

City College of San Francisco
Course Outline of Record

I. GENERAL DESCRIPTION

A. Approval date	September 2013
B. Department	Fashion
C. Course number	FASH 47
D. Course title	Fashion Direction and Coordination
E. Course outline preparer(s)	Diane Green
F. Department chairperson	<u>Diane Green</u> Diane Green
G. Dean	<u>Nicholas Akinyouye</u> Nicholas Akinyouye

II. COURSE SPECIFICS

A. Hours	Lecture: 3 weekly (52.5 total)
B. Units	3
C. Prerequisites	None
Corequisites	None
Advisories	None
D. Course justification	This class is required for the Fashion Merchandising Certificate and Fashion Merchandising AS degree, and is a prerequisite for FASH 48 Fashion Show Production, which also supports the Certificate and AS Degree. Skills learned in FASH 47 can be applied to working in a retail environment.
E. Field trips	Yes
F. Method of grading	Letter
G. Repeatability	0

III. CATALOG DESCRIPTION

Analysis and examination of the duties of a fashion director with emphasis on trend research and projection of a firm's fashion image and brand. Students will produce and execute an informal fashion show from concept to runway.

IV. MAJOR LEARNING OUTCOMES

Upon completion of this course a student will be able to:

- Define the duties of a fashion director
- Analyze fashion trend research
- Identify the different types of fashion shows
- Prepare a flow chart of activities needed to produce an informal fashion show
- Demonstrate competency in the production of an informal fashion show
- Create the printed and online collateral materials used in promoting an informal fashion show
- Appraise the overall success of the show in terms of clothing, models, music, and group participation

V. CONTENTS

- A. The role of the fashion director
 - 1. Creating a store image
 - 2. Producing a fashion trend report for buyers
 - 3. Advising buyers, management, and fashion show production staff on current fashion trends
- B. Analysis of fashion trend research
 - 1. Discussion of fashion weeks; New York, London, Milan, and Paris
 - 2. Fashion director creates a fashion trend report each season
- C. Analysis of specialized sources of fashion information
 - 1. Women's Wear Daily
 - 2. International and domestic fashion forecasting services
 - 3. Trade organization publications
- D. Types of fashion shows and their characteristics
 - 1. Informal, formal, and production shows
 - 2. Fashion show commentary
- E. Planning an informal fashion show production
 - 1. Fashion show proposal
 - 2. Creation of a flow chart based on responsibility sheet to include group duties
 - 3. Group duties
 - a. Clothing
 - b. Models
 - c. Hair and makeup
 - d. Music
 - e. Venue
 - f. Collateral promotional materials
- F. Execution of informal fashion show
 - 1. Delegation of fashion show responsibility
 - 2. Publicising and promoting fashion show
 - 3. Who is behind the scenes: dressers, models, cue person, and producers
 - 4. Finalizing lineup
 - 5. Accesorizing the clothing
 - 6. Rehearsing
- G. Promotion of fashion show
 - 1. Print/online poster
 - 2. Table cards
 - 3. Press release
- H. Fashion show evaluation
 - 1. Student group participation
 - 2. Critique of models, choice of clothing, hair, and makeup

VI. INSTRUCTIONAL METHODOLOGY

- A. Assignments
 - 1. In class
 - a. Write fashion show commentary based on a runway photo
 - b. Critique DVDs of past student fashion shows

2. Out of class
 - a. Create a fashion trend report based on current trends from Women's Wear Daily
 - b. Coordinate clothing and appropriate accessories in a fashion scrapbook
 - c. Capstone project of producing an informal fashion show
- B. Evaluation
 1. Participation in class discussions and demonstrations
 2. Quizzes and exams
 3. Fashion show commentary
 4. Fashion show critique
 5. Trend report
 6. Fashion scrapbook
 7. Capstone project of informal fashion show production
- C. Textbooks and other instructional materials
 1. Instructor handouts on related topics
 2. Web sites and articles from sources such as Women's Wear Daily, style.com, and Vogue Magazine

VII. TITLE 5 CLASSIFICATION

CREDIT/DEGREE APPLICABLE (meets all standards of title 5. Section 55002(a)).