



Ocean Campus  
50 Frida Kahlo Way, Box L131  
San Francisco, CA 94112 [ccsf.edu/Fashion](https://ccsf.edu/Fashion)

## **2022 AAU Fashion Merchandising Scholarship Overview for CCSF Students**

The Academy of Art University (AAU) has sponsored the annual CCSF spring fashion show for the past twelve years, by graciously donating two-year scholarships to our senior collection design winners. We are pleased to announce that in 2022, we will receive a two-year scholarship designated for a fashion merchandising student. The fashion merchandising scholarship will be awarded at the FashionSphere 2022 Showcase on Sunday, May 22, 2022, along with the three senior designer scholarships.

The Fashion Department will publish the AAU Fashion Merchandising Scholarship criteria to the students at the beginning of the fall '21 semester using the CCSF Fashion Department website, Yahoo Groups, Facebook, and Instagram.

There will be three pre-qualifying milestones. The first milestone requires that students be currently enrolled at CCSF, be a member of the CCSF LinkedIn Group, and have satisfactorily passed the required courses by the end of the semester in May 2021. Students will need to provide (unofficial) transcripts for the following courses by **February 1, 2022**:

- FASH 22 Fashion History (spring only) or Fashion 57 Fabric Glossary (spring/fall)
- FASH 42 Introduction to Fashion Industry (spring/fall)
- FASH 48 Fashion Show Production (spring only)
- FASH 49 Visual Merchandising (fall only)
- FASH 53 Fashion Forecasting (spring/fall)
- FASH 54A Fashion Styling (spring/fall)
- FASH 56 Fashion Writing and Publicity (spring only)
- FASH 137 Portfolio for Design and Merchandising (spring/fall)
- FASH 138 Fashion Career Essentials (spring/fall)

The second milestone, also due on **February 1, 2022**, will require the students to:

- Submit a letter of intent explaining why they should be considered for the AAU scholarship, and highlighting any notable achievements while attending CCSF, including volunteer work and internships
- Submit a personal mission statement that summarizes their educational and career goals

Please submit a letter of intent, unofficial transcripts, and mission statement to Natalie Smith at [natsmith@ccsf.edu](mailto:natsmith@ccsf.edu) by **February 1, 2022**. A formal acceptance letter from the Jurying committee will be sent to the candidates who meet the criteria for the first two milestones by **February 8, 2022**.

The third milestone requires that the student receives a passing midterm grade for fashion merchandising courses that they are enrolled in during the spring '22 semester, with the following stipulations:

- Each student is allowed to transfer or waive one class
- Students are not allowed to be enrolled in more than three of the eight required courses in the spring semester of the FashionSphere Showcase

The candidates who successfully meet the three pre-qualifying milestones will continue to compete for the AAU scholarship by creating a digital version of a custom portfolio, and presenting them to the jurying committee on Zoom at a date and time to be determined. The Fashion Merchandising scholarship winner will then be announced at the conclusion of the fashion event with the Senior Collection scholarship winners.

The required content for the merchandising portfolio is as follows:

1. Mood boards and laydowns for a styled fashion editorial or lifestyle spread consisting of:
  - a. Three styled images: Three styled head-to-toe fashion looks with fashion accessories such as jewelry, shoes, handbags, hats, etc.
  - b. The name of the magazine that your spread would be featured in and a paragraph description of the target audience
  - c. A paragraph description of the story you are conveying with your styled images along with a title and tagline for your editorial or lifestyle spread and whether it is for spring or fall
  - d. Inspirational mood boards of images that inspired your concept, including looks, models, MUA/hair, and location/set
  - e. A photo of you on the set or location of your photo shoot to verify the authenticity
2. A fashion-related still life presentation:
  - a. Fashion merchandise/accessories as the focal point
  - b. A paragraph description of the story you are conveying with your display
  - c. Inspirational mood boards of images that inspired your concept
  - d. A photo of you working on the still life display to verify the authenticity
3. A fashion forecast for spring '23 consisting of:
  - **COVER SHEET:** Name, date, theme name, season, a single image
  - **TABLE OF CONTENTS:** Fashion Forecast for AAU Scholarship Portfolio

- Theme
  - Color
  - Textiles/Materials
  - The Look/Silhouettes
  - Script
  - Sources
- **BOARDS (SLIDES):**
    - Board 1 – Title, tagline, mood, image (one strong image)
    - Board 2 – A narrative paragraph with images (5-7 images)
    - Board 3 – Swatches with color names (5-7 images)
    - Board 4 – Swatches with textile names (5-7 images)
    - Board 5 – Apparel (5-7 images)
    - Board 6 – Accessories (5-7 images)
    - Board 7 – Interiors (5-7 images)
    - Board 8 – Other – cosmetics, technology, etc. (5-7 images)
  - **FOOTER:** Include your name, date, forecast theme name, women's wear or men's wear, and spring '23 in the footer of each board.
  - **SCRIPT**
  - **SOURCES:** Bibliography
4. A one- to two-page recap summary of the candidate's experience working on the FashionSphere 2022 Showcase and three key things they learned. May include five to ten photos to document their role in the planning process behind-the-scenes. Note – the candidate may report on their role either as a student in the Fashion Show Production class during the spring '22 semester or as one of the Fashion Show Production class alumni from a previous year.
5. Demonstration of writing skills and a cohesive social media brand identity and presence on:
- A personal fashion blog or website.
  - Instagram
  - LinkedIn

Department Chair Natalie Smith will meet with the candidates in mid-February (date TBD) to discuss the portfolio requirements. The jurying committee will judge each portfolio on creativity, quality of work, and cohesiveness of brand identity throughout.

Candidates are encouraged to work with one or several of the following faculty mentors throughout the process:

Natalie Smith      [natsmith@ccsf.edu](mailto:natsmith@ccsf.edu)  
 Arcadia Maximo      [amaximo@ccsf.edu](mailto:amaximo@ccsf.edu)

Priscilla Fong      [pfong@ccsf.edu](mailto:pfong@ccsf.edu)  
Kelly Armstrong    [kelly.armstrong@mail.ccsf.edu](mailto:kelly.armstrong@mail.ccsf.edu)  
Sylvia Rubin        [serubin@ccsf.edu](mailto:serubin@ccsf.edu)

For more information, please contact Natalie Smith at [natsmith@ccsf.edu](mailto:natsmith@ccsf.edu) or by phone at 415.205.9716.