

# Syllabus 2019

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



## List of subjects

Subject Title (Japanese)	Subject Title
ぷろじえくとけんきゅういち プロジェクト研究Ⅰ	Project Research I (Instructor:TAKAGI Yoko,THOMAS Samuel,SLADE Toby,YAMAMOTO Nayuko)
ぷろじえくとけんきゅういち プロジェクト研究Ⅰ	Project Research I (Instructor:SUYAMA Noriyuki, OGAWA Tatsuya)
ぷろじえくとけんきゅういち プロジェクト研究Ⅰ	Project Research I (Instructor:NOBUO Nagai)
ぷろじえくとけんきゅうに プロジェクト研究Ⅱ	Project Research II (Instructor:TAKAGI Yoko,THOMAS Samuel,YAMAMOTO Nayuko)
ふあっしょんでざいんろん ファッションデザイン論	Fashion Design
ふあっしょんでざいんろんえんしゅう ファッションデザイン論演習	Seminar in Fashion Design
にほんぞうけいぶんかろん 日本造形文化論	Japanese Art and Design
ふあっしょんりろん ファッション理論	Fashion Theory
めでいあろん メディア論	Media Studies
くりていかるらいていんぐ クリティカルライティング	Critical Writing
ふあっしょんさいえんすろん ファッションサイエンス論	Physical and Chemical Property of Textile, and Functionality and Comfortability of Clothing
てきすたいるぎじゅつえんしゅう テキスタイル技術演習	Seminar in Textile Technique
ふあっしょんさんぎょうろん ファッション産業論	Fashion Industry
ふあっしょんさんぎょうろんえんしゅう ファッション産業論演習	Seminar in Fashion Industry
ひふくがくとくべつけんきゅう 被服学特別研究	Special Research in Clothing Studies *A (Instructor:TAKAGI Yoko,SLADE Toby)
ひふくがくとくべつけんきゅう 被服学特別研究	Special Research in Clothing Studies *B (Instructor:TAKAGI Yoko,SLADE Toby,YAMAMOTO Nayuko)
ひふくがくとくべつけんきゅう 被服学特別研究	Special Research in Clothing Studies *C (Instructor:TAKAGI Yoko,THOMAS Samuel,YAMAMOTO Nayuko)
にほんご(きそ) 日本語(基礎)	Japanese (Basic)

# シラバス参照

シラバス検索 > シラバス参照

講義名 / Subject Title (Japanese)	プロジェクト研究 I		
(副題) / Subtitle			
講義開講時期 / Term	後期 / Term 2		演習 / Seminar
基準単位数 / Credits	5		
校地 / Year	1 学年 / 1st Year		
必修・選択 / Compulsory or Elective	必修 / Compulsory		
講義名 (英文) / Subject Title	Project Research I		

担当教員 / Instructor	
◎ 高木 陽子 / TAKAGI Yoko	
山本 奈由子 / YAMAMOTO Nayuko	
スレード トビー アレクサンダー / SLADE Toby	
サミュエル トーマス / THOMAS Samuel	

授業概要 / Class Description	<p>How can fashion and textile specialists contribute to the various emerging 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. Design students make a collection.</p> <p>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.</p>
到達目標 / Goal	To set an innovative research subject based on a well-balanced perspective on production, technique and management of a project. Make and execute an effective research plan.

## 授業計画 / Class schedule

第1回		<p>Research: Orientation. University research facilities guidance (Library, Museum).</p> <p>Practice/Design: Design concept presentation.</p>
第2回		<p>Research: Presentation of the general research idea.</p> <p>Practice/Design: Design concept building.</p>
第3回		<p>Research: General background research of the chosen research topic on the research subject.</p> <p>Practice/Design: Design methodologies.</p>
第4回		<p>Research: Report on general survey of the research subject (400 words) with bibliography. Feedback.</p> <p>Practice/Design: 1st look submission.</p>

第5回		Research: Research of the existing research 1. Practice/Design: Collection design consideration.
第6回		Research: Research on the existing research 2. Practice/Design: Material visualization vs idea.
第7回		Research: Report on research history (1000 words) with bibliography. Feedback. Practice/Design: Support for making garment (pattern).
第8回		Research: Research method. Practice/Design: Support for making garment (concept).
第9回		Research: Research method. Feedback. Practice/Design: 2nd look submission.
第10回		Research: Experiment and gathering documents, research material and reference. Practice/Design: Support for making garment (Accessory, shoes).
第11回		Research: Experiment and gathering document. Feedback. Practice/Design: Support for making garment (What is "quality").
第12回		Research: Presentation on research history, theory, and method of the selected subject. Practice/Design: 3rd look submission.
第13回		Research: Image building strategies. Photo shooting theory. Practice/Design: Design concept portfolio building.
第14回		Research: Image building strategies : Photo shooting. Practice/Design: Final building submission 4 looks.
第15回	特別講師：坂部三樹郎	Research: Final presentation of research proposal. Practice/Design: Portfolio Submission. (Sakabe)

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) .

# シラバス参照

シラバス検索 > シラバス参照

講義名 / Subject Title (Japanese)	プロジェクト研究 I		
(副題) / Subtitle			
講義開講時期 / Term	通年 / Term 1, 2		演習 / Seminar
基準単位数 / Credits	5		
校地 / Year	1 学年 / 1st Year		
必修・選択 / Compulsory or Elective	必修 / Compulsory		
講義名 (英文) / Subject Title	Project Research I		

担当教員 / Instructor[
◎ 須山 憲之 / SUYAMA Noriyuki
小川 達也 / OGAWA Tatsuya

授業概要 / Class Description	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.
到達目標 / Goal	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.
実務経験 / Business Experience	Professor Suyama started business career at Daimaru Co. Ltd., one of major department store chains in Japan and was mainly involved in merchandising and marketing activities as a manager. He moved to Rakuten Inc., No.1 electric commerce firm in Japan and was double-assigned to general manger positions in merchandising division and client marketing division. He was also engaged in commercial real estate management and food business as a general manager and a COO, respectively in overseas markets. His overseas assignment totals more than 12 years, mainly in Southeast Asia. Dr. Suyama belongs to Japanese Society of Marketing and Distribution, Japan Marketing Academy, Japan Society for Southeast Asia Studies, Fashion Business Association and Japan Halal Association. He is a member of Gerson Lehrman Group (GLG) Council, who consults with clients.

授業計画 / Class schedule	
第1回	Introduction (Characteristics of service and marketing)
第2回	Modern marketing model
第3回	Consumer behavior
第4回	Product portfolio
第5回	Promotions and advertisement, marketing mix

第6回	Creating brand
第7回	Marketing myopia
第8回	Marketing strategy
第9回	Global marketing
第10回	What is the core competition for fashion business, from the viewpoint of marketing theories (presentation and discussion)
第11回	Service characteristics in fashion business
第12回	Marketing research for fashion business
第13回	Marketing analysis on fashion business
第14回	Digital revolution and marketing
第15回	What is required in the new era of service and marketing (presentation and discussion)
第16回	Service and marketing platform under IT circumstance
第17回	Internet marketing
第18回	e-commerce for service and marketing
第19回	Quality, cost, delivery in service business
第20回	Supply chain management in service business
第21回	Business model in service business and fashion business
第22回	Value chain analysis on service business and fashion business
第23回	Value chain creation for service business and fashion business
第24回	How synchronize service business and fashion business (presentation and discussion)
第25回	New product development for service business and fashion business
第26回	Project Management in service business and fashion business
第27回	Contingency planning and scenario planning for service business and fashion business
第28回	Organizing teams and talent in service business and fashion business
第29回	Effective Leadership and diversity management
第30回	Case study and discussion

評価方法 / 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)

# シラバス参照

シラバス検索 > シラバス参照

講義名 / Subject Title (Japanese)	プロジェクト研究 I		
(副題) / Subtitle			
講義開講時期 / Term	通年 / Term 1, 2		演習 / Seminar
基準単位数 / Credits	5		
校地 / Year	1 学年 / 1st Year		
必修・選択 / Compulsory or Elective	必修 / Compulsory		
講義名 (英文) / Subject Title	Project Research I		

## 担当教員 / Instructor

◎ 永井 伸夫 / NAGAI Nobuo

授業概要 / Class Description	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.
到達目標 / Goal	To set an innovative research subject based on a well-balanced perspective on production, technique and management. Make an effective research plan.

## 授業計画 / Class schedule

第1回	Orientation. University research facilities guidance.
第2回	Presentation of the general research idea.
第3回	General survey on research subject.
第4回	Report on general survey of the research subject (400 words) with bibliography.
第5回	Outline of human anatomy 1
第6回	Outline of human anatomy 2
第7回	Outline of human physiology 1
第8回	Outline of human physiology 2
第9回	Outline of human science 1 (Biology)
第10回	Outline of human science 2 (Biochemistry)
第11回	Outline of human science 3 (Material science of clothing)
第12回	Learning of the skill which is needed to learn clothing physiology 1 Measurement of body temperature, skin temperature and blood flow.
第13回	Learning of the skill which is needed to learn clothing physiology 2 Measurement of environment factors. (air temperature, humidity, airflow and clothing climate.



第14回	Learning of the skill which is needed to learn clothing physiology 3 Operation of analysis equipment (field of Thermal Physiology).
第15回	Learning of the skill which is needed to learn clothing physiology 4 Operation of analysis equipment (field of Thermal Physiology).
第16回	Learning of the skill which is needed to learn clothing physiology 5 Operation of analysis equipment (field of ergonomics).
第17回	Learning of the skill which is needed to learn clothing physiology 6 Operation of analysis equipment (field of ergonomics).
第18回	Learning of the skill which is needed to learn clothing physiology 7 Methods of human biological assay.
第19回	Learning of the skill which is needed to learn clothing physiology 8 Methods of human biological assay.
第20回	Learning of the skill which is needed to learn clothing physiology 9 Methods of questionnaire survey.
第21回	Learning of the skill which is needed to learn clothing physiology 10 Methods of questionnaire survey.
第22回	Learning of the skill which is needed to learn clothing physiology 11 Statistical analysis —Basic—
第23回	Learning of the skill which is needed to learn clothing physiology 12 Statistical analysis —Application (1)—
第24回	Learning of the skill which is needed to learn clothing physiology 13 Statistical analysis —Application (2)—
第25回	Planning of the study design 1
第26回	Proceeding of each student's research 1
第27回	Proceeding of each student's research 2
第28回	Proceeding of each student's research 3
第29回	In order to perform the effective presentation, what should we do? (1) Method of making effective presentation materials. (2) Preparing for an effective presentation.
第30回	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

# シラバス参照

シラバス検索 > シラバス参照

講義名 / Subject Title (Japanese)	プロジェクト研究Ⅱ		
(副題) / Subtitle			
講義開講時期 / Term	前期 / Term 1		演習 / Seminar
基準単位数 / Credits	5		
校地 / Year	2 学年 / 2nd Year		
必修・選択 / Compulsory or Elective	必修 / Compulsory		
講義名 (英文) / Subject Title	Project Research II		
学部・学科	大学院生活環境学研究科被服学専攻 (博士前期課程)		

## 担当教員 / Instructor

氏名
◎ 高木 陽子 / TAKAGI Yoko
山本 奈由子 / YAMAMOTO Nayuko
サミュエル トーマス / THOMAS Samuel

授業概要 / Class Description	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. 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.
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

第1回		Orientation. Mid-thesis and project presentation.
第2回	特別外部講師 : Kubo Tadashi	Thesis: Composition of the thesis. Project: Project guidance 1.  Special lecture : Creation of Yohji Yamamoto.  Collection work: What is the collection? 1
第3回		Thesis/ Project: Image building, illustration.  Collection work: What is the collection? 2
第4回		Thesis: Feedback writing chapters 1. Project: Project guidance 2.  Collection work: Concept (research) presentation.
第5回		Thesis: Feedback writing chapters 2. Project: Project guidance 3.

		Collection work: Design development (silhouette, volume).
第6回		Thesis/ Project: Bibliography and notes. Collection work: Design development (fabrication).
第7回		Thesis/ Project: Editing the thesis and the project. Collection work: Design development (Decoration).
第8回		Thesis/ Project: Presentation of thesis and the project. Collection work: Design line-up confirmation.
第9回		Project implementation 1. Bridging the thesis work and practical project 1. Collection work: Toile making, toile 1.
第10回		Project implementation 2. Bridging the thesis work and practical project 2. Collection work: Toile making, toile 2.
第11回		Project implementation 3. Bridging the thesis work and practical project 3. Collection work: Check toile 3, line-up 1-3.
第12回		Project implementation 4. Bridging the thesis work and practical project 4. Collection work: Toile making, toile 4.
第13回		Editing Project Report 1. Bridging the thesis work and practical project 5. Collection work: Check toile 5, line-up 1-5.
第14回		Editing Project Report 2. Bridging the thesis work and practical project 6. Collection work: Toile making, toile 6.
第15回	特別講師：富永航	Feedback Session Toile line-up 1-7 check. Collection work: Critique session by Tominaga Wataru

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) .

# シラバス参照

シラバス検索 > シラバス参照

講義名 / Subject Title (Japanese)	ファッションデザイン論		
(副題) / Subtitle			
講義開講時期 / Term	前期 / Term 1	講義区分	講義 / Lecture
基準単位数 / Credits	2		
校地 / Year	1 学年 / 1st Year, 2nd Year		
必修・選択 / Compulsory or Elective	選択 / Elective		
講義名 (英文) / Subject Title	Fashion Design		

## 担当教員 / Instructor

氏名

◎ 山本 奈由子 / YAMAMOTO Nayuko

授業概要 / Class Description	The course will teach successful and various design development process from reserch to portfolio making from a creative and personal perspective while keeping a business viewpoint and marketing theory at the same time.
到達目標 / Goal	Professional level of presentation skills on both portfolio and speaking basis. Deep understanding of design development process from both creative and marketing perspective.

## 授業計画 / Class schedule

第1回	ORIENTATION : introduction of various professions in the fashion industry and self-exploration
第2回	MARKETING THEORY : 3C (customer/competitor/company) and 4P (product/price/place/promotion)
第3回	BRANDING THEORY : factors for successful branding
第4回	BRAND LABEL/ LOGO : typography, shape and colors analysis
第5回	MOOD-BOARD : creating a unique, impressive and effective mood-board
第6回	DRAWINGS : sketch, design drawing and flat drawing
第7回	MERCHANDISE PLANING : basis of merchandising (design-produce-sales) and making a MD chart
第8回	PHOTOGRAPHY : fashion and product photography
第9回	LOOKBOOK MAKING : making an effective lookbook for the buyers
第10回	LINE-SHEET MAKING : how to calculate cost price and retail price
第11回	ACCESSORIES : creating woven label, hang tag, shopping bag and so on.
第12回	INTERIOR DESIGN : creating a shop design
第13回	INVITATION CARD : creating a unique, impressive and effective invitation card
第14回	SUCCESSFUL PROTOCOL : outline for making a logical and effective protocol including essential contents
第15回	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	yamamoto@mondesign.jp.com

# シラバス参照

シラバス検索 > シラバス参照

講義名 / Subject Title (Japanese)	ファッションデザイン論演習		
(副題) / Subtitle			
講義開講時期 / Term	前期 / Term 1	講義区分	演習 / Seminar
基準単位数 / Credits	1		
校地 / Year	1 学年 / 1st Year		
必修・選択 / Compulsory or Elective	選択 / Elective		
講義名 (英文)	Seminar in Fashion Design		
学部・学科	大学院生活環境学研究科被服学専攻 (博士前期課程)		

## 担当教員 / Instructor

氏名

◎ 山本 奈由子 / YAMAMOTO Nayuko

授業概要 / Class Description	The course will focus on the creation of : 1) a reproduction of a non-Western traditional garment. 2) the development of the chosen non-western garment into a contemporary style. 3) unique garment made for a 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

回	内容
第1回	MARKET RESEARCH 1 : understanding of current market in Japan
第2回	MARKET RESEARCH 2 : understanding of current market in the world
第3回	RESEARCH PRESENTATION : presentation of market research with essential factors
第4回	PROJECT 1 (REMAKE) : analysis and understanding of non-western garment
第5回	1ST BRUSH UP : support for making garment
第6回	2ND BRUSH UP : support for making garment
第7回	PRESENTATION : presentation of the project 1 (1 garment / 1 drawing mood-board)
第8回	PROJECT 2 (DEVELOPMENT) : design variations of the project 1 (10 pieces minimum)
第9回	1ST BRUSH UP : support for making garment
第10回	2ND BRUSH UP : support for making garment
第11回	PRESENTATION : presentation of the project 2 (1 garment / 10 drawings / mood-board)
第12回	PROJECT 3 (NICHE MARKET) : design garments for niche market (10 pieces minimum)
第13回	1ST BRUSH UP : support for making garment
第14回	2ND BRUSH UP : support for making garment
第15回	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	yamamoto@mondesign.jp.com

# シラバス参照

シラバス検索 > シラバス参照

講義名 / Subject Title (Japanese)	日本造形文化論		
(副題) / Subtitle			
講義開講時期 / Term	前期 / Term 1	講義区分	講義 / Lecture
基準単位数 / Credits	2		
校地 / Year	1 学年 / 1st Year, 2nd Year		
必修・選択 / Compulsory or Elective	選択 / Elective		
講義名 (英文) / Subject Title	Japanese Art and Design		
学部・学科	大学院生活環境学研究科被服学専攻 (博士前期課程)		

## 担当教員 / Instructor

氏名

◎ 高木 陽子 / TAKAGI Yoko

授業概要 / Class Description	<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 within and outside of the university.</p> <p>It is hoped that students will appreciate both the gorgeous images and delicate beauty of Japanese art and design through synthesizing the lectures, reading academic papers and classics, in-class discussions, and their own research related to each topic.</p>
到達目標 / Goal	<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 woven into Japanese art and design culture, from color, art and clothing to architecture, and living style. 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

回	特別外部講師	講義内容
第1回		Orientation (Takagi)
第2回		The Color of Japanese Art (Ozeki)
第3回	特別外部講師: Ioannis Gaitanidis	Introduction to Japanese Religion (Gaitanidis)
第4回		Japanese Monsters in Art History (Okajima)
第5回		Japonisme (Takagi)
第6回		Japanese Art of Fabric Material and Dyes (Yoshimura)
第7回	特別外部講師: 泉二啓太	Japanese Art of Weaving and Dyeing (Motoji)
第8回		Japanese Patterns (Yoshimura)
第9回	特別外部講師: Shila Cliffe	History of Japanese Clothing (Cliffe)
第10回	特別外部講師: Shila Cliffe	Kimono: Art of Wearing (Cliffe)
第11回		Techniques for Japanese Style Paintings (Shibata)
第12回		Art of Japanese Joinery (Yokoyama)



第13回		Art of Japanese Traditional Architecture and Interior Design (Yokoyama)
第14回		Fieldwork
第15回		Conclusion: Summary and discussion (Takagi)
評価方法 / Evaluation	Evaluation : A(S) ~C・E Evaluation Criteria : Class portfolio 50% In-class activity and participation in class discussions 50%	
教科書等 / Textbook	Students will be informed after each lecture.	
準備学習 / Preliminary study	Before each class, students are advised to shortly look into the topic of the upcoming class.	
担当教員問合せ先 / Office to contact	Joint Research Office for Fashion and Clothing Culture (F41a) .	

# シラバス参照

シラバス検索 > シラバス参照

講義名 / Subject Title (Japanese)	ファッション理論		
(副題) / Subtitle			
講義開講時期 / Term	後期 / Term 2	講義区分	講義 / Lecture
基準単位数 / Credits	2		
校地 / Year	1 学年 / 1st Year, 2nd Year		
必修・選択 / Compulsory or Elective	選択 / Elective		
講義名 (英文) / Subject Title	Fashion Theory		
学部・学科	大学院生活環境学研究科被服学専攻 (博士前期課程)		

## 担当教員 / Instructor

氏名

◎ スレード トビー アレクサンダー / SLADE Toby

授業概要 / Class Description	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.
到達目標 / Goal	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.
授業計画 / Class schedule	

第1回	スレード トビー アレクサンダー Introduction: What is Fashion?	By way of introduction this class will start to think about possible philosophical or metaphysical definitions of fashion.
第2回	スレード トビー アレクサンダー 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.
第3回	スレード トビー アレクサンダー 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.
第4回	スレード トビー アレクサンダー 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.
第5回	スレード トビー アレクサンダー Sex and Gender	Via the example of flappers we will look at fashion as a battleground for the conceptualisation of sex and gender.
第6回	スレード トビー アレクサンダー Material and Materialism	The week will examine socioeconomic understandings of clothing, especially Marxist thought and the Veblen's idea of conspicuous consumption.
第7回		

	スレード トビー アレクサンダー 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.
第8回	スレード トビー アレクサンダー 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.
第9回	スレード トビー アレクサンダー Identity and the Body Social	Through an examination of facial adjustment will look at socio-anthological understandings of fashion. We will look at the ideas of Georg Simmel and examine the self-decoration of first peoples.
第10回	スレード トビー アレクサンダー 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-guard within fashion.
第11回	スレード トビー アレクサンダー 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.
第12回	スレード トビー アレクサンダー Postmodernity	Though the work of Jean Baudrillard and Jacques Derrida we will examine the key ideas of postmodernity and how it applies to fashion.
第13回	スレード トビー アレクサンダー Final Student Presentations	Students will present their final philosophical projects.
第14回	スレード トビー アレクサンダー Final Student Presentations	Students will present their final philosophical projects.
第15回	スレード トビー アレクサンダー	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)

# シラバス参照

シラバス検索 > シラバス参照

講義名 / Subject Title (Japanese)	メディア論		
(副題) / Subtitle			
講義開講時期 / Term	後期 / Term 2	講義区分	講義 / Lecture
基準単位数 / Credits	2		
校地 / Year	1 学年 / 1st Year, 2nd Year		
必修・選択 / Compulsory or Elective	選択 / Elective		
講義名 (英文) / Subject Title	Media Studies		
学部・学科	大学院生活環境学研究科被服学専攻 (博士前期課程)		

## 担当教員 / Instructor

氏名

◎ 高野 公三子 / TAKANO Kumiko

授業概要 / Class Description	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. We research the Japanese fashion through the analysis of the history of the relationship between the media and the street fashion.
到達目標 / Goal	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. 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.
実務経験 / Business Experience	Representative of the research department in fashion & culture of PARCO Co., Ltd., and also have experiences in marketing and magazine editor. In joint authorship: "Fashion Review in modern Japanese fashion", "Japanese designers". Expert advisor of JAFCA (Japan Fashion Color Association), and Recommendation Committee member of Mainichi Fashion Grand Prix.

## 授業計画 / Class schedule

第1回	Orientation: Concept of the class, to share points of view about "fashion".
第2回	Media and cultural studies, fashion sociology, and a briefing on recent Japanese fashion and culture.
第3回	Field work on "Tokyo Fashion Week" and some exhibitions in Tokyo. → *Report
第4回	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).
第5回	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 "GUTiE", 1970-1990).
第6回	The history of the relationship between Japanese media and Japanese street fashion (3): Era of "Tokyo Streetfashion" (1991-2000).
第7回	The history of the relationship between Japanese media and Japanese street fashion (4): After "The Flat" era (2000-2009).

第8回	The history of the relationship between Japanese media and Japanese street fashion (5): Personal Media and Social Media. (2010-) → *Report
第9回	New dimension of Japanese fashion and culture(1): EC and vintage, recycle and used clothing.
第10回	New dimension of Japanese fashion and culture(2): "Slow Fashion"(small and local). (May also invite guest speaker)
第11回	New dimension of Japanese fashion and culture(3): D.I.Y culture, "MAKERS", "Fab" × fashion. (May also invite guest speaker)
第12回	New dimension of Japanese fashion and culture(4): Post (fast) fashion.
第13回	New dimension of Japanese fashion and culture(5): Media and Fashion. → *Report/presentation
第14回	Reconsideration of the media and fashion & culture: report/presentation
第15回	Reconsideration of the media and fashion & culture: report/presentation

評価方法 / Evaluation	Evaluation: A(S)~C・E Evaluation Criteria: reports/presentation(3×20%), in-class activities 40%
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 department of "ACROSS", PARCO CO., Ltd. takano@web-across.com takanotebook13@gmail.com <a href="http://www.web-across.com/">http://www.web-across.com/</a>

# シラバス参照

シラバス検索 > シラバス参照

講義名 / Subject Title (Japanese)	クリティカルライティング		
(副題) / Subtitle			
講義開講時期 / Term	前期 / Term 1	講義区分	演習 / Seminar
基準単位数 / Credits	1		
校地 / Year	1 学年 / 1st Year, 2nd Year		
必修・選択 / Compulsory or Elective	選択 / Elective		
講義名 (英文) / Subject Title	Critical Writing		
学部・学科	大学院生活環境学研究科被服学専攻 (博士前期課程)		

## 担当教員 / Instructor

氏名

◎ アダムソン グレゴリー デイル / ADAMSON, Gregory Dale

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

第1回	<p>Introductions: What is academic writing? How does it compare with other writing styles</p> <p>Comparison with feature writing, journalism, criticism, etc. What are the key differences?</p> <p>Texts: Chicago Manual of Style.</p> <p>Exercise: Outline your research interests</p>
第2回	<p>Reading academically</p> <p>How to critically read an academic text. Breakdown of an academic text.</p> <p>Text: Masafumi Monden, Japanese Fashion Cultures, Chapter 1, "Introducing Japanese fashion, past and present."</p>
第3回	<p>Asking a research question</p> <p>How to create an academic argument.</p> <p>Text: Chicago Manual of Style.</p> <p>Exercise: Construct three academic questions.</p>
第4回	<p>Referencing, sources and citing</p> <p>How to find and select valid sources to back up arguments</p> <p>Exercise: Each student selects 3-5 articles related to a topic of their choosing</p>
第5回	<p>Mapping an argument / Structure of an academic paper</p> <p>How to unpack an idea, and structure an argument in an academic paper.</p> <p>Exercise: Present an idea for a thesis</p>

第6回	Reading and understanding more complex academic writing A collective analysis of a more complex academic text, and an introduction to some of the terminology commonly used in fashion studies. Exercise: Describe an article you have found, what is it saying and why do you find it relevant?
第7回	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.
第8回	Methodologies 2: Choosing and using a methodology Learning to apply a method to your topic of study Texts: Jenss, Heike. Fashion Studies, 2016. Exercise: Write a thesis proposal
第9回	Literature review 1: How to summarize the work of others and use it to support your own argument.
第10回	Style: Writing authoritatively and persuasively Identifying different academic writing styles. Learning to write directly and with authority. Exercise: Write a literature review covering three works.
第11回	Literature review 2: Learning to seek valid arguments and sources, and to identify writing/research that lacks validity. Exercise: Write a literature review covering three works.
第12回	Building an argument/editing How to structure and link paragraphs to construct an argument. An introduction to editing. Exercise: Edit an assigned text
第13回	Referencing, quoting and paraphrasing. Exercise: Construct an argument
第14回	Mastering conclusions Learning to interpret and analyze findings, and summarize a paper.
第15回	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	g.d.a@posteo.net

# シラバス参照

シラバス検索 > シラバス参照

講義名 / Subject Title (Japanese)	ファッションサイエンス論		
(副題) / Subtitle			
講義開講時期 / Term	前期 / Term 1	講義区分	講義 / Lecture
基準単位数 / Credits	2		
校地 / Year	1 学年 / 1st Year, 2nd Year		
必修・選択 / Compulsory or Elective	選択 / Elective		
講義名 (英文) / Subject Title	Physical and Chemical Property of Textile, and Functionality and Comfortability of Clothing		
学部・学科	大学院生活環境学研究科被服学専攻 (博士前期課程)		

## 担当教員 / Instructor

氏名
◎ 米山 雄二 / YONEYAMA Yuji
佐藤 真理子 / SATO Mariko
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.
実務経験 / Business Experience	Yuji YONEYAMA Director of Research Laboratories at Lion Corporation/laundry detergent, bleaching agent, insecticide, functional polymer, surface modification agent Lei YUMOTO Researcher at Wacoal's Human Science Research Center/ Development of comfortable lady's underwear

## 授業計画 / Class schedule

回	氏名	内容
第1回	柚本 玲	Appearance characteristics of fabrics and fibers (Yumoto)
第2回	柚本 玲	Chemical properties of natural and man-made fibers (Yumoto)
第3回	柚本 玲	Dyeing properties of textile fibers (acid, direct and disperse dyestuffs) (Yumoto)
第4回	米山 雄二	Surface tension of surfactant solution (Yoneyama)
第5回	米山 雄二	Mechanism of detergency : emulsification, dispersion, and solubilization (Yoneyama)
第6回	米山 雄二	Surfactant used for fabric care: anionic and nonionic surfactants (Yoneyama)
第7回	米山 雄二 柚本 玲	Summary of characteristics of fibers and properties of surfactants (Yoneyama and Yumoto)
第8回	永井 伸夫	The structure of the human body and characteristics of human body shape (Nagai)



第9回	永井 伸夫	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
第10回	永井 伸夫	The function and design of foot wear (2) (Nagai) ③ The relationship between walking and foot wear. —Mechanism of human walking—
第11回	佐藤 真理子	The thermoregulation and clothing comfort under cold environment (Sato)
第12回	佐藤 真理子	The thermoregulation and clothing comfort under hot environment (Sato)
第13回	佐藤 真理子	Physiological characteristics of the skin and functional apparel design (Sato)
第14回	永井 伸夫 佐藤 真理子	Summary of the relationship between anatomical and physiological function of the human body Discussion about the clothing comfort and the human body (Nagai, Sato)
第15回	米山 雄二 永井 伸夫 佐藤 真理子 柚本 玲	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

# シラバス参照

シラバス検索 > シラバス参照

講義名 / Subject Title (Japanese)	テキスタイル技術演習		
(副題) / Subtitle			
講義開講時期 / Term	後期 / Term 2	講義区分	演習 / Seminar
基準単位数 / Credits	1		
校地 / Year	1 学年 / 1st Year, 2nd Year		
必修・選択 / Compulsory or Elective	選択 / Elective		
講義名 (英文) / Subject Title	Seminar in Textile Technique		
学部・学科	大学院生活環境学研究科被服学専攻 (博士前期課程)		

## 担当教員 / Instructor

氏名	
◎ 米山 雄二 / YONEYAMA Yuji	
小林 未佳 / KOBAYASHI Mika	
柚本 玲 / YUMOTO Lei	
齋藤 光彌 / SAITO Mitsuya	

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.
実務経験 / Business Experience	<p>Yuji YONEYAMA Director of Research Laboratories at Lion Corporation/laundry detergent, bleaching agent, insecticide, functional polymer, sureface modification agent</p> <p>Lei YUMOTO Researcher at Wacoal's Human Science Research Center/ Development of comfortable lady's underwear</p> <p>Mika KOBAYASHI Researcher at Kanagawa Institute of Industrial and technology</p> <p>Mitsuya SAITO Textile designer at Yoji Yamamoto</p>

## 授業計画 / Class schedule

第1回	Orientation Exercise of weaving by table loom (1) - Preparation: Setting warp yarns (Yoneyama, Yumoto and Kobayashi)
第2回	Exercise of weaving by table loom (2) -Preparation and Weaving the plain patterns (Yoneyama, Yumoto and Kobayashi)
第3回	Exercise of weaving by table loom (3) -Weaving the twill patterns (Yoneyama, Yumoto and Kobayashi)
第4回	Exercise of weaving by table loom (4) -Finishing (Yoneyama, Yumoto and Kobayashi)
第5回	Exercise of making the textile patterns by geometric technique with PC (Yoneyama, Yumoto, Kobayashi and Saito)
第6回	Exercise of heat transfer print (Yoneyama, Yumoto, Kobayashi and Saito)
第7回	

	Exercise of dyeing techniques (1) -Dyeing to cotton T-shirt with synthetic Indigo (Yoneyama, Yumoto, Kobayashi and Saito)
第8回	Exercise of dyeing techniques (2) -Dyeing to cotton T-shirt with natural Indigo (Yoneyama, Yumoto, Kobayashi and Saito)
第9回	Exercise of dyeing techniques (3) -Effect of inorganic salts on coloring of natural dye (Yoneyama, Yumoto, Kobayashi and Saito)
第10回	Exercise of dyeing techniques (4) -Dyeing to silk handkerchief with natural dye (Yoneyama, Yumoto, Kobayashi and Saito)
第11回	Exercise of dyeing techniques (5) -Dyeing to cotton handkerchief with Reactive dye (Yoneyama, Yumoto, Kobayashi and Saito)
第12回	Exercise of dyeing techniques (6) -Drawing to cotton T-shirt with reactive dye (Yoneyama, Yumoto, Kobayashi and Saito)
第13回	Exercise of dyeing techniques (7) -Drawing to cotton T-shirt with pigment (Yoneyama, Yumoto, Kobayashi and Saito)
第14回	Opal finish (1) -Preparation of paper pattern, making motifs and designing patterns to be finished on scarfs. Placing paste, heating, and washing out (Yoneyama, Yumoto and Kobayashi)
第15回	Opal finish (2) -Dyeing to cotton part of scarf (Yoneyama, Yumoto and Kobayashi)

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

# シラバス参照

シラバス検索 > シラバス参照

講義名 / Subject Title (Japanese)	ファッション産業論		
(副題) / Subtitle			
講義開講時期 / Term	前期 / Term 1	講義区分	講義 / Lecture
基準単位数 / Credits	2		
校地 / Year	1 学年 / 1st Year, 2nd Year		
必修・選択 / Compulsory or Elective	選択 / Elective		
講義名 (英文) / Subject Title	Fashion Industry		
学部・学科	大学院生活環境学研究科被服学専攻 (博士前期課程)		

担当教員 / Instructor
氏名
◎ 首藤 真一 / SHUTO Shinichi

授業概要 / Class Description	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.
到達目標 / Goal	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.
実務経歴 / Business Experience	<p>Overview</p> <ul style="list-style-type: none"> <li>-Senior executive with more than 25 years of management and leadership experience in the global and Japanese domestic fashion and cosmetic business.</li> <li>-Ability to build brand equity of global luxury brands having worked at PRADA, HUGO BOSS, OMEGA watches and the Japanese general trading company, ITOCHU FASHION SYSTEM.</li> <li>-Entrepreneurial success in PR and Marketing. In 2007, started PR and Marketing agency for fashion and beauty, BRAND NEWS. Grew business to be one of the best known PR Agencies in Japan.</li> <li>-Passion to share and educate as an Professor at the BUNKA FASHION GRADUATE UNIVERSITY in Tokyo, as well as serving as an Executive Advisor on building the Japanese fashion business for the Ministry of Foreign Affairs of Japan.</li> </ul> <p>Current position:</p> <p>Brand News K.K. President and Managing Director</p> <ul style="list-style-type: none"> <li>-Founder and President of BRAND NEWS, a PR and Marketing agency. Grew company to become one of the best known PR and Marketing agencies for the fashion and beauty industry in Japan.</li> <li>-BRAND NEWS provides full PR and Marketing services in Japan for American, European and Japanese Fashion designers of apparel, accessories and cosmetics.</li> <li>-Current clients include 25 Fashion and Beauty brands and companies from the U.S., Europe and Japan including: SSENSE, ALBERTA FERRETTI, DEREK LAN, CÉDRIC CHARLIER, SEA NEW YORK, AKANE UTSUNOMIYA, Ujo, Lautashi, IHNN, KARA, Strathberry and NARS / SHISEIDO. Former clients include JASON WU, J. CREW, THAKOON, DOO.RI, REBECCA MINKOFF, ORLA KIELY, Emanuel Ungaro, mame, ADDICTION / KOSE and THE WOOLMARK COMPANY etc.</li> <li>-Consult on strategic direction and support clients to find appropriate</li> </ul>

## 授業計画 / Class schedule

第1回	<p>Orientation and overview of the Japanese fashion industry</p> <p>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 &amp; fashion goods manufacturers, fashion retailers, trading companies, fashion media, and how the entire Japanese industry works.</p>
第2回	<p>Uniqueness of the Japanese fashion industry and market trends</p> <p>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.</p>
第3回	<p>Current situation and issues of large Japanese apparel manufacturers</p> <p>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.</p>
第4回	<p>Fashion retailing in Japan - Department stores</p> <p>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.</p>
第5回	<p>Fashion retailing in Japan - Specialty stores and chain stores</p> <p>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.</p>
第6回	<p>Fashion retailing in Japan - Direct channels and E-commerce</p> <p>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, &amp;small created by Mitsui Fudosan, as well as the challenges of Amazon Fashion in the Japanese market.</p>
第7回	<p>Japanese domestic designer brands and imported foreign designer brands</p> <p>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.</p>
第8回	<p>Current trends and issues in the luxury fashion market in Japan</p> <p>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.</p>
第9回	<p>Emerging business models and trends in the Japanese fashion industry</p> <p>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.</p>
第10回	<p>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.</p>
第11回	<p>How overseas designer brands succeed in the Japanese market</p> <p>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.</p>

第12回	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.
第13回	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.
第14回	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.
第15回	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	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



# シラバス参照

シラバス検索 > シラバス参照

講義名 / Subject Title (Japanese)	ファッション産業論演習		
(副題) / Subtitle			
講義開講時期 / Term	前期 / Term 1	講義区分	演習 / Seminar
基準単位数 / Credits	1		
校地 / Year	1学年 / 1st Year, 2nd Year		
必修・選択 / Compulsory or Elective	選択 / Elective		
講義名 (英文) / Subject Title	Seminar in Fashion Industry		
学部・学科	大学院生活環境学研究科被服学専攻 (博士前期課程)		

担当教員 / Instructor
氏名
◎ 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.
実務経験 / Business Experience	Renown, inc (Apparel) Merchandiser, general Manager of the Merchandising Div. Division Manager of the Brand Div. Representative of Paris Oversea Office Aquascutum plc General Manager of Licence Div.  Itocyu Fashion System co., Ltd Consultant  Scroll Corporation Product Director

授業計画 / Class schedule	
第1回	12th April (Priod4) Orientation Students will be given detailed information of the seminar.
第2回	19th April (Priod4) Briefing on the Fashion industry in Japan. Students will be given basic understanding about historical matters of the Fashion Industry in Japan.
第3回	19th April (Priod5) Briefing on the young fashion and young apparel companies in Japan.
第4回	26th April (Priod4) Visit Shibuya109. Syudents will be given a briefing on Shibuya 109 and 109-fashion.
第5回	26th April (Priod5) Visit Jinnann area in Shibuya. There are many used cloths shops, multi-label shops which are targetting young adults in Jinnan area.
第6回	10th May (Priod4) Visit La Foret Harajuku. There are Gothic and Lorita shops which are representing Harajuku style on the basement floor.
第7回	10th May (Priod5) Visit cat-street where is called URAHARA and Harajuku Fahion was born there.
第8回	17th May (Priod4) Visit Aoyama. Aoyama is the next to Harajuku but Aoyama is luxury place. There are many international brand stores in Aoyama.



第9回	17th May (Priod5) Visit Antique Street. There are many high fashion free standing stores there.
第10回	24th May (Priod4) Visit T-sight in DAIKANYAMA. First of all we will visit Tsutaya New Concept Store . Then Hollywood Ranch Market and so on.
第11回	24th May (Priod5) Visit Logroad DAIKANYAMA where Fred Seagal shops are and some other places.
第12回	31st May (Priod4) Visit North areat of JIYUGAOKA. There are Life style stores such as Today's Special, IDEE and so on.
第13回	31st May (Priod5) Visit South area of JIYUGAOKA. This area is favored by young office working ladies. There are nice boutiques and restaurants.
第14回	7th June (Priod4) Visit GINZA 6 and Dover Street. Both are Luxury and Artistic Fashion Malls.
第15回	7th 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)

# シラバス参照

シラバス検索 > シラバス参照

講義名 / Subject Title (Japanese)	被服学特別研究		
(副題) / Subtitle			
講義開講時期 / Term	通年 / Term 1, 2	講義区分	演習 / Seminar
基準単位数 / Credits	10		
校地 / Year	2 学年 / 2nd Year		
必修・選択 / Compulsory or Elective	必修 / Compulsory		
講義名 (英文) / Subject Title	Special Research in Clothing Studies		
学部・学科	大学院生活環境学研究科被服学専攻 (博士前期課程)		

## 担当教員 / Instructor

氏名

◎ 高木 陽子 / TAKAGI Yoko

スレード トビー アレクサンダー / SLADE Toby

授業概要 / Class Description	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.
到達目標 / Goal	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.

## 授業計画 / Class schedule

第1回	Orientation. Presentation of the general research idea.
第2回	General survey on research subject.
第3回	General survey on research subject feedback.
第4回	Report on general survey of the research subject with bibliography. Feedback.
第5回	Study on research history 1.
第6回	Study on research history 2.
第7回	Report on research history with bibliography. Feedback.
第8回	Study on research method.
第9回	Experiment and gathering documents 1.

第10回	Experiment and gathering documents 2.
第11回	Presentation on research history and method of the selected subject. Feedback.
第12回	Image building strategies : Photo shooting.
第13回	Image building strategies : Edition of visual document.
第14回	Preparation for the mid-presentation.
第15回	Mid-presentation.
第16回	Composition of the thesis 1.
第17回	Composition of the thesis 2.
第18回	Illustration and the list 1.
第19回	Illustration and the list 2.
第20回	Writing chapters 1.
第21回	Writing chapters 2.
第22回	Writing chapters 3.
第23回	Writing chapters 4.
第24回	Writing the introduction and the conclusion 1.
第25回	Writing the introduction and the conclusion 2.
第26回	Bibliography and the notes 1.
第27回	Bibliography and the notes 2.
第28回	Editing the thesis.
第29回	Preparation of the final presentation.
第30回	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)

# シラバス参照

シラバス検索 > シラバス参照

講義名 / Subject Title (Japanese)	被服学特別研究		
(副題) / Subtitle			
講義開講時期 / Term	通年 / Term 1, 2	講義区分	演習 / Seminar
基準単位数 / Credits	10		
校地 / Year	2 学年 / 2nd Year		
必修・選択 / Compulsory or Elective	必修 / Compulsory		
講義名 (英文) / Subject Title	Special Research in Clothing Studies		
学部・学科	大学院生活環境学研究科被服学専攻 (博士前期課程)		

## 担当教員 / Instructor

氏名

◎ 高木 陽子 / TAKAGI Yoko

山本 奈由子 / YAMAMOTO Nayuko

スレード トビー アレクサンダー / SLADE Toby

## 授業概要 / Class Description

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 collection work and 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 collection and thesis in relation to an existing dialectic. Your collection work should be original and creative. Your thesis should be based on a scientific framework, have a strong theoretical foundation and express critical reflection on the topic at hand.

## 到達目標 / Goal

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 collection work should be well-researched examined and relevant to current academia. Research papers should also be examples of both primary and secondary research methods.

## 授業計画 / Class schedule

第1回	Orientation. University research facilities guidance.
第2回	Presentation of the general research idea.
第3回	Feedback: What is the collection? 1
第4回	Feedback: What is the collection? 2
第5回	Feedback: Concept (research) presentation.
第6回	Feedback: Design development (silhouette, volume).
第7回	Feedback: Design development (fabrication).
第8回	Feedback: Design development (Decoration).

第9回	Feedback: Design line up confirmation.
第10回	Feedback: Toile making, toile 1.
第11回	Feedback: Toile making, toile 2.
第12回	Feedback: Check 1, 2 Toile line up, toile 3.
第13回	Feedback: Toile making, toile 4.
第14回	Feedback: Check 1- Toile line up 5.
第15回	Feedback: Toile line up 1-7 check.
第16回	Mid-year presentation.
第17回	Garment making 1 feedback.
第18回	Garment making 2 feedback.
第19回	Tokyo collection visit. What is portfolio?
第20回	3 Looks check 1-3.
第21回	Garment making 4 feedback.
第22回	5 looks check 1-5.
第23回	Garment making 6 feedback.
第24回	Accessory (shoes) Total styling check.
第25回	Collection line-up presentation (Completed looks 1-7).
第26回	Portfolio photoshoot.
第27回	Portfolio Editorial.
第28回	Portfolio Binding.
第29回	Portfolio submission.
第30回	Preparation final presentation.

評価方法 / Evaluation	Evaluation : A(S)~C・E Evaluation Criteria: Collection work & 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)

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# シラバス参照

シラバス検索 > シラバス参照

講義名 / Subject Title (Japanese)	被服学特別研究		
(副題) / Subtitle			
講義開講時期 / Term	通年 / Term 1, 2	講義区分	演習 / Seminar
基準単位数 / Credits	10		
校地 / Year	2 学年 / 2nd Year		
必修・選択 / Compulsory or Elective	必修 / Compulsory		
講義名 (英文) / Subject Title	Special Research in Clothing Studies		
学部・学科	大学院生活環境学研究科被服学専攻 (博士前期課程)		

## 担当教員 / Instructor

氏名

◎ 高木 陽子 / TAKAGI Yoko

山本 奈由子 / YAMAMOTO Nayuko

サミュエル トーマス / THOMAS Samuel

## 授業概要 / Class Description

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 collection work and 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 collection and thesis in relation to an existing dialectic. Your collection work should be original and creative. Your thesis should be based on a scientific framework, have a strong theoretical foundation and express critical reflection on the topic at hand.

## 到達目標 / Goal

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 collection work should be well-researched examined and relevant to current academia. Research papers should also be examples of both primary and secondary research methods.

## 授業計画 / Class schedule

第1回	Orientation. University research facilities guidance.
第2回	Presentation of the general research idea.
第3回	Feedback: What is the collection? 1
第4回	Feedback: What is the collection? 2
第5回	Feedback: Concept (research) presentation.
第6回	Feedback: Design development (silhouette, volume).
第7回	Feedback: Design development (fabrication).
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第13回	Feedback: Toile making, toile 4.
第14回	Feedback: Check 1- Toile line up 5.
第15回	Feedback: Toile line up 1-7 check.
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第27回	Portfolio Editorial.
第28回	Portfolio Binding.
第29回	Portfolio submission.
第30回	Preparation final presentation.

評価方法 / Evaluation	Evaluation : A(S) ~C・E Evaluation Criteria: Collection work & 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)

# シラバス参照

シラバス検索 > シラバス参照

講義名 / Subject Title (Japanese)	日本語 (基礎)		
(副題) / Subtitle			
講義開講時期 / Term	通年 / Term 1, 2	講義区分	演習 / Seminar
基準単位数 / Credits	2		
校地 / Year	1 学年 / 1st Year, 2nd Year		
必修・選択 / Compulsory or Elective	選択 / Elective		
講義名 (英文) / Subject Title	Japanese (Basic)		
学部・学科	大学院生活環境学研究科被服学専攻 (博士前期課程)		

## 担当教員 / Instructor

氏名

◎ 三國 純子 MIKUNI Junko

## 授業概要 / Class Description

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.

## 到達目標 / Goal

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.

## 授業計画 / Class schedule

回	内容
第1回	Explanation of how the lessons will be taught. Filling out a "can do" list.
第2回	Describing yourself in simple terms.
第3回	Handling numbers, quantities and prices.
第4回	Describing everyday life and possessions.
第5回	Understanding descriptions of the location of things.
第6回	Understanding basic sentences describing familiar activities from everyday life.
第7回	Giving a simple description of daily routines, likes and dislikes.
第8回	Understanding dates, days and time.
第9回	Understanding and describing simple phrases about places.
第10回	Talking about your likes and interests and asking others about theirs.
第11回	Explaining that you have received something from someone or given something to someone.
第12回	Comparing and discussing what to choose, where to go, what to do, etc.
第13回	Talking about what you did or how you felt using a past form.
第14回	Japanese annual events.



第15回	Term1 final review.Listening and readng review.
第16回	Describing hopes and plans and offering to do something for someone.
第17回	Understanding how to make and use the dictionary form of verbs.
第18回	Describing yourself and expressing your abilities using the dictionary form of verbs.
第19回	Understanding how to make and use the "te"-form of verbs.
第20回	Understanding directions and requests using "te"-form of verbs.
第21回	Makeing requests and giving permission using "te"-form of verbs.
第22回	Expressing temporal sequences of actions or procedures using the "te"-form of verbs.
第23回	Expressing a negative request in which the speaker asks or instructs someone not to do something.
第24回	Describing your past experiences using the "ta"-form of verbs and ajectives.
第25回	Understanding informal conversations.
第26回	Expressing your opinions or impressions about certain topics and experiences.
第27回	Using reported speech to express what someone has said.
第28回	Understanding how to modify a noun.
第29回	Conveying thanks and gratitude.
第30回	Term2 final review.Listening and readng 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	3anet 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 (Language office) A046b