

AD451 -- FASHION EVENT PRODUCTION

Instructor:	e-mail:
	Term:
Voice mail:	Total class hours: 36
Office hours:	Class meets:

Course Description: Students will produce a fashion event featuring PFI Fashion Forward collections. Through the process of serving on production committees, the students will gain experience in time and budget management, publicity and promotions, merchandising, the booking of models/talent, musical selection, choreography and staging, lighting and set design, and other demands of a special event such as public speaking, equipment and venue rental, permitting and catering.

Course Objectives: Through the successful completion of readings, committee work and notebook assignments, students will learn the following: to build a fashion event vocabulary; to work collaboratively; to express ideas clearly; to encourage a respectful, productive and creative exchange of ideas; to listen carefully and complete the assigned task within time and financial budgets; to attend to details; to gather resources and call upon them; to understand the purpose and benefits of a fashion event as it relates to the fashion industry and its designers; to present themselves professionally; to understand the needs of the audience. And, finally, the students will enjoy the rewards of careful planning, hard work, and creativity by producing a successful fashion event for advisory committee, buyers, media and guests.

Competencies being assessed:

- Work with a team to create an event that exhibits and sells that team's apparel collections.
- Organize a fashion event that properly showcases the product brand.

Class format: Class time is divided between lecture, research and student presentations.

Required text: *Guide to Producing a Fashion Show*, Everett, Judith C. and Swanson, Kristen K.; Fairchild, 2014

Required supplemental materials: Laptop or tablet for taking notes and in-class research.

Standards of conduct: Complete and on-time attendance is mandatory.

- **No student can miss three or more classes and expect to pass this class.**
- Attendance is at the beginning of each class period. If you are late, you will lose half the attendance points for the day. If you arrive late, it is your responsibility to make sure you have been counted present. If you arrive more than 15 minutes after the beginning of a part of the class period, you will be counted absent for that part of the period.
- If you are absent, you lose the attendance points for that day. If you know ahead of time that you will not be in class, make arrangement with the instructor the night *before* class (by 10 p.m. and by telephone).
- It is the student's responsibility to keep track of assignments and turn them in on time should the students miss the class or arrive late.
- Professionalism means: Turn off your cell phone. Attend the full class. Focus and follow-through during classroom work. Have respect and work well with classmates. Use the same behavior in the classroom as you would on the job in the apparel industry.

- Late work will result in a one letter grade deduction.

Labeling Policy: All student work must be turned in with the following information: Name, Course Name/Number, Instructor, Term/Date, Project/Assignment, Contact Info (phone or e-mail). Work may not be accepted for full credit without the required information. PFI cannot guarantee the return of student work that is not labeled with the required information.

Incomplete: A student who, due to medical or other exceptional causes, cannot complete the required class work must document his/her situation and submit a written request for an incomplete grade to be entered. The instructor, the academic advisor and director must approve the grade and assign a time line for the work to be completed. Incompletes must be requested and approved no later than the end of the quarter for which the incomplete is requested. To remove an incomplete, a student must complete the required course work before the next quarter commences. If a student does not comply within the time line or does not complete the work, an "F" grade, or the grade calculated by the instructor on the incomplete form, will be entered to replace the incomplete.

To initiate a request for an incomplete grade, the student must fill out an incomplete form and submit it to his/her instructor. The instructor will obtain the required signatures and submit the completed form with final grades.

Withdrawal (W/WF): The student who withdraws from a course or from the program during the first six weeks of the quarter will be assigned a "W" code for each course. The "W" code is not used in computation of the student's grade point average; however, "W" credits are counted toward total credits attempted. The student who withdraws from a course or from the program after the ninth week of the quarter will be assigned a "WF" code for each course. The "WF" code is the equivalent of a grade of "F" and is used in computing the student's grade point average.

Students wishing to withdraw from PFI must file an official status change form with the Academic Advisor.

Last day to withdraw from the class is 48 hours before class starts.

Lab Policies: Leave food and drink outside the classroom. Disciplinary action will be taken toward any student found using the equipment in an inappropriate manner. Disruptive, disrespectful, rude behavior is not tolerated.

Plagiarism: Presenting the writings, images or paraphrased ideas of another as one's own, is strictly prohibited. Properly documented excerpts from other's works, when they are limited to an appropriate amount of the total length of a student's paper, are permissible when used to support a researched argument.

Attendance Policy: Students who are absent from all scheduled classes over a 14-day period (2 weeks) are subject to automatic attendance suspension—from PFI, not just from this course. This means the student is administratively withdrawn from all courses and cannot attend classes or continue in the current quarter unless he/she successfully appeals for reinstatement. Students who anticipate violating the attendance policy should contact the academic advisor immediately to discuss options such as withdrawing from PFI or navigating the appeals process.

Picking up Work: Please pick up your work no later than the first Friday of the following quarter. If you cannot retrieve your work by this date please make arrangements with me. All work not picked up by this date will be recycled.

Students with Disabilities: It is PFI policy not to discriminate against qualified students with a documented disability in its educational programs, activities or services. If you have a disability-related need for adjustments contact the academic advisor.

Evaluation:

Attendance/Professionalism/Participation	10 %
Notebook	10 %
Team Tasks	10 %
Peer Evaluations	40 %
Show Evaluations	30 %
TOTAL	100 %

Grade Scale

Letter	Number	Rating
A	95-100	Excellent
A-	90-94	
B+	87-89	Good
B	83-86	
B-	80-82	
C+	77-79	Satisfactory
C	73-76	Fair
C-	70-72	
D+	67-69	Marginal
D	62-66	
F	<62	Failure

COURSE CALENDAR

This syllabus is subject to change at the instructor's discretion.

WEEK/DATE	TOPIC	ACTIVITY	ASSIGNMENTS
1/	Introductions. Terminology. Process. Goals and Objectives	Bring laptop to every class. Class/Show Overview - Location/Date/Time - Show theme - Teams & assignments	Share contact info
2/	The Plan/ Working in Teams	Teams: Create task lists and schedule - Plan for weekly updates - Create staffing lists and budget - Create call sheets for volunteers	Create logo, call sheets for volunteers Meet with PFI about budget
3/	The Message	Create list of promotional ideas, assign - Go online to create Facebook page and related sites - Create marketing, pr plan & materials for advertising & front of house - List buyers & create invitation - List invitees and comps.	Create social media sites for daily updates, conversations Secure photographer, hair & makeup
4/	Staging/ Lighting	First look at garment illustrations - Create list of merchandising needs - Create list of model stats needed - Call announcement for models.	Create call sheets for models Create list of merchandising contacts
5/	Merchandise/ Designers/Lineup	Site visit - Plan staging, lighting - Choreography - Preliminary lineup and room assignments	Create floor plan for staging, lighting, backstage, room assignments Create release forms
6/	Models/ Choreography	Model Call - Release forms - Create spreadsheet - Plan model lineup & choreography	Distribute model spreadsheet to designers. Coordinate responses.

7/	Music/ Visuals	Visit with DJ - Logos and videos - Plan AV and rentals	Release logo/video requirements and release forms to designers. Collect responses. Order equipment.
8/	The Showrooms	Plan showrooms - List of materials needed - Set up & take down - Follow up on buyers - Prepare VIP swag	Prepare collateral for print. Call for swag donations.
9/	Event Plan	Review materials for front of house - Tickets - Registration - Signage - Greeting	Send collateral to print. Organize equipment for model fittings.
10/	Lineup	Model Fittings - Final line up - Hair & makeup	Review volunteer assignments, team tasks
11/	Assignments	Final team meeting reports - All tasks covered assigned - Every designer has a task list - Create Day of Show sheet	Show book assembled and distributed to all team members
12/	Walk through	Site visit for walk through - Revise Day of Show sheet & assignments - Assign all details	Insert new day of show sheet. Practice.
Day of Show		Finished Garments Due - Showrooms set up - All staff, volunteers at assigned locations	