



Código: 201340000	TEORIA DA MODA	Tipo de Unidade Curricular Obrigatória	
Ano Lectivo 2013-2014	Curso: Licenciatura em Moda	Ciclo Estudos: 1º <input checked="" type="checkbox"/> 2º <input type="checkbox"/> 3º <input type="checkbox"/>	
Créditos: 3,5 ECTS	Idioma leccionado <input checked="" type="checkbox"/> Português <input type="checkbox"/> Inglês <input type="checkbox"/> Outro idioma	Ano Curricular: 1º <input checked="" type="checkbox"/> 2º <input type="checkbox"/> 3º <input type="checkbox"/> 4º <input type="checkbox"/> 5º <input type="checkbox"/>	
Área Científica: <input type="checkbox"/> Arq. ^a <input type="checkbox"/> Urb. ^o <input type="checkbox"/> Design <input type="checkbox"/> DCV <input checked="" type="checkbox"/> CST <input type="checkbox"/> TAUD <input type="checkbox"/> HTAUD		Anual: <input type="checkbox"/>	Semestral: 1º <input type="checkbox"/> 2º <input checked="" type="checkbox"/>
Pré-requisitos: Sim <input type="checkbox"/> Não <input checked="" type="checkbox"/> Não existem pré-requisitos para esta unidade curricular		Trimestral: 1º <input type="checkbox"/> 2º <input type="checkbox"/> 3º <input type="checkbox"/>	

Docente(s) Responsável(eis) pela U.C.

Ana Cristina Bolota Valério Do Couto		
Professor Auxiliar	Email: accouto@fa.utl.pt	URL: www.fa.utl.pt
Categoria:	Email:	URL:

Docente(s) da U.C.

Ana Cristina Bolota Valério Do Couto		
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Categoria:	Email:	URL:
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Horas de Contacto:

Teóricas:	Práticas:	Teórico-Práticas:	Laboratoriais:	Seminários:	Tutoriais:	Outras:	Total Horas de Contacto:
0,0 H	0,0 H	42,0 H	0,0 H	0,0 H	0,0 H	0,0 H	42,0 Horas

Estimativa de Horas Totais de Trabalho:

Inclui o total de horas de contacto mais as horas extra dedicadas à unidade curricular.	Horas Totais de Trabalho: 84,0 Horas
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Objectivos (tópicos) limite 900 caracteres

<p>Aprofundar o conhecimento sobre a moda, a partir das perspectivas de áreas disciplinares como a sociologia, psicologia, estudos culturais, a engenharia, etc.</p> <p>Explorar o papel que a moda representa na vida dos seres humanos. .</p> <p>Desenvolvimento de um pensamento crítico</p> <p>Incentivar o gosto pela pesquisa e reflexão</p>
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Conteúdos Programáticos / Programa limite 1500 caracteres

<p>O que é a moda? Qual o seu papel cultural e social?</p> <p>Qual o significado e relevância para os seres humanos e o seu bem estar</p> <p>Abordagem de diferentes temas, perspectivas e autores : a moda expressão da individualidade, a moda expressão cultural, a moda e classes sociais e mobilidade social, a moda e a sua relação com o corpo, a moda e anti-moda, a moda e o género</p> <p>Como é que integramos e aplicamos este conhecimento contextual na prática de designers?</p> <p>Como aplicamos este conhecimento para aumentar a nossa capacidade criativa e pensamento crítico sobre o design de moda.</p>
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Competências a adquirir pelo discente (tópicos) limite 3000 caracteres

<p>Conhecimento contextual sobre a moda.</p> <p>Entendimento holístico da moda e do design de moda.</p> <p>Desenvolvimento de um pensamento crítico</p> <p>Capacidade de aplicação do conhecimento contextual nos projectos.</p>
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Bibliografia Principal limite 3000 caracteres

<ul style="list-style-type: none"> • Colectânea de textos • Understanding Fashion, Elisabeth Rouse 1989 BSP Professional Books • Fashion Culture and Identity, Fred Davis, 1994, The University of Chicago Press • Body Dressing, Joanne Entwistle and Elisabeth Wilson, Berg • The Psychology of Clothes , Flugel, 1930, Hogarth Press • A Concise History of Costume, James Laver, 1969, Thames and Hudson
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- The Culture of Fashion: A New History of Fashionable Dress, Christopher Brewer
- The face of Fashion, Jennifer Craik/Seeing Through Clothes, Ann Hollander
- Sex and Suits, Ann Hollander
- Systeme de la Mode, Roland Barthes, 1967, Seuil, Paris
- The Unfashionable Human Body, Bernard Rudofsky, 1972
- <http://www.bergfashionlibrary.com/>
- <Http://angelasancartier.net/theories-of-fashion> Fashion Theory
-

Bibliografia Complementar limite 3000 caracteres

- Agins, T. The End of Fashion. New York: William Morrow, 1999.
- Barthes, R. The Fashion System. New York: Hill and Wang; Far-rar, Straus, and Giroux, 1983.
- Baudot, F. Fashion, The Twentieth Century. New York: Universe, 1999.
- Benedict, R. ?Dress.? Encyclopedia of the Social Sciences. New York: Macmillan, 1931.
- Blumer, H. ?Fashion: From Class Differentiation to Collective Selection.? The Sociological Quarterly 10, no. 3 (1969): 275-291.
- Brannon, E. Fashion Forecasting. New York: Fairchild Publications, 2000.
- Breward, C. The Culture of Fashion. Manchester, U.K.: Manchester University Press, 1995.
- Carter, M. Fashion Classics: From Carlyle to Barthes. Oxford: Berg, 2003.
- Craik, J. The Face of Fashion. New York: Routledge, 1994.
- Davis, F. Fashion, Culture, and Identity. Chicago: University of Chicago Press, 1992.
- DeLong, M. The Way We Look, Dress and Aesthetics. 2nd ed. New York: Fairchild Publications, 1998.
- Entwistle, J. The Fashioned Body, Fashion, Dress and Modern Social Theory. Cambridge, Mass.: Polity Press, 2000.
- Flügel, J. The Psychology of Clothes. London: Hogarth Press, 1930.
- Geum, K., and M. DeLong. ?Korean Traditional Dress as an Expression of Heritage.? Dress 19 (1992): 57-68.
- Johnson, K., S. Tortore, and J. Eicher. Fashion Foundations: Early Writings on Fashion and Dress. Oxford: Berg, 2003.
- Kidwell, C., and M. Christman. Suiting Everyone: The Democratization of Clothing in America. Washington, D.C.: Smithsonian Institution Press, 1974.
- King, C. ?Fashion Adoption: A Rebuttal to the ?Trickle Down? Theory.? In Toward Scientific Marketing. Edited by S. Greyser. Chicago: American Marketing Association, 1963.
- Laver, J. The Concise History of Costume and Fashion. New York: Harry N. Abrams, 1969.
- Lehmann, U. Tigersprung: Fashion in Modernity. Cambridge,
- McCracken, G. ?Meaning Manufacture and Movement in the World of Goods.? In Culture and Consumption. Bloomington: Indiana University Press, 1988.
- Nystrom, P. Economics of Fashion. New York: Ronald Press, 1928.
- Polhemus, T. Streetstyle: From Sidewalk to Catwalk. London: Thames and Hudson, Inc., 1994.
- Roach-Higgins, M. E. ?Awareness: Requisite to Fashion.? In Dress and Identity. Edited by M. E. Roach-Higgins, J. Eicher, and K. Johnson. New York: Fairchild Publications, 1995.
- Robinson, D. ?The Rules of Fashion Cycles.? Harvard Business Review (November-December 1958).
- _____. ?Style Changes: Cyclical, Inexorable, and Foreseeable.? Harvard Business Review 53 (November-December 1975): 121-131.
- Roche, D. The Culture of Clothing. Translated by J. Birrell. Cambridge, U.K.: Cambridge University Press, 1994.
- Simmel, G. ?Fashion.? International Quarterly 10 (1904): 130-1

Avaliação (elementos e critérios) limite 900 caracteres

- Avaliação contínua.
- Desenvolvimento de um diário de conhecimento- trabalho individual
- Aplicação do contexto na prática do design- exercício colectivo

Data de actualização

Última actualização em: sexta-feira, 4 de Outubro de 2013



FORM

Code: 201340000		FASHION THEORY		Curricular Unit Type Compulsory	
Academic Year 2013-2014	Degree: Degree in Fashion Design			Cycle of Studies: 1º <input checked="" type="checkbox"/> 2º <input type="checkbox"/> 3º <input type="checkbox"/>	
Unit Credits: 3,5 ECTS	Lecture Language <input checked="" type="checkbox"/> Portuguese <input checked="" type="checkbox"/> English <input type="checkbox"/> Specify Other language			Curricular Year: 1º <input checked="" type="checkbox"/> 2º <input type="checkbox"/> 3º <input type="checkbox"/> 4º <input type="checkbox"/> 5º <input type="checkbox"/>	
Scientific Area: <input type="checkbox"/> Archit. <input type="checkbox"/> Urban. Pl <input type="checkbox"/> Design <input type="checkbox"/> DCV <input type="checkbox"/> CST <input type="checkbox"/> TAUD <input checked="" type="checkbox"/> HTAUD		Annual: <input type="checkbox"/>	Semester: 1º <input type="checkbox"/> 2º <input checked="" type="checkbox"/>		
Prerequisites: Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> There are no prerequisites for this curricular unit				Trimester: 1º <input type="checkbox"/> 2º <input type="checkbox"/> 3º <input type="checkbox"/>	

Responsible Professor(s)

Ana Cristina Bolota Valério Do Couto		
Assistant Professor	Email: accouto@fa.utl.pt	URL: www.fa.utl.pt
Rank:	Email:	URL:

Lecture(s)

Ana Cristina Bolota Valério Do Couto		
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Rank:	Email:	URL:
Rank:	Email:	URL:
Rank:	Email:	URL:

Contact Hours:

Lectures:	Practical:	Lectures-Practical:	Laboratory:	Seminary:	Tutorials:	Others:	Total Contact Hours:
0,0 H	0,0 H	42,0 H	0,0 H	0,0H	0,0 H	0,0 H	42,0 Hours

Estimated Workload

Includes the total contact hours plus overtime devoted to the course unit

Total Workload: 84,0 Hours

Goals (topics) limit 900 characters

<p>Theorising fashion: Understanding the social, cultural and the expressive role of fashion Development of critical thinking</p>

Programmatic contents / Programme limit 1500 characters

<p>What is fashion? What is the cultural and social role of fashion? What is the meaning and relevance to humans and their wellbeing? Addressing different themes and authors, such as: fashion as an expression of individuality, the cultural fashion , fashion and social class and social mobility, fashion and its relationship to the body, fashion and anti-fashion, fashion and gender How to integrate and apply this contextual knowledge in the fashion design practice? How do we apply this knowledge to enhance our creative ability and critical thinking about fashion design.</p>
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Competencies to be acquired by students (topics) limit 3000 characters

<p>Theorizingt about fashion. Development of critical thinking about fashion and fashion design. Ability to apply contextual knowledge in fashion design projects.</p>
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Main Bibliography limit 3000 characters

<ul style="list-style-type: none"> • Colectânea de textos • Understanding Fashion, Elisabeth Rouse 1989 BSP Professional Books • Fashion Culture and Identity, Fred Davis, 1994, The University of Chicago Press • Body Dressing, Joanne Entwistle and Elisabeth Wilson, Berg • The Psychology of Clothes , Flugel, 1930, Hogarth Press • A Concise History of Costume, James Laver, 1969, Thames and Hudson • O Império do Efémoro, Lipovetsky • • The Culture of Fashion: A New History of Fashionable Dress, Christopher Brewer • The face of Fashion, Jennifer Craik Seeing Through Clothes, Ann Hollander
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- Systeme de la Mode, Roland Barthes, 1967, Seuil, Paris
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Additional Bibliography limit 3000 characters

- Agins, T. The End of Fashion. New York: William Morrow, 1999.
- Barthes, R. The Fashion System. New York: Hill and Wang; Far-rar, Straus, and Giroux, 1983.
- Baudot, F. Fashion, The Twentieth Century. New York: Universe, 1999.
- Benedict, R. ?Dress.? Encyclopedia of the Social Sciences. New York: Macmillan, 1931.
- Blumer, H. ?Fashion: From Class Differentiation to Collective Selection.? The Sociological Quarterly 10, no. 3 (1969): 275-291.
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- Breward, C. The Culture of Fashion. Manchester, U.K.: Manchester University Press, 1995.
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- Simmel, G. ?Fashion.? International Quarterly 10 (1904): 130-1

Assessment limit 900 characters

Development of a diary

Last updated

Last updated on: Friday, 4 October 2013