

City College of San Francisco  
Course Outline of Record

I. GENERAL DESCRIPTION

A. Approval Date	September 2014
B. Department	Fashion
C. Course Number	FASH 54B
D. Course Title	Advanced Fashion Styling
E. Course Outline Preparer(s)	Natalie Smith
F. Department Chairperson	 Diane Green
G. Dean	 Kimberly Harvell

II. COURSE SPECIFICS

A. Hours	Lecture: 52.5 total
B. Units	3
C. Prerequisites	FASH 54A
Corequisites	None
Advisories	None
D. Course Justification	There is an industry demand for photo, film and video stylists, as well as commercial and fashion show stylists. The advanced technical skills learned enable our students to compete more successfully in the marketplace. 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	Optional
F. Method of Grading	Letter, Pass/No Pass
G. Repeatability	0

III. CATALOG DESCRIPTION

This hands-on, field-based course teaches the skills required of various types of professional stylists. Students will be guided through the process of developing a professional styling portfolio which they can present to prospective clients.

IV. MAJOR LEARNING OUTCOMES

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

- A. Interpret the evolution of fashion and the zeitgeist from the twentieth century to present day.
- B. Create an on-line brand as a stylist through social media that distinguishes an aesthetic, taste level and styling point of view.
- C. Consider business tools and resources that best support the styling career being developed.
- D. Organize and execute a fashion photo shoot.
- E. Design a digital portfolio composed of curated works ranging from fashion editorials to still life.

V. CONTENTS

- A. The evolution of fashion
  1. Understanding the zeitgeist and its impact on fashion
  2. Fashion designers
  3. Celebrity fashion icons
  4. Celebrity stylists

- B. Defining a personal brand
  - 1. Networking
  - 2. Website
  - 3. Fashion blog
  - 4. Social media: Pinterest, Instagram, Twitter
  - 5. Business card
- C. Styling resources
  - 1. Clothing, accessories and props
  - 2. Fashion designers
  - 3. Photographers
  - 4. Models
  - 5. Location scouts
  - 6. Stylists
    - a. Fashion
    - b. Hair & make-up
    - c. Prop
    - d. Assistants
    - e. Student interns
- D. Business basics
  - 1. Styling rate
  - 2. Pros and cons of freelance versus agency representation
  - 3. Invoicing
  - 4. Taxes
  - 5. Insurance: health and liability
  - 6. Credit cards/ cash reserve
  - 7. Equipment and supplies: styling kit, steamer, rolling rack
  - 8. Transportation
- E. The photo shoot
  - 1. Budget and expenses
  - 2. Creative storytelling
  - 3. Borrowing clothing, accessories and props
  - 4. Building and managing a team
  - 5. Acquiring the right talent
  - 6. Choosing location versus studio
  - 7. Operations and logistics
- F. Creating a digital portfolio
  - 1. Editing content
  - 2. Photography usage rights and photo credits
  - 3. Graphic design elements
  - 4. Using a tablet or iPad
  - 5. Apps/ software for your presentation
  - 6. Presentation skills

## VI. INSTRUCTIONAL METHODOLOGY

- A. Assignments
  - 1. In-class
    - a. Small group discussions, creative brainstorming and research
    - b. Present photography from photo shoot styling assignments and group projects to class
    - c. Present mid-term and final capstone projects to class and panel of industry experts
    - d. Field trips such as visiting designer studios and prospective client offices
  - 2. Out-of-class
    - a. Readings from instructor-generated handouts, magazines or websites

- b. Research, source and purchase materials and supplies for class projects
  - c. Augment existing styling kit by adding items such as safety glasses, mono-filament and pliers
  - d. Create a personal brand using social media
  - e. Research and create mood boards representing the evolution of fashion and the zeitgeist from the twentieth century to present day
  - f. Produce photo shoot styling assignments and group projects
    - 1. Fashion inspired by art- individual assignment
    - 2. Accessories still life- individual assignment
    - 3. Moda Vive e-commerce- group project
    - 4. Album cover and soundtrack- group project
    - 5. Historical icons- mid-term group project
    - 6. Four to six page fashion editorial spread- individual assignment
  - g. Capstone digital portfolio that includes photography from styling assignments and group projects such as fashion inspired by art, accessories still life, Moda Vive e-commerce, album cover, historical icons and fashion editorial spread
- B. Evaluation
- 1. Participation in class activities and discussions
  - 2. Completeness, quality and timeliness of individual assignments and group projects
  - 3. Completeness, quality and timeliness of final capstone digital portfolio
  - 4. Mid-term styling project and presentation
  - 5. Final capstone digital portfolio and presentation
- C. Textbooks and other instructional materials
- 1. Reference textbook, Photo Styling by Susan Linnet Cox, 2010
  - 2. Instructor-generated handouts on topics such as fashion, styling and branding
  - 3. Websites of such resources as [www.style.com](http://www.style.com), New York Times ([nytimes.com](http://nytimes.com)), and Vogue Magazine ([www.vogue.com](http://www.vogue.com))

## VII. TITLE 5 CLASSIFICATION

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