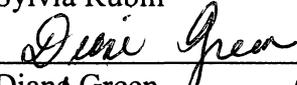


City College of San Francisco  
Course Outline of Record

I. GENERAL DESCRIPTION

A. Approval Date	September 2014
B. Department	Fashion
C. Course Number	FASH 56
D. Course Title	Fashion Writing and Publicity
E. Course Outline Preparer(s)	Sylvia Rubin
F. Department Chairperson	 Diana 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	Good writing skills are essential for certain jobs in the industry, such as writing trend reports, general fashion blogging and fashion PR. This class helps students gain perspective and knowledge about seasonal trends, and the local and national fashion press. This course is an updated version of Fashion Writing and Publicity. We've added blogging and social media, as these skills are industry standard for jobs in fashion writing and publicity.
E. Field Trips	Optional
F. Method of Grading	Letter, Pass/No Pass
G. Repeatability	0

III. CATALOG DESCRIPTION

The field of fashion writing and publicity offers a wide range of careers. Students will learn how to write trend reports, press releases, runway critiques and create a fashion blog.

IV. MAJOR LEARNING OUTCOMES

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

- Prepare a report on fashion trends exhibited in an event such as Fashion Week in New York or Europe.
- Evaluate writing styles of fashion writing samples from leading fashion publications or periodicals and websites.
- Compose a press release for a local fashion event or designer brand.
- Assess the Bay Area fashion scene.
- Create a fashion blog, take photos and compare existing fashion blogs.

## V. CONTENTS

- A. Reporting on fashion week
  - 1. Function and importance
    - a. Fashion writer's role
    - b. Major components of a fashion show
    - c. Color and clothing trends
    - d. Forecasting
    - e. Use and importance of social media
    - f. Influence and importance of runway show blogging
  - 2. New York versus Europe
    - a. Major designers
    - b. New talent
    - c. Haute couture vs. ready-to-wear
- B. Fashion news stories
  - 1. Style and format
  - 2. Seasonal angles
  - 3. Using photos to illustrate the story
  - 4. Writing components
    - a. Active verbs, descriptive adjectives
    - b. Spelling
    - c. Run-on sentences
    - d. Punctuation
  - 5. Voice
    - a. Formal, informal
    - b. Writing for your audience
  - 6. Research
    - a. Wikipedia and other on-line source material
    - b. Attribution, accuracy
    - c. Plagiarism
- C. Publicity
  - 1. Importance and effectiveness of press releases
  - 2. Press release standards
  - 3. Press kits
  - 4. Content
    - a. Subject line
    - b. Promoting local events or designers
    - c. Introduction, body, background information
    - d. Seasonal angles
    - e. Photos
  - 5. Pitching the press
    - a. Newspapers, magazines, websites, trade publications
    - b. On line vs. hard copy
- D. Bay Area fashion scene
  - 1. History
  - 2. Diversity

3. Micro climates
4. Neighborhoods
  - a. Trend spotting
  - b. Street style photos
  - c. Street style reports
5. Fashion shows
  - a. Department store fashion shows
  - b. Charity fashion shows
  - c. Small, independent designer shows
  - d. Citywide fashion events
- E. Fashion blogging
  1. Best national, local fashion blogs
  2. Types
    - a. Personal style
    - b. Celebrity
    - c. Street style
    - d. Trends
    - e. Specific (beauty, shoes)
  3. Creating a fashion blog
  4. Components
    - a. Title
    - b. Subject matter
    - c. Tone and voice
    - d. Frequent updates
    - e. Taking photos
    - f. Posting photos

## VI. INSTRUCTIONAL METHODOLOGY

### A. Assignments

1. In class
  - a. Discussions on such topics as Fashion Week, press release standards and social media
  - b. Writing exercises on topics such as current Fashion Week trends
  - c. Field trips such as a visit to a local designer's studio
  - d. Oral presentation of final writing project, about two pages in length, on an up-and-coming designer in the SF fashion incubator program, including photos and a press release with original content
2. Out of class:
  - a. Readings of instructor's handouts on such topics such as seasonal trends, Bay Area fashion designers, press release standards
  - b. Create a press release about a local designer or event
  - c. Written trend spotting report on what is trending in San Francisco for the season
  - d. Create personal style blog with original text and photos
  - e. Research and preparation of final writing project

### B. Evaluation

1. Participation in class discussions
  2. In class writing exercises
  3. Personal style blog
  4. Quizzes
  5. Written trend spotting report
  6. Final writing project with original content and oral presentation to class
- C. Textbooks and other instructional materials
1. Instructor-generated handouts on such topics as runway reporting, press release standards, writing tips, and social media
  2. Instructor-generated slide shows on topics such as personal style blogs, street style blogs, past and current Fashion Week runway trends, SF designer websites, and local SF fashion news websites
  3. Fashion websites and blogs, such as Refinery 29, Vogue.com, SFunzipped
  4. Short videos from YouTube or fashion websites
  5. Periodicals and publications such as SF Chronicle Style section, 7X7, FSHN magazine.

#### VII. TITLE 5 CLASSIFICATION

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