

**FASH 152L Course Outline as of Fall 2024****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:**

|                      |                      |            |           |
|----------------------|----------------------|------------|-----------|
| <b>AS Degree:</b>    | <b>Area</b>          | Effective: | Inactive: |
| <b>CSU GE:</b>       | <b>Transfer Area</b> | Effective: | Inactive: |
| <b>IGETC:</b>        | <b>Transfer Area</b> | Effective: | Inactive: |
| <b>CSU Transfer:</b> |                      | Effective: | Inactive: |
| <b>UC Transfer:</b>  |                      | 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.