

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	2.00	17.5	Lecture Scheduled	35.00
Minimum	2.00	Lab Scheduled	0	6	Lab Scheduled	0
		Contact DHR	0		Contact DHR	0
		Contact Total	2.00		Contact Total	35.00
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 70.00

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:
Students in this course are guided through the process of producing a full-scale fashion show. They will discuss, plan, and execute all aspects of the show including the staging, promotions, model casting, merchandise selection, and budgeting. Lectures provide a summary of the history of fashion shows as well as analysis of current stylistic trends for the design and production of contemporary fashion shows.

Prerequisites/Corequisites:
Concurrent Enrollment in FASH 152L

Recommended Preparation:

Limits on Enrollment:

Schedule of Classes Information:
Description: Students in this course are guided through the process of producing a full-scale fashion show. They will discuss, plan, and execute all aspects of the show including the staging, promotions, model casting, merchandise selection, and budgeting. Lectures provide a summary of the history of fashion shows as well as analysis of current stylistic trends for the design and

production of contemporary fashion shows. (Grade or P/NP)
Prerequisites/Corequisites: Concurrent Enrollment in FASH 152L
Recommended:
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:
CSU Transfer:		Effective:	Inactive:
UC Transfer:		Effective:	Inactive:

CID:

Certificate/Major Applicable:

Both Certificate and Major Applicable

COURSE CONTENT

Student Learning Outcomes:

At the conclusion of this course, the student should be able to:

1. Collaborate as a team member to complete projects and meet deadlines associated with the production of a fashion show.
2. Evaluate a fashion show based on the stylistic choices of the production and its historical context.

Objectives:

At the conclusion of this course, the student should be able to:

1. Discuss the history of fashion shows in western culture.
2. Identify and define the roles that are associated with the production of a fashion show.
3. Describe the various types of fashion shows and the required steps of their production.
4. Analyze the staging, promotions, model selection, merchandise categories, and production costs of a fashion show.

Topics and Scope:

- I. History of Fashion Shows in Western Culture
- II. Types of Fashion Shows
- III. Fashion Show Production
 - A. Theme selection
 1. Understanding the audience
 2. Market categories
 3. Culture and trend
 - B. Merchandise selection
 1. Merchandise categories

2. Managing fittings
3. Styling development
4. Care and handling of garments
5. Creating a lineup
- C. Models
 1. Modeling industry overview
 2. Model casting
 3. Model training
 4. Hair and makeup design
- D. Promotions and publicity
 1. Print promotion
 2. Social media promotion
 3. Local media coverage
 4. Press kits
 5. Photo and video coordination
- E. Staging, lighting, and music
 1. Stage design
 2. Floor plan and choreography
 3. Audio and video components
 4. Script or commentary
- F. Budget
 1. Venue cost
 2. Model expenses
 3. Hair, makeup, styling costs
 4. Promotional expense
 5. Photo, video, and technical support staff costs
- IV. Fashion Show Analysis
 - A. Content and context
 - B. Execution

Assignment:

1. Reading from textbook or other sources (20-30 pages per week)
2. Research project evaluating and comparing two or more industry fashion shows (750-1000 words)
3. Written analysis of the class-produced show (500-750 words)
4. Quizzes (2-5)
5. Team planning assignments, such as:
 - A. Develop visual reference boards for theme, styling, hair and makeup or other elements of the show
 - B. Create promotional or marketing materials such as a press release, promotional poster, and social media content
 - C. Design and execute stage decorations, choreography diagrams, music selections, or lighting designs for the venue
 - D. Source merchandise for the show, develop a lineup of looks, and create scene themes
 - E. Budgeting, fundraising, and cost analysis
 - F. Other team planning assignments

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.

Research project; written analysis of class-produced show

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.

Team planning assignments

Skill Demonstrations
30 - 40%

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

Quizzes

Exams
20 - 30%

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

Participation and attendance

Other Category
5 - 20%

Representative Textbooks and Materials:

Guide to Producing a Fashion Show. 4th ed. Everett, Judith C. and Swanson, Kristen K. Fairchild Books. 2019.