



Ocean Campus
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2023 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 thirteen years by graciously donating two-year scholarships to our senior collection design winners and, in recent years, to merchandising students. Our 2022 fashion show was our final show; however, we are pleased to announce that we will continue with the AAU scholarship competition for 2023. AAU has confirmed its continued support of the scholarships for one fashion merchandising student. The fashion merchandising scholarship will be awarded in May 2023, 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 '22 semester using the CCSF Fashion Department website and in the orientation module on Canvas fashion courses.

There will be three pre-qualifying milestones. The first milestone requires that students be 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 2023. Students will need to provide (unofficial) transcripts for the following courses by **February 1, 2023**:

- 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 138 Fashion Career Essentials (spring/fall)

The second milestone, also due on **February 1, 2023**, 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 by **February 1, 2023**. 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, 2023**.

The third milestone requires that the student receives a passing midterm grade for fashion merchandising courses that they are enrolled in during the spring '23 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

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 in May 2023. The Fashion Merchandising scholarship winner will be announced at the conclusion of the spring semester in May 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 '24 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 '24 in the footer of each board.
 - **SCRIPT**
 - **SOURCES:** Bibliography

4. 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
Arcadia Maximo	amaximo@ccsf.edu
Priscilla Fong	pfong@ccsf.edu
Kelly Armstrong	kelly.armstrong@mail.ccsf.edu
Sylvia Rubin	serubin@ccsf.edu

For more information, please contact Natalie Smith at natsmith@ccsf.edu or by phone at 415.205.9716.