

1. Course (module) title	2. Code
Fashion Psychology	

3. Lecturer (s)	4. Department(s)
Eugenijus Skerstonas	

5. Course level	6. Course (module) level	7. Course (module) type
First		

8. Implementation form	9. Implementation period	10. Implementation language
Full-time	2020 09 01 – 2020 12 23	English

11. Requirements for students	
Preliminary requirements:	Other requirements (if applicable):
Good speaking and writing abilities in EN language	Abilities to study independently

12. Scope of course (module) in ECTS credits	13. Full workload of a student (hours)	14. Contact work hours	15. Independent work hours
6		40	

16. Course (module) purpose: competences developer by the course programme
To offer right understanding and good knowledge in Fashion Psychology in relation to individuals' behavior in Modern Societies suffering impact of different cultural phenomenons

17. Relation of the course targets with the expected results of studies and evaluation methods of studies and student achievement			
Results (targets) of the course	Results of the course	Methods of studies	Evaluation methods of academic achievements

18. Course content									
Topics	Contact work hours and learning method						Time of independent studies and tasks		
	Lectures	Consultations	Seminars	Exercises	Laboratory work	Practice	All contact work	Independent work	Tasks
1. Fashion: Social Phenomenon I part	1		1				4		
2. Fashion: Social Phenomenon II part	1		1				2		
3. Fashion: historical discourse to interlate iconography and psychology	1		1				2		
4. Fashion: variety of definitions and historical discourse to understand related	1		1				2		

texts								
5. Personality: types and theories	1		1				2	
6. Personality: Intelligence and Self-image	1		1				2	
7. Personality: Self-expression and need for specific Identity I part	1		1				2	
8. Personality: Self-expression and need for specific Identity II part	1		1				2	
9. Nature of the Fashion Rise I part	1		1				2	
10. Nature of the Fashion Rise II part	1		1				2	
11. Psychological needs	1		1				2	
12. Advantages and shortcomings of Behaviour and Appearance imitation	1		1				2	
13. Appearance: Harmony of spiritual state of mind: Me and Myself I part	1		1				2	
14. Appearance: Me and Myself II part	1		1				2	
15. Life-style and Way-of-life: differences in approach as to Fashion	1		1				2	
Total								

19. Strategy and criteria of student assessment			
Assessment method	Per cent	Delivery time	Evaluation criteria
Points		1,5 hour	

20. Sources of study, literature
Mandatory sources of study, literature
Texts (wording) offered by Lecturer; no mandatory sources
Additional sources of study, literature
1. Barthes Roland. The Language of Fashion. Bloomsbury Academic, 2013
2. The Rise of Fashion. Introduction by Purdy, D.L. University of Minesota Press, 2004
3. Mair Carolyn. The Psychology of Fashion (The Psychology of everything). Routledge, 2018.
4. Thinking throught Fashion: A Guide to Key Theorists. I.B.Tauris, 2019