

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	6	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:

Both Certificate and Major Applicable

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. Demonstrate proper handling of merchandise used in 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 to 5 pages)
2. Field trips during class time to various stores (3 to 6)
3. Working in groups to plan and implement a fashion show
4. Evaluate the fashion show and write a 3 to 5 page evaluation
5. Write a term paper, 8 to 10 pages
6. Read from the textbook (approximately 20 to 30 pages per week)
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 paper, field trip report, 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.

Plan and implement a fashion show

Skill Demonstrations
30 - 40%

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

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.

Participation and attendance, group work interaction

Other Category
5 - 20%

Representative Textbooks and Materials:

Guide to Producing a Fashion Show. 2nd Edition Everett, Judith C. and Swanson, Kristen K. Fairchild Books, 2004.