

CATALOG INFORMATION

Dept and Nbr: FASH 152

Title: FASHION SHOW

Full Title: Fashion Show

Last Reviewed: 9/11/2023

Units		Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	2.00	Lecture Scheduled	1.50	17.5	Lecture Scheduled	26.25
Minimum	2.00	Lab Scheduled	1.50	17.5	Lab Scheduled	26.25
		Contact DHR	0		Contact DHR	0
		Contact Total	3.00		Contact Total	52.50
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 52.50

Total Student Learning Hours: 105.00

Title 5 Category: AA Degree Applicable

Grading: Grade or P/NP

Repeatability: 00 - Two Repeats if Grade was D, F, NC, or NP

Also Listed As:

Formerly:

Catalog Description:
The study of how fashion shows sell merchandise. Students plan all aspects of the show including the staging, lighting, music, models, modeling, commentary, and rehearsals. Students will produce a full-scale fashion show.

Prerequisites/Corequisites:

Recommended Preparation:
Eligibility for ENGL 100 or ESL 100

Limits on Enrollment:

Schedule of Classes Information:
Description: The study of how fashion shows sell merchandise. Students plan all aspects of the show including the staging, lighting, music, models, modeling, commentary, and rehearsals. Students will produce a full-scale fashion show. (Grade or P/NP)
Prerequisites/Corequisites:
Recommended: Eligibility for ENGL 100 or ESL 100
Limits on Enrollment:

Transfer Credit:

Repeatability: Two Repeats if Grade was D, F, NC, or NP

ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:

AS Degree:	Area	Effective:	Inactive:
CSU GE:	Transfer Area	Effective:	Inactive:

IGETC:	Transfer Area	Effective:	Inactive:
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CSU Transfer:	Effective:	Inactive:
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UC Transfer:	Effective:	Inactive:
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CID:

Certificate/Major Applicable:

Certificate Applicable Course

COURSE CONTENT

Outcomes and Objectives:

Upon completion of the course, students will be able to:

1. Discuss the history of fashion shows.
2. Describe the various types of fashion shows and how to achieve excellence in the many facets of a fashion show.
3. Plan, organize, and produce a professional fashion show.
4. Identify fashion show staff roles and describe each staff member's responsibilities.
5. Properly handle merchandise for fashion shows.
6. Model clothing in a fashion show context.
7. Analyze and implement elements of a successful fashion show.
8. Evaluate a fashion show production.

Topics and Scope:

- I. History of fashion shows
- II. Types of fashion shows
 - A. Production show
 - B. Formal runway show
 - C. Informal show
 - D. Tea room modeling
 - E. Trunk show
 - F. Hatbox show
 - G. Mannequin modeling
 - H. Video production
- III. Planning for show and audience compatibility
- IV. Selecting the location
 - A. Stage and runways
 - B. Dressing areas
 - C. Tech support

- D. Seating
- E. Security
- V. How to organize the show
 - A. Staff roles and responsibilities
 - 1. Leadership roles
 - 2. Support staff
 - B. Theme
 - C. Timing
 - D. Impact on audience
- VI. Modeling techniques
 - A. Walking
 - B. Group
 - C. Individual
 - D. Runway techniques
- VII. Dressing room and staff
 - A. Setting up
 - B. Floor plans
 - C. Dressers
 - D. Make-up artists
 - E. Hair stylists
- VIII. Taking care of merchandise
 - A. Merchandise categories
 - B. Merchandise loan record
 - C. Fittings and fitting sheets
 - D. Garment tags
 - E. Pressing and steaming
 - F. Transporting merchandise safely
 - G. Taping shoes
- IX. Commentators and commentary
- X. Procedures for producing a fashion show
 - A. Types of commentary
 - 1. Full
 - 2. Partial
 - 3. Impromptu
 - 4. Script
 - 5. Filler
 - B. Qualities of a good commentator
 - C. Commentator's appearance
 - D. Number of commentators
- XI. Publicity and advertising
 - A. Preparation of:
 - 1. Press releases
 - 2. Press photographs
 - 3. Press kits
 - B. Magazines and newspapers
 - C. Television and radio spots
 - D. Print media
- XII. Evaluating a production
 - A. Review segments of the show
 - 1. Organization
 - 2. Execution
 - 3. Problems

B. Troubleshooting problems

1. Assessing problems
2. Developing a plan to eliminate problems in future shows

Assignment:

1. Prepare a report on a fashion show (3-5 pages).
2. Participate in field trips - to various stores.
3. Plan and implement a fashion show.
4. Evaluate the fashion show and write a 3-5 page evaluation.
5. Write a term paper, 8-10 pages.
6. Read from the textbook (approximately 150 pages during the semester).
7. Two tests; final exam.

Methods of Evaluation/Basis of Grade:

Writing: Assessment tools that demonstrate writing skills and/or require students to select, organize and explain ideas in writing.

Term papers, Fashion show report; evaluation report.

Writing
20 - 40%

Problem Solving: Assessment tools, other than exams, that demonstrate competence in computational or non-computational problem solving skills.

None

Problem solving
0 - 0%

Skill Demonstrations: All skill-based and physical demonstrations used for assessment purposes including skill performance exams.

Class performances, Plan and implement a fashion show.

Skill Demonstrations
30 - 40%

Exams: All forms of formal testing, other than skill performance exams.

Multiple choice, True/false, Matching items, Completion, Short answer; essay.

Exams
20 - 30%

Other: Includes any assessment tools that do not logically fit into the above categories.

Interaction with other students, reliability and initiative.

Other Category
5 - 20%

Representative Textbooks and Materials:

Guide to Producing a Fashion Show. Everett, Judith C. and Swanson, Kristen K. Fairchild Books, 2003. ISBN: 1563672537.