



AMD 288X: Styling

Semester: Spring 2022

Instructor

Dr. Arienne McCracken, Assistant Teaching Professor

(Please call me Dr. McCracken or Professor McCracken - thanks!)

Office: 1072 LeBaron Hall

Email: ariennem@iastate.edu

Office Hours: I am happy to meet with you. Office hours are by appointment so they can fit into your schedule – please talk to or email me to set up a time.

Course Days, Times, Locations

Section 1 meets the **first half** of the semester: **01/18/2022 - 03/11/2022**

Tuesdays and Thursdays, 12:40 - 1:55 pm, 204 Carver

Mode of Course Delivery

Face-to-face (in-person)

Course Description

ISU Catalog Description

A M D 288X. Styling. (3-0) Cr. 3. *Prereq: A M D 131, A M D 275.* Focus on the many facets of the styling profession, including commercial styling, editorial (magazine) styling, personal style consultation, and red-carpet styling. Study of the practical requirements of the profession and the importance of an appropriate digital presence. Course will utilize a hands-on approach with lectures and projects.

How to use Canvas

In Canvas, there is one **module for each week of class**. Each module contains information and links about readings, slides, videos, assignments, and quizzes. I strongly suggest you work through the course by consulting the modules to know what we are learning that week and **what you will need to do**.

Subject to change

This syllabus is subject to change! Any changes will be communicated on Canvas.

Prerequisites

AMD 131 and AMD 275

Course Outcomes

Based upon CHS Learning Outcomes, all graduates from the AESHM Department should be able to demonstrate the General Department Learning Outcomes: 1) Communication, 2) Self-assessment/self-reflection, 3) Critical Thinking, and 4) Ethics, Diversity and Social Responsibility.

Based upon these learning outcomes, this course will contribute to your ability to:

Communicate

- Brainstorm, communicate, and present style ideas in written, oral, digital, and visual formats.
- Execute leadership and critiquing techniques to facilitate necessary decisions and changes and/or modifications to individual and group work in comparison to professional standards.
- Work collaboratively in groups and effectively manage projects, including presentations.
- Use emotional intelligence in interpersonal communication with clients.
- Analyze and develop appropriate online fashion influencer presence.

Engage in Self-assessment/Self-reflection

- Use and apply proper vocabulary in relation to the fashion industry and the styling profession.
- Demonstrate effective and professional use of current information technologies.
- Gain an understanding of styling employment opportunities.

Think Critically

- Exhibit an understanding of the role of the fashion stylist.
- Use knowledge of design and aesthetics to interpret and recommend fashion in a variety of contexts for a variety of individual consumers.
- Understand, evaluate, and create in reference to dress' relationship to nonverbal communication and identity.
- Use skills to analyze current trends and forecast the impact of future trends on dress and adornment.
- Develop appropriate skills such as sourcing clothes, photography and photo editing, and web design.

Engage with Ethics, Diversity, and Social Responsibility

- Articulate the potential benefits of styling activities for a variety of individuals and populations.
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Required and Recommended Textbooks and Course Materials

Required for Class

1. **Text:** Burns-Tran, S., & Davis, J. (2018). *Style wise: A practical guide to becoming a fashion stylist*. Fairchild. (2nd ed.). ISBN: 978-1501323836. This book is also on closed reserve at the library.

2. **MS Office Suite software.** You can get the MS Office Suite for **free** from ITS. The MS Office Suite includes Word, PowerPoint, and Excel, which are the industry standards. You can get it for both PCs and Macs.

Recommended for Class

1. **Business of Fashion (BOF) website.** You can sign up for a membership at this site for free here: <https://www.businessoffashion.com/memberships/student/details>. Use your @edu address. BOF aggregates news about the fashion industry.

2. **Fashionista** (<https://fashionista.com/>). News and career information.

Course-Specific Policies

This syllabus is a description of the course and a detailed timeline for what will happen in the course. If you have a question about deadlines or what will be happening in an upcoming module, consult the syllabus first (this document or Canvas). If it is still unclear, please contact your instructor.

Attendance

Attendance is required for every class.

- Attendance will be taken at the beginning of class. It is your responsibility to make sure to sign the attendance sheet.
- A student is considered in attendance if they are in class or actively participating.
- Students arriving 10 minutes or later or leaving earlier than 10 minutes before class ends are considered absent for the day.
- There are in-class activities. Only students present in class when the activity is conducted are eligible to receive points for these activities. There will be no make-up opportunities unless student has an excused absence.

Excused absences will be allowed ONLY for the following circumstances:

- 1) student's serious illness (doctor verified)
- 2) death of a member of the immediate family within the week,
- 3) trips for participation in intercollegiate athletic events or class trips or job interviews (official letter required)
- 4) religious holidays (written notification is required prior to the event)
- 5) subpoena for court appearance (official document required)

- The official proof of the circumstances should be emailed to the instructor prior to the excused absence or within 7 days after the absence has occurred for the absence to be considered excused.
- If a class is missed, it is your responsibility to obtain the information from your classmates.

You are allowed up to a total of **two** unexcused absences.

- At the third absence, your final grade will be lowered by 5 points deducted from Professionalism points. Each additional absence beyond the third lowers your final grade by another 5 points.

Due Dates and Late Assignment Policy

Due dates for assignments and quizzes are listed in the syllabus (both hardcopy and on Canvas). Do not wait until the last minute to do assignments.

I accept late assignments, with some conditions.

- The assignment grade will be reduced by 10% for every day it was late.
- Assignments will not be accepted after one week beyond the due date.
- Late assignments due to approved extenuating circumstances must be turned in within 1 (one) week of the syllabus due date unless other arrangements have been made with the instructor.

Assignments and Grading

AMD 288X Course Requirements	Points Possible
Inventory/Interview	25
Stylist Research	50
Social Media Project	150
Trunk Club Critique	40
Personal Styling a Friend or Family Member	70
Envisioning and Styling Your Future Self	75
Red Carpet Fashions	35
Celebrity Styling Assignment	45
Flatlays	75
Mini-Lookbook	95
September Issue	20
Editorial Story Analysis	20
Editorial Spread	140
Thrifting for Inspiration	30
Fashion Show Critique	55
Professionalism – based on attendance and participation. At the third unexcused absence, your final grade will be lowered by 5 points deducted from Professionalism points. Each additional unexcused absence beyond the third lowers your final grade by another 5 points.	40
Quizzes	90

Total	1055
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ISU Grading Scale

A	100%	to 93%
A-	< 93%	to 90%
B+	< 90%	to 87%
B	< 87%	to 83%
B-	< 83%	to 80%
C+	< 80%	to 77%
C	< 77%	to 73%
C-	< 73%	to 70%
D+	< 70%	to 67%
D	< 67%	to 63%
D-	< 63%	to 60%
F	< 60%	to 0%

Grading Policies

A plus/minus grading system is used (see above). To determine how you are doing, divide your total points received by the total points possible to date.

Posting of Grades

Grades will be posted on Canvas. The instructor will make every effort to keep accurate records. However, it is your responsibility to monitor grade records and keep all materials related to the course. Grade-related claims should be submitted via email to ariennem@iastate.edu.

Any discussion of a grade must be done **WITHIN ONE WEEK** after it has been posted to Canvas.

Quizzes

Quizzes are taken on Canvas. Quizzes consist of multiple-choice and matching questions and are based on content of the corresponding textbook chapter(s). Quiz deadlines and due dates are indicated on Canvas.

Communication, Personal Responsibility, and Professionalism

Communication

Ask questions and seek help as needed. Communication is key to a successful class. If any instructions or assignments are not clear, please talk to or email your instructor to clarify. I am happy to speak with you at a time that works with your schedule.

Personal Responsibility

One of the tenets of this course is personal responsibility.

- You play an active role in your education and as a student in this course.
- It is your responsibility:
 - to know all the policies listed in this syllabus
 - to know all assignment deadlines
 - to make sure your assignments are uploaded correctly and completely to Canvas by the deadline. Incomplete and/or blank documents will be treated as late work until they are uploaded correctly and will be penalized accordingly.
 - to complete assigned readings on time

Mutual Respect and Professionalism

It is expected that everyone in the class will treat each other with courtesy and respect. It is the instructor's goal to promote an atmosphere of mutual respect in the course. Please contact the instructor if you have suggestions for improving the class environment. It is preferable if students discuss issues directly with the instructor; however, students may also leave a note in the instructor's mailbox.

Name, Gender Identity, and/or Gender Expression: Class rosters are provided to the instructor with the student's legal name. I will gladly honor your request to address you by an alternate name or gender pronoun. Please advise me of this preference early in the semester so that I may make appropriate changes to my records.

Class Behavior. It is expected that you present yourself in a professional manner in this course at all times, as this is part of your professional development process. This includes paying attention to the instructor and classmates during class lectures, discussion, or a guest lecture—i.e., not doing other coursework or talking while the instructor, a guest speaker, or team of classmates is presenting information to the class.

Laptops, Cell Phones, iPads, and Other Technology. Technology should be used in AMD 288X to enhance your learning of course content. Bring your laptop to each class period. A laptop is very beneficial for in-class learning activities, especially because most will be submitted to Canvas at the end of class.

Texting during class time is not acceptable, nor is emailing, Facebook, or other social media for personal purposes. Cell phones should be turned off or silenced during all class sessions. Please use your technology respectfully and appropriately during this class.

- Class starts promptly at the time listed in the Schedule of Classes.
- Arriving late to class is disruptive to other students and the instructor. (If you have a legitimate reason for being late, please discuss your situation with the instructor.)
- Students are expected to participate in in-class activities and be prepared to answer questions if called on by the instructor.

Technology and Support

Canvas

- Canvas and email are used to build a communication network between students and the instructor.
- It is your responsibility to **check Canvas and ISU email regularly** (i.e., daily) for content updates and class announcements.
- Follow up with the Solution Center at 515-294-4000 or solution@iastate.edu if you have any Canvas-related problems. If you have a prolonged Canvas problem, please notify the instructor **as soon as possible**.

Submission Formats

- Use either MS Office Suite (Word, Excel, Powerpoint) or Adobe PDF formats to upload assignments to Canvas. If images must be uploaded separately, JPG, GIF, and PNG formats will be accepted. Other formats will **not** be accepted.
- You can get the MS Office Suite for free from ITS. The MS Office Suite includes Word, PowerPoint, and Excel, which are the industry standards. You can get it for both PCs and Macs. It is required for this class.
 - **Macs** can run Office components (like Word and Excel). Your professor owns a Mac and uses Word and PowerPoint every day.
 - **Chromebooks** can open and edit Office files. See link here for more information: <https://support.google.com/chromebook/answer/2481498?hl=en>

Other Tech Concerns

- In general, contact the Solution Center at 515-294-4000 or solution@iastate.edu if you have any computer or Canvas-related problems.
- If a technical issue occurs while taking a quiz on Canvas such as an internet connection is lost or Canvas goes offline, please document the date and time this occurred and email instructor **the date, time, and approximately how many questions were completed before losing connection**.
- Individual laptop issues will not be excused. Smartphone or tablet uploads are at your discretion; failure to upload on these devices will not be accepted as a valid excuse.

Student Wellness and Health

There are many campus resources that can help with a wide variety of situations or issues. Please reach out - people can and want to help.

ISU's COVID-19 Response Page

- <https://web.iastate.edu/safety/updates/covid19>

ISU Crisis Text Line

- <https://www.counseling.iastate.edu/in-crisis/>
- Students dealing with heightened feelings of sadness or hopelessness, thoughts of harm or suicide, or increased anxiety may contact the **ISU Crisis Text Line (Text ISU to 741-741)** or call the **ISU Police Department (515) 294-4428 or 911**. Call 24 hours a day, 7 days a week.

Thielen Student Health Center

- <https://health.iastate.edu/> or call (515) 294-5801 (24/7 Medical Advice)

Student Wellness

- <http://studentwellness.iastate.edu> or call (515) 294-1099

Student Counseling Services

- <https://counseling.iastate.edu> or call (515) 294-5056

Recreation Services

- <http://recservices.iastate.edu> or call (515) 294-4980

ISU Student Health and Wellness

- <http://www.cyclonehealth.org>
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Academic Support

Academic Success Center

The Academic Success Center (Dean of Students Office) provides learning opportunities for all students through services that support academic skill development, grade improvement, and engagement with peers, promoting success and self-directed learning. The ASC offers individualized, and group-facilitated experiences connected to a specific course or focus on general skill development. Services include Academic Coaching, Resources and Worksheets, Supplemental Instruction, Tutoring Services, the Workshop Series, and PSYCH 131, an academic skills course. The ASC encourages students to use the supports that can best strengthen their learning. Learn more on the Academic Success Center website (<http://www.asc.dso.iastate.edu>), call 515-294-6624, or email success@iastate.edu.

Online Learner Support

Receive technical assistance and academic guidance available via Online Learner Support resources (<https://www.celt.iastate.edu/online-learner-support/>).

Writing and Media Center Assistance

The Writing and Media Center (WMC) helps students become effective, more confident communicators. The WMC is a welcoming and inclusive place where friendly communication consultants offer individualized assistance to undergraduate and graduate students, faculty, staff, and community members working on any form of written, oral, visual, or electronic communication. While they can help you identify patterns and trends in your spelling and grammar, they do not provide editing services. In addition to one-on-one consultations (both in-person and online), the Center offers presentations introducing the Center's services, workshops by request, writing retreats, and other programs. They have three locations on campus. Appointments available during open hours. Please go to <https://www.wmc.dso.iastate.edu/> to schedule an appointment.

Department and University Policies

AESHM Policies

AESHM Collegiality Statement

The Department of Apparel, Events, and Hospitality Management is committed to sustaining a collegial, positive, and productive environment for scholarship, learning, institutional service, and outreach for each individual and for the collective benefit of all. Faculty and professional staff are expected to conduct themselves in a manner that contributes constructively to the department's mission and reputation.

In addition, faculty and professional staff are expected to work to maintain a positive workplace that emphasizes respect for the opinions of others and is free from forms of misconduct, as enumerated in Chapter 7 of the ISU Faculty Handbook - <https://www.provost.iastate.edu/faculty-and-staff-resources/faculty-handbook>

Iowa State University Policies

Free Expression

Iowa State University supports and upholds the First Amendment protection of [freedom of speech](#) and the principle of [academic freedom](#) in order to foster a learning environment where open inquiry and the vigorous debate of a diversity of ideas are encouraged. Students will not be penalized for the content or viewpoints of their speech as long as student expression in a class context is germane to the subject matter of the class and conveyed in an appropriate manner.

COVID-19 Health and Safety Guidance

Face masks encouraged: Because of the continuing COVID-19 pandemic, all students are encouraged—but not required—to wear face masks, consistent with current recommendations from the Centers for Disease Control and Prevention. Further information on the proper use of face masks is available at: <https://www.cdc.gov/coronavirus/2019-ncov/your-health/effective-masks.html>.

Vaccinations encouraged: All students are encouraged to receive a vaccination against COVID-19. Multiple locations are available on campus for free, convenient vaccination. Further information is available at: <https://web.iastate.edu/safety/updates/covid19/vaccinations>.

Vaccinations may also be obtained from health care providers and pharmacies.

Physical distancing encouraged for unvaccinated individuals: Classrooms and other campus spaces are operating at normal capacities, and physical distancing by faculty, staff, students, and visitors to campus is not required. However, unvaccinated individuals are encouraged to continue to physically distance themselves from others when possible.

Principles of Community

This course is operated according to the Iowa State University Principles of Community.

<https://www.diversity.iastate.edu/connect/principles>

1. **Respect:** We seek to foster an open-minded understanding among individuals, organizations and groups. We support this understanding through outreach, increasing opportunities for collaboration, formal education programs and strategies for resolving disagreement.
2. **Purpose:** We are encouraged to be engaged in the university community. Thus, we strive to build a genuine community that promotes the advancement of knowledge, cooperation and leadership.
3. **Cooperation:** We recognize that the mission of the university is enhanced when we work together to achieve our goals. Therefore, we value each member of the Iowa State University community for their insights and efforts, collective and individual, to enhance the quality of campus life.
4. **Richness of diversity:** We recognize and cherish the richness of diversity in our university experience. Furthermore, we strive to increase the diversity of ideas, cultures and experiences throughout the university community.
5. **Freedom from discrimination:** We recognize that we must strive to overcome historical and divisive biases in our society. Therefore, we commit ourselves to create and maintain a community in which all students, staff, faculty and administrators can work together in an atmosphere free from discrimination, and to respond appropriately to all acts of discrimination.
6. **Honest and respectful expression of ideas:** We affirm the right to and the importance of a free exchange of ideas at Iowa State University within the bounds of courtesy, sensitivity and respect. We work together to promote awareness of various ideas through education and constructive strategies to consider and engage in honest disagreements.

Academic Dishonesty

The class will follow Iowa State University's policy on academic dishonesty. Anyone suspected of academic dishonesty will be reported to the Dean of Students Office. <http://www.dso.iastate.edu/ja/academic/misconduct.html>

Disability Accommodation

Iowa State University is committed to assuring that all educational activities are free from discrimination and harassment based on disability status. Students requesting accommodations for a documented disability are required to work directly with staff in Student Accessibility Services (SAS) to establish eligibility and learn about related processes before accommodations will be identified. After eligibility is established, SAS staff will create and issue a Notification Letter for each course listing approved reasonable accommodations. This document will be made available to the student and instructor either electronically or in hard-copy every semester. Students and instructors are encouraged to review contents of the Notification Letters as early in the semester as possible to identify a specific, timely plan to deliver/receive the indicated accommodations. Reasonable accommodations are not retroactive in nature and are not intended to be an unfair advantage. Additional information or assistance is available online at www.sas.dso.iastate.edu, by contacting SAS staff by email at accessibility@iastate.edu, or by calling 515-294-7220. Student Accessibility Services is a unit in the Dean of Students Office located at 1076 Student Services Building.

<https://sas.dso.iastate.edu/student/request-forms/applying-for-accommodations>

Special Accommodation Exam

Please see the following information from Student Accessibility Services: <https://sas.dso.iastate.edu/exam-accommodations-center/information-for-students>

Prep Week

This class follows the Iowa State University Prep Week policy. <https://www.provost.iastate.edu/academic-programs/dead-week>

Harassment and Discrimination

Iowa State University strives to maintain our campus as a place of work and study for faculty, staff, and students that is free of all forms of prohibited discrimination and harassment based upon race, ethnicity, sex (including sexual assault), pregnancy, color, religion, national origin, physical or mental disability, age, marital status, sexual orientation, gender identity, genetic information, or status as a U.S. veteran. Any student who has concerns about such behavior should contact his/her instructor, Student Assistance at 515-294-1020 or email dso-sas@iastate.edu, or the Office of Equal Opportunity and Compliance at 515-294-7612.

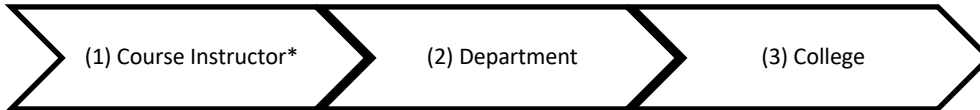
Religious Accommodation

If an academic or work requirement conflicts with your religious practices and/or observances, you may request reasonable accommodations. Your request must be in writing, and your instructor or supervisor will review the request. You or your instructor may also seek assistance from the Dean of Students Office or the Office of Equal Opportunity and Compliance.

Classroom or Grade Problems

The Department of Apparel, Events, and Hospitality Management values each student and strives to provide the best educational experience possible.

If you believe a faculty member (in his or her academic capacity) has behaved unfairly or unprofessionally towards you, please direct your concern in the following order:



- If at all possible, resolve the problem with the student and the instructor involved.
- * If the grievance involves sexual or racial harassment and the student prefers not to deal directly with the instructor, the student should discuss the grievance with the instructor's department chair Dr. Eulanda Sanders, or appropriate Associate Chair listed below:

- AESHM Associate Chair for Undergraduate Academic Affairs, Dr. Ellen McKinney, emckinne@iastate.edu
- AESHM Associate Chair and Director of Graduate Education, Dr. Ann-Marie Fiore amfiore@iastate.edu

- CHS Associate Dean for Undergraduate Academic Affairs Dean, Dr. Robert Reason, rreason@iastate.edu
- Associate Dean of the Graduate College, Dr. Carolyn Cutrona, cutrona@iastate.edu

More details are available at <https://catalog.iastate.edu/academics/#academicgrievancesappealstext>

Violence Free University

At ISU, violence, threats or implied threats of violence, and intimidation (verbal or physical acts intended to frighten or coerce) impede the goal of providing a safe environment and will not be tolerated. For more information, refer to <http://www.policy.iastate.edu/policy/violence>

Emergency Response

In an emergency situation, follow emergency response guide at <http://www.ehs.iastate.edu/sites/default/files/uploads/publications/posters/EmergencyPoster.pdf> . For more information, refer to <http://www.policy.iastate.edu/policy/emergencynotification>

Syllabus Change Policy

This syllabus is a guide for the course and is subject to change. Any changes in due dates or content will be posted on Canvas. Canvas information supersedes this PDF. Please check for announcements and updates regularly!

Week	Dates	Topics	Reading	Assignments & Quizzes
1	1/18	<ul style="list-style-type: none"> Introduction to the Class Introduction to Styling 	<ul style="list-style-type: none"> Chapter 1 in text Week 1 materials on Canvas 	1. In-Class Activity: Inventory / Interview
	1/20	<ul style="list-style-type: none"> Be Fluent in Fashion Intro to Social Media Project 	<ul style="list-style-type: none"> Chapter 8 in text 	<ol style="list-style-type: none"> In-Class: Critique Chapter 1 Quiz Stylist Research Social Media Part 1
2	1/25	<ul style="list-style-type: none"> Careers in Styling Portfolio, Branding, and Business Steps to follow when you get a styling gig 	<ul style="list-style-type: none"> Chapters 5, 6, & 7 in text Week 2 materials on Canvas Job Listings for Stylists 	1. Chapters 5, 6 & 7 Quiz
	1/27	<ul style="list-style-type: none"> Image Consulting – Personal Styling 	<ul style="list-style-type: none"> Chapter 4 in text 	<ol style="list-style-type: none"> Chapter 4 Quiz Personal Styling a Friend or Family Member In-Class: Trunk Club Critique
3	2/1	<ul style="list-style-type: none"> Dress and Identity Capsule Wardrobes Image Consulting – Celebrity Styling 	<ul style="list-style-type: none"> Week 3 materials on Canvas 	<ol style="list-style-type: none"> In-Class: Red Carpet Fashions Envisioning and Styling Your Future Self Celebrity Styling Assignment
	2/3	<ul style="list-style-type: none"> Class Work Day 		Continue work on <ol style="list-style-type: none"> Envisioning and Styling Your Future Self Celebrity Styling Assignment
4	2/8	<ul style="list-style-type: none"> Flatlays & Commercial Styling Photo Styling Social Media 2 	<ul style="list-style-type: none"> Chapter 2 in text Page 123 in text Week 4 materials on Canvas 	<ol style="list-style-type: none"> In-Class: Flatlay Techniques and Chance Flatlay Assignment Mini-Lookbook Social Media Part 2 Chapter 2 Quiz

Week	Dates	Topics	Reading	Assignments & Quizzes
	2/10	<ul style="list-style-type: none"> Preparing for a Test Shoot Editorial Stories At the Shoot 	<ul style="list-style-type: none"> Chapters 9 & 10 in text 	<ol style="list-style-type: none"> In-Class: Editorial Stories Chapters 9 & 10 Quizzes Editorial Spread
5	2/15	<ul style="list-style-type: none"> In-Class: Begin to view September Issue Documentary 		
	2/17	<ul style="list-style-type: none"> In-Class: Finish up September Issue Social Media 3 Thrifting, Styling, and Sustainability 	8 Tips for Shopping a Thrift Store Like a Fashion Stylist	<ol style="list-style-type: none"> September Issue Social Media Part 3 Thrifting for Inspiration Questions for Patricia Gorham
6	2/22	Individual or group consultations with instructor to discuss ideas and progress with Editorial Spread assignment		
	2/24	<ul style="list-style-type: none"> Other Styling for the Entertainment Industry (TV Shows, Films, Theater) Sign up for editorial spread presentations 	<ul style="list-style-type: none"> Week 7 materials on Canvas Chapter 3 in text 	<ol style="list-style-type: none"> Questions for Sara Jablon-Roberts
7	3/1	Guest Speaker: Patricia Gorham via Zoom		<ol style="list-style-type: none"> Chapter 3 Quiz Fashion Show Critique
	3/3	Class Work Day		Continue work on Editorial Spread / Social Media Part 3 assignments
8	3/8	Guest Speaker: Sara Jablon-Roberts via Zoom		
	Wed., 3/9	Editorial Spread due to Canvas by 11:59 pm		
	3/10	Present Editorial Spreads in class		