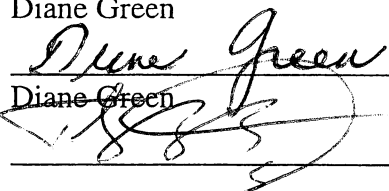


City College of San Francisco  
Course Outline of Record

I. GENERAL DESCRIPTION

A. Approval Date	September 2010
B. Department	Fashion
C. Course Number	FASH 48
D. Course Title	Fashion Show Production
E. Course Outline Preparer(s)	Diane Green
F. Department Chairperson	 Diane Green
G. Dean	

II. COURSE SPECIFICS

A. Hours	Lecture: 3 weekly (52.5 total) Laboratory: 4 weekly (70 total)
B. Units	4
C. Prerequisites	FASH 47
Corequisites	None
Advisories	None
D. Course Justification	The purpose of this course is to provide students with a comprehensive and hands-on introduction to producing a full-scale fashion runway show. From design to implementation and execution of the show, students will develop the skills and strategies necessary to manage designers and models, participate in student-run committees, explore areas of events marketing and understand the importance of completing and adhering to production timelines. FASH 48 is a required course for the fashion merchandising major and the certificate.
E. Field Trips	Yes
F. Method of Grading	Letter
G. Repeatability	1

III. CATALOG DESCRIPTION

Preparation and execution of a complete fashion show from concept to runway. Required for all fashion merchandising students.

IV. MAJOR LEARNING OUTCOMES

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

- Define the purpose of a fashion show
- Demonstrate skill in choosing a venue; selecting clothes, models and caterers; fundraising and sponsorship

- C. Analyze the elements of fashion show management
- D. Create the printed collateral materials used in promoting a fashion show such as posters, tickets, invitations, programs
- E. Examine the components of publicizing a fashion show
- F. Identify the protocol of fashion show follow-up
- G. Appraise the overall success of the show in terms of clothes, models, music, and timing

## V. CONTENTS

- A. Overall Objectives
  - 1. Producing a professional quality fashion show
  - 1. Publicizing the fashion show and CCSF fashion programs
  - 2. Introducing new student designers and "looks"
  - 3. Fund raising and soliciting sponsorship for show
- B. Facilities for Shows
  - 1. Choosing a venue
  - 2. Discussing lighting, sound and staging with technical production vendors
  - 2. Arrange for adequate seating
  - 3. Choosing outlets for music, projectors and mikes
  - 4. Visiting potential sites
  - 4. Meeting with caterers
  - 5. Loading-in and setting up of show, striking show and cleaning up on day of show
- C. The Clothes
  - 1. Choosing sources--contacting CCSF student designers
  - 2. Jurying of student designer submissions
  - 3. Model fittings
  - 4. Choosing fashion trend segments
  - 5. Styling the outfits for the show
- D. The Models
  - 1. Sourcing
  - 2. Model mix--age, size and gender
  - 3. Model tryouts
  - 4. Model fittings
  - 5. Model rehearsals
- E. Fashion Show Management
  - 1. Fashion show director's role
  - 2. Staging personnel
  - 3. Music director and music sessions with DJ
  - 4. Choreographer and choreography sessions
  - 5. Auditioning and rehearsing the talent
  - 6. Dressing room staff
- F. Printing and Promotions
  - 1. Posters

2. Flyers
  3. Mailers
  4. Publicity releases
  5. Selling tickets to general public, CCSF students, faculty, staff and high school schools
  6. Programs
  7. Invitations
- F. Public Relations
1. Press releases to local electronic and print media
  2. Promoting show on-air at local radio stations
  3. Photography
  4. Press kits
- G. Follow-up
1. Sending out thank you's
  2. DVD's of show to student designers
- H. Evaluation of Show
1. Clothes
  2. Models
  3. Audio-Visual
  4. Production
  5. Timing

## VI. INSTRUCTIONAL METHODOLOGY

- A. Assignments
1. In-class assignments
    - a. Discussion of lecture topics such as choosing models and clothes
    - b. Discussion of guest speaker presentations
    - c. Reviewing runway show videos
    - d. Execution of fashion show preparation activities (such as model tryouts and fittings, press releases and press kits)
  2. Out-of-class assignments
    - a. Field trip to venue such as "Ruby Skye"
    - b. Publicity, styling of outfits with accessories
    - c. Attending department store fashion shows
    - d. Written reports based on textbook reading assignments such as case studies on fashion show production techniques
- B. Evaluation
1. Students are evaluated on fashion show participation, ~~written~~ assignments and overall fashion show execution
- C. Textbooks and other instructional materials
1. Everett & Swanson, *Producing A Fashion Show*, Fairchild Publications: 2006.

## VII. TITLE 5 CLASSIFICATION

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