

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:**

<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.
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.