTAL</i>	100	

Evaluation criteria :

A+	A	B+	B	C+	C	D+	D	F
95-100	90-94.99	85-89.99	80-84.99	75-79.99	70-74.99	65-69.99	60-64.99	0-59.99