



El Camino College  
 COURSE OUTLINE OF RECORD – Official

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| <b>Course Acronym:</b>              | FASH  |
| <b>Course Number:</b>               | 44  |
| <b>Descriptive Title:</b>           | Fashion Show Production and Promotions  |
| <b>Division:</b>                    | Industry and Technology   |
| <b>Department:</b>                  | Fashion   |
| <b>Course Disciplines:</b>          | Fashion, Related Technologies   |
| <b>Catalog Description:</b>         | This course is a study of the planning, directing and coordinating of fashion promotions including the El Camino annual fashion show. Promotions, financing and vendor selection will be considered in relation to event planning and implementation. |
| <b>Prerequisite:</b>                | Fashion 10 and Fashion 41 with a minimum grade of C in each prerequisite  |
| <b>Co-requisite:</b>                |   |
| <b>Recommended Preparation:</b>     |   |
| <b>Enrollment Limitation:</b>       |   |
| <b>Hours Lecture (per week):</b>    | 2   |
| <b>Hours Laboratory (per week):</b> | 3   |
| <b>Outside Study Hours:</b>         | 4   |
| <b>Total Course Hours:</b>          | 90  |
| <b>Course Units:</b>                | 3   |
| <b>Grading Method:</b>              | Letter Grade only   |
| <b>Credit Status:</b>               | Credit, degree applicable   |
| <b>Transfer CSU:</b>                | Yes   |
| <b>Effective Date:</b>              | Prior to July 1992  |
| <b>Transfer UC:</b>                 | No  |
| <b>Effective Date:</b>              |   |
| <b>General Education: ECC</b>       |   |
| <b>Term:</b>                        |   |
| <b>Other:</b>                       |   |
| <b>CSU GE:</b>                      |   |
| <b>Term:</b>                        |   |
| <b>Other:</b>                       |   |
| <b>IGETC:</b>                       |   |

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| <b>Term:</b>                      |  |
| <b>Other:</b>                     |  |
| <b>Student Learning Outcomes:</b> | <p><b>SLO #1 Videotaped Fashion Shows</b></p> <p>Given lectures and textbook readings, the student will be able to, produce, direct videotaped fashion shows.</p> <p><b>SLO #2 Production Team Duties</b></p> <p>Given lectures and textbook readings, the student will be able to explain the duties and responsibilities of a fashion show production team.</p> <p><b>SLO #3 Event Planning</b></p> <p>Given lectures and textbook readings, the student will be able to plan a persona event based on event planning principles.</p>  |
| <b>Course Objectives:</b>         | <ol style="list-style-type: none"> <li>1. Compare and contrast the effectiveness and application of fashion promotions.</li> <li>2. Plan, coordinate and evaluate a live fashion show.</li> <li>3. Develop marketing strategies for fashion promotions.</li> </ol>   |
| <b>Major Topics:</b>              | <p><b>I. FASHION SHOW PRODUCTION OVERVIEW (3 hours, lecture)</b></p> <ol style="list-style-type: none"> <li>A. Fashion show foundation <ol style="list-style-type: none"> <li>1. Fashion show history</li> <li>2. Fashion show job descriptions</li> </ol> </li> <li>B. Roles of fashion show team</li> <li>C. Support services</li> </ol> <p><b>II. FASHION SHOW PRODUCTION OVERVIEW (5 hours, lab)</b></p> <ol style="list-style-type: none"> <li>A. Selection of fashion show officers</li> <li>B. Personality profile</li> <li>C. Support resources</li> </ol> <p><b>III. PROMOTIONS AND PRESENTATIONS (9 hours, lecture)</b></p> <ol style="list-style-type: none"> <li>A. Fashion promotions</li> <li>B. Personal events versus fashion show events</li> <li>C. Live and videotaped fashion shows</li> <li>D. Media communications</li> <li>E. Evaluating promotions</li> </ol> <p><b>IV. PROMOTIONS AND PRESENTATIONS (13 hours, lab)</b></p> <ol style="list-style-type: none"> <li>A. Fashion promotions</li> <li>B. Personal events versus fashion show events</li> <li>C. Live and videotaped fashion shows</li> <li>D. Media communications</li> <li>E. Evaluating promotions</li> </ol> |

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|   | <p><b>V. ECC FASHION SHOW (9 hours, lecture)</b></p> <ul style="list-style-type: none"> <li>A. Organization</li> <li>B. Timeline</li> <li>C. Site selection</li> <li>D. Budget</li> <li>E. Communication</li> </ul> <p><b>VI. ECC FASHION SHOW (16 hours, lab)</b></p> <ul style="list-style-type: none"> <li>A. Organization</li> <li>B. Timeline</li> <li>C. Site selection</li> <li>D. Budget</li> <li>E. Communication</li> </ul> <p><b>VII. PUBLICITY, MODELS AND STAGING (15 hours, lecture)</b></p> <ul style="list-style-type: none"> <li>A. Production calendar</li> <li>B. Media communications</li> <li>C. Model call</li> <li>D. Staging and sets</li> <li>E. Photo shoot</li> <li>F. Rehearsal</li> <li>G. Advertising</li> <li>H. Set up and tear down</li> </ul> <p><b>VIII. PUBLICITY, MODELS AND STAGING (20 hours, lab)</b></p> <ul style="list-style-type: none"> <li>A. Production calendar</li> <li>B. Media communications</li> <li>C. Model call</li> <li>D. Staging and sets</li> <li>E. Photo shoot</li> <li>F. Rehearsal</li> <li>G. Advertising</li> <li>H. Set up and tear down</li> </ul> |
| <b>Total Lecture Hours:</b>                                   | 36   |
| <b>Total Laboratory Hours:</b>                                | 54   |
| <b>Total Hours:</b>   | 90   |
| <b>Primary Method of Evaluation:</b>                          | 3) Skills demonstration  |
| <b>Typical Assignment Using Primary Method of Evaluation:</b> | After receiving input from the publicity team for the fashion show, develop a two-page detailed publicity campaign including dates. Submit document to the instructor.   |
| <b>Critical Thinking Assignment 1:</b>                        | Write a 100-word press release for the fashion show. Submit the press release to the the instructor.   |

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| <b>Critical Thinking Assignment 2:</b>   | Plan a non-school related event using planning strategies learned in class. Report the event details in a two-to three-page document and submit to the instructor.   |
| <b>Other Evaluation Methods:</b>   | Class Performance<br>Quizzes<br>Written Homework   |
| <b>Instructional Methods:</b>  | Demonstration<br>Discussion<br>Lecture   |
| <b>If other:</b>   |  |
| <b>Work Outside of Class:</b>  | Study<br><br>Answer questions<br><br>Skill practice<br><br>Required reading<br><br>Problem solving activities<br><br>Written work<br><br>Observation of or participation in an activity related to course content  |
| <b>If Other:</b>   |  |
| <b>Up-To-Date Representative Textbooks:</b>  | Judith C. Everett and Kristen K. Swanson. <u>GUIDE TO PRODUCING A FASHION SHOW</u> . 4 <sup>th</sup> edition. Fairchild Publications, New York. 2018   |
| <b>Alternative Textbooks:</b>  |  |
| <b>Required Supplementary Readings:</b>  |  |
| <b>Other Required Materials:</b>   |  |
| <b>Requisite:</b>  | Prerequisite   |
| <b>Category:</b>   | sequential   |
| <b>Requisite course(s): List both prerequisites and corequisites in this box.</b>  | Fashion-10 AND Fashion-41  |
| <b>Requisite and Matching skill(s): Bold the requisite skill. List the corresponding course objective under each skill(s).</b> | <b>Understand how garments interact with the body and understand how choice of texture, color, and form affect the appearance of garments.</b><br><br>FASH 41 - Evaluate the elements of design such as space, shape, form, line, color, and texture.<br><br><b>Understand how garments are constructed and the importance of constructing professional looking product for display.</b> |

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|  | FASH 10 - Select appropriate notions suitable for the fashion fabric to achieve the intended garment design. |
| <b>Requisite Skill:</b>  |  |
| <b>Requisite Skill and Matching Skill(s): Bold the requisite skill(s). If applicable</b>   |  |
| <b>Requisite course:</b>   |  |
| <b>Requisite and Matching skill(s):Bold the requisite skill. List the corresponding course objective under each skill(s).</b>                      |  |
| <b>Requisite Skill:</b>  |  |
| <b>Requisite Skill and Matching skill(s): Bold the requisite skill. List the corresponding course objective under each skill(s). If applicable</b> |  |
| <b>Enrollment Limitations and Category:</b>  |  |
| <b>Enrollment Limitations Impact:</b>  |  |
| <b>Course Created by:</b>  | Chris Moran-Wisdom   |
| <b>Date:</b>   | 12/01/1989   |
| <b>Original Board Approval Date:</b>   |  |
| <b>Last Reviewed and/or Revised by:</b>  | Vera Ashley  |
| <b>Date:</b>   | 03/26/2022   |
| <b>Last Board Approval Date:</b>   | 06/20/2022   |