

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

Prerequisites/Corequisites:
Concurrent Enrollment in FASH 152L

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 discuss and plan all aspects of the show including the staging, lighting, music, models, modeling, commentary, and rehearsals in preparation to produce a full-scale fashion show. (Grade or P/NP)
Prerequisites/Corequisites: Concurrent Enrollment in FASH 152L
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:
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. Identify different types of fashion shows and the job opportunities associated with each
2. Plan and produce a full-scale fashion show: including theme analysis, merchandise selection, organization of garments, fittings, model training and rehearsals, staging, music selection, publicity campaign, set design and construction
3. Collaborate as team members to carry out projects necessary for the production of a fashion show

Objectives:

At the conclusion of this course, the student should 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 production process
3. Plan, organize, produce and analyze the effectiveness of a professional fashion show
4. Identify fashion show team roles and define each member's responsibilities
5. Demonstrate proper handling of merchandise
6. Collaborate with models in a show context

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 written report on a fashion show (750 to 1250 words)
2. Write a 500-word report evaluating and comparing three fashion shows
3. Prepare a themed storyboard and present to class
4. Create a poster design and present to class
5. Research merchandise trends appropriate to the theme of show. Write a 500 to 750 word analysis
6. Design and produce show scenery
7. Off campus assignments (3 to 6) to potential and participating merchants and/or stores
8. Working in teams to plan and implement a fashion show
9. Evaluate the fashion show and write a 750 to 1250 word evaluation
10. Read from textbook (approximately 20 to 30 pages per week)
11. Five quizzes; 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.

Independent study 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. 3rd ed. Everett, Judith C. and Swanson, Kristen K. Fairchild Books. 2013