



FASH 271: FASHION SHOW PROD: BEGINNING

Proposer:

Name:	Email:
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Effective Term:

Fall 2021

Credit Status:

Credit - Degree Applicable

Subject:

FASH - Fashion

Course Number:

271

Catalog Title

Fashion Show Production: Beginning

Catalog Description

Students will explore the processes and procedures of producing a fashion event. This course will accommodate both fashion merchandising and design students. Topics in this course include: basic production skills in choosing a theme, preparing a budget, styling, coordinating colors and fabrics, marketing and promoting, model selection, and final show framework. Students will participate in the production of the fashion event by working under more experienced students in the course as they will be at a beginning level in this first level course of Fashion Show Production.

Method of Instruction:Distance Education
Lecture and/or Discussion**Course Units/Hours:****Course Units Minimum:**

2

Lecture Hours Minimum (week)

2

Total Contact Hours Minimum (semester)

35

Total Outside Hours Minimum (semester)

70

Total Student Learning Minimum Hours (semester)

105

Repeatability:

No

Open Entry/Exit:

No

Field Trips:

Not Required

**Grade Mode:**

Standard Letter

TOP Code:

130300 - * Fashion

SAM Code:

C - Clearly Occupational

Course Content**Methods of Assessment:**

Problem solving assignments or activities

Project

Skill demonstrations

Course Topics:

Course Topics	
1	Selection of clothing and vendors for the event
2	Selection of models: height, weight, look
3	Identifying a theme or message for the event
4	Selection of background, music and lighting
5	Budgeting a fashion event
6	Styling a fashion event: head to toe look
7	Running an efficient dressing room
8	Advertise, market and promote a fashion event
9	Selection of Hair stylist, make-up artists, photographers, dressers and stylists
10	Stage, runway and back stage/workroom set up
11	Rehearsal checklist
12	The show checklist
13	Checklist of after event clean-up

Course Objectives:

Course Objectives	
1	Identify the steps to producing a fashion event.
2	Describe the steps in model selection for the event.
3	Describe how a theme or message is chosen for the fashion event.
4	Identify how a budget is prepared for a fashion event.
5	Describe how to set up and run an efficient dressing room during a fashion event.
6	Describe several ways to promote and market a fashion event.

Course Outcomes:

Course Outcomes	
1	Identify the steps of producing a fashion event from start to finish.
2	Identify how to advertise and promote a fashion event.
3	Identify the usual costs of a fashion event and how a budget is set up.

**Assignments:**

Assignment Type:	Details
Reading	Weekly reading assignments in the required textbook "Guide to Producing a Fashion Show". Read Chapter 2 The Background and discuss the list of items that need to be addressed to put on a fashion show. The class will build a list of items and under each item they will identify jobs and a time line of when to get the item completed before the show. All these assignments and chapters will build on each other each week, while the class works on developing a real fashion show.
Writing	The assignments will focus on the application of these topics to an actual fashion event. For example, students will write a promotional series for a fashion show. Students will write a plan for a fashion event including choosing a venue, interviewing models, choosing a theme, designing marketing materials, choosing the apparel for the show, preparing a budget, preparing the line-up cards and writing a script for the event. Students will write a reflection of the fashion show after the completion of the event in which they attended, and describe what they have learned throughout the process.
Homework	Homework will include written assignments each week. Assignments will be focused on completing the step of to produce a fashion event, such as Model selection, theme, marketing and promotion, and budgeting.

Textbooks or other support materials

Resource Type:	Details
Books	Kristen K. Swanson. Guide to Producing a Fashion Show, 3rd ed. Fairchild Books, 2017, ISBN: 9781501395321

Other Degree Attributes

Degree Applicable
Not a Basic Skills Course

Distance Learning Addendum

Fashion Ongoing DLA.pdf

Additional Attachment

Fashion LMI, 2019.pdf

Banner Title:

Fashion Show Prod: Beginning

Course Control Number:

CCC000597893