

COURSE SYLLABUS						
Course Title	Course Code	Semester	Course Hour/Week		Credit	ECTS
Icons&Styles of 20th Century Decades	FMPA221	Spring 2024-2025	Theory 3	Practice 0	3	5
Course Type	Compulsory Courses	Department Elective	Faculty Elective	University Elective	CoHE (YÖK) Compulsory	Other
	-		X	X	-	-
Level of Course	Associate Degree (Short Cycle)		Undergraduate (First Cycle)		Graduate / Doctoral (Second / Third Cycle)	
	-		X			

Language of Instruction	English
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Course Instructor(s)	Assoc. Prof. Dr. Handan Ergiydiren Doğan	E-mail : handan.dogan@arucad.edu.tr Office : ES-OFF03
Course Objectives	Aims to convey a historical and theoretical awareness of the history of popular personas, icons, sliving styles and trends in the Western world from 1910 to 2020. Students understand the relationship between actual history or sociological realities and creative or revolutionary developments in living style, pop culture and fashion. This course also gives the opportunity to be familiar with key figures as artists and designers during history who challenged, influenced and raised the motivation of stylistic living through the designed items.	
Course Learning Outcomes	On successful completion of this module, students will master the following skills and knowledge: 1. Comprehend and comment on the impact of historical realities on living styles and designed items. 2. Evaluate the cornerstones of the 20 th century decades in terms of their discriminative styles and icons. 3. Identify each decade in terms of socio-political situations, street and popular culture, design approaches, manufacturing abilities and socio-cultural aspects. (characteristics). 4. Understanding the time flow of design practices through decades in order to picture or envision the future.	

Course Content	<p>Survey through the historical journey of fashion, pop culture, and street trends, exploring the key designer who has achieved radical developments in design and impressed a massive amount of users all around the world.</p> <p>Aspects and impacts of each decade within the design approaches, manufacturing technologies and effects on users.</p> <p>Discussions about the influences of design approaches and pop culture on living practices or everyday objects such as furniture, clothes and vehicles.</p> <p>Highlight the iconic objects and personages of each decade in order to understand the creative and inventory climate of 20th century.</p>
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COURSE OUTLINE/SCHEDULE			
Week	Topic	Implementation (theory/practice)	Required Reading, Preliminary preparation
1	Feb 25: Introduction to the course, sharing weekly plan. What is “style”? What is “icon”? About the “20th Century”.	T	
2	March 4: Industrial revolution- Grand Paris Exhibition 1900s: Edwardian Era-Great Train Robbery-Political Parties in UK- Einstein-Ford Model T- Zeppelin, Kodak Brownie, Washing Machine, Gramophone, Edison, First Radio Broadcast- Isadora Duncan, Panama Channel	T	
3	March 11: 1910s: European Militarism, World War I, Revolutions: Russia-China-Mexico, Titanic, Einstein, Charlie Chaplin, Nikola Tesla, Levi Strauss, Frank Lloyd Wright, Ballet Russes, Coco Chanel, Duchamp-Fountain	T	
4	March 18: 1920s: Roaring Twenties/Jazz Age, foreign oil companies, Wall Street Crash, Communism, Fascism, Feminism, Silent Films, Ku Klux Klan, Flappers, marathon dancing, charleston dance, bob-cut hair, Chaplin, Disney, Freud, Faulkner, Great Gatsby	T	

5	March 25: 1930s: The Great Depression, New Deal, Golden Age of Hollywood, Fred Astaire, Ginger Rogers, Orson Welles, Betty Davis, End of Prohibition, Streamline(Aerodynamic Design), Mahatma Gandhi, Amelia Earhart, Al Capone, Disney-Donald Duck, Hitler-Volkswagen, Empire State Building, Golden Gate, machine gun, Nazism, Alcatraz, Bonnie&Clyde, Superman comics, London public tv, 999, nuclear weapons, World War II.	T	
6	Apr 1st RAMADAN HOLIDAY		
7	Apr 8: 1940s- World War II, Atomic Bomb, ENIAC, Independence for Pakistan and India, Israel, NATO, FilmNoir, “Casablanca”, Aqualung, Tupperware, Artificial Intelligence, Microwave Oven, John Wayne, Katherine Hepburn, Frank Sinatra, The Little Prince, 1984, Edith Piaf, Louis Armstrong, Billie Holiday.	T	
8	MIDTERM written-multiple choice exam		
9	Apr 22: 1950s: Cold War, Korean War, Civil Rights, Suburban Boom, NASA, Sputnik 1, Elizabeth Taylor, Marilyn Monroe, Andy Warhol, Elvis Presley, Fidel Castro, Queen Elizabeth II, MAD magazine, James Bond novel, Barbie, Rock&Roll, Mc Donald’s, Ellis Island, Credit Card, Computer Modem, Robot, Video recorder, Satellite, Solar Cell.		
10	Apr 29: 1960s, Countercultural Decade, British Invasion, Beatles, Woodstock, Kennedy, Betty Friedan, Vietnam War, Mary Quant, Twiggy, Space Age, Rounded Shapes	T	
11	May 6: 1970s, Pop-Art, Post-Modernism, Jaws, Star Wars, Grease, Atari, Disco, Punk Rock, decolonization, hippie style, roller skater, Farrah Fawcett, TV serials, platformed boots, Afro style, Punk subculture	T	

12	May 13: 1980s Conservatism, Space Shuttle, Aids, Nintendo, GameBoy, first mobile phone by Motorola, Ms-Dos, CD, Michael Jackson, MTV, Madonna, Live-Aid, Back to the Future, Jump suits, leggings, Ray Ban	T	
13	May 20: 1990s	T	
14	May 27: Student Presentations	T	
15	June 3: Student Presentations	T	
16	June 10: Student Presentations Review	T	
17	June 17: Completion		
18	FINAL EXAM Written&Multiple Choice	Presentations are included.	

Required Course Material(s) / Reading(s)/ Text Book(s)	Storey, John. <i>Cultural Theory and Popular Culture</i> . New York, Routledge Taylor & Francis Group, 2018. Clancy, Deidre. <i>Costume Since 1945 Historical Dress From Couture to Street Style</i> . London, Bloomsbury Publishing, 2015.
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ASSESSMENT		
Learning Activities	NUMBER	WEIGHT in %
Mid-Term	1	30
Quiz		
Assignment		
Project		
Field Study		
Presentation / Seminar	1	30

Studio Practice		
Other (class participation)		
Contribution of Final Examination/Final Project/ Dissertation to the Final Grade	1	40
TOTAL		100

CONTRIBUTION OF COURSE LEARNING OUTCOMES TO PROGRAMME LEARNING OUTCOMES						
No	PROGRAMME LEARNING OUTCOMES	Level of Contribution (1- lowest/ 5-highest)				
		1	2	3	4	5
1	Have an overview of and understanding of the art of movement and dance in a contemporary manner in terms of aesthetic, social and artistic impacts on our time.					
2	Enable students to develop body and mind control, to coordinate body parts to achieve wanted movement patterns in choreography.					
3	Gain refined ability to apply various techniques such as ballet, modern dance techniques, contemporary dance techniques, improvisation and contact improvisation to their own body to perform different dance styles on stage.					
4	Establish a firm sense of rhythm, space and effort both in theory and practice.					
5	Have an awareness of their being through movement as an artistic and creative tool as well as a medium of narration or expression.					
6	Be able to use improvisation, design principles and devise techniques to contribute creative process as collaborative artist personae.					
7	Develop creative and leading skills for group works to choreograph dances or design performances related to body and movement.					
8	Enable students to think deeper and alternatively to react or respond to all global human issues as artists. Encourage students to develop as reflective, critical, independent thinkers who will go on to actively and enthusiastically engage with the wider world.					
9	Comprehend the history of dance, the development of various dance and body-mind techniques their impacts on contemporary dance practices.					
10	Take responsibility for the pioneering local community and global society towards performing arts both as followers and creative collaborators.					
11	Develop advanced skills in building a unique artistic identity and promoting their name and works through digital/social media.					

12	Have an awareness of teaching methods and pedagogical approaches for dance and movement.					
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ECTS / STUDENT WORKLOAD				
ACTIVITIES	NUMBER	UNIT	HOUR	TOTAL (WORKLOAD)
Course Teaching Hour (X weeks * total course hours)	15		3	45
Preliminary Preparation and self- study	10		4	40
Mid-Term	1		8	8
Quiz				
Assignment				
Project				
Field Study				
Presentation / Seminar	3		8	24
Studio Practice				
Final Examination/ Final Project/ Dissertation	1		10	10
Other				
TOTAL WORKLOAD				127
TOTAL WORKLOAD / 25				5,08
ECTS				5

ETHICAL RULES WITH REGARD TO THE COURSE
<p>Plagiarism Disclaimer</p> <p>Detected and undetected plagiarism is a serious offence at any time and it could have devastating effects on your degree result and future professional lives.</p> <p>Plagiarism is easy to avoid if you make sure to identify and acknowledge your sources thoroughly and do not copy directly from visual examples, designs, or notes that have in turn been taken word for word from your sources.</p>

ASSESSMENT DETAILS AND EVALUATION CRITERIA:	
Final Grades will be determined according to the Course Learning Activities and Final Examination/ Project/ Dissertation Assessment Details as below, and comply by the Education and Examination Regulation set forth by the University.	
PREPARED BY	Asst. Prof. Dr. Handan Ergiydiren
UPDATED	February 2025
APPROVED	Approved by