

# Syllabus 2018

Graduate School of Fashion and Living  
Environment Studies  
Master's Program in Clothing Science Studies  
Global Fashion Concentration (English-Language Program)

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Subject Title (Japanese)	プロジェクト研究 I		
Subject Title	Project Research I		
必修 Compulsory	後期 Term 2	5 単位 5 Credits	演習 Seminar
Instructor	© 高木 陽子(TAKAGI Yoko), 中西 教夫(NAKANISHI Norio), 三木 勤也(MIKI Kanya), スレード トビー アレクサンダー( ), サミュエル トーマス(THOMAS Samuel)		
授業概要 / Class Description	How can fashion and textile specialists contribute to the various emergent problems of contemporary global society? In this course, students examine critical issues and establish a research subject and appropriate methodology based on art and design theory for a thesis or a design practice. They also learn all the necessary skills to do research in Fashion Studies. Students will report their progress to the supervisors and receive academic as well as practical advice. Invited specialists will offer various conceptual frameworks and case studies.		
到達目標 / Goal	To set an innovative research subject based on a well-balanced perspective on production, technique and management. Make and execute an effective research plan.		
授業計画 / Class schedule			
	年月日 Y/M/D	内容/Class Schedule	
1	2018 年 09 月 24 日 Mon	Orientation. University research facilities guidance (Library, Museum).	
2	2018 年 10 月 01 日 Mon	Presentation of the general research idea. Design concept meeting.	
3	2018 年 10 月 15 日 Mon	General survey on research subject. Visual research 1.	
4	2018 年 10 月 22 日 Mon	Report on general survey of the research subject (400 words) with bibliography. Feedback. Visual research 2.	
5	2018 年 10 月 29 日 Mon	Study on research history 1. Design presentation.	
6	2018 年 11 月 06 日 Mon	Study on research history 2.	
7	2018 年 11 月 12 日 Mon	Report on research history (1000 words) with bibliography. Feedback.	
8	2018 年 11 月 19 日 Mon	Study on research method.	
9	2018 年 11 月 26 日 Mon	Study on research method. Feedback.	
10	2018 年 12 月 03 日 Mon	Experiment and gathering document.	
11	2018 年 12 月 10 日 Mon	Experiment and gathering document. Feedback.	
12	2018 年 12 月 17 日 Mon	Presentation on research history and method of the selected subject.	
13	2019 年 01 月 14 日 Mon	Image building strategies	
14	2019 年 01 月 21 日 Mon	Photo shooting theory.	
15	2019 年 01 月 28 日 Mon	Final presentation of research proposal. Image building strategies: Photo shooting.	
評価方法 / Evaluation	Evaluation: A(S)~C・E Evaluation Criteria: Final presentation and Report 70% Participation and in-class activity 30%		
教科書等 / Textbook	Students will be informed after each lecture.		
準備学習 / Preliminary study	Students will be informed after each lecture.		
担当教員問合せ先 / Office to contact	Joint Research Office for Fashion and Clothing Culture (F41a).		

Subject Title (Japanese)		プロジェクト研究 I	
Subject Title		Project Research I	
必修 Compulsory	通年 Term1, 2	5 単位 5 Credits	演習 Seminar
Instructor ◎ 須山 憲之 (SUYAMA Noriyuki, 鄭 年皓 (JUNG Nyunho))			
<b>授業概要 / Class Description</b> The emergence of globalization and digital revolution has brought drastic changes in the overall business environment. This lecture introduces main theories and case study on the general characteristics of service, marketing, and brand building, being strongly aware of fashion business under globalization and digital revolution. However, the relevant themes on the above topic assumes multifaceted-managerial knowledge, for example, business strategy, human resource management, organization theory, production management and so forth. Therefore, this lecture introduces additionally, as the above, the related managerial knowledge to service, marketing, and brand building.			
<b>到達目標 / Goal</b> Students will comprehensively understand critical factors to managerial processes, especially service and marketing. Furthermore, students think fashion business synchronously to various themes of this lecture.			
<b>授業計画 / Class schedule</b>			
	年月日 Y/M/D	担当教員/Instructor	内容/Class Schedule
1	2018 年 04 月 10 日 (火)	SUYAMA Noriyuki, JUNG Nyunho	Introduction (Characteristics of service and marketing)
2	2018 年 04 月 17 日 (火)	SUYAMA Noriyuki, JUNG Nyunho	Modern marketing model
3	2018 年 04 月 24 日 (火)	SUYAMA Noriyuki, JUNG Nyunho	Consumer behavior
4	2018 年 05 月 08 日 (火)	SUYAMA Noriyuki, JUNG Nyunho	Product portfolio
5	2018 年 05 月 15 日 (火)	SUYAMA Noriyuki, JUNG Nyunho	Promotions and advertisement, marketing mix
6	2018 年 05 月 22 日 (火)	JUNG Nyunho	Creating brand
7	2018 年 05 月 29 日 (火)	SUYAMA Noriyuki, JUNG Nyunho	Marketing myopia
8	2018 年 06 月 05 日 (火)	SUYAMA Noriyuki, JUNG Nyunho	Marketing strategy
9	2018 年 06 月 12 日 (火)	SUYAMA Noriyuki, JUNG Nyunho	Global marketing
10	2018 年 06 月 19 日 (火)	JUNG Nyunho	What is the core competition for fashion business, from the viewpoint of marketing theories (presentation and discussion)
11	2018 年 06 月 26 日 (火)	SUYAMA Noriyuki, JUNG Nyunho	Service characteristics in fashion business
12	2018 年 07 月 03 日 (火)	SUYAMA Noriyuki, JUNG Nyunho	Marketing research for fashion business
13	2018 年 07 月 10 日 (火)	JUNG Nyunho	Marketing analysis on fashion business
14	2018 年 07 月 17 日 (火)	SUYAMA Noriyuki, JUNG Nyunho	Digital revolution and marketing
15	2018 年 07 月 24 日 (火)	SUYAMA Noriyuki,	What is required in the new era of service and marketing

		JUNG Nyunho	(presentation and discussion)
16	2018年09月25日(火)	SUYAMA Noriyuki, JUNG Nyunho	Service and marketing platform under IT circumstance
17	2018年04月10日(火)	SUYAMA Noriyuki, JUNG Nyunho	Internet marketing
18	2018年04月17日(火)	JUNG Nyunho	e-commerce for service and marketing
19	2018年04月24日(火)	SUYAMA Noriyuki, JUNG Nyunho	Quality, cost, delivery in service business
20	2018年05月08日(火)	SUYAMA Noriyuki, JUNG Nyunho	Supply chain management in service business
21	2018年05月15日(火)	SUYAMA Noriyuki, JUNG Nyunho	Business model in service business and fashion business
22	2018年05月22日(火)	SUYAMA Noriyuki, JUNG Nyunho	Value chain analysis on service business and fashion business
23	2018年05月29日(火)	JUNG Nyunho	Value chain creation for service business and fashion business
24	2018年06月05日(火)	SUYAMA Noriyuki, JUNG Nyunho	How synchronize service business and fashion business (presentation and discussion)
25	2018年06月12日(火)	SUYAMA Noriyuki, JUNG Nyunho	New product development for service business and fashion business
26	2018年06月19日(火)	JUNG Nyunho	Project Management in service business and fashion business
27	2018年06月26日(火)	SUYAMA Noriyuki, JUNG Nyunho	Contingency planning and scenario planning for service business and fashion business
28	2018年07月03日(火)	SUYAMA Noriyuki, JUNG Nyunho	Organizing teams and talent in service business and fashion business
29	2018年04月10日(火)	SUYAMA Noriyuki, JUNG Nyunho	Effective Leadership and diversity management
30	2018年04月17日(火)	SUYAMA Noriyuki, JUNG Nyunho	Case study and discussion
方法 / Evaluation		Evaluation:A(S)~C/E Evaluation Criteria: Final report 35%, Presentation 35%, Participation in discussion 30%	
教科書等 / Textbook		Students will be informed on each lecture.	
準備学習 / Preliminary study		Students should focus on reviewing rather than preparation.	
担当教員問合せ先 / Office to contact		Department of Fashion Sociology Office (A064)	

Subject Title (Japanese)		プロジェクト研究 I	
Subject Title		Project Research I	
必修	Compulsory	通年 Term1, 2	5単位 5 Credits
Instructor		◎ 佐藤 真理子 (SATO Mariko)	
<p>授業概要 / Class Description</p> <p>How can fashion and textile specialists contribute to the various emergent problems of the contemporary global society? In this course, students examine critical issues and establish a research subject, appropriate method related art and design theory for a thesis or a social practice. They also learn all the necessary skills. Students report the progress to the supervisors and receive guidance and academic as well as practical advice. Invited specialists offer various conceptual frameworks and case studies.</p>			
<p>到達目標 / Goal</p> <p>To set an innovative research subject based on a well-balanced perspective on production, technique and management. Make an effective research plan.</p>			
<p>授業計画 / Class schedule</p>			
1	Orientation. University research facilities guidance.		
2	Presentation of the general research idea.		
3	General survey on research subject.		
4	Report on general survey of the research subject (400 words) with bibliography.		
5	Outline of human anatomy 1		
6	Outline of human anatomy 2		
7	Outline of human physiology 1		
8	Outline of human physiology 2		
9	Outline of human science 1 (Biology)		
10	Outline of human science 2 (Biochemistry)		
11	Outline of human science 3 (Material science of clothing)		
12	Learning of the skill which is needed to learn clothing physiology 1 Measurement of body temperature, skin temperature and blood flow.		
13	Learning of the skill which is needed to learn clothing physiology 2 Measurement of environment factors (air temperature, humidity, airflow and clothing climate).		
14	Learning of the skill which is needed to learn clothing physiology 3 Operation of analysis equipment (field of Thermal Physiology).		
15	Learning of the skill which is needed to learn clothing physiology 4 Operation of analysis equipment (field of Thermal Physiology).		
16	Learning of the skill which is needed to learn clothing physiology 5 Operation of analysis equipment (field of ergonomics).		
17	Learning of the skill which is needed to learn clothing physiology 6 Operation of analysis equipment (field of ergonomics).		

18	Learning of the skill which is needed to learn clothing physiology 7 Methods of human biological assay.
19	Learning of the skill which is needed to learn clothing physiology 8 Methods of human biological assay.
20	Learning of the skill which is needed to learn clothing physiology 9 Methods of questionnaire survey.
21	Learning of the skill which is needed to learn clothing physiology 10 Methods of questionnaire survey.
22	Learning of the skill which is needed to learn clothing physiology 11 Statistical analysis –Basic–
23	Learning of the skill which is needed to learn clothing physiology 12 Statistical analysis –Application (1)–
24	Learning of the skill which is needed to learn clothing physiology 13 Statistical analysis –Application (2)–
25	Planning of the study design 1
26	Proceeding of each student's research 1
27	Proceeding of each student's research 2
28	Proceeding of each student's research 3
29	In order to perform the effective presentation, what should we do? (1) Method of making effective presentation materials. (2) Preparing for an effective presentation.
30	Presentation of research proposal.
評価方法 / Evaluation	Evaluation: A(S) ~ C · E Evaluation Criteria: Final presentation and Report 70% Participation and in-class activity 30%
教科書等 / Textbook	Students will be informed after each lecture.
準備学習 / Preliminary study	Students will be informed after each lecture.
担当教員問合せ先 / Office to contact	A081a

Subject Title (Japanese)	プロジェクト研究 I		
Subject Title	Project Research I		
必修 Compulsory	通年 Term1, 2	5 単位 5 Credits	演習 Seminar
Instructor	◎ 永井 伸夫 (NOBUO Nagai)		
<b>授業概要 / Class Description</b> How can fashion and textile specialists contribute to the various emergent problems of the contemporary global society? In this course, students examine critical issues and establish a research subject, appropriate method related art and design theory for a thesis or a social practice. They also learn all the necessary skills. Students report the progress to the supervisors and receive guidance and academic as well as practical advice. Invited specialists offer various conceptual frameworks and case studies.			
<b>到達目標 / Goal</b> To set an innovative research subject based on a well-balanced perspective on production, technique and management. Make an effective research plan.			
<b>授業計画 / Class schedule</b>			
1	Orientation. University research facilities guidance.		
2	Presentation of the general research idea.		
3	General survey on research subject.		
4	Report on general survey of the research subject (400 words) with bibliography.		
5	Outline of human anatomy 1		
6	Outline of human anatomy 2		
7	Outline of human physiology 1		
8	Outline of human physiology 2		
9	Outline of human science 1 (Biology)		
10	Outline of human science 2 (Biochemistry)		
11	Outline of human science 3 (Material science of clothing)		
12	Learning of the skill which is needed to learn clothing physiology 1 Measurement of body temperature, skin temperature and blood flow.		
13	Learning of the skill which is needed to learn clothing physiology 2 Measurement of environment factors. (air temperature, humidity, airflow and clothing climate.		
14	Learning of the skill which is needed to learn clothing physiology 3 Operation of analysis equipment (field of Thermal Physiology).		
15	Learning of the skill which is needed to learn clothing physiology 4 Operation of analysis equipment (field of Thermal Physiology).		
16	Learning of the skill which is needed to learn clothing physiology 5 Operation of analysis equipment (field of ergonomics).		
17	Learning of the skill which is needed to learn clothing physiology 6 Operation of analysis equipment (field of ergonomics).		



18	Learning of the skill which is needed to learn clothing physiology 7 Methods of human biological assay.
19	Learning of the skill which is needed to learn clothing physiology 8 Methods of human biological assay.
20	Learning of the skill which is needed to learn clothing physiology 9 Methods of questionnaire survey.
21	Learning of the skill which is needed to learn clothing physiology 10 Methods of questionnaire survey.
22	Learning of the skill which is needed to learn clothing physiology 11 Statistical analysis –Basic–
23	Learning of the skill which is needed to learn clothing physiology 12 Statistical analysis –Application (1)–
24	Learning of the skill which is needed to learn clothing physiology 13 Statistical analysis –Application (2)–
25	Planning of the study design 1
26	Proceeding of each student's research 1
27	Proceeding of each student's research 2
28	Proceeding of each student's research 3
29	In order to perform the effective presentation, what should we do? (1) Method of making effective presentation materials. (2) Preparing for an effective presentation.
30	Presentation of research proposal.
評価方法 / Evaluation	Evaluation: A(S)~C・E Evaluation Criteria: Final presentation and Report 70% Participation and in-class activity 30%
教科書等 / Textbook	Students will be informed after each lecture.
準備学習 / Preliminary study	Students will be informed after each lecture.
担当教員問合せ先 / Office to contact	A081a

Subject Title (Japanese)	プロジェクト研究Ⅱ		
Subject Title	Project Research II		
必修 Compulsory	前期 Term 1	5単位 5 Credits	演習 Seminar
Instructor	◎ 高木 陽子(TAKAGI Yoko), 中西 教夫(NAKANISHI Norio), 三木 勲也(MIKI Kanya), サミュエル トーマス(THOMAS Samuel)		
授業概要 / Class Description	<p>The students propose an innovative response to the problems discovered in Project Research I. Students who will make a collection as their final work will write a thesis of max. 10,000 words as their final assignment for this class. Students who will write a full thesis as their final work will work on practical projects such as: an exhibition plan, a research proposal, organizing a symposium or workshop, creating a website or online platform, etc.</p> <p>Students report their progress to the supervisors, and will receive academic as well as practical advice during the semester. Invited specialists will offer various conceptual frameworks and case studies.</p>		
到達目標 / Goal	To propose an innovative idea and expression to solve problems in today's global fashion context.		
授業計画 / Class schedule			
1	Orientation. Mid thesis and project presentation.		
2	Composition of the thesis. Special lecture: Creation of Yohji Yamamoto. (Kubo Tadashi)		
3	Image building, illustration.		
4	Writing thesis chapters and project guidance.		
5	Writing thesis introduction and the conclusion.		
6	Bibliography and notes.		
7	Editing the thesis and the project.		
8	Presentation thesis. Bridging the thesis work and practical project.		
9	Workshop (Bag, building concept).		
10	Workshop (Bag, pattern making & material research).		
11	Workshop (Bag, prototype making).		
12	Workshop (Accessories, building concept).		
13	Workshop (Accessories, pattern making & material research).		
14	Workshop (Accessories, prototype making).		
15	Feedback Session		
評価方法 / Evaluation	<p>Evaluation: A(S) ~ C・E  Evaluation Criteria: thesis and project report 70% Participation and in-class activity 30%</p>		
教科書等 / Textbook	Students will be informed after each lecture.		
準備学習 / Preliminary study	Students will be informed after each lecture.		
担当教員問合せ先 / Office to contact	Joint Research Office for Fashion and Clothing Culture (F41a).		

Subject Title (Japanese)		プロジェクト研究Ⅱ	
Subject Title		Project Research II	
必修 Compulsory	前期 Term 1	5単位 5 Credits	演習 Seminar
Instructor ◎須山 憲之(SUYAMA Noriyuki)			
<p>授業概要 / Class Description</p> <p>This course is designed to provide you with a framework within which international business operations can be analyzed, understood, and undertaken. We will recognize in this course that most business issues addressed in the cross-cultural context are somewhat similar to those firms implicitly or explicitly face in their domestic operations.</p> <p>The main differences between domestic and cross-cultural/multinational operations are usually matters of degree, variation, and complexity of controllable (e.g., marketing mix elements, management issues) and uncontrollable forces (i.e., various aspects of the national and socio-cultural environments). Given the intense nature of this class, the emphasis is on understanding diverse cultural, social and economic contexts in which consumption practices occur, and on translating this knowledge into actionable strategies and practices.</p>			
<p>到達目標 / Goal</p> <p>The main objective in this course is placed on international business decision-making with respect to products/brands and communications. Students successfully completing this course will be able to:</p> <ol style="list-style-type: none"> <li>1. Apply knowledge paradigms in international business to gain insights into similarities/differences across cross-cultural markets and their business implications.</li> <li>2. Gain an understanding of international business effort related to market entry and marketing mix strategies.</li> <li>3. Demonstrate an appreciation for designing and managing in international operational programs in consumer markets.</li> <li>4. Identify, interpret and evaluate information sources related to consumers with the emphasis on the use of information technologies (Internet).</li> </ol>			
授業計画 / Class schedule			
1	Orientation. Mid thesis and project presentation.		
2	Composition of the thesis. Special lecture : Creation of Yohji Yamamoto. (Kubo Tadashi)		
3	Image building, illustration.		
4	Writing thesis chapters and project guidance.		
5	Writing thesis introduction and the conclusion.		
6	Bibliography and notes.		
7	Editing the thesis and the project.		
8	Presentation thesis. Bridging the thesis work and practical project.		
9	Workshop (Bag, building concept).		
10	Workshop (Bag, pattern making & material reseach).		
11	Workshop (Bag, prototype making).		
12	Workshop (Accessories, building concept).		
13	Workshop (Accessories, pattern making & material reseach).		
14	Workshop (Accessories, prototype making).		
15	Feedback Session		
16	Orientation. Mid thesis and project presentation.		

17	Composition of the thesis. Special lecture : Creation of Yohji Yamamoto. (Kubo Tadashi)	
18	Image building, illustration.	
19	Writing thesis chapters and project guidance.	
20	Writing thesis introduction and the conclusion.	
21	Bibliography and notes.	
22	Editing the thesis and the project.	
23	Presentation thesis. Bridging the thesis work and practical project.	
24	Workshop (Bag, building concept).	
25	Workshop (Bag, pattern making & material reseach).	
26	Workshop (Bag, prototype making).	
27	Workshop (Accessories, building concept).	
28	Workshop (Accessories, pattern making & material reseach).	
29	Workshop (Accessories, prototype making).	
30	Feedback Session	
31	Orientation. Mid thesis and project presentation.	
32	Composition of the thesis. Special lecture : Creation of Yohji Yamamoto. (Kubo Tadashi)	
33	Image building, illustration.	
34	Writing thesis chapters and project guidance.	
35	Writing thesis introduction and the conclusion.	
36	Bibliography and notes.	
37	Editing the thesis and the project.	
38	Presentation thesis. Bridging the thesis work and practical project.	
39	Workshop (Bag, building concept).	
40	Workshop (Bag, pattern making & material reseach).	
41	Workshop (Bag, prototype making).	
42	Workshop (Accessories, building concept).	
43	Workshop (Accessories, pattern making & material reseach).	
44	Workshop (Accessories, prototype making).	
45	Feedback Session	
評価方法 / Evaluation	Evaluation: A(S) ~ C・E Evaluation Criteria: thesis and project report 70% Participation and in-class activity 30%	
教科書等 / Textbook	Students will be informed after each lecture.	
準備学習 / Preliminary study	Students will be informed after each lecture.	

担当教員問合せ先 /  
Office to contact

Joint Research Office for Fashion and Clothing Culture (F41a) .

Subject Title (Japanese)	ファッションデザイン論		
Subject Title	Fashion Design		
選択 Elective	前期 Term 1	2 単位 2 Credits	講義 Lecture
Instructor	◎森 崇(MORI Takashi)		
授業概要 / Class Description	We will learn the actual condition of the modern apparel industry from a business viewpoint while keeping at the same time a creation perspective. We will analyze the problems of the existing structure and explore what a successful next-generation brand could be based on marketing and branding.		
到達目標 / Goal	Propose an effective and convincing proposal. At the same time acquire a professional level of presentation skills.		
授業計画 / Class schedule			
	年月日 Y/M/D	内容 Class Schedule	
1	2018 年 04 月 10 日 Tue	ORIENTATION : introduction of various professions in the fashion industry and self-exploration	
2	2018 年 04 月 17 日 Tue	MARKETING THEORY : 3C (customer/competitor/company) and 4P (product/price/place/promotion)	
3	2018 年 04 月 24 日 Tue	BRANDING THEORY : factors for successful branding	
4	2018 年 05 月 08 日 Tue	BRAND LABEL/ LOGO : typography, shape and colors analysis	
5	2018 年 05 月 15 日 Tue	MOOD-BOARD : creating unique, impressive and effective mood-board	
6	2018 年 05 月 22 日 Tue	DRAWINGS : sketch, design drawing and flat drawing	
7	2018 年 05 月 29 日 Tue	MERCHANDISE PLANNING : basis of merchandising (design-produce-sales) and making a MD chart	
8	2018 年 06 月 05 日 Tue	PHOTOGRAPHY : fashion and product photography	
9	2018 年 06 月 12 日 Tue	LOOKBOOK MAKING : making an effective lookbook for the buyers	
10	2018 年 06 月 19 日 Tue	LINE-SHEET MAKING : how to calculate cost price and retail price	
11	2018 年 06 月 26 日 Tue	ACCESSORIES : creating woven label, hang tag, shopping bag and so on.	
12	2018 年 07 月 03 日 Tue	INTERIOR DESIGN : creating a shop design	
13	2018 年 07 月 10 日 Tue	INVITATION CARD : creating unique, impressive and effective invitation card	
14	2018 年 07 月 17 日 Tue	SUCCESSFUL PROTOCOL : outline for making a logical and effective protocol including essential contents	
15	2018 年 07 月 24 日 Tue	SUCCESSFUL PRESENTATION : presentation and feedback	
評価方法 / Evaluation	Evaluation : A(S)~C・E Evaluation Criteria : In-class activity 80%, Class participation 20%		
教科書等 / Textbook	none		

準備学習 / Preliminary study	portfolio would be preferable
担当教員問合せ先 / Office to contact	mori@limidea.co.jp

Subject Title (Japanese)	ファッションデザイン論演習		
Subject Title	Seminar in Fashion Design		
選択 Elective	前期 Term 1	1単位 1 Credit	演習 Seminar
Instructor ◎森 崇(MORI Takashi)			
授業概要 / Class Description The course will focus on : 1) reproduce non-Western traditional clothes. 2) then use these elements and develop them in a contemporary style. 3) unique clothing adapted to a for niche market.			
到達目標 / Goal Working on requests from a client, acquire the ability to propose a convincing, professional-level sample.			
授業計画 / Class schedule			
	年月日 Y/M/D	内容 Class Schedule	
1	2018年04月13日 Fri	MARKET RESEARCH 1 : understanding of current market in Japan	
2	2018年04月20日 Fri	MARKET RESEARCH 2 : understanding of current market in the world	
3	2018年04月27日 Fri	RESEARCH PRESENTATION : presentation of market research with essential factors	
4	2018年05月11日 Fri	PROJECT 1 (REMAKE) : analysis and understanding of non-western garment	
5	2018年05月18日 Fri	1ST BRUSH UP : support for making garment	
6	2018年05月25日 Fri	2ND BRUSH UP : support for making garment	
7	2018年06月01日 Fri	PRESENTATION : presentation of the project 1 (1 garment / 1 drawing mood-board)	
8	2018年06月08日 Fri	PROJECT 2 (DEVELOPMENT) : design variations of the project 1 (10 pieces minimum)	
9	2018年06月15日 Fri	1ST BRUSH UP : support for making garment	
10	2018年06月22日 Fri	2ND BRUSH UP : support for making garment	
11	2018年06月29日 Fri	PRESENTATION : presentation of the project 2 (1 garment / 10 drawings / mood-board)	
12	2018年07月06日 Fri	PROJECT 3 (NICHE MARKET) : design garments for niche market (10 pieces minimum)	
13	2018年07月13日 Fri	1ST BRUSH UP : support for making garment	
14	2018年07月20日 Fri	2ND BRUSH UP : support for making garment	
15	2018年07月27日 Fri	PRESENTATION : presentation of the project 3 (1 garment / 10 drawings / brand instruction /mood-board)	
評価方法 / Evaluation		Evaluation : A(S)~C・E Evaluation Criteria : paper works (concept idea) :40% garment works (quality of sample) :40% class participation :20%	
教科書等 / Textbook		none	
準備学習 / Preliminary study		portfolio would be preferable	
担当教員問合せ先 / Office to contact		yohei.ohno.13@gmail.com	



Subject Title (Japanese)	日本造形文化論		
Subject Title	Japanese Art and Design		
選択 Elective	前期 Term 1	2単位 2 Credits	講義 Lecture
Instructor	◎ 高木 陽子(TAKAGI Yoko), 横山 稔(YOKOYAMA Minoru)		
<p>This lecture series will focus on basic ideas of art and design in Japanese culture and will be presented by a number of specialists, both from in-house and from outside.</p> <p>It is hoped that students will appreciate both the gorgeous images and delicate beauty of Japanese art and design by synthesizing the lectures, reading academic papers and classics, discussions, and their research.</p>			
<p>到達目標 / Goal</p> <p>Art and design in Japanese culture has been historically influenced by foreign countries and has gone through a process of acceptance, reworking and reconstruction. Diverse cultural influences have been weaved into Japanese art and design culture, from, color, art and clothing to architecture, living style, and globalization. The goal of this lecture series is to provide students with an understanding of how Japanese art and design has developed over time as a result of these various cultural influences.</p>			
授業計画 / Class schedule			
1	Orientation(Takagi, Yokoyama)		
2	Introduction to Japanese Religion (Gaitanidis)		
3	The Color of Japanese Art (Ozeki)		
4	Japanese Monster in Art History(Okajima)		
5	Japonisme (Takagi)		
6	Techniques for Japanese Style Paintings (Shibata)		
7	Calligraphy (Yamada)		
8	Way of Tea (Denda)		
9	History of Japanese Clothing (Cliffe)		
10	Kimono : Art of Wearing (Cliffe)		
11	Art of Japanese Joinery (Yokoyama)		
12	Art of Japanese Traditional Architecture and Interior Design (Yokoyama)		
13	visit Exhibition		
14	Fieldwork		
15	Conclusion: Summary and discussion (Takagi, Yokoyama)		
評価方法 / Evaluation	Evaluation : A(S)~C・E Evaluation Criteria : Class portfolio 50% In-class activity 50%		
教科書等 / Textbook	Students will be informed after each lecture.		
準備学習 / Preliminary study	To be prepared to discuss the lecture topic.		
担当教員問合せ先 / Office to contact	Joint Research Office for Fashion and Clothing Culture (F41a) . Institute/Architecture and Interior dept. Interior Design division		
備考 / Notes	Please bring 1,000 yen on the 8th class day to cover the cost of the tea ceremony.		

Subject Title (Japanese)	日本造形文化論演習		
Subject Title	Seminar in Japanese Art and Design		
選択 Elective	前期 Term1	1単位 1Credit	演習 Seminar
Instructor	◎ 高木 陽子(TAKAGI Yoko), 横山 稔(YOKOYAMA Minoru)		
授業概要 / Class Description	<p>In this seminar, students will visit places where the essence of traditional Japanese art and design can be seen and felt. Student's understanding of the lectures will be deepened by, for example, wearing a kimono or sitting on a tatami floor in a traditional Japanese tea house in an atmosphere of simple beauty while feeling the season, tasting Japanese tea and admiring the Japanese art on the walls. Prerequisite: Advanced Study of Art and Design in Japanese Culture.</p>		
到達目標 / Goal	<p>Students feel the true fabric of Art and Design with they actually experience it using their five senses. Students will experience the traditional Japanese life style(clothing, food and living)by engaging in various types of fieldwork.</p>		
授業計画 / Class schedule			
1	Orientation		
2	Advanced lecture		
3	Fieldwork 1		
4	Fieldwork 2		
5	Fieldwork 3		
6	Fieldwork 4		
7	Fieldwork 5		
8	Fieldwork 6		
9	Fieldwork 7		
10	Fieldwork 8		
11	Fieldwork 9		
12	Fieldwork 10		
13	Fieldwork 11		
14	Fieldwork 12		
15	Summary and Discussion		
評価方法 / Evaluation	<p>Evaluation : A(S)~C・E Evaluation Criteria: Report 50% In-class activity 50%</p>		
教科書等 / Textbook	<p>Students will be informed the detail of Fieldwork( 1-12 )on the day of Orientation.</p>		
準備学習 / Preliminary study	<p>Students will be informed the detail of Fieldwork( 1-12 )on the day of Orientation.</p>		
担当教員問合せ先 / Office to contact	<p>Joint Research Office for Fashion and Clothing Culture ( F41a ). Institute/Architecture and Interior dept. Interior Design division</p>		
備考 / Notes	<p>Students to bear a part of the cost of each trip, including transportation and admission fees.</p>		

Subject Title (Japanese)		ファッション理論	
Subject Title		Fashion Theory	
選択 Elective	後期 Term 2	2単位 2 Credits	講義 Lecture
Instructor © スレード トビー アレクサンダー (SLADE Toby)			
<b>授業概要 / Class Description</b> This course on fashion theory will examine the canonical and other advanced theories of fashion. It seeks to understand the role of clothing and fashion in our personal lives and in society at large. It will examine the theory of why we wear clothing and how we choose it and judge it; how it affects economies and politics, and how it is linked to greater art movements and aesthetics.			
<b>到達目標 / Goal</b> To read and understand the key thinkers in the canon of Fashion Theory, be able to critique them and to apply their ideas to historical and contemporary fashion.			
<b>授業計画 / Class schedule</b>			
1	Introduction: What is Fashion?	By way of introduction this class will start to think about possible philosophical or metaphysical definitions of fashion.	
2	Origins: Archeology, Anthropology and Fashion	This class will examine the reasons why human beings are the only animal to wear clothing. We will look at the first examples of clothing and try to imagine fashion from the point of view of thousands of years.	
3	The Mechanics of Fashion: Production chains and Structural Sociolinguistics	Here we will look at the physical and conceptual construction of clothes. How these two processes overlap will be the focus here, using the ideas of Roland Barthes.	
4	Periodisation: Modernity, Pre & Post. The logics of Time	Through the primary example of suits we will examine how fashion is linked to the time it is situated within.	
5	Sex and Gender	Via the example of flappers we will look at fashion as a battleground for the conceptualisation of sex and gender.	
6	Material and Materialism	The week will examine socioeconomic understandings of clothing, especially Marxist thought and the Veblen's idea of conspicuous consumption.	
7	The Psychology of Clothes: Dandyism and Desublimation	This class will examine the psychological approach to fashion. The shame of nudity, the culturally constructed ideas of modesty and the development of personality from childhood will be examined in relation to the body and how we cover it.	
8	Orientalist and Occidentalism: Fashion the Other	Here we will examine Japanese fashion history and the assumptions of orientalism within it. In creating an encompassing idea of an unknown other academic understandings commit a logical mistake. We will examine this essentialism and how it can be avoided.	
9	Identity and the Body Social	Through an examination of facial adjustment will look at socio-anthropological understandings of fashion. We will look at the ideas of Georg Simmel and examine the self-decoration of first peoples.	
10	Ornamentals & Minimalism: Directionality in Fashion	As a primal function of modernism, anti-ornamentalism still governs much of design theory. We will look at the onset of anti-ornamentalism in the early twentieth century and the idea of an avant-garde within fashion.	
11	Style and Genius: The mechanics of History	In this class we will examine the concept of style and how it has changed over time. Looking at the related ideas of genius and transcendence.	
12	Postmodernity	Through the work of Jean Baudrillard and Jacques Derrida we will examine the key ideas of postmodernity and how it applies to fashion.	
13	Final Student Presentations		

14	Final Student Presentations	Students will present their final philosophical projects.
15		Feedback
評価方法 / Evaluation	Evaluation : A(S) ~ C · E Evaluation Criteria: There will be a final theoretical project for this course which will be presented to the class and submitted as a final essay (70%). There will also be weekly response exercises that will sometimes be written but at other times will be drawn or design based (30%).	
教科書等 / Textbook	There is a printed course reader for this course available in the in first class with core and advanced readings on each topic.	
準備学習 / Preliminary study	This course assumes basic undergraduate knowledge about fashion theory. If students have not studied fashion theory before there is a pre-course reading list available.	
担当教員問合せ先 / Office to contact	Joint Research Office for Fashion and Clothing Culture (F41a)	

Subject Title (Japanese)	メディア論		
Subject Title	Media Studies		
選択 Elective	後期 Term 2	2 単位 2 Credits	講義 Lecture
Instructor	◎高野 公三子(TAKANO Kimiko)		
授業概要 / Class Description	<p>The objective of this class is to examine contemporary Japanese society through fashion and media. In this case, "media" includes not only traditional media such as magazines and TV, but also various other fields: social media, the city itself, and so on.</p> <p>We research the Japanese fashion through the analysis of the history of the relationship between the media and the street fashion.</p>		
到達目標 / Goal	<p>The primary goal of this class is to understand fashion relative to its place in daily life from a number of different perspectives. Moving on to an understanding of how street fashion and culture, Japanese media, and social phenomena are related to each other.</p> <p>Through this class, students will aim for not only literacy in Japanese fashion and culture, but also business and carrying the sense of seeing the society.</p>		
授業計画 / Class schedule			
1	Orientation: Concept of the class, to share points of view about "fashion".		
2	Media and cultural studies, fashion sociology, and a briefing on recent Japanese fashion and culture.		
3	Field work on "Tokyo Fashion Week" and some exhibitions in Tokyo. → *Report		
4	The history of the relationship between Japanese media and Japanese street fashion (1): Prehistory of Fashion Magazine ("Fujin Gaho" to "The First Fashion Runway Show" and Department Store).		
5	The history of the relationship between Japanese media and Japanese street fashion (2): The Birth of the Japanese Fashion Magazine to the rise of Street Culture ("anan" to "CUTiE", 1970-1990).		
6	The history of the relationship between Japanese media and Japanese street fashion (3): Era of "Tokyo Streetfashion" (1991-2000).		
7	The history of the relationship between Japanese media and Japanese street fashion (4): After "The Flat" era (2000-2009).		
8	The history of the relationship between Japanese media and Japanese street fashion (5): Personal Media and Social Media. (2010-) → *Report		
9	New dimension of Japanese fashion and culture(1): EC and vintage, recycle and used clothing.		
10	New dimension of Japanese fashion and culture(2): "Slow Fashion"(small and local). (May also invite guest speaker)		
11	New dimension of Japanese fashion and culture(3): D. I. Y culture, "MAKERS", "Fab" × fashion. (May also invite guest speaker)		
12	New dimension of Japanese fashion and culture(4): Post (fast) fashion.		
13	New dimension of Japanese fashion and culture(5): Media and Fashion. → *Report/presentation		
14	Reconsideration of the media and fashion & culture : report/presentation		
15	Reconsideration of the media and fashion & culture : report/presentation		
評価方法 / Evaluation	<p>Evaluation: A(S)~C・E</p> <p>Evaluation Criteria: reports/presentation(3×20%), in-class activities 40%</p>		
教科書等 / Textbook	Students will be informed after each lecture.		

準備学習 / Preliminary study	There is no preliminary study.
担当教員問合せ先 / Office to contact	Editorial epartment of "ACROSS", PARCO CO., Ltd. takano@web-across.com <a href="http://www.web-across.com/">http://www.web-across.com/</a>

Subject Title (Japanese)	クリティカルライティング		
Subject Title	Critical Writing		
選択 Elective	前期 Term 1	1単位 1 Credit	演習 Seminar
Instructor	© キャメロン アラン マッキーン (Cameron Allan Mckean)		
授業概要 / Class Description	Students will gain an understanding of how academic texts relating to art, design and fashion are constructed. They will learn how to read these texts to assess the strength of arguments, sources and methodology, and they will gain an understanding of writing style and flow. Academic texts in relevant disciplines will be compared with feature writing and criticism to show differences and create a clear understanding of what is essential to academic writing. Finally, they will investigate a topic of their choosing, and engage in a process of writing, editing and rewriting to hone their academic research skills.		
到達目標 / Goal	Students will learn to read and deconstruct academic texts, and will gain the requisite skills to write a thesis of their own with a distinctive voice and clear, concise, valid arguments.		
授業計画 / Class schedule	内容 Class Schedule		
1	Introductions: What is academic writing? How does it compare with other writing styles Comparison with feature writing, journalism, criticism, etc. What are the key differences? Texts: Chicago Manual of Style.		
2	Reading academically How to critically read an academic text. Breakdown of an academic text. Text: Paoletti, Jo B, and Kidwell, Claudia Brush. "Men and women: Dressing the part." In The Fashion Reader, 202-204, 2011.		
3	Asking a research question How to create an academic argument. Text: Chicago Manual of Style. Exercise: Creating three academic questions.		
4	Referencing, sources and citing How to find and select valid sources to back up arguments Exercise: Each student selects 3-5 articles related to a topic of their choosing		
5	Mapping an argument / Structure of an academic paper How to unpack an idea, and structure an argument in an academic paper.		
6	Review class 1: Reading and understanding more complex academic writing A review of the past five classes, and a collective deconstruction of a more complex academic text.		
7	Methodologies 1: Different ways of navigating and framing information. A review of methodologies relevant to art, design and fashion studies Texts: Jenss, Heike. Fashion Studies, 2016. Taylor, Lou. "Fashion and Dress History: Theoretical and Methodological Approaches." In Handbook of Fashion Studies, 23-43, 2013.		
8	Methodologies 2: Choosing and using a methodology Learning to apply a method to your topic of study Texts: Jenss, Heike. Fashion Studies, 2016.		
9	Writing workshop Group writing exercise: Choosing a topic, finding sources, mapping an argument and choosing a methodology. Exercise: Repeating class workshop on a different topic as homework		
10	Style: Writing authoritatively and persuasively Identifying different academic writing styles. Learning to write directly and with authority.		
11	Validity Learning to seek valid arguments and sources, and to identify		

	writing/research that lacks validity.
12	Review class 2: Reviewing past five classes A review of the past five classes, and a collective deconstruction of a more complex academic text.
13	Thinking critically at a deeper level Critical theory and fashion writing, understanding what your findings mean and how to convey results. Text: Rocamora, Agnes and Smelik, Anneke (Eds). Thinking through fashion: a guide to key theorists, 2016.
14	Mastering conclusions Learning to interpret and analyze findings, and summarize a paper.
15	Final questions and final paper A class where students ask final questions and explain challenges they experience while writing their final paper.
評価方法 / Evaluation	Evaluation: A(S)~C・E Evaluation Criteria: Weekly exercise 50% Final Exam 50%
教科書等 / Textbook	University of Chicago Press Staff 「The Chicago Manual of Style, 16th Edition」 (University Of Chicago Press) Kate L. Turabian and University of Chicago Press Staff 「A Manual for Writers of Research Papers, Theses, and Dissertations, Chicago Style for Students and Researchers - Eighth Edition」 (University Of Chicago Press) Additional teaching materials will be distributed in class.
準備学習 / Preliminary study	Students are advised to familiarize themselves with contemporary academic writing style and tone prior to the course. Students are required to be well read in a variety of disciplines in addition to their primary subject of study.
担当教員問合せ先 / Office to contact	<a href="mailto:g.d.a@posteo.net">g. d. a@posteo.net</a>



Subject Title (Japanese)	ファッションサイエンス論		
Subject Title	Physical and Chemical Property of Textile, and Functionality and Comfortability of Clothing		
選択 Elective	前期 Term 1	2 単位 2 Credits	講義 Lecture
Instructor	© 米山 雄二(YONEYAMA Yuji), 永井 伸夫(NAGAI Nobuo), 柚本 玲(YUMOTO Lei)		
授業概要 / Class Description	In this class, students will gain a deeper understanding of the functionality of clothing from the aspects physiology and human factor engineering, and the features textile materials, and the care for fashion textiles. In particular, students will learn about making clothing which has both functionality and fashionability, and valuable guides in selection of textile materials		
到達目標 / Goal	Functionality of clothing can be considered from the relation physiology and human factor engineering. Features and the care for fashion textiles can be understood scientifically.		
授業計画 / Class schedule			
1	Appearance characteristics of fabrics and fibers (Yumoto)		
2	Chemical properties of natural and man-made fibers (Yumoto)		
3	Dyeing properties of textile fibers (acid, direct and disperse dyestuffs) (Yumoto)		
4	Surface tension of surfactant solution (Yoneyama)		
5	Mechanism of detergency : emulsification, dispersion, and solubilization (Yoneyama)		
6	Surfactant used for fabric care: anionic and nonionic surfactants (Yoneyama)		
7	Summary of characteristics of fibers and properties of surfactants (Yoneyama and Yumoto)		
8	The structure of the human body and characteristics of human body shape (Nagai)		
9	The function and design of foot wear (1) (Nagai) ① Anatomy of the human leg and foot ② The relationship between foot and foot wear		
10	The function and design of foot wear (2) (Nagai) ③ The relationship between walking and foot wear. -Mechanism of human walking -		
11	The thermoregulation and clothing comfort under cold environment (Sato)		
12	The thermoregulation and clothing comfort under hot environment (Sato)		
13	Physiological characteristics of the skin and functional apparel design (Sato)		
14	Summary of the relationship between anatomical and physiological function of the human body Discussion about the clothing comfort and the human body (Nagai, Sato)		
15	Summary of relationship between fibers and the treatment and human-derived factors (Yoneyama, Nagai, Sato, Yumoto)		
評価方法 / Evaluation	Evaluation: A(S)~C-E Evaluation Criteria: Essay 50%, Participation and in-class activity 50%		
教科書等 / Textbook	Non		
準備学習 / Preliminary study	Consider the relation to your research task		
担当教員問合せ先 / Office to contact	Textile Laboratory (A073), Functional Design Laboratory (A081a)		

備 考 / Notes

Refer to materials delivered

Subject Title (Japanese)	テキスタイル技術演習		
Subject Title	Seminar in Textile Technique		
選択 Elective	後期 Term 2	1単位 1 Credit	演習 Seminar
担当教員／Instructor © 米山 雄二(YONEYAMA Yuji), 柚本 玲(YUMOTO Lei), 齋藤 光彌(SAITO Mitsuya), 小林 未佳(KOBAYASHI Mika)			
授業概要 / Class Description Learning the textile (dyeing and weaving) of Japan through measurements of textile properties, dyeing practice and investigative tours.			
到達目標 / Goal Various textile design can be done by use of dyeing, printing, and weaving technologies			
授業計画 / Class schedule			
	担当教員/Instructor	内容/Class Schedule	
1	Yuji Yoneyama Rei Yumoto Mika Kobayashi	Orientation Exercise of weaving by table loom (1) – Preparation: Setting warp yarns	
2	Yuji Yoneyama Rei Yumoto Mika Kobayashi	Exercise of weaving by table loom (2) –Preparation and Weaving the plain patterns	
3	Yuji Yoneyama Rei Yumoto Mika Kobayashi	Exercise of weaving by table loom (3) –Weaving the twill patterns	
4	Yuji Yoneyama Rei Yumoto Mika Kobayashi	Exercise of weaving by table loom (4) –Finishing	
5	Yuji Yoneyama Mitsuya Saitou Rei Yumoto Mika Kobayashi	Exercise of making the textile patterns by geometric technique with PC	
6	Yuji Yoneyama Mitsuya Saitou Rei Yumoto Mika Kobayashi	Exercise of heat transfer print	
7	Yuji Yoneyama Mitsuya Saitou Rei Yumoto Mika Kobayashi	Exercise of dyeing techniques (1) –Dyeing to cotton T-shirt with synthetic Indigo	
8	Yuji Yoneyama Mitsuya Saitou Rei Yumoto Mika Kobayashi	Exercise of dyeing techniques (2) –Dyeing to cotton T-shirt with natural Indigo	
9	Yuji Yoneyama Mitsuya Saitou Rei Yumoto Mika Kobayashi	Exercise of dyeing techniques (3) –Effect of inorganic salts on coloring of natural dye	
10	Yuji Yoneyama Mitsuya Saitou Rei Yumoto Mika Kobayashi	Exercise of dyeing techniques (4) –Dyeing to silk handkerchief with natural dye	
11	Yuji Yoneyama Mitsuya Saitou	Exercise of dyeing techniques (5) –Dyeing to cotton handkerchief with Reactive dye	

	Rei Yumoto Mika Kobayashi	
12	Yuji Yoneyama Mitsuya Saitou Rei Yumoto Mika Kobayashi	Exercise of dyeing techniques (6) -Drawing to cotton T-shirt with reactive dye
13	Yuji Yoneyama Mitsuya Saitou Rei Yumoto Mika Kobayashi	Exercise of dyeing techniques (7) -Drawing to cotton T-shirt with pigment
14	Yuji Yoneyama Rei Yumoto Mika Kobayashi	Opal finish (1) -Preparation of paper pattern, making motifs and designing patterns to be finished on scarfs. Placing paste, heating, and washing out
15	Yuji Yoneyama Rei Yumoto Mika Kobayashi	Opal finish (2) -Dyeing to cotton part of scarf
評価方法 / Evaluation		Evaluation: A(S)~C-E Evaluation Criteria: Essay 50%, Participation and in-class activity 50%
教科書等 / Textbook		Non
準備学習 / Preliminary study		Consider the relation to your research task
担当教員問合せ先 / Office to contact		Textile Laboratory (A073)
備考 / Notes		Refer to materials delivered

Subject Title(Japanese)	機能アパレルデザイン演習		
Subject Title	Seminar in Physiology and Ergonomics		
選択 Elective	後期 Term 2	1単位 1 Credit	演習 Seminar
Instructor	◎小柴 朋子(KOSHIBA Tomoko), 永井 伸夫(NAGAI Nobuo), 佐藤 真理子(SATO Mariko)		
授業概要 / Class Description	In developmental research on functional design, learning through experiments is important. In this seminar, attention is focused on uniquely Japanese materials and environments. Various measuring instruments are handled and basic items are learned through experiments and field trips.		
到達目標 / Goal	In order to understand the purpose of research and to achieve results, you learn performing a suitable method correctly.		
授業計画 / Class schedule			
1	Orientation; Research methods for determining the functional design of clothing in Japan. (Nagai, Sato)		
2	Measurement of Skin Temperature and Clothing Climate (Sato)		
3	Measurement of Heat Retention and Evaluation of Thermal Index (Sato)		
4	The comfortable of foot wear (Nagai) ① Measurement of your foot size by three-dimensional(3D) measurement system. ② The relationship between foot and foot wear		
5	Investigation of the easy-walking 1 (Nagai) ① Analysis of walking using 3D motion analysis and measurement of the muscle activity using electromyography.		
6	School Outing: Visiting to "FIBER MUSEUM" in Tokyo University of Agriculture and Technology (Higashi-Koganei city) (Sato)		
7	Experiment about material and comfort of clothing (Sato) Measurement of Water Absorbency and Air Permeability		
8	Investigation of the easy-walking 2 (Nagai) ① Evaluation of the foot pressure by with the FOOTPRINT™ ② Analysis of the center of gravity in a standing position ③ Production of insole for your foot size ④ Examination the walking performance improvement by the insole		
9	Management of clean clothes 1 (Nagai) Examination of dirt and bacteria of clothes		
10	Physiological characteristics of the skin and functional apparel design (Sato) Cutaneous Sensation and Somatic Sensation (Sato)		
11	Environmental Temperature and Humidity Measurement and Evaluation of Thermal Index. (Sato)		
12	Management of clean clothes 2 (Nagai) What is the unpleasant odor of old clothing? Analysis of the unpleasant odor of clothing using gas chromatograph mass spectrometer.		
13	When we wear favorite clothing, do we change the body physiologically? Measurement of the stress marker (bio-marker) (Nagai) ① Heart Rate Variability (HRV) ② Measurement of the stress marker in saliva (alpha-amylase, sIgA, CgA) ③ Questionare: The State-Trait Anxiety Inventory (STAI), Profile of Mood States (POMS)		
14	Function of compression wear and effect of clothing pressure (Sato) Measurement of clothing pressure.		

15	Skin surface property by clothing and skin friction (Sato) Skin surface three dimensional analysis using the laser microscope	
評価方法 / Evaluation	Evaluation: A(S) ~C-E Evaluation Criteria: Essay 50%, Participation and in-class activity 50%	
教科書等 / Textbook	Students will be informed after each lecture.	
準備学習 / Preliminary study	Consider the relation to your research task	
担当教員問合せ先 / Office to contact	Functional Design Laboratory ( A081a )	
備考 / Notes	Refer to materials delivered	

Subject Title (Japanese)	ファッション産業論		
Subject Title	Fashion Industry		
選択 Elective	前期 Term1	2単位 2 Credits	講義 Lecture
Instructor	◎ 首藤 眞一 (SHUTO Shinichi)		
<b>授業概要 / Class Description</b> Learn the basic structure and uniqueness of the Japanese fashion industry based on current industry trends. Students will learn about several different aspects of the industry, but most importantly why it is said that the Japanese fashion market is so unique and complicated compared to the fashion markets in other countries. As part of this class, current topics in the Japanese fashion industry will be reviewed, analyzed and discussed as case studies. Students need to actively participate in discussions and contribute their opinions in class. In addition, students will work on their own project related to the Japanese fashion industry and present their project to the class. Regular class preparation and class participation is needed. Reports, presentations, and project work is required.			
<b>到達目標 / Goal</b> Students will cultivate a better understanding of the Japan specific fashion industry structure and its trends, while they acquire valuable and practical knowledge of Japan's unique market characteristics.			
<b>授業計画 / Class schedule</b>			
1	Orientation and overview of the Japanese fashion industry We will discuss the objectives of the Fashion Industry class. Guide students on the class process and explain what students need to prepare for each class. After that, there will be a lecture about the overall Japanese fashion industry and its structure including textiles, apparel & fashion goods manufacturers, fashion retailers, trading companies, fashion media, and how the entire Japanese industry works.		
2	Uniqueness of the Japanese fashion industry and market trends Lecture on the uniqueness of the Japanese fashion industry including Japanese apparel companies, Japanese select-shops (multi-brand stores) and department stores, the wholesale and concession business, the role of Japanese trading companies and showroom companies, as well as Japanese markups and the pricing system. In addition, we will review what is going on now in the Japanese fashion market, the trends of the market, and Japanese consumer trends.		
3	Current situation and issues of large Japanese apparel manufacturers Lecture will include a history of Japanese apparel makers and how they created their business model in the past. Review their current situation, their issues, and discuss what they are doing now to resolve their challenges. Topics will include Sanyo Shokai and TSI Holdings.		
4	Fashion retailing in Japan - Department stores Lecture on the history of Japanese department stores including Isetan Mitsukoshi, Hankyu Department Store and Daimaru Matsuzakaya, and how they have developed their unique business during the past several decades. Explain their unique business format compared to foreign department stores. Discuss what issues the Japanese department stores are struggling with today and what opportunities they are currently considering for the future.		
5	Fashion retailing in Japan - Specialty stores and chain stores Lecture about Japanese fashion specialty stores and chain stores. Focus on select-shops (multi-brand stores) such as United Arrows and Beams and learn how they created their business model in the last few decades and what kind of new business models they are now trying to develop. As an example of a chain store, analyze and discuss the success of ABC-Mart.		
6	Fashion retailing in Japan - Direct channels and E-commerce Lecture will be about the Japanese direct channel and E-commerce market. Focus on the largest Japanese fashion e-commerce company, ZOZOTOWN. Consider a comparison to international e-commerce companies such as Farfetch, SSENCE and YOOX NET-A-PORTER GROUP. In addition, we will discuss new and emerging Japanese fashion e-commerce site, &mall created by Mitsui Fudosan, as well as the challenges of Amazon Fashion in the Japanese market.		
7	Japanese domestic designer brands and imported foreign designer brands		

	Lecture about the business model of Japanese domestic designer brands and imported designer brands. Discuss the challenges and opportunities foreign fashion designer brands face when breaking into the Japanese market.
8	Current trends and issues in the luxury fashion market in Japan Lecture about the Japanese luxury fashion market discussing its size, trends and issues. Discuss the strategies of LVMH and Kering in the Japanese market. Topics will include the House of Dior in Ginza and how Gucci is recovering in Japan.
9	Emerging business models and trends in the Japanese fashion industry Lecture on how Japanese fashion companies have been shifting their apparel businesses over the past several years. Discuss emerging businesses in the fashion industry and how new technology is especially important. Topics that will be discussed include Sazaby League, Bay Crew's, Stripe International, Mercari, and Komehyo.
10	Lecture on Japanese consumer behavior in fashion, focusing on the millennial generation. Discuss their current interests in fashion and how they consume fashion. Discuss the differences in millennial consumer behavior between Japan and the students' countries.
11	How overseas designer brands succeed in the Japanese market Lecture on what are the essentials for overseas designer brands to succeed in Japan and what are the steps they should take to break into the market. Learn about recent successful cases of overseas designer brands entering Japan and discuss why they were successful.
12	Standardization strategy and adaptation strategy Lecture on the difficulties in the Japanese market and what is needed for overseas fashion companies to succeed. Focus on what fashion brands can globally standardize, and what they need to do to adapt to the Japanese market and Japanese consumer needs.
13	Effective media and tools for communication in Japan Lecture on how media works in Japan and how brands effectively communicate to their target audience. Discuss frequently used media for fashion brands. Review not only traditional media such as TV, newspapers, magazines, and billboards, but also social net services, digital media and others.
14	Project presentations, review and discussion Students will work on a project throughout the semester based on a contemporary theme that is important to the fashion industry. During the last two classes, each of the students will present their project to the rest of the class. After student's presentation, we will review the topic and have an in-depth discussion with their classroom peers.
15	Project presentations, review and discussion Students will work on a project throughout the semester based on a contemporary theme that is important to the fashion industry. During the last two classes, each of the students will present their project to the rest of the class. After student's presentation, we will review the topic and have an in-depth discussion with their classroom peers.
評価方法 / Evaluation	Evaluation: A(S)~C-E Evaluation Criteria: Project/Presentation 40%, Report 30%, In-class activity and contribution 30%
教科書等 / Textbook	R Refer to materials delivered.
準備学習 / Preliminary study	Research the market as much as possible in order to obtain a basic knowledge about the fashion industry in Japan
担当教員問合せ先 / Office to contact	Shinichi Shuto / shinichi@brand-news.jp



Subject Title (Japanese)	ファッション産業論演習		
Subject Title	Seminar in Fashion Industry		
選択 Elective	前期 Term1	1 単位 1 Credit	演習 Seminar
Instructor	◎金川 孝義(KANAGAWA Takayoshi)		
授業概要 / Class Description	Students will visit fashion outlets and areas known for fashion such as Shibuya 109, Harajuku, Daikanyama, Aoyama and so on. Each fashion area has a different future from others depending on people going by and some other factors.		
到達目標 / Goal	Students are required to gain the ability to find out characteristics of each fashion area and to predict the possibilities for fashion business.		
授業計画 / Class schedule			
1	13th April (Priod4)	Orientation Students will be given detailed information of the seminar.	
2	20th April (Priod4)	Briefing on the Fashion industry in Japan. Students will be given basic understanding about historical matters of the Fashion Industry in Japan.	
3	20th April (Priod5)	Briefing on the young fashion and young apparel companies in Japan.	
4	27th April (Priod4)	Visit Shibuya109. Syudents will be given a briefing on Shibuya 109 and 109-fashion.	
5	27th April (Priod5)	Visit Jinnann area in Shibuya. There are many used cloths shops, multi-label shops which are targetting young adults in Jinnan area.	
6	12th May (Priod4)	Visit La Foret Harajuku. There are Gothic and Lorita shops which are representing Harajuku style on the basement floor.	
7	11th May (Priod5)	Visit cat-street where is called URAHARA and Harajuku Fahion was born there.	
8	18th May (Priod4)	Visit Aoyama. Aoyama is the next to Harajuku but Aoyama is luxury place. There are many international brand stores in Aoyama.	
9	18th May (Priod5)	Visit Antique Street. There are many high fashion free standing stores there.	
10	25th May (Priod4)	Visit T-sight in DAIKANYAMA. First of all we will visit Tsutaya New Concept Store . Then Hollywood Ranch Market and so on.	
11	25th May (Priod5)	Visit Logroad DAIKANYAMA where Fred Seagal shops are and some other places.	
12	1st June (Priod4)	Visit North areat of JIYUGAOKA. There are Life style stores such as Today's Special, IDEE and so on.	
13	1st June (Priod5)	Visit South area of JIYUGAOKA. This area is favored by young office working ladies. There are nice boutiques and restaurants.	
14	8th June (Priod4)	Visit GINZA 6 and Dover Street. Both are Luxury and Artistic Fashion Malls.	
15	8th June (Priod5)	Visit some other places in Ginza where the most foreign tourists come for shopping.	
評価方法 / Evaluation	Evaluation : A(S)~C•E Evaluation Criteria : Final report 70% Participation and in-class activity 30%		
教科書等 / Textbook	Studies will be informed after each lecture.		
準備学習 / Preliminary study	Read articles and the hottest topics in the fashion field as much as possible		

担当教員問合せ先 / Office to contact	Fashion sociology office(A064)
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Subject Title (Japanese)	被服学特別研究		
Subject Title	Special Research in Clothing Studies		
必修 Compulsory	通年 Term 1, 2	10 単位 10 Credits	演習 Seminar
Instructor	◎ 高木 陽子 (TAKAGI Yoko)		
授業概要 / Class Description	<p>The Master's Thesis is worth 10 credits and is the culmination of a year of hard work on the part of the students and instructors alike. Using primary and secondary research sources, your written thesis will examine a question of your choice. This is a scholarly question that you will come to after researching your topic and critically evaluating prior debate published in the given field. Through the process of understanding and examining a variety of perspectives in regards to the central issues of a topic, you will be able to form your own thesis in relation to an existing dialectic. Your thesis should be based on a scientific framework, have a strong theoretical foundation and express critical reflection on the topic at hand.</p>		
到達目標 / Goal	<p>Writing at the Master's level should be of an adequate quality, showing that the student is investigating a question, debate or issue while using their analytical, problem solving and theoretical thinking skills. Their work should be well-researched and relevant to current academia. Research papers should also be examples of both primary and secondary research methods.</p>		
授業計画 / Class schedule			
1	Orientation. University research facilities guidance.		
2	Presentation of the general research idea.		
3	General survey on research subject.		
4	Report on general survey of the research subject (400 words) with bibliography. Feedback.		
5	Study on research history 1.		
6	Study on research history 2.		
7	Report on research history (1000 words) with bibliography. Feedback.		
8	Study on research method.		
9	Experiment and gathering documents 1.		
10	Experiment and gathering documents 2.		
11	Presentation on research history and method of the selected subject. Feedback.		
12	Image building strategies : Photo shooting.		
13	Image building strategies : Edition of visual document.		
14	Preparation for the mid presentation.		
15	Mid presentation.		
16	Composition of the thesis 1.		
17	Composition of the thesis 2.		
18	Illustration and the list 1.		
19	Illustration and the list 2.		
20	Writing chapters 1.		
21	Writing chapters 2.		

22	Writing chapters 3.
23	Writing chapters 4.
24	Writing the introduction and the conclusion 1.
25	Writing the introduction and the conclusion 2.
26	Bibliography and the notes 1.
27	Bibliography and the notes 2.
28	Editing the thesis.
29	Preparation of the final presentation.
30	Final presentation.
評価方法 / Evaluation	Evaluation : A(S)~C・E Evaluation Criteria : Thesis 90%, In-class activity 10%
教科書等 / Textbook	Kate L. Turabian, Manual for Writers of Research Papers, Theses, and Dissertations, 8th Edition. Students will be informed after the session.
準備学習 / Preliminary study	Students will be informed after the session.
担当教員問合せ先 / Office to contact	Office to contact Joint Research Office for Fashion and Clothing Culture (F41a)

Subject Title (Japanese)	被服学特別研究		
Subject Title	Special Research in Clothing Studies		
必修 Compulsory	通年 Term 1, 2	10 単位 10 Credits	演習 Seminar
Instructor ◎ 須山 憲之 (SUYAMA Noriyuki)			
<p>授業概要 / Class Description</p> <p>The Master's Thesis is worth 10 credits and is the culmination of two years of hard work on the part of the students and instructors alike. Using primary and secondary research sources, your written thesis will examine a question of your choice. This is a scholarly question that you will come to after researching your topic and critically evaluating prior debate published in the given field. Through the process of understanding and examining a variety of perspectives in regards to the central issues of a topic, you will be able to form your own thesis in relation to an existing dialectic. Your thesis should be based on a scientific framework, have a strong theoretical foundation and express critical reflection on the topic at hand.</p>			
<p>到達目標 / Goal</p> <p>Writing at the Master's level should be of an adequate quality, showing that the students are investigating a question, debate or issue while using their analytical, problem solving and theoretical thinking skills. Their work should be well-researched and relevant to current academia, fashion and art world.</p>			
授業計画 / Class schedule			
1	Writing the chapters 1.		
2	Writing the chapters 2.		
3	Writing the chapters 3.		
4	Writing the introduction and the conclusion.		
5	Edition of the thesis.		
6	Preparation for the presentation.		
7	Mid presentation.		
8	Survey planning 1.		
9	Survey planning 2.		
10	Survey planning 3.		
11	Writing thesis 1.		
12	Writing thesis 2.		
13	Writing thesis 3.		
14	Data analysis 1.		
15	Data analysis 2.		
16	Data analysis 3.		
17	Writing thesis 4.		
18	Writing thesis 5.		
19	Writing thesis 6.		
20	Completion of thesis.		
21	Rehearsal		
22	Final presentation.		

23	Writing the chapters 1.	
24	Writing the chapters 2.	
25	Writing the chapters 3.	
26	Writing the introduction and the conclusion.	
27	Edition of the thesis.	
28	Preparation for the presentation.	
29	Mid presentation.	
30	Survey planning 1.	
評価方法 / Evaluation		Evaluation : A(S)~C・E Evaluation Criteria : Thesis 90%, In-class activities 10%
教科書等 / Textbook		There is no textbook and handouts will be distributed.
準備学習 / Preliminary study		Students will be informed after the session.
担当教員問合せ先 / Office to contact		Name: Noriyuki Suyama (Mr) Office: Department of Fashion Sociology (A064) Email: bun161034@bunka.ac.jp

Subject Title (Japanese)	被服学特別研究																																												
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29	Preparation of the final presentation.
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評価方法 / Evaluation	E Evaluation : A(S)~C・E Evaluation Criteria : Thesis 90%, In-class activity 10%
教科書等 / Textbook	Kate L. Turabian, Manual for Writers of Research Papers, Theses, and Dissertations, 8th Edition. Students will be informed after the session.
準備学習 / Preliminary study	Students will be informed after the session.
担当教員問合せ先 / Office to contact	Office to contact Joint Research Office for Fashion and Clothing Culture (F41a)



Subject Title (Japanese)	日本語(基礎)		
Subject Title	Japanese (Basic)		
選択 Elective	通年 Term1, 2	2 単位 2 Credits	演習 Seminar
Instructor	◎三國 純子(MIKUNI Junko)		
授業概要 / Class Description	<p>Japanese (Basic) lessons, designed for beginners, cover basic Japanese grammar and sentence patterns, as well as vocabulary and expressions necessary in real life situations. The lessons focus on not only oral practice, but also listening, reading, and writing. Writing exercises in hiragana (Japanese alphabet), katakana (Japanese alphabet) and kanji (Chinese Characters) are also presented. *Student with a high Japanese proficiency will not be allowed to take the course.</p>		
到達目標 / Goal	<p>This course will enable students to gain an understanding of basic Japanese grammar. In addition, it will equip students to carry out functions as describing oneself, expressing opinions and giving impressions about various topics.</p>		
授業計画 / Class schedule			
1	Explanation of how the lessons will be taught. Filling out a "can do" list.		
2	Describing yourself in simple terms.		
3	Handling numbers, quantities and prices.		
4	Describing everyday life and possessions.		
5	Understanding descriptions of the location of things.		
6	Understanding basic sentences describing familiar activities from everyday life.		
7	Giving a simple description of daily routines, likes and dislikes.		
8	Understanding dates, days and time.		
9	Understanding and describing simple phrases about places.		
10	Talking about your likes and interests and asking others about theirs.		
11	Explaining that you have received something from someone or given something to someone.		
12	Comparing and discussing what to choose, where to go, what to do, etc.		
13	Talking about what you did or how you felt using a past form.		
14	Japanese annual events.		
15	Term1 final review.		
16	Describing hopes and plans and offering to do something for someone.		
17	Understanding how to make and use the dictionary form of verbs.		
18	Describing yourself and expressing your abilities using the dictionary form of verbs.		
19	Understanding how to make and use the "te"-form of verbs.		
20	Understanding directions and requests using "te"-form of verbs.		
21	Making requests and giving permission using "te"-form of verbs.		
22	Expressing temporal sequences of actions or procedures using the "te"-form of verbs.		
23	Expressing a negative request in which the speaker asks or instructs someone not to do something.		

24	Describing your past experiences using the “ta”-form of verbs and ajectives.	
25	Understanding informal conversations.	
26	Expressing your opinions or impressions about certain topics and experiences.	
27	Using reported speech to express what someone has said.	
28	Understanding how to modify a noun.	
29	Conveying thanks and gratitude.	
30	Term2 final review.	
評価方法 / Evaluation	Evaluation: A(S)~C・E Evaluation Criteria: Final test 70% Participation and in-class activity 30%	
教科書等 / Textbook	3a-net corporation 『Elementary Japanese1 Grammar Notes 』 (スリーエーネットワーク)	
準備学習 / Preliminary study	Pre-class preparation using the grammar textbook and review are required for the lessons.	
担当教員問合せ先 / Office to contact	MIKUNI Junko (Japanese・Intercultural Studies and Tourism C office) A046b	