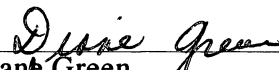


City College of San Francisco
Course Outline of Record

I. GENERAL DESCRIPTION

A. Approval Date September 2014
B. Department Fashion
C. Course Number FASH 54A
D. Course Title Fashion Styling
E. Course Outline Preparer(s) Arcadia Maximo
F. Department Chairperson


Diane Green

G. Dean


Kimberly Harvell

II. COURSE SPECIFICS

A. Hours Lecture: 52.5 total
B. Units 3
C. Prerequisites None
Corequisites None
Advisories None
D. Course Justification

Industry demand for stylists for photography, video, and fashion shows. Students seeking employment in fashion advertising and editorial work need to have this skill. This course is required for the major and certificate in Fashion Merchandising, as well as for the Fashion Styling and Image Consulting certificates

E. Field Trips
F. Method of Grading
G. Repeatability

Optional
Letter, Pass/No Pass
0

III. CATALOG DESCRIPTION

This course explores the skills required for styling outfits, accessories, and props for photography, film and commercials, visual merchandising, fashion shows and digital media. Emphasis is on identifying the many styling methods used in promoting fashion throughout the industry.

IV. MAJOR LEARNING OUTCOMES

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

- A. Assemble the components of a fashion stylist kit
- B. Examine the business aspects of styling
- C. Identify the other various forms of styling
- D. Construct a digital mood-board
- E. Produce and style a photo shoot

V. CONTENTS

- A. Requirements of a Stylist
 1. Joining an agency
 2. Team playing and maintaining contacts
 3. Budgeting projects
 4. Working as a styling assistant
 5. Putting together a stylist kit
- B. Fashion Research
 1. Fashion editors
 2. Creative directors

3. Photographers
4. Mood boards
- C. The Photo Shoot
 1. Sourcing merchandise
 2. Booking models
 3. Scouting locations
 4. Choosing the creative team
- D. Types of Styling
 1. Fashion styling
 2. Wardrobe styling
 3. Product styling
 4. Prop styling
 5. Visual merchandising
 6. Room sets
 7. Food styling
- E. The Business Side of Styling
 1. Marketing oneself
 2. Contracts
 3. Other roles a stylist plays
- F. Portfolio Testing
 1. Producing an editorial photo shoot
 2. Producing an advertisement photo shoot

VI. INSTRUCTIONAL METHODOLOGY

- A. Assignments
 1. In-class
 - a. Present to class images from self-styled photo shoot
 - b. Present to class editorials and advertisements from final capstone group project
 - c. Field trips such as touring retail windows
 - d. Participate in class discussions and editorial critiques
 2. Out-of-class
 - a. Stylist research paper on a past or current fashion stylist
 - b. Create a digital fashion mood-board
 - c. Create a photo shoot styling oneself
 - d. Fashion editorial analysis paper
 - e. Create a stylist kit
 - f. Produce a final capstone group project combining all elements of styling, such as location scouting, hiring talent, hiring creative crew, art directing, pulling clothing, and editing photos
- B. Evaluation
 1. Participation in class activities, such as discussions, critiques of editorials, and group projects
 2. Quality, completeness, and timeliness of individual and group projects
 3. Accuracy and timeliness of assignments
- C. Textbooks and other instructional materials
 1. Photo Stylist by Susan Linnet Cox, Allworth Press 2012
 2. Stylewise: A Practical Guide to Becoming a Fashion Stylist, by Shannon Burns-Tran, Fairchild Books, 2013
 3. Secrets of a Stylist by Sasha Charnin Morrison, Chronicle Books 2011
 4. Instructor-generated handouts

VII. TITLE 5 CLASSIFICATION

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