

Syllabus (2026-Summer)

Course Title	Fashion and the City	Course No.	
Credit	3 credits	Hours	45 Hours
Class Time Classroom	Mon to Thr Classroom TBA		
Instructor	Name: Eui Young (Ellie) Yang	Department: Fashion Industry	
	E-mail: ellie.ya2519@gmail.com	Phone:	
Office Hours Office Location	Please schedule appointments in advance via email, message, or before/after class.		

I. Course Overview

1. Course Description

This summer intensive course explores the diverse spectrum of Seoul's dynamic fashion landscape, from traditional Korean aesthetics to contemporary street trends and the high-end fashion of this global metropolis. The course combines lectures with both guided and self-guided field trips, from museum to fashion district, to provide immersive, hands-on experiences. Students will develop comprehensive perspectives on fashion and the city by creating their own "Seoul Fashion Map" based on field research, analyzing the visual, industrial, and sociocultural contexts.

2. Prerequisites

N/A

3. Course Format

Lecture	Discussion	Presentation	Field Study
25 %	25 %	20 %	30 %

4. Course Objectives

- Explore the evolution of fashion in Seoul, from traditional aesthetics to contemporary designs, within the context of the city's rich history and culture.
- Gain a comprehensive understanding of the fashion industry and ecosystem in Seoul.
- Develop foundational skills to interpret the relationship between fashion, culture, and the urban environment.

5. Evaluation Systems

Relative evaluation Absolute evaluation (for Ewha International Summer College students only) Others

*Field Trip Report (Discussion)	Participations	Presentations	Final Project	Attendance
20 %	20 %	20 %	30 %	10 %

*Students are expected to participate in a post-visit discussion in the following class, briefly sharing their experiences and critical analysis of the site.

II. Course Materials and Additional Readings

1. Required Materials

- Passion to learn about the city and fashion industry
- Laptop or Pad, any electronic devices that are convenient for you

2. Supplementary Materials

TBD

3. Optional Additional Readings

TBD

III. Course Schedule

Day	Date	Topics & Class Materials, Assignments
Day 1	(6/29)	Orientation: Fashion and ‘The City’ [On-Campus Field Trip] Ewha Womens University Museum
Day 2	(6/30)	[Lecture] Seoul and Fashion 1: From Past to Present
Day 3	(7/1)	[Field Trip] Seoul Museum of Craft Art (서울공예박물관)
Day 4	(7/2)	[Lecture] Seoul and Fashion 2: From Past to Present and Future
Day 5	(7/6)	[Lecture] Seoul and Fashion 3: From Fabric to Garment [Self-guided Trip 1] Dong Dae Mun Fabric Market (동대문 원단시장) & DDP Fashion District
Day 6	(7/7)	[Lecture] Seoul and Fashion 4: Space and Fashion (Visual Merchandising)
Day 7	(7/8)	[Field Trip] Experiencing Pop-up Store - TBD

Day	Date	Topics & Class Materials, Assignments
Day 8	(7/9)	[Project/ Discussion] Launching the Project
Day 9	(7/13)	[Project/ Discussion] Mapping the Fashion in Seoul
Day 10	(7/14)	[Self-guided Trip 2] Space & VMD Hunting
Day 11	(7/15)	[Project] Map Making Studio Day
Day 12	(7/16)	[Self-guided Trip 3] Style & Vibe Hunting
Day 13	(7/20)	Presentation & Peer Review 1
Day 14	(7/21)	Presentation & Peer Review 2
Day 15	(7/22)	Wrap up Discussion: 'Fashion' and The City, Seoul.

IV. Special Accommodations

* According to the University regulation section #57-3, students with disabilities can request for special accommodations related to attendance, lectures, assignments, or tests by contacting the course professor at the beginning of semester. Based on the nature of the students' request, students can receive support for such accommodations from the course professor or from the Support Center for Students with Disabilities (SCSD). Please refer to the below examples of the types of support available in the lectures, assignments, and evaluations.

Lecture	Assignments	Evaluation
<ul style="list-style-type: none"> . Visual impairment: braille, enlarged reading materials . Hearing impairment: note-taking assistant . Physical impairment : access to classroom, note-taking assistant 	Extra days for submission, alternative assignments	<ul style="list-style-type: none"> . Visual impairment: braille examination paper, examination with voice support, longer examination hours, note-taking assistant . Hearing impairment: written examination instead of oral examination . Physical impairment: longer examination hours, note-taking assistant

- Actual support may vary depending on the course.

* The contents of this syllabus are not final—they may be updated.