



Course Outline

2026-2027 Catalog

FASH 90 - Fashion Promotions

Catalog Description

Transfer Status: CSU

Unit(s): 3.00

Lecture: 34.00 Contact hours/68.00 Out of class hours/102.00 Total hours/2.00 Unit(s)

Lab: 51.00 Contact hours/0.00 Out of class hours/51.00 Total hours/1.00 Unit(s)

Total: 85.00 Contact hours/68.00 Out of class hours/153.00 Total hours/3.00 Unit(s)

Course Description: This course introduces students to contemporary fashion productions including fashion shows, fashion videos, and retail promotions. Students will learn how to plan and produce various aspects of fashion promotions including event marketing, show staging, lighting, music, models, modeling, writing commentary, and directing rehearsals.

Objectives

Upon successful completion of this course, the student should be able to:

1. Organize and execute projects that simulate various types of fashion show productions and merchandise promotions.
2. Describe and perform the duties of director, commentator, writer, model, set and prop designer, dresser, light and sound technician, and public relations director in any promotion.
3. Recognize and analyze important characteristics of successful fashion show productions.
4. Assess the importance of a fashion and retail production as a contemporary tool in the promotion of merchandise.

Course Content

Topic Titles / Suggested Time Topic

Lecture

<u>Topics</u>	<u>Lec Hrs</u>
Introduction / Orientation	1.00
Types of Productions	1.00
Planning / Promotion	3.00
Merchandise	1.00
Choosing and Training Models	2.00
Advertising and Promotion	2.00
Rehearsals	3.00
Fitting	1.00
Music and Choreography	1.00
Staging	1.00
Script Writing	1.00
Behind the Scenes	1.00
Lighting	1.00
Show Production	15.00
Total Hours:	34.00

Lab

<u>Topics</u>	<u>Lab Hrs</u>
Types of Productions	1.00
Planning / Promotion	4.00
Merchandise	2.00
Choosing and Training Models	2.00
Advertising and Promotion	3.00
Rehearsals	4.00
Fitting	2.00
Music and Choreography	2.00
Staging	3.00
Script Writing	2.00
Behind the Scenes	3.00
Lighting	2.00

Topics**Lab Hrs**

Show Production

21.00

Total Hours: 51.00**Methods of Instruction**

- A. Class Activities
- B. Collaborative Group Work
- C. Discussion
- D. Homework: Students are required to complete two hours of outside-of-class homework for each hour of lecture
- E. Lecture
- F. Multimedia Presentations

Methods of Evaluation

- A. Class participation
- B. Written Assignments
- C. Performance Examinations
- D. Practical Evaluations
- E. Group Participation

Examples of Assignments**Reading Assignments**

1. Read 2 current news articles on recent high-fashion fashion shows and prepare notes for class discussion.
2. Read the handout on teamwork, paying particular attention to the topic of interpersonal skills. Participate in class discussion of this topic.

Writing Assignments

1. View an instructor-approved fashion show video and write a 3-4 page detailed report. Discuss the type of show, audience, music, lighting, staging, models, etc.
2. Write a 5-6 page critique of the class fashion production using specific concepts learned in the course.

Out-of-Class Assignments

1. Meet with members of your fashion production group to identify what needs to be accomplished, who will do what and what the deadlines are. Log accomplishments into a logbook for class discussion and instructor review.
2. Solicit student entries into the fashion production by visiting other classes and informing students about the upcoming event. Fill out entry forms and discuss with class and instructor.

Recommended Materials of Instruction

Everett, J., Swanson, K., Blanco, J. (2018). Guide to Producing a Fashion Show. *Fairchild*, 4th.

Minimum Qualifications

Family & Cons Study/Home Ec
Fashion & Related Technologies
Retailing

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