

CATALOG INFORMATION

Dept and Nbr: FASH 152L Title: FASHION SHOW PROD LAB
Full Title: Fashion Show Production Lab
Last Reviewed: 9/11/2023

Units		Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	0.50	Lecture Scheduled	0	17.5	Lecture Scheduled	0
Minimum	0.50	Lab Scheduled	1.50	6	Lab Scheduled	26.25
		Contact DHR	0		Contact DHR	0
		Contact Total	1.50		Contact Total	26.25
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 0.00

Total Student Learning Hours: 26.25

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:
This course provides supervised lab time for students enrolled in FASH 152. Students will collaborate on the execution of projects and team assignments associated with the production of a fashion show.

Prerequisites/Corequisites:
Concurrent Enrollment in FASH 152

Recommended Preparation:

Limits on Enrollment:

Schedule of Classes Information:
Description: This course provides supervised lab time for students enrolled in FASH 152. Students will collaborate on the execution of projects and team assignments associated with the production of a fashion show. (Grade or P/NP)
Prerequisites/Corequisites: Concurrent Enrollment in FASH 152
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.

Objectives:

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

1. Identify and define the roles that are associated with the production of a fashion show.
2. Evaluate the set design, props, lighting, and music that are used in a fashion show.
3. Analyze the styling of looks within the show, including the accessories, hairstyles, and makeup.
4. Demonstrate proper handling of merchandise and equipment used in a fashion show.
5. Describe the promotional materials and marketing strategies for a fashion show.
6. Demonstrate a professional demeanor in working with fellow classmates, designers or retailers, models, and volunteers.
7. Describe the potential costs involved in producing a fashion show.

Topics and Scope:

- I. Establish Team Roles and Responsibilities
 - A. Professionalism in the work environment
- II. Stage and Venue Design
 - A. Venue selection
 - B. Set design
 - C. Lighting design
 - D. Music selection
 - E. Script and commentary
 - F. Choreography
 - G. Tech support
- III. Recruit and Organize Volunteers

- A. Student designers
- B. Models
- C. Dressers
- D. Hair stylists
- E. Makeup artists
- F. Ushers
- IV. Merchandise the Show
 - A. Merchandise category selection
 - B. Scene theme and lineup development
 - C. Styling and accessories
 - D. Fittings and fitting sheets
 - E. Garment tracking
 - F. Pressing and steaming
 - G. Safe and responsible handling of merchandise
- V. Publicity and Promotions
 - A. Press releases
 - B. Press photographs
 - C. Press kits
 - D. Social media
- VI. Budget Development
 - A. Rentals
 - B. Purchases
 - C. Concessions
 - D. Ticket sales
 - E. Fundraising

Assignment:

1. 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. Develop the show budget, coordinate fundraising, or writing an expense report.
2. Adhere to the standards of professionalism expected in a fashion industry environment:
 - A. Arrive promptly and prepared for all class meetings, participating actively.
 - B. Maintain an amiable, supportive, and professional attitude when interacting with others (fellow students, instructor, SRJC staff and administration, student designers, models, photographers, video production team, etc.)
 - C. Work collaboratively with other team members on group tasks, contribute positively by staying focused, listening closely, following instructions carefully, and taking initiative when appropriate.

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.

None, This is a degree applicable course but assessment tools based on writing are not included because skill demonstrations are more appropriate for this course.

Writing
0 - 0%

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 - 50%

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

None

Exams
0 - 0%

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

Standards of professionalism; attendance; participation

Other Category
50 - 70%

Representative Textbooks and Materials:

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