Course Acronym:	FASH
Course Number:	2
Descriptive Title:	Presentation Techniques in Fashion
Division:	Industry and Technology
Department:	Fashion
Course Disciplines:	Fashion
Catalog Description:	This course covers the development of techniques for fashion presentations with emphasis on creating a portfolio. The students will be taught to develop their portfolio focusing on fashion design, fashion merchandising, or apparel styling. The portfolio will serve to showcase and demonstrate their skills in developing a concept through product completion.
Prerequisite:	Fashion 4 and Fashion 10 and Fashion 15 and one course from the following: Fashion 26A, Fashion 26B, Fashion 27 or Fashion 28 with a minimum grade of "C" in prerequisite
Co-requisite:	
Recommended Preparation:	Fashion 41
Enrollment Limitation:	
Hours Lecture (per week):	0.50
Hours Laboratory (per week):	1.50
Outside Study Hours:	1
Total Course Hours:	36
Course Units:	1
Grading Method:	Letter Grade only
Credit Status:	Credit, degree applicable
Transfer CSU:	Yes
Effective Date:	04/08/1996
Transfer UC:	No
Effective Date:	
General Education: ECC	
Term:	
Other:	
CSU GE:	

Term:	
Other:	
IGETC:	
Term:	
Other:	

Student Learning Outcomes:	**SLO #1 Portfolio** Given a term of instruction, demonstrations and classroom activities, the student will be able to develop a portfolio showing their best work which will be assessed by its readiness to submit to an employer for evaluation. **SLO #2 Garment Photography** Given a term of instruction, the student will be able to photograph garments for presentation, noting principles of apparel photography. **SLO #3 Portfolio Critique** Given examples of various electronic portfolios, students will be able to rank and assess the quality of electronic portfolios.
Course Objectives:	1. Evaluate and critique layout plans required in a typical fashion/merchandising project. 2. Formulate a plan to develop a growing body of work for a basic portfolio for transfer and/or job entry. 3. Develop a template which can be used to collect a growing body of work for a basic portfolio. 4. Assess the quality of electronic portfolios.

Major Topics:	**I. PRESENTATION TECHNIQUES IN FASHION OVERVIEW (1 hour, lecture)**
	
	   A. Purpose of a portfolio
	   B. Types of portfolios
	   C. Portfolio organization and contents
	
	II. PRESENTATION TECHNIQUES IN FASHION OVERVIEW (3 hours, lab)
	
	   A. Portfolio research
	   B. Portfolio template creation
	
	III. CUSTOMER FOCUS (1 hour, lecture)
	
	   A. Types of customers
	   B. Target customer
	
	IV. CUSTOMER FOCUS (3 hours, lab)
	
	   A. Research and identify customer characteristics
	   B. Develop target customer profiles

V. DESIGN JOURNALS (1 hour, lecture)

    A. Purpose
    B. Content

VI. DESIGN JOURNALS (4 hours, lab)

    A. Design journal research
    B. Design journal categories
    C. Design journal development

VII. PORTFOLIO PRESENTATION FORMATS (2 hours, lecture)

    A. Portfolio planning
    B. Portfolio composition

VIII. PORTFOLIO PRESENTATION FORMATS (4 hours, lab)

    A. Portfolio planning
    B. Portfolio composition

IX. PRODUCT SKETCHING (1 hour, lecture)

    A. Flats-technical drawing
    B. Specification sheets

X. PRODUCT SKETCHING (4 hours, lab)

    A. Flats-technical drawing
    B. Specification sheets

XI. COMPUTER USE (1 hour, lecture)

    A. Raster versus vector
    B. Off-the-shelf software
    C. Proprietary software

XII. COMPUTER USE (3 hours, lab)

    A. Raster versus vector research
    B. Off-the-shelf software identification
    C. Proprietary software research

XIII. PRESENTATION BOARDS (1 hour, lecture)

    A. Types of boards
    B. Board layout
    C. Materials used in boards
    D. Board development

XIV. PRESENTATION BOARDS (3 hours, lab)

	A. Identification of presentation board types and layouts B. Development of presentation boards **XV. PRESENTATIONS (1 hour, lecture)** A. Portfolio oral presentation skills B. Portfolio critique specifications **XVI. PRESENTATIONS (3 hours, lab)** A. Development of oral presentation B. Development of critique checklist
Total Lecture Hours:	9
Total Laboratory Hours:	27
Total Hours:	36
Primary Method of Evaluation:	3) Skills demonstration
Typical Assignment Using Primary Method of Evaluation:	Assess and compare three different types of portfolio cases used to present fashion. Submit a two-page comparison sheet to the instructor.
Critical Thinking Assignment 1:	Create a twenty-page digital portfolio of your physical work. Assess which content to include in the CD/DVD and present final work to the class for critique and to the instructor for evaluation.
Critical Thinking Assignment 2:	Develop a presentation board that displays a sportswear clothing line. Choose, evaluate and create a fashion story using various materials. Submit board to the instructor.
Other Evaluation Methods:	
Instructional Methods:	Demonstration Discussion Laboratory Lecture Multimedia presentations
If other:	
Work Outside of Class:	Skill practice Required reading Problem solving activities
If Other:	

Up-To-Date Representative Textbooks:	Linda Tain, <u>Portfolio Presentation for Fashion Designers,</u> 4th Edition, Fairchild Books, 2018
Alternative Textbooks:	
Required Supplementary Readings:	
Other Required Materials:	Foam core board Glue stick C-thru Ruler Fashion magazines Medium point felt pen Micro tip felt pen 50 sheets copy paper Tracing paper Transparent tape Scissors
Requisite:	Prerequisite
Category:	sequential
Requisite course(s): List both prerequisites and corequisites in this box.	Fashion 4 and Fashion 10 and Fashion 15 *And one course from the following courses:* Fashion 26A or Fashion 26B orFashion 27 or Fashion 28 with a minimum grade of C or equivalent
Requisite and Matching skill(s):Bold the requisite skill. List the corresponding course objective under each skill(s).	**Ability to use the Adobe Illustrator platform.** FASH 4 - Differentiate between vector and raster graphics and how to use them in a successful print design or illustration. FASH 4 - Design and revise fashion illustrations using Adobe Illustrator. FASH 4 - Design simple flats, develop "color ways," textile patterns and dressed croquis using Adobe Illustrator. **Ability to understand and construct various garment styles.** 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. FASH 10 - Demonstrate how to use the overlock and coverstitch machine and discuss when their use is indicated. **Ability to accurately illustrate a female, male and child form.** 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 - Illustrate accurately a fleshed in skeletal structure of a female, male and child. **Ability to understand the structure of three-dimensional garments on a dress form and pattern making concepts that can be applied to fashion merchandizing and the composition of a cohesive visual display** FASH 26A - Illustrate basic techniques of drafting by creating original designs and making accurate patterns. FASH 26B - Manipulate muslin by using techniques in basic draping for the creation of darts, yokes, shirring, princess line, flare, and/or pleats. FASH 27 - Evaluate key elements and patterns in fashion change cycles, customer demands and buying behavior. FASH 28 - Apply basic design concepts to build visual displays.
Requisite Skill:	
Requisite Skill and Matching Skill(s): Bold the requisite skill(s). If applicable	If a student has taken an equivalent course at another college or has drawing skills, the student is prepared to enroll in this course. It is important that students have basic drawing skills to succeed in this course.
Requisite course:	Fashion 41
Requisite and Matching skill(s):Bold the requisite skill. List the corresponding course objective under each skill(s).	**Ability to understand design principles, colors and terminology of apparel.** 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 - Experiment with fabric design, including pattern and motif placement, repetition, color and proportion to meet established guidelines for relationships to garment design and body proportion. FASH 41 - Compare and contrast fashion personalities such as classic, romantic, natural, athletic, dramatic and eclectic.

	FASH 41 - Using the Cost-Per-Wearing formula, determine the correct value of an outfit.
Requisite Skill:	
Requisite Skill and Matching skill(s): Bold the requisite skill. List the corresponding course objective under each skill(s). If applicable	
Enrollment Limitations and Category:	
Enrollment Limitations Impact:	
Course Created by:	Chris Moran-Wisdom
Date:	01/11/1996
Original Board Approval Date:	04/08/1996
Last Reviewed and/or Revised by:	VERA ASHLEY
Date:	03/21/2022
Last Board Approval Date:	06/20/2022