

PALOMAR COLLEGE
COURSE OUTLINE OF RECORD FOR
DEGREE CREDIT COURSE

X Transfer Course X A.A. Degree applicable course
(check all that apply)

COURSE NUMBER AND TITLE: FASH 126 Fashion Show Presentation
(Special Event Production)

UNIT VALUE: 1.0

MINIMUM NUMBER OF SEMESTER HOURS: 32

BASIC SKILLS REQUIREMENTS:
Appropriate language and computational skills.

ENTRANCE REQUIREMENTS

PREREQUISITE: None.

COREQUISITE: None.

RECOMMENDED PREPARATION: None.

SCOPE OF COURSE:
Applied study and practical application of fashion show and special event production and promotional skills. Strategies and techniques studied include organizing, advertising, staging, timing, and coordinating models and their clothing and accessories. Produce the Fashion Merchandising/Fashion Design program's annual fashion show.

SPECIFIC COURSE OBJECTIVES:

The successful student will:

1. organize time in relationship to a show and show time (time management).
2. define and analyze the steps of fashion show production and special events.
3. develop promotional skills pertaining to fashion shows and special events.
4. select models, music, and theme (clothing).
5. develop theme for promotion, staging and art work.
6. learn budget planning.
7. identify target market.
8. coordinate clothing, organize accessories, develop line for stage presentation.

CONTENT IN TERMS OF SPECIFIC BODY OF KNOWLEDGE:

- I. Time management
- II. Budget planning
- III. Coordination of clothing
- IV. Organization skills
- V. Management/Designer & Models
- VI. Purpose of Fashion Shows and Special Events in the world of fashion.
- VII. Analyze fashion trends.

REQUIRED READING:

Students will be responsible to explore, on a weekly basis, each of the following publications:

California Apparel News.

Daily News Record.

Women's Wear Daily.

W.

SUGGESTED READING:

Drake, Mary Frances, Janice Harrison Spoone, and Herbert Greenwald. Retail Fashion Promotion and Advertising. 1st Edition. New York: Macmillan Publishing Company, 1992.

REQUIRED WRITING:

1. Theme and development; art, staging, atmosphere (1 page).
2. Budget plan (1 page).
3. Promotional techniques (1 page).
4. In-class show evaluation (2 pages)

OUTSIDE ASSIGNMENTS:

Students are expected to spend a minimum of three hours per unit per week in class and on outside assignments, prorated for short-term classes.

1. Fashion show attendance and critique (1 page minimum).
2. Advertising sales; ticket sales.
3. Possibility of participation in outside fashion shows.

INSTRUCTIONAL METHODOLOGY:

Check all that apply:

lecture

laboratory

lecture-laboratory combination

directed study

DISTANCE LEARNING:

This course may be offered as a distance learning course and meets Title 5 regulations 55370, 55372, 55374, 55376, 55378, and 55380.

Yes ___ No X

If yes, check all that apply:

- Television Course (Video one-way, e.g. ITV, video cassette, etc.)
- Online Course (Text one-way, e.g. newspaper, correspondence, electronic file, etc.)
- Two-Way Video Conferencing (Two-way interactive video and audio)
- One-Way Video Conferencing (One-way interactive video and two-way interactive audio)
- Computer Assisted Instruction (A specialized form of mediated instruction relying primarily on student access to information and prepared lessons or teaching materials through a computer terminal, but not under immediate supervision of a qualified instructor.)

GRADING POLICY AND STANDARDS (include methods of determining whether the stated objectives have been met by students):

Oral Fashion Show Presentation	25
Planning Report	25
Budget Report	25
Advertising Project	25
Promotion Project	25
Merchandise Selection	25
Model Evaluation	25
Music Planning	25
Choreography and Commentary Plan	25
Show Set-up and Show Tasks	100
Show participation/evaluation/critique	<u>25</u>

total points 350

Points For Grade

315	-	350	=	A
280	-	314	=	B
245	-	279	=	C
210	-	244	=	D
0	-	209	=	F

IS COURSE REPEATABLE FOR REASON(S) OTHER THAN DEFICIENT GRADE?

Yes X No ___ Number of times course may be taken for credit: 2

If yes, identify specific provision of Title 5 Division 2 section(s), 55761-55763 and 58161 which qualifies course as repeatable: 58161c2AB

CONTACT PERSON: Nancy Galli, ext: 2352

SIGNATURES ON FILE