



El Camino College

COURSE OUTLINE OF RECORD – Approved

I. GENERAL COURSE INFORMATION

Subject and Number: Fashion 48
Descriptive Title: Fashion Styling
Course Disciplines: Fashion and Related Technologies
Division: Industry and Technology

Catalog Description:

This course examines the foundation of fashion styling including industry influencers, terminology, networking, working with clients, presentations, test shoots and creating a freelance styling business.

Conditions of Enrollment:

Prerequisite: Fashion 10 and Fashion 41 with a minimum grade of C and Fashion 4 or Fashion 15 with a minimum grade of C

Course Length: Full Term Other (Specify number of weeks):

Hours Lecture: 1.00 hours per week TBA

Hours Laboratory: 3.00 hours per week TBA

Course Units: 2.00

Grading Method: Letter

Credit Status: Associate Degree Credit

Transfer CSU: ___ Yes No

Transfer UC: ___ Yes No

General Education:

El Camino College:

CSU GE:

IGETC:

II. OUTCOMES AND OBJECTIVES

A. COURSE STUDENT LEARNING OUTCOMES (The course student learning outcomes are listed below, along with a representative assessment method for each. Student learning outcomes are not subject to review, revision or approval by the College Curriculum Committee)

1. The student will present a professional styling project based on specific styling principles.
2. The student will be able to describe, in writing, how to begin a freelance styling business, including necessary steps and equipment/materials.
3. The students will be able to plan and execute a professional photo shoot by presenting an accurate time line and preparatory steps.

The above SLOs were the most recent available SLOs at the time of course review. For the most current SLO statements, visit the El Camino College SLO webpage at <http://www.elcamino.edu/academics/slo/>.

B. Course Student Learning Objectives (The major learning objective for students enrolled in this course are listed below, along with a representative assessment method for each)

1. Define the different types of styling.
 - Objective Exams
2. Compare and contrast styling for print with styling for the entertainment industry.
 - Written homework
3. Define fashion styling terminology.
 - Objective Exams
4. Describe the various career paths in styling.
 - Written homework
5. Build a preliminary styling portfolio that contains professional entries/elements.
 - Presentation

III. OUTLINE OF SUBJECT MATTER (Topics are detailed enough to enable a qualified instructor to determine the major areas that should be covered as well as ensure consistency from instructor to instructor and semester to semester.)

Lecture or Lab	Approximate Hours	Topic Number	Major Topic
Lecture	2	I	OVERVIEW OF FASHION STYLING A. Apparel B. Celebrity C. Food
Lab	3	II	OVERVIEW OF FASHION STYLING A. Apparel Examples B. Celebrity Examples C. Food Example
Lecture	2	III	PRINT STYLING A. Principles of Print Styling B. Print Styling practices and Techniques
Lab	5	IV	PRINT STYLING APPLICATION A. Creating Workable Templates B. Applying Templates to Mock-up Print Copy
Lecture	2	V	STYLING FOR THE ENTERTAINMENT INDUSTRY A. Styling Principles as Related to Entertainment B. The Practices of Entertainment Styling
Lab	5	VI	ENTERTAINMENT INDUSTRY STYLING A. Research of Privacy and Non Disclosure Practices in the Entertainment Industry. B. Preparing Styling Documentation in the Entertainment Industry
Lecture	2	VII	STYLING SPECIFICS A. Styling Terms B. Styling Icons/Brands
Lab	5	VIII	STYLING HISTORY A. History-Timeline of Styling Industry B. Current Styling Icons-Biography
Lecture	2	IX	CAREER DIVERSITY IN STYLING A. Freelance vs Agent Representation B. Stylist Representatives
Lab	5	X	CAREER DIVERSITY IN STYLING A. Freelance vs. Agent Representation-Current Analysis B. Identifying Stylist Representatives Currently Practicing
Lecture	1	XI	BRANDING

			A. Portfolio Building B. Networking
Lab	6	XII	BRANDING A. Portfolio Creation B. Practicing Networking Strategies
Lecture	2	XIII	IMAGE MANAGEMENT A. Store Relationships B. Client Relationships
Lab	6	XIV	IMAGE MANAGEMENT A. Store Relationships-Research B. Client Relationships-Research
Lecture	2	XV	THE WORK A. Research B. Sewing C. Alterations D. Body Types
Lab	7	XVI	THE WORK A. Alteration Approaches to Various Fitting Issues-Guide Preparation B. Body Typing research and Suggested Garment Silhouette
Lecture	2	XVII	TEST SHOOTING A. Preparation B. Execution
Lab	7	XVIII	TEST SHOOTING A. Preparation of Itinerary B. Execution and Evaluation
Lecture	1	XIX	FREELANCE STYLISTS A. Documentation B. Preparation C. Business Reputation
Lab	5	XX	FREELANCE STYLISTS A. Skill documentation B. Preparation of Marketing Materials C. Business Branding and Reputation
Total Lecture Hours		18	
Total Laboratory Hours		54	
Total Hours		72	

IV. PRIMARY METHOD OF EVALUATION AND SAMPLE ASSIGNMENTS

A. PRIMARY METHOD OF EVALUATION:

Substantial writing assignment.

B. TYPICAL ASSIGNMENT USING PRIMARY METHOD OF EVALUATION:

Research one stylist in the area of your interest including the stylist's clients and background. Write a two-page report that details the information that you found. Submit report to instructor.

C. COLLEGE-LEVEL CRITICAL THINKING ASSIGNMENTS:

1. Prepare a list of items needed to build a stylist kit. Price each item and list two purchasing sources for each item. Submit a one-page spread sheet of your findings. Submit spreadsheet to instructor.
2. Plan a networking opportunity in effort to meet new clients. Write a two-page report that justifies your plan, including where you would visit and how you would approach potential new clients. Submit report to instructor.

D. OTHER TYPICAL ASSESSMENT AND EVALUATION METHODS:

Objective Exams
Quizzes
Reading reports
Written homework
Field work
Class Performance
Homework Problems
Term or other papers
Presentation

V. INSTRUCTIONAL METHODS

Demonstration
Discussion
Field trips
Group Activities
Guest Speakers
Laboratory
Lecture
Role Play

Note: In compliance with Board Policies 1600 and 3410, Title 5 California Code of Regulations, the Rehabilitation Act of 1973, and Sections 504 and 508 of the Americans with Disabilities Act, instruction delivery shall provide access, full inclusion, and effective communication for students with disabilities.

VI. WORK OUTSIDE OF CLASS

Study
Required reading
Problem solving activities
Written work
Observation of or participation in an activity related to course content

Estimated Independent Study Hours per Week: 2

VII. TEXTS AND MATERIALS

A. UP-TO-DATE REPRESENTATIVE TEXTBOOKS

STYLE WISE by Shannon Burns-Tran and Jenny Davis - Bloomsbury – 2nd edition - 2018

B. ALTERNATIVE TEXTBOOKS

C. REQUIRED SUPPLEMENTARY READINGS

California Apparel News
Women’s Wear Daily
Fashion Magazines
Trend Reports

D. OTHER REQUIRED MATERIALS

Stylist Kit:
Dressmaker pins
Safety pins
Needle and thread
Scissors
Spare buttons
Cellophane tape
Gaffers tape
Handi-wipes
Sharpies
Lint roller
Seam ripper
Masking tape
“Tide-to-go” pen
Pasties
Bounty paper towels

VIII. CONDITIONS OF ENROLLMENT

A. Requisites (Course and Non-Course Prerequisites and Corequisites)

Requisites	Category and Justification
Course Prerequisite Fashion-10 AND	Sequential
Course Prerequisite Fashion-15 AND	Sequential
Course Prerequisite	Sequential

B. Requisite Skills

Requisite Skills
Ability to create fashion illustrations on computer software. FASH 4- Design and revise fashion illustrations using Adobe Illustrator.
Understand garment design. FASH 10 - Select appropriate notions suitable for the fashion fabric to achieve the intended garment design.
Understand how garments relate to a person's personality, attitude and body shape and size and make appropriate pattern alterations, and choose appropriate fabrics to achieve design goals. FASH 10- Construct technique samples demonstrated in the textbook and in lecture/demonstrations

and conduct basic pattern alterations.

FASH 10- Select appropriate notions suitable for the fashion fabric to achieve the intended garment design.

Understand fashion style and trends.

FASH 15 -Understand the correct use of proportion and exaggeration to illustrate a fashion design on the human form as required by the apparel industry.

FASH 15 -Evaluate different fashion styles, and assess if a fashion illustration fulfills a design problem.

Understand and apply the principles of design.

FASH 41 -Evaluate the elements of design such as space, shape, form, line, color, and texture.

FASH 41 -Apply the principles of design such as balance, proportion, emphasis, unity, and rhythm, to enhance physical appearance.

FASH 41 -Compare and contrast fashion personalities such as classic, romantic, natural, athletic, dramatic, and eclectic.

FASH 41 -Plan a complete wardrobe based on lifestyle needs and finances.

C. Recommended Preparations (Course and Non-Course)

Recommended Preparation	Category and Justification
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D. Recommended Skills

Recommended Skills

E. Enrollment Limitations

Enrollment Limitations and Category	Enrollment Limitations Impact
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Course created by Vera Bruce on 10/17/2014.

BOARD APPROVAL DATE: 4/15/19

LAST BOARD APPROVAL DATE:

Last Reviewed and/or Revised by Vera Bruce

Date: 1/1/2019