

# BUTTE COLLEGE

## COURSE OUTLINE

### I. CATALOG DESCRIPTION

**FASH 90 - Fashion Promotions**

**3 Unit(s)**

**Prerequisite(s):** NONE

**Recommended Prep:** Reading Level IV; English Level III

**Transfer Status:** CSU

34 hours Lecture

51 hours Lab

This course introduces students to contemporary fashion productions including fashion shows, fashion videos, and retail promotions. Students will learn how to plan and produce various aspects of the promotion including the staging, lighting, music, models, modeling, writing commentary, and rehearsals.

### II. OBJECTIVES

Upon successful completion of this course, the student will be able to:

- A. Organize and execute projects that simulate various types of fashion show productions and merchandise promotions.
- B. Describe and perform the duties of director, commentator, writer, model, set and prop designer, dresser, light and sound technician, and public relations director in any promotion.
- C. Recognize and analyze important characteristics of successful fashion show productions.
- D. Assess the importance of a fashion and retail production as a contemporary tool in the promotion of merchandise.

### III. COURSE CONTENT

#### **A. Unit Titles/Suggested Time Schedule**

		Lecture	
<u>Topics</u>			<u>Hours</u>
1.	Introduction / Orientation		1.00
2.	Types of Productions		1.00
3.	Planning / Promotion		3.00
4.	Merchandise		1.00
5.	Choosing and Training Models		2.00
6.	Advertising and Promotion		2.00
7.	Rehearsals		3.00
8.	Fitting		1.00
9.	Music and Choreography		1.00
10.	Staging		1.00
11.	Script Writing		1.00
12.	Behind the Scenes		1.00
13.	Lighting		1.00
14.	Show Production		15.00
Total Hours			34.00

## Lab

<u>Topics</u>	<u>Hours</u>
1. Types of Productions	1.00
2. Planning / Promotion	4.00
3. Merchandise	2.00
4. Choosing and Training Models	2.00
5. Advertising and Promotion	3.00
6. Rehearsals	4.00
7. Fitting	2.00
8. Music and Choreography	2.00
9. Staging	3.00
10. Script Writing	2.00
11. Behind the Scenes	3.00
12. Lighting	2.00
13. Show Production	21.00
Total Hours	51.00

#### IV. METHODS OF INSTRUCTION

- A. Homework: Students are required to complete two hours of outside-of-class homework for each hour of lecture
- B. Multimedia Presentations
- C. Participation in Lab Activities and Fashion Shows
- D. Lecture/Discussion

#### V. METHODS OF EVALUATION

- A. Class participation
- B. Logs of Fashion Show Duties
- C. Participation in Formal Show
- D. Fashion Show Critiques (essay format)
- E. Community Survey
- F. Peer Evaluations

#### VI. EXAMPLES OF ASSIGNMENTS

- A. Reading Assignments
  - 1. Read 2 current news articles on recent high-fashion fashion shows and prepare notes for class discussion.
  - 2. Read the handout on teamwork, paying particular attention to the topic of interpersonal skills. Participate in class discussion of this topic.
- B. Writing Assignments
  - 1. View an instructor-approved fashion show video and write a 3-4 page detailed report. Discuss the type of show, audience, music, lighting, staging, models, etc.
  - 2. Write a 5-6 page critique of the class fashion production using specific concepts learned in the course.
- C. Out-of-Class Assignments
  - 1. Meet with members of your fashion production group to identify what needs to be accomplished, who will do what and what the deadlines are. Log accomplishments into a logbook for class discussion and instructor review.
  - 2. Solicit student entries into the fashion production by visiting other classes and informing

students about the upcoming event. Fill out entry forms and discuss with class and instructor.

## VII. **RECOMMENDED MATERIALS OF INSTRUCTION**

Textbooks:

A. Everett and Swanson. Guide to Producing a Fashion Show. 3rd Edition. Fairchild, 2012.

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